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" Proposal of the therapeutic nutrition clinic TNC, project in Port-Said university hospital"

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ABSTRACT

Background :

- Therapeutic Nutrition is now one of the most updated and recent limes of management of many diseases of adult and childhood and decreasing the mortality and morbidity rates and even beneficial for the healthy peoples this means that therapeutic nutrition clinic is beneficial for the all society
- Therapeutic Nutrition, exercise and life style modifications are very important item of treatment called non pharmacological therapy

- The therapeutic nutrition, obesity and thinness management center in port-said university hospital will be very beneficial for diseased patients and healthy people in port-said and at the same time will accomplish financial profits at the present time and the future.

Aim of the study :

Providing therapeutic nutrition clinic TNC that will promote health in all members our society not only the diseased ones but also the healthy one. It will help them improve quality of life this will decrease morbidity & mentality rates. This will increase persons produciorial in our community.

Methodology :

SWOT analysis , TOWS study , Feasibility study , Budgeting of the project , Legal study , Environmental study , Political study , Social study , catastrophe plan , methods of cost reduction and establishment of : risk management plan , financing plan and development plan .

Conclusion:

- Providing therapeutic nutrition clinic TNC that will promote health in all members our society not only the diseased ones but also the healthy ones.
- It will help them improve quality of life this will decrease morbidity & mentality rates.
- This will increase persons productivity in our community.

Key words :

- **TNC ; obesity and thinness , exercise , health of community , project .**

Introduction

- Therapeutic Nutrition is now one of the most updated and recent limes of management of many diseases of adult and childhood and decreasing the mortality and morbidity rates and even beneficial for the healthy peoples this means that therapeutic nutrition clinic is beneficial for the all society
- Therapeutic Nutrition, exercise and life style modifications are very important item of treatment called non pharmacological therapy
- The therapeutic nutrition, obesity and thinness management center in port-said university hospital will be very beneficial for diseased patients and healthy people in port-said and at the same time will accomplish financial profits at the present time and the future.
- This project for Therapeutic Nutrition center is Avery practical project and have the character of ongoing continuity in future.
- The center will have many clinics and other activities included in the process of non-pharmacological therapy e.g. Exercise gym.
- Swimming pool, hydrotherapy and Jacuzzi, physiotherapy clinics followed by physiotherapist specially and so on.

AIM OF THE PROJECT

Providing therapeutic nutrition clinic TNC that will promote health in all members our society not only the diseased ones but also the healthy one. It will help them improve quality of life this will decrease morbidity & mentality rates. This will increase persons productivity in our community.

Material & Methods

FEASIBILITY STUDY

- Application SWOT, TOWS and ETOP on our project therapeutic nutrition obesity and thinness center in port- said university hospital.
- The best strategy is to transform threats to opportunities and weakness to strength.

Ref. Demand Theory - ADAM HAYES Updated Jul 8, 2019

Ref. Feasibility Study - [By Simplilearn](#) - Aug 20, 2020

Ref. Feasibility Study - [Kathy, March 27, 2019](#)

Brainstorming

- We discuss with our colleagues of group in hospital management team and they give us these ideas about the project of therapeutic nutrition, obesity and thinness management clinic in port-said university hospital.

Search the net for information.

We searched in a lot of websites and journals online.

Define the customer.

Healthy peoples.

Diseased peoples (patients).

Study the market.

The market is so promising for the therapeutic nutrition clinical

Define competitors.

Private clinics and units for physic- therapy.

Private units for management of obesity and thinness.

Private clubs for health and physical fitness including athletes equipment, swimming pool, Jacuzzi and hydro – therapy.

HR –Job descriptions, Job specifications & Estimating Salaries

HR (human resource manager and employee)

Will define the reasonable salaries of the employee and the qualification, skills needs to perform these jobs (job specification and job description)

Ref. job description JAMES PHELAN MARCH 22, 2018

The Building, Materials and the Machines -Estimating Cost, Maintenance of the Building & Machines

- There must be specialized consultation companies for engineering, building, selling and buying lands.
- In our project we will need about 500 m2.
- Specialized company for performing the construction of the building from A TO Z and machines, the cost and the maintenance of the building.

