

**PUBLIC RELATIONS MANAGEMENT  
PROBLEMS IN GENERAL HOSPITAL: A CASE  
STUDY OF PARK LANE GENERAL HOSPITAL,  
ENUGU**

**BY**

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PG/MSc/95/18939**

**A PROJECT REPORT SUBMITTED TO  
DEPARTMENT OF MARKETING  
FACULTY OF BUSINESS ADMINISTRATION  
UNIVERSITY OF NIGERIA, ENUGU CAMPUS**

**IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE AWARD OF MASTERS  
OF SCIENCES IN PUBLIC RELATIONS**

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**APRIL, 2001**

## ABSTRACT

Recent years we have witnessed a lot of complaints from the public about the state of affairs in the general hospitals. Scarcely can a day pass without reading in our national dailies about management problems in the general hospitals. These many management problems necessitated the undertaking of this study which focused on public relations management.

A typical general hospital such as Park Lane General Hospital in Enugu State was used as a case study to help elucidate these management problems and propose solutions to them. A pilot study on this hospital revealed that the number of patients patronizing the hospital is very much on the decline - all these buttress the necessity for this study. This study was carried out through personal observations and investigations, use of questionnaires and administered to employees made as representative of the staff to cover all arms of Parklane Hospital.

The study revealed that the adequate machinery and facilities are lacking in general hospitals. The board of directors undertake all decisions prevalent in the hospital, making a mass of the professionals

in contribution and adequate communication that will help easy flow of both these administrative process and encourage patients patronage and use.

A good number of departments or units operate without set goals and objectives and means of imparting them. The greatest loophole being that there is no department of Public Relations. This made many patients drifting about the place without adequate information to guide and protect them.

The study recommended that general hospitals should be generally or totally overhauled; more trained professionals should be involved in all sectors and departments, especially Public Relation personnels to lighten the burden of administrative load and smooth running of the hospitals to achieve the greater goal of health care services.