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THE ROLE AND IMPORTANCE OF INTELLECTUAL CAPITAL IN HEALTH FACILITIES

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ABSTRACT

The most important one is not being shown on the balance sheet even though the existence of past and present health company has been the intellectual capital they have. Requiring advanced specialization and commitment to do high functional health care delivery needed to be strong human capital and structural capital. Only in this way no room for error healthcare in the desired activity and productivity may be presented.

To the maximum degree of expert, experienced and not urgent and postponed with medical teams of talented individuals with an essential key to delivering services quickly the Patient Information System, the materials used, the corporate culture of patient relations, patent applications and so on. The maximum degree of structural elements such as the capital holder of patient satisfaction. Thus, targeting both customer's satisfaction as well as health enterprises superiority to competing in the competition will be able to achieve consistently this goal.

All businesses in the health business are to keep up the competition as its primary objective. Therefore, while making technology investments that lose value over the years, it is more importantly over the years worth winning human capital, such as structural capital and give direction to the company and a prominent place in customer capital of the self-development of the business, three major factors that made the intellectual capital which holds investments, competitive factors today are creating an indispensable value.

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INTRODUCTION

Key Features of Health Management as a Service business

Health services offered by the health business, diagnosis and treatment of personal illness, rehabilitation activities as well as administration order, person and community work undertaken for the purpose of protection and promotion of primary health care level (Kavuncubaşı, 2000: 34). Presentation healthcare as can be understood from this description; protective services, are diagnostic and therapeutic services and rehabilitative services. Health businesses, individuals and for society as a protector of health, curative and rehabilitative services that public, private enterprises, associations are organizations such as foundations (Tengilimoğlu- Işık- Akbolat, 2009).

Other services unlike businesses that a risk services related to human life, health institutions, using high-tech and weight contributed by the staff of particular people in the company of providing intensive services are complex structures consisting of staff spending a significant portion of the costs. Kavuncubaşı, the characteristics of such a complex structure with health agencies have been listed as follows (2000: 52-56).

- A high level of specialization in the health business.
- Great functional dependence is high in health business; therefore, it requires a high degree of coordination between the activities of different occupational groups.
- It is composed of human resource professionals in the health care business and who is committed to the goals of the company more professional goals.
- Work done in health is very complex and mobile business. To. A large part of the nature of the activities carried out in the health business is urgent and cannot be postponed.
- The work done is very sensitive to error and uncertainty and cannot show tolerance.
- The identification and measurement of the output are power.
- They use technologically advanced medical devices and materials.
- Labor intensive.

Health Agency of Intellectual Capital

Today, they have the health resources are not sufficient to provide a stand-alone business competitive advantage. These resources they have the ability to turn them into benefits and

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capabilities must be open to remove the source of goods or services using efficient conversion. Here the primary function of the manner in which intangible assets and competitive advantages of the said provision; employees' professional knowledge, experience, culture, patents are assets such as copyrights (Bayarçelik, 2012: 8). The first use of the concept of intellectual capital Kenneth Galbraith made in 1969. According to Galbraith intellectual capital; resulting from intellectual activity in all of the intelligence of employees together to be a factor (Pena, 2002: 182).

According to different definitions by different researchers for the intellectual capital perspective, it is made. Some of these definitions are set out below:

- Stewart (1997: 27) based on intellectual capital; known by people in the business and is the sum of what gives him a competitive advantage,
- The first, known as the professional intellectual capital managers by Leif Edvinsson intellectual capital, the knowledge that can be converted into value. Edvinsson, businesses do not appear to be two principal assets, including human capital and structural capital and intellectual capital of the states that expressed they're total (Grafström -Edvinsson, 1998: 26)
- OECD, the concept of intellectual capital, management of the intangible assets they have, the more precisely defined as operating capital and economic value of human capital (Nerdrum - Erikson, 2001: 127)

Today when we look at the businesses working in the health sector particularly in the services sector, which includes; It is observed that there are significant differences between the balance sheet of assets and market value. From this point on, but called for intangible assets are intellectual capital, intellectual capital is the difference between the book value and the market value of the company are in the form of identification (Bontis, 1996: 3). Intellectual capital is largely the ideas that are created in the minds of people applying to practice in an innovative way and means to be part of the competition in that market (Kambir, 2004: 78). This concept considered in tandem with innovation largely has become a driving force of market competition in today's world.

Finding Made definitions and explanations, intellectual capital that allows a company to future competitive advantage that separates it from other firms, patents based on the foundation of knowledge, as well as the material elements such as copyright, where manpower owner of the company, relationships with customers, organizational structure, business culture such as, in the company balance sheet assets defined as a set of unseen (Karacaer- Aygun, 2009: 130).