Ref. A cost management - [Liliana Neriz](#) - November 2014



Ref. marketing - [Michael Richter](#)



7essential steps for highly successful sales

Ref. sales and marketing - ©2014 Australian Business Consulting & Solutions

Ref. Market Segmentation - JENNIFER YESBECK

Ref. Marketing Strategy - By ADAM BARONE Reviewed By MARGARET JAMES

Updated Apr 29, 2020

Ref. Types of Marketing Strategies - Feb 20, 2014

Ref . [The Sales Strategy](#) [Dave Egloff](#) | March 12, 2019

Methods of training

- Class room learning
- Host your training on line
- All the medical and non-medical staff must be obliged for an advanced training

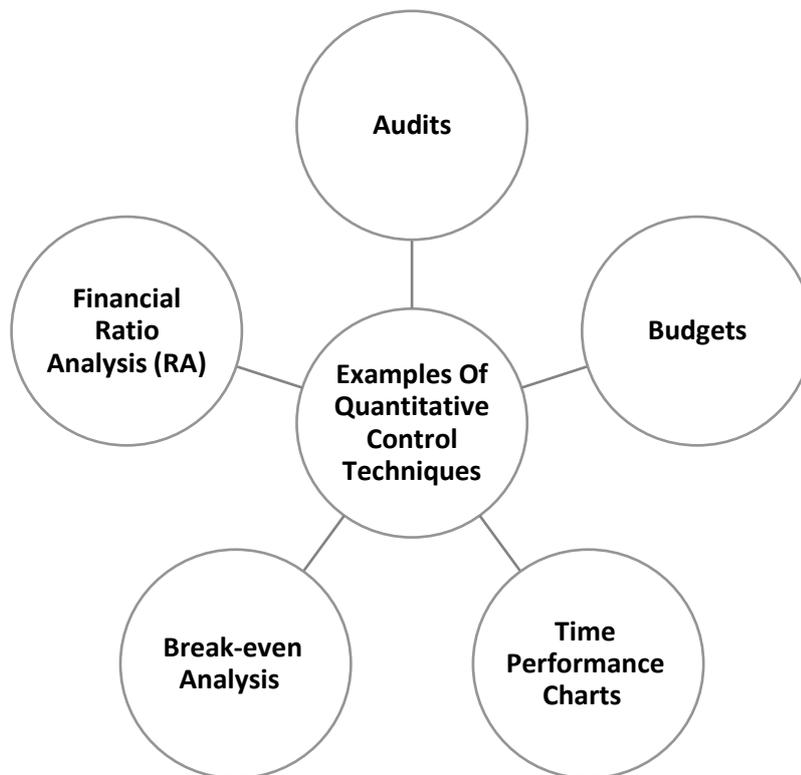
Methods of monitoring

- Observation, Talking with people
- Monitoring work performance and output
- Employees surveys (before, during, and after the change)
- Financial recording, provide direct feedback
- Questionnaires
- Measuring the time it takes to complete tasks
- Recording questions asked

Ref. Monitoring techniques

Ref. DIETARY SERVICES

Methods of Control



The Patient Circulation



Service Time for each customer

The patient takes time in therapeutic nutrition clinic examination and in the Gymnasium.

Waiting Time to have the service

The patient must take the proper time for a high quality service and to comply this mission we will make at least doctor for female patient and doctor for male patient.

The amount of the service produced Diet protocol, Gymnasium protocol and Nutrition Pharmacy.

Ref. DIETARY SERVICES

The supply chain design and management

is a multi-disciplinary program designed to help us to create and implement innovative strategies that can help our organization serve customers effectively and efficiently.

Ref. supply chain - Jim Thulin

Benefits

Value: adopt the value as a guiding principle to deliver superior managerial performance with significant business impact.

Alignment: Discover tools to align core process for operational excellence.

Sustainability: understand frameworks to manage risks and opportunities for sustainable supply chain management on a global scale

The Legal and Other Obligatory Studies

- According to Egyptian laws and regulations

Environmental study

- Make plan for expected environmental risk

Ref. Egyptian guideline - Amro kandel .etc 2016

PATIENT safety

- Ensure patient safety to ensure high quality services and minimize risk

Ref. DIETARY SERVICES

Staff safety

- Maintain the health and safety of health care workers

Ref. HOSPITAL EVACUATION PLANNING GUIDE - Harvard – school of public health 2014

Social Study

- Gain benefits of our nutrition unit

Staff development

- How to develop and improve the performance of employees

Transportation of patient and staff

Capital budgeting

- Construction of a new plant or a big investment in an outside venture are examples of projects that would require capital budgeting before they are approved or rejected.
- Methodology of fixed assets
- Methodology of expenses
- Methodology of cost reduction electricity
- Methodology of cost reduction water timed
- Methodology of maintenance of building and machines
- Methodology of cost of marketing of sales
- Methodology of method ways to increase and improve cash flow
- Methodology of method of feasibility study

