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Launching a New Private Hospital with a Focus on Empathy and Patient-Centric Care

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Abstract

We propose a new model for a private hospital that prioritizes empathy and putting patients at the center of care. This model seeks to transform healthcare delivery by prioritizing exceptional patient service in addition to outstanding quality as a fundamental prerequisite. Acknowledging the urgent need for comprehensive improvements in the healthcare sector, we integrate these core elements to offer well-rounded and sustainable care solutions. Key to our approach is a partnership with the Medical University of Vienna International, which fosters the transfer of knowledge and enhances professional development, reinforcing our dedication to empathetic care. This collaboration is supported by an innovative integrated research institute to enhance research, development and innovation that keeps us ahead in medical advancements, ultimately leading to better patient outcomes. This integration encourages our medical staff to participate in research programs, fosters collaboration with other institutions, and promotes academic thinking throughout the hospital while opening up promising career opportunities. Our commitment to quality control is reflected in strong clinical governance and the use of advanced technology for continuous monitoring and improving treatment protocols, ensuring high standards of patient safety and clinical effectiveness. Furthermore, we focus on providing outstanding patient service by tailoring healthcare experiences to individual needs. Our unique 'patient navigator' program acts as a "medical butler service", enhancing patient satisfaction through personalized support. This patientcentric approach emphasizes clear communication, customized care plans, and comprehensive support services, fostering a nurturing environment built on satisfaction and trust. Additionally, we implement innovative cost-control strategies without sacrificing care quality. By optimizing resource allocation, negotiating supplier contracts, and utilizing cost-effective technologies, we achieve operational savings

that are reinvested in enhancing patient care, ensuring fair access to our services. By integrating these pillars with a strong commitment to empathy and patient-centric care, we not only strive to improve health outcomes but also aim to set a new standard for sustainable and efficient healthcare delivery. This model encourages further discussions on incorporating empathy into healthcare systems worldwide, advocating for similar frameworks that place the patient's experience at the heart of their healthcare journey.

Keywords: Empathy, Patient-Centric Care, Healthcare, Quality Control, Sustainable Care

Introduction

The launch of a new private hospital in Sarajevo, Bosnia, is poised to bolster the region's healthcare services, bridging the gap between its socioeconomic progress and historical complexities ^[1].

Bosnia and Herzegovina's healthcare system, still fragmented from the postwar era into three separate entities, is plagued by inefficiencies, corruption, and limited resources, resulting in widespread discontent among the public [2,3]. However, this challenging landscape also presents a unique opportunity for innovation and investment in the healthcare sector. By introducing a forward-thinking private hospital model that prioritizes empathy and places patients at the center of care, Bosnia and Herzegovina can bridge the gap in healthcare services and provide its citizens with highquality medical care. The new private hospital in Sarajevo will offer a significant contribution to addressing service gaps in the current healthcare system, providing specialized treatments and modern facilities that cater to the evolving needs of the population.

Moreover, it will provide an alternative to the public healthcare system, which has been plagued by long waiting times, inadequate equipment, and a shortage of skilled medical professionals ^[4].

As Bosnia and Herzegovina continues to evolve socio-economically, the demand for quality healthcare services is increasing. The private hospital will be well-positioned to meet this demand, offering a range of specialized services. Furthermore, it will provide a platform for medical innovation, research, and development, enabling the country to stay abreast of the latest medical advancements ^[5].

The establishment of the private hospital will also foster public-private partnerships, enabling the government to leverage private sector expertise and resources to improve the overall healthcare landscape ^[6].

Study Design - This study utilized a mixed-methods approach, integrating both qualitative and quantitative methodologies to develop and assess a new model for a private hospital. The research was conducted in collaboration of the ASA Institute Sarajevo with the Medical University of Vienna International, which facilitated the integration of academic research with practical implementation within the hospital environment.

Setting - The study was carried out in a newly established private hospital specifically designed to implement the proposed model of patient care, which prioritizes empathy and patient-centric approaches.

Data Collection - Data were collected over the first year of the hospital's operation, focusing on clinical outcomes, patient safety incidents, and adherence to treatment protocols. This involved systematic monitoring of compliance with established clinical

guidelines and evaluating the effectiveness of the care pathways that were implemented.

