

## Nursing and Midwifery Management Evaluation and Treatment

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## Introduction

For a proper understanding of career management should be considered the important features such as production, control and coordination that accompanied with mind, reason, logic and intelligence. In this case, communication and interaction of career management by nursing services become more important [1].

Since the treatments problems have direct communication with protect life and health of patients, so it needs organizing, planning, leadership and precise control that are basic principle of management. Contrary to popular imagination that required information of nursing and midwifery staff are limited to information and knowledge of paramedical and how to care for patients, the importance of familiarity with management principles and concept isn't less than other required information for this group of treatment centers workers, and nurses and midwives apart from its primary role should take over several roles in the management of hospitals [2].

Set work shifts, patient records and cleaning time of sector, the schedule to deliver the drug to each patients, report the sector activities to relationship with subordinates, maintain order of sector, knowing the health standards and follow them, training this services to newcomers, visit planning of each patients by doctor and, all the things that are represents the need of management science for nurse and nursing. Unfortunately, resources used are very limited in the field of nursing and midwifery management [3].

## Nursing and Midwifery Management

Management theories are the collection of speculations and mental imagination about the nature of management [4]. The operation of any management theory is associated with direct perception or intuitionism of 1870 so far and as a result, the study of such theories are merely done using the presented references and without analysis. It will lead many problems if the operation of these references is done without questioner and awareness and evaluation [5]. It has many importance, because how to implement it through the introduction of various factors is an important principle in management that are involved in management construction. Therefore if we want to know the management as well, we would care at how to create or build it [6].

Different perception of management has created various challenges surrounding social structure and raised questions in this respect that what is management and what should be. In this situation, performance management can't be formed based on knowledge,

integrated and logical order [7].

## Four new theories

1) **Organization Excellence:** The first time subject of Organization Excellence under the title "in search of excellence" was written by Peters and Waterman who are prominent theories of management science. Main message of OE is distancing different transcendental organizations from other organizations and addressing their specific features. A set of principles is discussed in the following of principles:

- Having the willingness and passion to work: ride to work
- The Sense of belonging to the customer: learning from customer and satisfy his.
- Entrepreneurship: encourage creativity, innovation and promote competition in production.
- Improving employee productivity: honoring the labor of employees.
- Delegating authority and emphasis on values: showing commitments of senior management on the core values of the organization.
- Stick to work: focused on what you know and do it better than others.
- Relying on staff: creating simple structure and organization pyramid and without a many layers in order empower, delegate duties and powers to staff.
- Transfer of power to employees: give autonomy to employees that lead and guided by a story.

2) **Organization Culture:** OC has very large role in effective management in other words, increasing flexibility and committed employees makes strengthen and promote OC [8]. The effect of OC on theories and performance management have approved by many of management experts and chief executives in organization. Three definitions from Organization Culture are presented as follow:

- Indicate of conditions, situation or feeling in the organization [9].
- Stable beliefs and values in organization that used by staff commonly [10].
- Organization Culture is the icon of imaginations and basic assumptions that staff have made and educated and developed in the way of learning how to deal with outside problems of organization, and creating unity within it. And they have work on it so much to has value and educate to other staff of organization for correct way of thinking and feeling and understanding in dealing with problems.
- Organization Culture have not welcomed because of the

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complexity and the need for a detailed analysis of the career management. But before creating transformation in OC, it is better studied accurately and complete by experimental tests. The concept of Organization Culture has value when originate from real behavior of staff and it is constructed by data and information [3].

3) Total Quality management (TQM) defined as follow:

TQM is thought or upgrade approach, competitiveness, efficiency and flexibility throughout the organization.

TQM specifies method of planning, organizing and awareness of any type of activity in the organization. Performance of TQM depends on each of staff [11]. The main TQM framework is specified in 14 articles by Deming as follow:

- Create sustainable aims and objectives for moving to promotion in production.
- Accept new thought pattern means TQM. Structure change of organization also is essential in this situation.
- Stop the inspection, the quality needs design and making processes and is prevention of defects or deficiencies.
- For the procurement of raw material pay attention to quality not price. Lowest price auctions on purchase leads to reduced quality.
- Upgrade production system or provision of services constantly.
- Institutionalize the education. The education isn't a choice at levels of the organization but is necessary.
- Accept leadership principles and institutionalize it
- Profession management is a kind of guidance not control and monitoring.
- Don't be afraid. As long as the staff, have no feeling job security to express their opinions and raise questions won't perform their duties properly.
- Eliminate barriers of solidarity and unity among employees.
- Remove slogans and don't insist employees and determine goals for them. Problems and the obstacles in the way of quality and productivity caused by organization not staff.
- Remove the quantity goals for managers. The staffs produce or provide product or services incomplete to improve the quantity so managers have a duty to have replaced them with standards by a clever leadership.
- Remove the factors that overwhelm the staff's pride. Evaluate its performance mentally will remove the remaining pride and interest of staff.
- Try to create change in the organization [12].
- Elements of Total Quality Management deliver Quality Planning, Quality Leadership, quality guarantee, quality control and finally continuous quality improvement [13].
- 4) Empowerment: There is some definition about empowerment:
  - Concentrate the power in the hands of people who need authority, responsibility, resources and legal rights in the most appropriate level for doing its duties.
  - Controlled transmission power of management to staff long-term.
  - Create condition that staff can apply the maximum its talent and ability on the way to organizational goals within the framework of human relations.