Methods of long term contracts of buying of same resources

Methods of Crisis and Catastrophe management

- Identification of Predicted Crisis and Catastrophe
- Make plan to meet them
- Predict the cost to cover them

Ref. Emergency Food Service: Planning for Disasters - Published by authority of the Minister of Health – Canada 2007

Results

The Marketing And Sales Planes

The Customer Of The Nutrition clinic, Obesity And Thinness Management Center was including most of the classes of the society with different entity :-

A. Healthy peoples

B. Patients

C. Organizations

Healthy peoples

- People searching for performing their health and increasing their physical fitness either males or females
- Athletes
- Athletic clubs members and teams like football in El masry club and other social and athlete club in port-said

Patients

- Patient of acute and chronic diseases,
- Patient of renal failure
- Patients of diabetes mellitus and hypertension
- Patients of liver impairment
- Central line nutrition patient
- Patients of oncological diseases
- Malabsorption , general , weakness , cachexia , overweight (obesity)
- Patient of growth hormone disorders like retardation of the growth (pituitary) (thyroxin hormone imbalance)
- Cardiac patients e.g Ischemic Heart Disease (Coronary heart syndrome) congestive heart failure (C.H.F) dyslipidemia
- Central nervous system disorder patients (neurological)
- Psychogenic poly-phagia (obesity)
- Anorexia nervosa
- Cachexia
- Paraplegia and hemiplegia
- Muscle disorder patients

- Pediatric disorder e.g obesity, loss of appetite, parasitic, infestation, mal nutrition child , underweight , growth retardation.

Ref. Research and Segmentation - 2017 - Graystone Strategy Ltd.

Ref. Business-to-Consumer - [WILL KENTON](#) - Jul 11, 2020

Organizations

- The center can sale the experiences of its staff and nutrition protocol for other hospital and other healthy organization and increasing the benefits and profits of the therapeutic nutrition center

Super added value is the research unit in nutrition center for the scientific value on the nutrition researches at the level of global search.

Social Media advertising tools

Facebook, Instagram, you tube and Twitter.

Educational seminars for patients in all departments of hospital.

Legal and Other Obligatory Studies

According to Egyptian law number 51 for 1981

Ref. Legal study

قانون رقم 51 لسنة 1981 بتنظيم المنشآت الطبية المعدل بالقانون 153 لسنة 2004

Environmental study

Make plan for expected environmental risk

Hazards chemicals plan

- Implement a written program that meets the requirements of the Hazard Communication Standard to provide for worker training, warning labels, and access to Material Safety Data Sheets (MSDS).

Provide appropriate PPE: (e.g., gloves, goggles, splash aprons) when handling hazardous dishwashing detergents and chemicals

Medical Services and First Aid: Where the eyes or body of any person may be exposed to injurious corrosive materials, provide suitable facilities for quick drenching or flushing the eyes and body within the work area for immediate emergency use

- Use dishwashing machines that automate the dispensing of washing chemicals to minimize employee exposure to chemicals. Workers must still be cautious and use appropriate PPE (e.g., goggles, and/or gloves) when changing out the containers of detergent.

Medical waste

- **Classification of medical waste to :**
 - Normal waste
 - Medical waste: (human bodies-biological liquid-solid medical waste)
 - Sharps
 - Chemical waste

- **Collection of each type:**
 - Red bags for solid medical waste
 - Black bags for normal waste
 - Yellow bags for chemical waste
 - Safe boxes for sharps
 - Dedicated sewage for biological liquid
- Put standards for each material of collection bags and boxes
- Transport from department of the hospital to waste collection room safely at dedicated time and pass way and document the weight and type
- Transport waste to final disposal safely to incinerator and healthy burial according to laws and regulations of Egyptian environmental law
- Safe disposal of oily waste

Ref. Egyptian guideline - Amro kandel .etc 2016

PATIENT safety

- Follow patient safety roles and identification
- Identification of high alert medication
- Hand hygiene
- Improve effective communication

Staff safety

- Routine examination of workers and daily examination for any infectious diseases
- Health certificates for workers

Social Study

- Participate to reduce chronic disease and improve health
- Participate to increase productivity of population by improving their health
- Reduce mortality and morbidity
- Reduce mortality in premature babies by TPN solution
- Increase bed turnover rate

Staff development

- New employee orientation
- Department Specific Training
- Annual Continuing Education
- Annual Evaluation

Ref. education programs - Pubmed.gov - 2018 May

Transport of patient and staff

- Provide ambulance for patient
- Provide contract with Transportation Company for workers.

