

Why incorporating business acumen in healthcare project management is essential for achieving the SDGs in Africa^{1, 2}

By Rudi T. De Koker

In recent years, digital innovation and organisational changes have transformed the healthcare sector, paving the way for telemedicine project implementation. One such success story is the PIMART (Pharmacist-Initiated Management of Antiretroviral Treatment) Telemedicine platform, which has been instrumental in improving the care and management of people living with HIV. The success of the PIMART Telemedicine platform serves as a clear demonstration of the importance of incorporating strong business acumen in project management to achieve the sustainable development goals (SDGs) in healthcare. By managing projects using best practices in Agile, with clear objectives, timelines, roles, and responsibilities, the team was able to ensure that the project progressed smoothly, despite the risks posed by COVID-19.

Moreover, the platform was designed with the end-user in mind, with extensive research conducted to understand the needs of pharmacists and patients. The user-friendly platform with easy navigation and interactive tools has made it simple for pharmacists to access information, thereby improving the quality of care for people living with HIV.

Achieving the SDGs in healthcare is essential for the economic growth and wellbeing of the African continent. Effective project management, incorporating strong business acumen, plays a critical role in driving economic growth and development. By ensuring that projects are completed within set timelines, budgets are managed effectively, and risks are mitigated, we can improve the wellbeing of people in Africa. Therefore, it is essential to utilise this approach in initiatives aimed at achieving the SDGs in healthcare.

One study highlighted that project management is a critical component of the research process. The study found that effective project management increased the chances of successful project outcomes, and researchers should consider incorporating project management methodologies in their work.

Furthermore, another study explored the relationship between project management and public health. They found that projects can deliver effective results if managed well, and that project management methodologies can help public health professionals achieve their goals. However, the success of projects depends on several factors, including project management skills, resources, and stakeholder engagement. Therefore,

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incorporating strong business acumen in project management is essential to achieving successful outcomes.

Digital innovation and organisational changes have brought about a significant transformation in the healthcare sector. Telemedicine projects have become increasingly popular, and their importance has been highlighted during the COVID-19 pandemic. Multiple case studies have shown that telemedicine projects can improve the quality of care and health outcomes.

The success of the PIMART Telemedicine platform is a clear example of how effective project management can improve healthcare outcomes. By designing projects with the end-user in mind and leveraging project management methodologies, healthcare professionals can achieve the SDGs in healthcare. Moreover, the PIMART Telemedicine platform's success highlights the importance of stakeholder engagement and resources allocation in project management. Public-private partnerships and collaboration among stakeholders can help ensure the success of projects aimed at achieving the SDGs in healthcare.

However, challenges such as limited resources, poor infrastructure, and lack of skilled personnel pose significant obstacles to achieving the SDGs in healthcare. Therefore, public-private partnerships and collaborations among stakeholders are crucial to improving the health outcomes of people in Africa. As the world continues to face unprecedented challenges, particularly in the wake of the COVID-19 pandemic, it is essential that we continue to leverage digital innovation and organisational changes in the healthcare sector.

Furthermore, researchers in the health and medical fields must be trained and equipped with project management skills to ensure the successful implementation of their projects. The post-project review by researchers of their project management experience in health and medical research has shown that adopting project management methodologies improves project outcomes and reduces project failure rates.

In addition, public health projects can benefit from project management techniques. Project management ensures that projects are completed within set timelines, budgets are managed effectively, and risks are mitigated. This is particularly important in the public health sector, where projects can have significant impacts on the health and wellbeing of populations.

The incorporation of project management methodologies in research and public health projects can also help ensure long-term sustainability. With effective project management, projects can continue to provide value even after their completion, thereby promoting economic growth and development. It is also important to note that the successful implementation of telemedicine projects, such as the PIMART Telemedicine platform, requires careful consideration of the needs of end-users. Research must be conducted to ensure that these platforms are user-friendly and that they create access to care and improve the quality of care for patients.

In conclusion, effective project management, incorporating strong business acumen, plays a critical role in driving economic growth and development, achieving the SDGs in healthcare, and improving the wellbeing of people in Africa. Incorporating project management methodologies in research and public health projects can help ensure successful outcomes, reduce project failure rates, and promote long-term sustainability. With digital innovation and organisational changes transforming the healthcare sector, it is essential that we embrace project management techniques to ensure that projects are completed efficiently and effectively. Through this approach, we can improve access to care and improve the quality of care, promote economic growth and development, and improve the wellbeing of people in Africa.

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