In empowerment, liberalization of the power of the senior managers is essential. This work also will cause strengthen the power of senior managers. Real empowerment due to power that will be given to staff is in the framework of legal obligation

and doesn't count a gift from the managers to staff [14]. Real empowerment that staff can carry out initiative have unanticipated in the framework of rules and regulation for solving customers problem.

### Discussion

New thoughts and special commentary of management theories and reforms and their subsequent changes have had profound effect on nursing profession in different time periods. However, it looks there is a great convergence between nursing career and management. Nowadays nursing profession is considered on the basis of objective as developed profession with use of management features within solving problems framework [15].

Nursing profession and TQM: Nowadays, TQM is considered as a hot topic in the provision of nursing services. But its success in the nursing profession is in aura of ambiguity. The success of TQM implementation depends on the commitment of managers and senior leaders in nursing profession [16]. TQM force managers and nursing leaders provide quantity services to their client the organization, But how? [17].

- All nursing care plans documented.
- Emphasis on removal needs and patients problem
- Develop the standards of nursing profession.
- Be implemented the process of monitor the performance of nurses.
- Be implemented the management quality in nursing services simply.
- Existence of potential for negative consequence that appears because of monitoring the performance of nurses [18].
- The detail of quality be recorded in a new manual and all employees are familiar with the contents of this manual [19].
- Be evaluated competence of the staff continually.

New operational models in the nursing profession based on TQM will display principles and values that nurses should be committed to it. Such as: responsiveness, respect to patients, endure, honesty, compassion, being sensitive to organization culture, standards, evidence- based practice, personal and professional development, effective leadership, collaboration and participation in the organization. Therefore nursing profession should be committed to evidence based care standards, support the religious values and beliefs, interested in its development, support from teaching and learning staff research [20]. Nowadays nursing profession instead of insisting on control and monitoring , need effective leadership methods and TQM thought pattern more than anything if leadership and nursing management interested in successful performance model of TQM, should remove your major weakness inspired by TQM. This weakness is: nurses avoid repetitive tasks, be aware of competition and its position as one of the most modern achievements in today's organization. Staff be aware of goals, needs and expectation of other staff and don't put under strict control them for increasing the status of nurses in the workplace and don't behave with them like robots [21].

### Nursing profession and organization excellence:

Research carried out in the field of determination and development required strategies in order to achieve organization excellence in nursing management shows that nurses required the necessary training in the field of innovation, commitment to organization and specific circumstances [22].

Ten key elements have been suggested for organization excellence in nursing management services and create favorable environment for this purpose. That it leads to provide high quality nursing services, job satisfaction and commitment to the organization, including:

- Monitor the activities and performance of nursing profession and create decision nurses system in organization management.
- The existence policies and producers that facilitate use of nursing profession standards and practice based on evidence in the development of nursing services, like the active participation of nurses in hospital committees.
- Create and develop the safety, protection and health professional standards and also prevention of nervous tension.
- Assessment system with an emphasis on quality guidelines and standards in the nursing profession.
- Justify and familiarization of nurses at the time of recruitment based on need, competence and according to level of education, experience and the strengths and weaknesses
- Activate the job of senior nursing officer in nursing management as qualified nurse with a master degree that is responsive in front of senior manager and be associated with him organizationally directly and is the member of the executive committee of the hospital and interfere in the preparation of the budget of nursing services.
- The existence of nursing professional development programs in each organization order to satisfy their educational needs
- Payment of salary based on the competition and the result of performance evaluation and commitment to the organization
- Thanks and appreciation to nurse on the basis of competence, merit, strengthen the nursing profession and improve the quality of nursing services by manager of every organization
- Improve the quality of working life for nurses with manager awareness of needs, flexible work schedules and social services to enhance the effectiveness of performance.
- Provide policy to deal with doctors insulting to nurses and having job security for nurses who reveal abusive behavior of doctors [23].

Recently proposed the establishment “center of excellence in nursing” also is provided in order to organizational excellence in the nursing profession. Create a center of excellence in nursing is effective producer for the integrity of the roles and responsibilities of nurses in the health care system. Aware of the goals and policies of the center for nursing excellence, nurses has found more recognition the nursing profession and the quality of services delivery enhanced in every organization according to nursing individual development [24].

Professional, organizational and national have effect on the patient safety in promoting a new culture of safety, nurses should try along with other health service provider and consumer services (patient and families) [25].

## Conclusion

Considering the policy in the health system and presenting the new management theories and new collection of services and innovation in different countries can be claimed that both management and nursing profession have many convergence and similarities if have correct understanding of each other’s goals So should provide necessary opportunities for both groups to learn about the experiences processed and similarities in each other.

The theory expressed in both career is changing constantly and new theories applicable in both of them according to convergence, similarity, abilities and nursing and management capabilities.

It will be profitable for all employees in both career if this thought led to changes in the organization. Although, shouldn’t expect too much in this regard because of in complete thinking [26]. They future need an attitude that based on managers along with other members of the health care provider especially nurses, services based evidence and collaborate and working together put its frontispiece [27].

With mutual understanding of nursing and management staff from each other, only predict with certainty in the future is that staff of both career will have many challenges to change the unchanging to changing organization culture, but they will remain in the center of health care provision together. Although, it sounds the presence of nurses and a group of senior managers who have nursing degree or certificate can increase communication, solidarity and convergence of them in management jobs and to help nurses understand their important role [28].

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