Importance of Intellectual Capital

Intellectual capital is the only significant asset of a company. Often in the depreciated value of intellectual capital gains and other property, it should be developed to support sustained investment in the future of the business. (Ullrich, 1998: 15) Considering the sociological sense of the importance of intellectual capital it is based on the man's mental power and

that power is largely unrestricted. Production capacity and exploration in the scientific sense of the power sector without any discrimination in the meaning that in the structure of intellectual capital and grants to be experienced in all areas of positive developments. The world needs a way for manufacturers' producing unlimited variety is unlimited; this is the basic building block of human limitlessness (Şafaklı 2006: 80). Therefore, indirectly, intellectual capital is critical because of human caused. If you look at them in the light of all the important point that highlights the following issues of intellectual capital (Terzi- Altın 2010: 76-77);

- Intellectual capital is to serve the mutual interests; spiritual and material development of the productive and employees is one that,
- contribute to the sustainable development of the company's intellectual capital; follow attaches the greatest importance because of the issue technological development is the use of modern management concept and a verb,
- Although it is a fact-based human intellectual capital, protecting the interests of the public as an entity over and met a single person can be said.
- Intellectual capital is the only significant asset of a company. Often in the depreciated value of intellectual capital gains and other property, it should be developed to support sustained investment in the future of the business (Ullrich, 1998: 15).
- Intellectual capital, determination of a company's performance, financial results and can play a vital role in increasing the ability of the business to obtain the value (Alagöz-Özpeynirci, 2007: 172).

These properties are evaluated by long-term intellectual capital and to influence in a positive manner to both individual and corporate interests; it can be considered as a possible factor. The most significant intellectual capital has a great power that they can create a stand-alone business. Therefore, by large-scale enterprises, it deserves met with a matter.

Intellectual Capital Properties and Types

Both the individual himself who makes sense of the financial terms as well as businesses (Kapılı, 200: 56) psychological phenomenon that wanted to express the capital Given the general characteristics of the concept can be summarized as follows (Akyüz, 2011):

- Always and clear as shown in the balance sheet of a company, cannot be considered as a priority as financial and material handling qualities, but the total financial assets serving the interests of the enterprise,
- Businesses and local, as well as be a part of the global competition, and ultimately makes it possible to become the leader of the race,
- Age will be ups and downs, it is considered the contribution of the financial structure and loss of business ideas and projects to be put forward; thereby become measurable phenomenon in the long run,
- There needs to a great extent regarding development communication. Leaders among the employees, which

will provide an active use of intellectual capital on behalf of a normal process of communication that will facilitate the emergence of intellectual capital, will increase the quality,

- The decision-making process has to see that it is an active factor in, because they are actively encouraged for employees representing the intellectual capital in the decision making of enterprises enough ideas and projects correctly regarding personal and intellectual development during their view that positioning.
- Yuksel intellectual capital with employees, their opportunity to work in a global business with high wages and have the freedom to choose where to work well with these characteristics (Ullrich, 1998: 16).

On the other hand, intellectual capital, especially regarding the competition to become a significant role in the company regarding revenue and also has an important part to play. This position has enabled more business on the intellectual capital of the world's attention to the grip. Because intellectual capital is now a real competitive factor and the company can directly influence the presence and absence of (Arkboğa, 2003: 52). Almost every sector road map to follow with attention on itself would provide the intellectual capital and marketing, in particular, is engaged accordingly.

Finally, the feature that attracts attention is the value of the intellectual capital of the company came to take part in the decision-making process. Regarding marketing, it will be creative and innovative approaches in place that will get in the applications business in absolute figures of financial returns and corporate image regarding interests within the meaning may be a useful support for the promotion of such an intellectual approach to (Erol 2011: 132). Because of the rise in intellectual capital is a tangible sense of momentum and increase the efficiency and impact of trigger right incentives.

Intellectual capital can be examined under three sub-headings, in general, terms.

Human Capital

In the most general sense of the human capital; capable of producing the necessary solutions to meet the business needs of its customers and is working to have the structure (Bukowitz, 1998: 3). Perhaps the most remarkable and most important element in the name of intellectual capital, information technology they use while performing a job, skills, abilities and talents of human capital as a whole is worth (Ertaş- Coşkun, 2005: 124). Because intellectual capital is human-centered as a sum of the resulting products, push the limits of the human mind. Therefore, to fulfill professional businesses duties incumbent upon them in the name of improving the quality of the product will occur in human capital (Emrem, 2004: 7) employees for training activities to improve themselves and the utmost from them to be able to benefit

Structural Capital

Structural capital patents, trademarks, IT infrastructure, all kinds of effects on employee productivity as organizational structure implies that organizational capacity (Bontis, 2001:

45). Employees develop their ideas and projects within the limits of the capacity that it provides; this is also a factor which the definition of a maintenance company. Including structural capital, mostly employees put forward their ideas and projects within the boundaries of intellectual capital is a factor that the introduction of a maintenance company. Each plan is produced, depending on structural capital, projects, ideas, applications, files, and they provide visual materials working, but all the businesses assessed on their account (Terzi-Altın, 2010: 78) are exposed factor at the end of a long process.