Data Analysis - Qualitative data were analyzed to identify key themes related to patient experiences, staff engagement, and the challenges encountered in the implementation of the new care model. The effectiveness of the 'patient navigator' program was assessed through patient feedback and satisfaction scores obtained from surveys administered upon discharge.

Quality Control Measures - To uphold high standards of clinical governance, regular audits were conducted to evaluate compliance with treatment protocols and patient safety guidelines. Additionally, feedback loops were established to promote continuous improvement in care delivery, utilizing data gathered from patient interactions and clinical outcomes to inform ongoing enhancements.

Focus on Quality

Our dedication to quality and patient safety is unwavering. We have implemented a comprehensive clinical governance framework that includes regular audits, peer reviews, and continuous professional development for our medical staff. We actively engage with patients, families, and the wider community to ensure their voices influence our decision-making.

Our operational model is designed to maximize efficiency and minimize waste, ensuring resources are effectively allocated to meet patient needs. We have invested in state-of-the-art technology, including electronic health records and advanced diagnostic equipment, to support our clinical teams and enhance the patient experience. Furthermore, through our integrated research institute, we are developing future solutions for an artificial intelligence-integrated platform designed to streamline patient workflows, automate administrative tasks, and enhance communication - allowing us to focus on what matters most: providing the best possible patient care. Additionally, we are committed to sustainable practices that minimize our environmental footprint, contributing to a healthier environment.

We uphold the highest standards of legal and ethical compliance in all aspects of our operations ^[7]. Our robust governance framework ensures adherence to relevant laws, regulations, and industry codes of practice, while our transparent reporting mechanisms promote accountability and trust.

Our private hospital collaborates with local healthcare providers, academic institutions, and community organizations to promote excellence in healthcare. By sharing knowledge, expertise, and resources, we aim to create a more cohesive and effective regional healthcare system.

Thanks to our collaboration with the Medical University of Vienna International, we have established a partnership program that

connects each of our leading doctors with a clinical expert in their field at the University of Vienna. This cooperation facilitates discussions, patient transfers, and second opinions when needed, while enabling a two-way exchange of knowledge and expertise.

To further solidify our focus on quality, we have implemented a comprehensive system of checks and balances for consistent performance evaluation. This framework allows us to identify improvement areas and make data-driven decisions to enhance patient outcomes. Our commitment to quality is evident through participation in recognized accreditation programs and adherence to international healthcare management and patient safety standards.

Our strategy includes a patient-centered approach, actively involving patients and their families in the care planning process. This collaboration helps create personalized treatment plans that address each patient's unique needs and preferences, leading to improved satisfaction and outcomes.

We have established a robust quality improvement program characterized by continuous learning. Through regular training, workshops, and teamwork, our healthcare professionals are equipped to provide high-quality care and advance their skills.

We recognize the importance of strong community partnerships, which significantly shape our quality agenda. By engaging with patients, families, and other stakeholders, we tailor our services to meet the community's unique needs and address social health determinants.

Focus on Outstanding Patient Service

At our new hospital, we are committed to delivering outstanding patient service, focusing on creating a painless and comfortable experience for everyone. We use local anesthesia for procedures such as blood drawing and phlebotomy to ensure minimal discomfort. Our approach centers on patient involvement, encouraging active participation in healthcare decisions. Our patient and family education committee plays an essential role in informing patients about their health, empowering them to engage more actively in their care.

We believe in treating our patients as we would want to be treated ourselves. Our innovative 'patient navigator' program offers a personalized concierge-like service, ensuring smooth and efficient patient care. From the moment patients arrive, having scheduled their appointment with the required specialist through our online call center, our navigators are there to greet and guide them throughout their visit. This program significantly reduces wait times and enhances the overall experience by guiding patients through every step in the hospital journey, ensuring they receive clear explanations and answers to all their questions, and preventing feelings of being unattended or uninformed.

Our staff makes it a priority to introduce themselves personally, always prepared to pause and attentively address any concerns or questions from patients and their families, offering careful listening and providing clear follow-up instructions.

Patient safety and ethics remain at the forefront, with rigorous credentialing and informed consent policies ensuring high standards of confidentiality and privacy. Our staff adheres to a strong code of ethics and undergoes training in cultural competence, equipping us to meet the diverse healthcare needs of our community and build trust.

