

# MANAGEMENT IN HEALTHCARE INSTITUTIONS THROUGH THE APPLICATION OF ADEQUATE COMMUNICATION AND "IT" SKILLS

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## ABSTRACT

The management of healthcare institutions can be based on the introduction of relatively less used skills, such as the

introduction of strong communication influences at the level of the patient-health institution connection, health institution-state authorities, patient-pension funds and others. In the entire system of such communication, the application of using the IT support system as a security mechanism is increasingly coming to the fore. In essence, communication and the results of such actions affect a large number of participants in the work of health institutions. The aim of this paper is to point out the importance of good communication in the business of health institutions, while at the same time using full or partial support of the IT system to support such activities. We discovered that it is important to continuously improve communication at all business levels within the scope of the operation of health institutions, as well as that it is necessary to design a usable IT system support system, because in this way it is possible to improve the overall results of the operation of health institutions.

**Keywords:** Health institution, communication, IT support system.

## INTRODUCTION

The business of health institutions in a large number of heterogeneous economies requires continuous improvement of business based on internal communications and its improvement in order to achieve better results [1].

Such approaches are aimed at raising the constant level of communications, which are a landmark in achieving better and more successful results [2].

Satisfaction with internal communication is the essence and essence of business, which is of great importance for public systems, especially healthcare institutions [3].

The influence of internal business communication on the commitment of employees in numerous subjects is constant [4], and this also affects the relationship between personality traits, lifestyles and academic success [5].

In addition to internal communication, other factors such as financial ones are increasingly included in the analysis, which is important in the overall business [6], [7].

Internal communication jobs increasingly rely on numerous non-standard support factors such as IT support systems and others [8], [9].

## METHODOLOGY

The business of healthcare institutions should be based on the application of innovative business improvement models.

The results obtained from the research are grouped into two large units that deal with the

problems of communication and other areas of action that can be well integrated into the improvement of the overall business. In the paper, emphasis is placed on the work of IT system support in communications with patients in relation to health institutions, with 178 respondents who had IT system support, and 88 who did not, during January 2026, so that the evaluation interval was from 1-10 scale, where the least confidence was marked in the surveys with 1 and the highest with 10.

After that, statistical processing of the data was done in order to finally make a forecast of future trends in the second part of the work with a focus on the safety of patient reporting and the connection with other analyzed factors in this study.

## RESULTS

The modern management approach involves the application of IT technological support, which was the basis for obtaining the presentation of the research results that are presented in Table 1.

Table 1. Overview of the impact of communication factors of patients and healthcare organizations with the existence of the application of IT system support as well as non-system support of the IT system

	Systematized use of IT support systems	Unsystematic implementation of IT support systems	t	p
Average value				
Security of patient reporting	9.01 ± 0.55	6.40 ± 0.48	36.369	<0.0005*
The quality of the information received from the health institution	9.59 ± 0.48	7.24 ± 1.15	17.041	<0.0005*
The level of trust of the patient in relation to the reporting of the health institution	7.58 ± 0.47	6.20 ± 4.07	4.211	<0.0005*
Manifestation of care and feelings in the process of treating the patient	9.45 ± 0.50	8.65 ± 0.85	8.194	<0.0005*
Feedback in patient-health institution communication	9.01 ± 0.62	4.75 ± 0.71	48.103	<0.0005*
The satisfaction of reporting with the support of the IT system	7.56 ± 0.70	9.79 ± 0.42	24.358	<0.0005*
<b>Total score</b>	<b>63.21 ± 4.97</b>	<b>64.01 ± 2.65</b>	<b>-1.269</b>	<b>0.122</b>

Next, multiple linear regression was applied to see the possible impact of patient reporting on the prognosis of safety in relation

to other factors included in the study in terms of their possible impact. The results are presented in Table 2.

Table 2. Predicting patient safety factors in relation to analyzed communication factors and the impact of IT support

	Beta	t	p
Constant	-	11.783	<0.0005*
The quality of the information received from the health institution	0.031	1.068	<0.0005*
The level of trust of the patient in relation to the reporting of the health institution	0.159	4.223	<0.0005*
Manifestation of care and feelings in the process of treating the patient	0.059	1.789	<0.0005*
Feedback in patient-health institution communication	0.269	6.300	<0.0005*
The satisfaction of reporting with the support of the IT system	0.099	2.618	<0.0005*

## DISCUSSION

Based on the presentation of the obtained results systematized by the authors in Table 1, it can be seen that for all analyzed factors: security of patient reporting, quality of information obtained in the relationship between the health institution and the patient, level of trust between the patient and the health institution, manifestation of care for the patient, feedback loop in the communication between the patient and the health institution, patient satisfaction with the reports conducted by the health institution to the patients, i.e. their overall score, the obtained values are significantly higher in the case of the systematic application of the IT support system.

After presenting the obtained results in Table 1, it can be seen that there are significant differences in relation to the attitudes of patients regarding the received communication they perform in conditions where there is system support of IT reporting compared to when it was absent.

The obtained results of the second part of the research were systematized in such a way that it was possible to present a forecast based on the analyzed factor of total safety of communication in the relationship between the patient and the healthcare institution for 2026, when other factors of possible influence on communication were included in the analysis.

The level of communication security of interest rate can be predicted based on independent variables, because the model is statistically significant ( $F=177.02$ ,  $p<0.0005$ ). Based on the results shown in Table 2, it can be

seen that there are significant differences  $p<0.0005$  for all analyzed factors in cases of system IT support and when it does not exist.

## CONCLUSION

The results of the study indicate firstly that (Table 1) the analyzed factors: safety of patient reporting, quality of information obtained in the relationship between the healthcare institution and the patient, level of trust between the patient and the healthcare institution, manifestation of patient care, feedback in communication between the patient and the healthcare institution, patient satisfaction with the reports that the healthcare institution conducts towards patients, i.e. their overall assessment, the obtained values are significantly higher in the case of systematic application of the IT support system. This clearly indicates that in the future operations of healthcare institutions, a strong introduction of IT support systems is essential because in this way it is possible to achieve optimal communication between the patient and the healthcare institution. Secondly, it is possible to confidently predict the impact of other analyzed factors based on focusing on the safety of communication between the patient and the healthcare institution. This essentially raises the importance of both the application of the IT support system and the importance of the communication safety factor.

## DECLARATIONS OF INTEREST STATEMENT

The authors affirm that there are no conflicts of interest to declare in relation to the research presented in this paper.

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