



Dr. T.V. SUBRAMANIAN(TVS)
M.Sc, Dip in SQC, Fellow IIM-A,Ph.D,
Management Consultant, Chennai (Adviser) &
Professor Emeritus – IFMR, Chennai

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MESSAGE

Dear Mr. A Mahalingam,

Thanks for the request for a message for Association for Healthcare Management Professionals - India.

Message for healthcare professionals: 3 C model.

1. **Competence:** since knowledge in healthcare is doubling in every 5 years, continuous updating of knowledge and skills are absolutely necessary. Otherwise one will become obsolete in no time. Attending conferences, seminars apart from reading journals should be part of your profession.

2. **Commitment:** there are 3 levels of commitment.

- a. Contractual form of commitment. Contract between employer and employee, between patient and doctor. A good professional should rise to higher levels of commitment.
- b. Dedication form of commitment. Very often one has to sacrifice personal conveniences, comforts for the sake of a higher cause for which he has dedicated himself. Namely patient care.
- c. one should rise to still higher level namely devotional form of commitment. Here you enjoy working for the cause and look for Moore and more opportunities to work for the cause. Devotion implies unconditional and enjoyment.

3. The third quality required is **compassion**- towards patients and their relative. One should consider every patient like his own close relative. Not only he should treat his physical disability but also mental anxiety.

All the best Mahalingam,
Warm regards
TVS