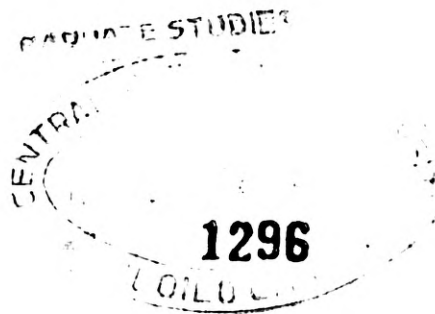


**ANALYSIS AND DEVELOPMENT OF A METICULOUS MANAGEMENT
INDICATOR SYSTEM FOR MEDICAL COSMETOLOGY HOSPITALS
IN CHINA: THE EXPERIENCE OF HANGZHOU VICTORIA
MEDICAL COSMETOLOGY HOSPITAL**

A Dissertation

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Doctor of Management
(Development Management)**



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by

WANG LEBO

ABSTRACT

On the basis theoretical and empirical research, this study aimed to develop a meticulous management indicator system that can be used as an evaluation tool, not only of Victoria Medical Cosmetology Hospital of Hangzhou, but also by other medical cosmetology hospitals in China and other parts of the world. This study conducted a study on the hospital's management strategies and from the results developed evaluation model by adopting the integrated scoring method to verify its how scientific and feasible the model is..The goal of this study is to provide a reference for the meticulous management of China Medical Cosmetology Hospitals.

The Core Findings

The result of this study show that medical cosmetology hospitals can establish an evaluation index system and the output of this study is the first of its kind in China. The SWOT analysis of the Victoria Medical Beauty Hospital of Hangzhou revealed that among the hospital's major strengths are its highly competent and experienced medical staff and its excellent facilities. It is well known in China as a leader in the cosmetology industry. The hospital has a lot of opportunities to further develop and

expand. The hospital, however, must face the challenge of competition and fast turnover of medical personnel. Due to the high cost of services, the hospital must continue to improve its competitive advantage so that it can sustain its clientele and even attract more clients.

With the intent of adopting a meticulous Management Indicator System for medical cosmetology hospitals, the research designed and tested a management Indicator System that can be used as a management evaluation tool for cosmetology hospitals using the system used at the Victory Medical Cosmetology Hospital as a basis.

The researcher developed and tested the 321 theory in this study in the comprehensive analysis of the medical cosmetology hospital from three dimensions, namely; structure, process and results using 21 core elements, under which measurable factors were identified and evaluated for credibility, reliability and applicability to hospital management.

Based on Joint Commission International, (JCI) and the management regulation of second-level general hospitals combined with the requirements of a medical beauty hospital's fine management, an evaluation index system for medical beauty hospitals was designed. The system is sophisticated, more specific, and more conducive to actual operation and a more convenient guide for inspection guidance. Experts and hospital CEOs and managers were asked to evaluate the system, and based on the results of the evaluation, comments and suggestions; a revised meticulous Management Indicator System was developed.

The study revealed that the evaluation index system of medical beauty hospitals fine management should include the core elements of strategy, process and results. In the refinement of the system, culture, management, plan and other aspects were considered. The experts' evaluation of the different indicators of meticulous management showed that the system developed is credible. Most the indicators were found to be reliable by the experts as indicated by their high scores. It was concluded that this system can be used for the first time in China.