We support continuous professional development through initiatives like the "Vienna Lectures", reinforcing our commitment to high-quality care and lifelong learning. As the only private hospital in the country, we provide each doctor with an additional five days of educational leave per year to attend education, conferences and medical training workshops.

In summary, our commitment to adhering to rigorous medical standards and our focus on continuous learning and medical education ensure that we provide exemplary healthcare. This dedication builds community trust and fosters the growth and development of our medical staff.

Focus on Cost-Control

We have managed to reduce energy costs by up to 30% by adopting renewable resources like solar power and other sustainable technologies. Our cost-control strategies are designed to preserve the quality of care by centralizing key medical resources, such as intensive care units and monitored beds. This centralized approach helps prevent the chaos and resource strain often caused by moving patients too quickly from ICUs to general wards. Such premature transfers can increase the need for specialized staff and facilities in nonspecialized areas, raising costs and risking severe complications, staff dissatisfaction, and damage to the hospital's reputation.

By centralizing high-care treatments and setting aside about 30% of beds as high-care monitored beds, we minimize inefficiencies and enhance patient outcomes through specialization. This enables resource and personnel sharing, allowing a skilled team to manage patient care more effectively and reducing reliance on costly infrastructure elsewhere. Standard wards can then function with fewer resources, akin to a high-end hotel, which boosts financial sustainability and improves intensive care quality while promoting environmental responsibility.

Our cost-control efforts encourage innovation on all fronts. For example, when a nurse carefully manages the use of expensive surgical sutures, significant savings can be achieved. This heightened awareness and responsibility result in major cost reductions, as staff realize that unnecessary use affects their own financial benefits.

Additionally, by labeling consumables with prices throughout the hospital, we create cost awareness and encourage waste reduction. Re-evaluating clinical practices also reduces expenses while enhancing care quality. The appeal of costly disposable products is clear, but they risk blowing budgets without strict control. By incentivizing employees to save materials, they become more resourceful, choosing reusable options whenever possible.

While these strategies might seem minor individually, they collectively offer immense potential for hospitals striving to maintain excellence without overspending. Furthermore, a profit-sharing model lessens dependency on expensive disposables, motivating staff to be creative and proactive in identifying efficiencies and minimizing waste.

Summary

Our hospital serves as a model for sustainable, high-quality healthcare through an innovative framework designed to elevate healthcare standards by prioritizing empathy and placing patients at the center of care.

The inclusion of the ASA Institute, dedicated to research and innovation, makes our facility a desirable center for medical

excellence. We partner closely with European Universities and the Medical University of Vienna International, allowing us to join international research projects and secure valuable research grants. This unique infrastructure for a private hospital fosters innovation and high medical standards, drawing talented doctors and medical staff to be part of this promising institution.

Our approach emphasizes the importance of empathy in providing exceptional patient service, alongside maintaining outstanding quality. We integrate research with innovation, implement rigorous quality control measures, adopt cost-effective practices, and consistently strive to deliver exceptional patient care. By using these strategies, we aim to improve patient outcomes, lower operational costs, and enhance overall patient satisfaction, demonstrating our model's capability to transform healthcare delivery. Furthermore, we hope to inspire similar frameworks worldwide, helping guide the healthcare industry toward a more efficient and patient-focused future.

Conclusion

In conclusion, our steadfast commitment to quality, exemplary patient service, and strategic cost control underpins the operational ethos of our private hospital. By embedding a comprehensive clinical governance framework and fostering a culture of continuous improvement, we enhance patient safety and outcomes while empowering our medical staff through ongoing professional development. Our innovative initiatives, such as the 'patient navigator' program, reflect our dedication to delivering a seamless and supportive healthcare experience that actively involves patients in their care journey.

Our strategic focus on cost control highlights our recognition that financial sustainability is essential for maintaining exceptional care standards. Ultimately, our integrated approach not only builds trust within the community but also establishes our position as a leader in the healthcare sector. By prioritizing quality, patient engagement, and responsible resource management, we are shaping a future where outstanding healthcare remains both accessible and sustainable. This holistic model serves as a blueprint for addressing the evolving challenges of modern healthcare, ensuring we remain responsive to the diverse needs of our patients and the broader community.

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