

Velocity Management Strategy in Healthcare

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Introduction

When you will read this paper probably it will be too late, your competitors surely will be using the social media as powerful and heavy management instrument to improve their business activity [1-8]. "Executives who hope to succeed in the new millennium must learn to manage in ways that are a quantum leap from the manner in which they have been managing. The basis for this new style of management is decision-making at lightning speed. Velocity management is decision making at speeds consistent with today's competitive environment and technology" [9]. This revolutionary instrument make possible to increase in relevant way the communication between Managers and professionals involved in development of the business. Business never stops, 24 hours/24 hours, night and day, all days in a year, in every corner of the world old and new economies are mixing, and the global market is a real world.

Financial power today is controlling the economy of the real world using big data information as common tool. The algorithm make possible to achieve future business opportunities. Sharing economy is increasing under the ICT instrument [10]. The web, internet, searching engine, scientific database, professional social media and other innovation improve in logarithmic way the possibility to improve business. The BIG data are involved in studying our economic behavior and Are the bases to develop future winning business strategies. In example e-commerce but also other business as e-travel, e-learning and other sharing economy opportunities [11].

The digital revolution make possible to manage great number of economic data, global access in every place in every time, and in rapidly way. The globalization in this field is reached. This instrument gives great results in many fields: planning, ordering, sell, production, raw material management, professionals and HR, project, time management and risk management, budget analysis and many others. Financial activities are simply example about velocity of the system and the effect in obtaining positive or negative results. Other characteristics of the systems is for example tailored products, just in time systems, logistics and supply chain, efficient market analysis systems and many other. Also business plan activity or strategic management is deeply using the velocity management systems.

Social media influence the market and business world or request of some kind of products. The same politics choice is influenced by social media as we have seen in these years and in these days (Twitter or Facebook but also other). The same internets was created to react to a possibility of a world war in military field as well as in business field strategy and tactics are the best instruments and the ICT added to social media gives real advantages in high competitive environment with limited resource, performances, flexibility, new market opportunity.

Creativity is improved in high way using the new technologies (universal brain) and this can be added to the classic lateral thinking methods (De bono). Emotional intelligence (GOLEMAN) is great influenced by social media (digital generation) and their economic choice, the E.GOLDRATT theory of constraints is easily verified with informatics methods. The same we can see for Pareto paradigm (high number of follower vs. low). The military techniques (Eisenhower

matrix) used time management instrument to achieve goals. So we think that also the Velocity Management Techniques must be added to the classic core curriculum of the managers' schools and university. This discipline used for example in military field or other discipline can be used also in health care to achieve the best economic results in the management of the systems. In this way we can have improving in business about 30-40% but in every way if not used the competitors will do it surely in order to apply this new management discipline we think that psychological and behavior skills are the golden keys to approach to these innovative instruments.

Senior managers can in this way be at the same level of the young manager using specific techniques to rapidly learn new communication tools available today. So the business Process can be modified to became more productive (transformation of input in output) Reducing costs, risks and improving economic results. The resource (manpower, technical resource, economic and financier and other) can be rationalized in more efficiently and rapid way.

Discussion and Conclusion

Starting from observation of some relevant bibliography in healthcare world we can see that using new technologies added to professional social media and sharing economy principle we can obtain rapidly reduction about 30% of global costs.

In example in ICU ward and toxicology field in which saving life can give relevant reduction in global costs. The same this kind of results can be obtained also in many other management fields (economy, financial, industry, communications, university, research and other).

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