



Non-Clinical Human Resources during the COVID 19 Epidemic

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DESCRIPTION

Non-clinical staff's crucial contribution to the COVID-19 epidemic. Particularly, the vital duties played by the employees of the marketing department in healthcare organisations. Due to the epidemic, there will be a stronger demand for special training subjects utilizing marketing principles that were unheard of in the years prior to 2020. There is no denying that the healthcare professionals who risked their lives during the COVID-19 outbreak to ensure others survived are great heroes. The authors join the entire globe in praising the physicians, nurses and other professionals who at times performed direct patient care while facing extremely difficult circumstances throughout this pandemic. The clinicians deserve recognition because several cases featuring them have been written. On the other hand, this piece expresses a great sense of gratitude to a different group of experts who also work in healthcare organisations, albeit as non-clinical administrators rather than directly providing direct patient care. It also offers some advice on how healthcare organization leaders should plan ahead or make "managerial" choices, but it makes no attempt to encourage interfering with clinical decision-making. The people who will determine the best course of action for the care and treatment of COVID-19 patients should always be viewed as doctors, nurses, and other direct patient care healthcare practitioners. Healthcare administrators are working to catch up with new rules and procedures to keep up with this new problem since it is so dynamic and changes so frequently. A complete lockdown is in effect in many nations, which has made it harder for healthcare organisations to discern between necessary and non-essential people. It goes without saying that the clinical professionals in a healthcare organization are essential personnel, but that does not mean that other staff members who do not directly provide patient care are not.

Although the majority of early investigations focused on clinical data, morbidity and mortality, there have been relatively few findings on the crucial responsibilities played by organizational leaders often non-clinical healthcare management professionals such as executives, directors, administrators and others. The

admirable roles played by these organizational leaders, particularly in many organisations in the United States, are filled by people with graduate degrees in fields like healthcare administration, hospital administration, business administration and public health, as well as educational backgrounds in the management aspect of healthcare organisations. In lower level positions like accounting, human resources, front office, reception and so forth, people with college degrees in these or related non-clinical subjects also performed crucial roles. It goes without saying that the degree of strategic planning, organization, coordination, marketing, public relations, communication, community outreach and other non-clinical activities that aided healthcare organisations during the COVID-19 pandemic have increased the value and credibility of the profession of healthcare administration. Although most of the world is still in the developmental stages of this area, it is luckily well established in certain nations with reputable educational systems and beliefs.

From the perspective of the WHO, the significance of ideal health human resource management can be considered. The most important element of the public government resources devoted to the healthcare sectors is related to health human resources, according to a WHO report. The hospitals and healthcare facilities account for a sizable portion of the costs associated with health human resources. This data clearly demonstrates the position and significance of the best human resource management in the healthcare industry. The initial step in this regard might be seen as the identification of the personnel's growth and improvement hurdles.

On the other hand, human resources have a significant impact on the delivery of effective health services. The performance of the workforce in the health sectors is one of the primary issues in this area, along with an improper number, type and distribution method. In this regard, the effective management of health human resources is regarded as one of the key duties of managers, including those involving raising the bar for competency and knowledge as well as strengthening the personnel's skill sets. Despite the fact that human resource shortages and an inequitable skill distribution are challenges that

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healthcare systems around the world are increasingly facing, applying optimal management and quality improvement plans to these resources can improve competencies, raise service quality and lessen associated challenges. In these challenging times, it is essential that everyone demonstrates some

compassion, respects one another and abides by the pertinent advice of medical professionals and public health organisations who are also managing a pandemic beyond the expectations of the majority of the people.