

TOTAL QUALITY MANAGEMENT IN HEALTHCARE OF SPORTS PERSONS

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Abstract

Total quality management refers to management methods used to enhance quality in organizations. It is a comprehensive system approach that works horizontally across an organization by involving all departments, employees and extending backward and forward. Total quality management in healthcare of sports persons is referred to the facilities provided to a sportsperson. The main facilities is regarding the health of a sportsperson. Sportsperson can achieve its goal if he is healthy not only physically but also mentally. Both health are important for a sportsperson. Health is effected by some factors which not only improve the performance of a sportsperson but also affects his health. Such as nutrition diet, a trainer, equipments and ground , psychologist and doctor.

Keyword : Total quality management, health, sportsperson

Introduction

Quality management for health care delivery provides a model to organize, communicate, monitor and consistently improve all health care delivery in all aspects. It also propounds an organized system of higher quality in health care can lead to lower the costs of health care. Presently a national environment with a highly structured approach is very much essential to the pursuit of quality in health care services. There is also a need to limit the expenditures of health care price competition and financially-based efforts to limit health care expenditures. Many believe that the national focus will next shift to quality, and that future competition will be based on demonstrable excellence in quality. Both quality and quality will be important factors. In the recent years, Indian government has taken various steps for the amelioration of health care service, for which focused has been paid on access, cost, and quality of medical care (Bhat, 2007).

Health services to the sports persons include a wide variety of quality aspects, the seller is doctors, hospitals, nursing homes, clinics, etc. because they offer health services for sale as stipulated prices. The buyer, in the present study is the sports person who avails these health services through the state agencies or at his own cost, whatever the case may be. It may also include quality of performance that is directly connected and closely related to healthcare such as food, housing, safety, security, attitude of healthcare service providers and other factors that arise in connection with hospitals and nursing homes. Quality of service delivery may vary from one region to another, one level to another level, one sports person to another sports person, governance to governance. These services include delay time, service time, timing with regard to medical treatment and surgery.

- Quality of administration and management
- Quality of doctors
- Quality of hospital care (Khan, 2000).

Principles

- Sportspersons focused organization- Organizations depend on their sportspersons and therefore should understand current and future sportspersons needs, should meet sportspersons requirements and strive to exceed sportspersons expectations
- Leadership- Leaders establish unity of purpose and direction. They should create and maintain the internal environment in which people can become fully involved in achieving the organization's objectives. Like captain of team.
- Involvement of people- People at all levels are the essence of an organization and their full involvement enables their abilities to be used for the organization's benefit. Like the spectator play a very important role to increase and motivate sports person.
- System approach to management- Identifying, understanding and managing a system of interrelated processes as a system contributes to the organization's effectiveness and efficiency in achieving its objective. As in sports the players manage their time and give proper time each and every thing.
- Conational improvement- Conational improvement of the organization's overall performance should be a permanent objective of the organization. As practice makes men perfect so in sports practice plays a important role for continual improvement.
- Factual approach to decision making- Effective decisions are based on the analysis of data and information. The decision making power good of leader so that according to situation he can take right decision (Anderson, 2003).

Characteristics

- Total quality management provide help to achieve the goal- In the sports every player wants achieve successful in their own event. If they have proper facilities then he can achieve the goal
- It helps the players to exclarete their stamina- If the intuition provide proper facilities like; coach, psychologist and proper guidelines to the players then they exclarete their stamina for long time.

- It helps the player to give its full potential during his performance-
If the institution give proper guideline and facilities to the player then player give its full potential during his performance.
- It give effective and efficient method of improvement in sportspersons-
Management give effective and efficient method of improvement in sports like; available of transport system, good accommodation and healthy environment these all are helpful in increasing the standard of sports.
- It give platform to good talent-
Management wants it provide platform good talents for players. Because the good platform play important role in the life of players.
- It is helpful in increasing interest about sports in common persons as well as sportsperson-
If the institute provide good infrastructure for sports then spectators also take interest in game. Because spectators play important role increasing the interest of players regarding game All facilities are responsible for increasing the standard of sports