Result of fixed assets

STATEMENT	PRICE	M
Equipment	187000	1
Computers	12000	2
Furniture and décor	24000	3
Photocopier and fax and print	24000	4
Camera control	23000	5
Fire extinguishers	8000	6
Supplies and tools	10200	7
Establishment expenses	20000	8
Total	308200	

Ref. [Finance & Accounting - ADAM HAYES](#) - Updated May 10, 2020

Ref. [Finance & Accounting - WILL KENTON](#) - Updated Aug 19, 2020

Ref. [Loan Basics JULIA KAGAN](#) - Apr 6, 2020

Temporary employment

	<i>job</i>	<i>Numbers of Employee</i>	<i>salaries</i>	<i>Monthly salaries</i>	<i>annual salaries</i>
<u>1</u>	Project manager	1	5000	5000	60000
<u>2</u>	accountant	1	1800	1800	21600
<u>3</u>	doctor	1	5000	5000	60000
<u>4</u>	nurses	2	2000	4000	48000
<u>5</u>	workers	2	1000	2000	24000
<u>6</u>	trainer	2	1400	2800	33600
					<u>247200</u>

STATEMENT OF TOOLS AND MACHINES

	Statement	Industry	numbers	price	total
1	Steam room	Egyptian	4	15000	60000
2	slimming devices	Egyptian	2	12000	24000
3	Body massage bed	Egyptian	15	2000	30000
4	Dedicated examination bed	Egyptian	4	3500	14000
5	Sport tools and machines	Egyptian	10	4900	49000
6	VARIOUS TOOLSA	Egyptian	10	1000	10000
TOTAL					187000

Other debit expenses

	Statement	price
1	Insurance	55000
2	Rent in advance	19200
3	Rent for 3 month	61800
	Total	136000

<u>Investment expenses</u>		
Statement	Partial	total
Fixed capital	187000	
Machines	12000	
Computers	24000	
Furnitures and décor	24000	
Photocopier and fax	23000	
Camera control	8000	30080
Fire extinguishers	10200	
Supplies and tools	20000	
Establishment expenses		
Total fixed capital		964200

Secondly:		1272400
The capital for 3 month	748000	
Raw material 3 month	61800	
Salary and wages for 3 month	83800	
Other debt expenses	70600	
Cash		
Total capital		
Total investment cost		

LIST OF CAPITAL FLOW

<u>Internal cash flow</u>	<u>Preparation period 3 month</u>	<u>First</u>	<u>second</u>	<u>THIRD</u>	<u>FOURTH</u>	<u>FIFTH</u>
SALES		2378456	3139562	4144222	5387488	7003735
EXTERNAL CASH FLOW						
INVESTMENT COST	1272400	0	0	0	0	0
SALES COST	0	1450112	1885146	1998254	2118150	2245239
ADMINSTRATIVE EXPENSES	0	92700	94554	99282	104246	109458
REPAYMENT THE LOANS AND THE INTEREST		200000	200000	200000	200000	200000
REPAYMENT AND INTEREST	0	50000	40000	30000	20000	10000
EXTERNAL FLOW		1792812	2219700	2327536	2442395	2564697
THE NET	1272400-	686756-	233106	2049792	4994885	9433923
THE TAXES		0	0	461203	1123849	2122633
THE NET PROFIT AFTER TAXES		686756-	233106	1588589	3871036	7311290

Ref. [Fundamental Analysis](#) - [SEAN ROSS](#) - Updated Aug 7, 2019

Ref. [Capital Budgeting](#) - [WILL KENTON](#) - Updated Aug 19, 2020

Ref. [A cost management](#) - [Liliana Neriz](#) - November 2014

Conclusion

From our work we concluded the importance of our nutrition unit

- Participate to reduce chronic disease and improve health.
- Participate to increase productivity of population by improving their health.
- Reduce mortality and morbidity and increase productivity in community.
- Reduce mortality in premature babies by TPN solution.
- Increase bed turnover rate.

We are in high need to this clinic in port said city

Recommendation

Providing therapeutic nutrition clinic TNC that will promote health in all members our society not only the diseased ones but also the healthy ones.

It will help them improve quality of life this will decrease morbidity & mentality rates.

This will increase persons productivity in our community.

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