Factor affecting total quality management in health care of sports persons

- The role of nutrition diet-
Diet is very important component for a sportsperson because he need to consume an healthy diet to remain fit. He will be able to focus of his goal if he is healthy and has that much energy that after the work out. He can do daily routine work.
- The role of a trainer-
A sports person can achieve its goal if he has proper knowledge and skills his/her game. It is only possible with guidance and guidance is provided by the trainer. Trainer is a person who gave knowledge to a sportsperson and make him perfect in his field and help him to achieve his goals.
- Role of equipments and ground:-
A sportsperson can become perfect if he has all the facilities such as the equipments and the fields in which they practice. If they have proper equipments and the fields then they can improve their performance. They will have better skills and would be able to achieve the goals.
- Role of Sports Psychologist:-
Sports psychologist have a very important role in a sportspersons life. As sometimes the sportsperson gets motivated and gets in depression. A psychologist is a person who knows about the psychology of the sportsperson and give them moral support. He also help them to get motivated and improve their performance.
- Role of Doctor:-
When we are performing an activity regarding sports there are many chances of getting injured. To cure this injuries proper medical facilities should be provided. If there is something then the doctor's vision is very important. Sometimes a small carelessness regarding injury can have a disastrous effect on our health.

Barriers

- Bad condition of sports complex-
Some sports institutes are not well maintained. It has no proper arrangement of lighting, proper boundry wall. These all factors which may cause accidents in sports. So for the progress of players sports complex should be secure and safe.
- Low quality of sports equipments.

Equipments are play important role in increasing the performance of players. But some time these equipments have poor quality due to their bed condition the players performance decrease. The protective equipments should be made compulsory to wear according to the game. Sports kit as well as shoes should be proper

- **Lake of motivation to proper-**
Motivation is very important for every person. But in the sports it is very neccessary for player. Some time players have good skill but due to lake of motivation they not give their better performance. So it is the responsibility of a coach who give the motivation to player.
- **Lake of safety regarding female-**
Female players also good players like male players. But some parents have tension regarding the safety of their daughters. Some people think that the sports stream is not good for girls. So institute wants it provide all type of safety of girls.
- **Corruption**
Corruption is an illegal use of authority for personal gains. Curruption is a universal disease causing harm to the people and government almost everywhere in the world. But, in the country like india it has assumed the shape of a cancer. Sports line is also not free from corruption for e.g cricket match fixing etc.

Significance of good healthcare services to sportspersons

- **For raising the standard of sports-**
In fact, every country of the world wants to reach at the apex position in the field of sports. Nowadays, sports has become the focal point of attention in every country. To achieve the top position in the world of sports has become the prestige of every country. Every country wants to prove its image before other countries through sports. It can be possible only through the proper sports environment.
- **For proper growth and development-**
The proper sports environment is needed for proper growth and development of sportspersons who are engaged in various sports. In the absence of proper sports environment, the growth and development of sportsperson is impossible.
- **For avoiding mental health ricks-**
The proper sports environment in terms of social environment is also needed for avoiding mental health risks. It may create stressful situations. If such type of sports environment persists, it may create stress, tension and anxiety in abundance, which ultimately lead to depression. So for avoiding mental health ricks, proper sports environment is direly needed.
- **For enhancing mass participation.**
The proper sports environment is essential for enhancing mass participation in sports. In fact, proper sports environment motivates and encourage everyone to participate in sports and games which is the need of the hour. If there is no proper sports environment, nobody would like to participate in sports and games. Hence,proper sports environment is needed for increasing mass participation
- **For avoiding sports injury-**
The proper sports environment is also needed for avoiding various sports injuries to sportspersons during the practice and competitions. It means that different types of injuries may occur to sportsperson if playground, courts, sports equipments, training equipments and protective equipments are not appropriate. So proper environment in terms of sports ground, courts and equipments, etc. is needed for avoiding injuries to participants.

- For avoiding physical health risks-
The proper sports environment is required for avoiding physical health risks to the sportspersons who engage themselves in the field of sports. In the absence of proper sports environment, there can be physical health to the sportspersons. For example practice at very high altitude may be dangerous to the sportspersons.

Conclusion-

It is concluded that the institution wants it provide all type facilities to the players. If management take successful step for the carrier of players then the players also give their better performance. We can look at many talented sportsperson who has come up with the flying colors to our country for example Abhinav bindra, Sania mirza. So if we expect that should give their best in the compition so the proper facilities should be provided to them.

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