The Customer Capital

There is no doubt, each company by achievements to consume the products of its clients are located. Businesses that want to realize this desire make an effort to convert prospects into real customers. Intellectual capital, that customer may be required to benefit from this potential consumers' ideas, as well as also their behalf to deal with them to redirect a part of the business. That customer capital represents the value of the information obtained from this relationship, and this information is also necessary for business (Zaim-Başaran, 2007: 307). Customers depend on how they act in the company's goods and services for mutual benefits, so it is high. While businesses profit in exchange for products and services, customers are also on business with a positive attitude because it met their expectations (Turangil, 2009: 63). However, the most important and interesting point here, not satisfied with the company on behalf of its customers and the effort it showed the maximum extent to meet expectations. In these cases the previous period only way today conditions have changed and customers to deliver useful products to customers, production and businesses in terms of their impact on determining the goods and services they offer to the market has been one of the leading and determining factor in both marketing stages (Batılı-Gönüllü, 2012: 138).

Management of Intellectual Capital

Retaining talented employees for businesses and increasing the subject of their employment a little bit easier the skills of workers who will be the intellectual capital in the post-employment with to be properly evaluated and capacity is of utmost importance. Mainly discovery constitutes only a part of the intellectual capital. Back carries a value for the remainder vital issue. Businesses, job descriptions, organizational structure, with the knowledge and skills, products and services, suppliers and customers through relationships with them; identify, provide, on behalf of retention and development; human capital, structural capital and customer capital to investigate all the factors such as intellectual capital is required to support and feed (Yılmaz, 2010:8). The management of intellectual capital is held in four different stages. The first phase is expected of them. At this point, the company, production capacity, and efficiency, along with what they expect from the average employee are required to determine what they expect from a high employee; businesses in this way provide more decisive in terms of ensuring that employees identify candidates in the recruitment process (Erdem, 2011: 292). This phase will be able to decide what type of

information that they develop mechanisms and management of a business after.

The second step is the positioning step. Genuine and proper position in which they evaluate the work, they assess their business is positioning the company as part of the intellectual capital in a way that must decide. That is a valuable step in a strategic sense; correctly placed in agricultural business and in this way within itself the capacity or the ability of companies to employees located slightly above expectations and it will be easier for them to serve their interests (İşgören, 2011: 46).

Another stage is the development. Both employees themselves as well as being the intellectual capital largely regarding educational development in businesses or employ, it is with activities such as seminars and meetings. These types of efforts made on behalf of organizations working in the horizon of expansion and thus ensuring more extensive intellectual sense to consider increasing their mental capacity (Batılı-Gönüllü, 2012: 139). Although the focus of the company can be considered employees within this period it is observed and evaluated research studies to improve themselves in the development stage.

The last step is an evaluation. Reflections on business as returns on investment and intellectual capital arise at this point. Accordingly, they provide the intellectual capital and the level of work of employees who are employed, or they do not offer the standard of efficiency in their business, it will also provide a knowledge of the place where the next stage. It also brings forth the performance of the enterprise are investigated numerically in the evaluation phase; so if you can adequately meet the expectations of the possibilities of improving intellectual capital it can be said for the next process (Turangil, 2009: 74).

The management of intellectual capital which has a capacity of at least intellectual knowledge so that they have the high working ability and managers must do it as a significant managerial responsibility (Ölçer- Şanal, 2007:481). This phase will allow all the appropriate factors addressed and, in particular, numerical data in today's business world with more detailed information to be routed more efficiently because of the activities of the company because it offers.

Corporate culture, organizational structure, structural capital is one of the fundamental value of an enterprise IT infrastructure that is the backbone of enterprises with capabilities like (Erdem, 2007: 289). Structural capital, establishing links with internal and external customers, that other elements of intellectual capital is the organizational roof attractiveness and customer loyalty by performing the ability to hold together. In this respect also, a good way for businesses to identify themselves to manage their capital structure and have to develop strategies accordingly (Yıldız, 2010: 7).

CONCLUSION

The aim of all businesses in markets such as health priorities is to maintain a presence in the market. Continuity of presence on the market as an instrument of financial sense, innovation is

seen as an important part of business success and so on. It is a direct effect of presence and employment in the emergence of the concept of intellectual capital. In this way, innovation and creativity focused studies can be performed and the level of competition in the market, no matter what it may be possible to prevent the opponent. Intellectual capital foresees considering today's competition at the stage of designing the product further away from the quality of the product to the market to make a difference outside of usual and thus the prevention of competing with the effect of recognition revealed. They make a difference to employees and their intellectual capacity of the new competition format, the floor on behalf of the formation is meant to be employed and earn more for their interests.

Perhaps the only factor that can provide innovation that innovation and intellectual capital to make a difference within the scope of competition on the market is the most important thing to value for a health company manager. One thing is a fact; the more movement because its target level of institutional commitment and professional careers of individuals in the intellectual capital of the target company prioritizes the health professional as a sub-component of human capital that is said to be low. Forming their markets and are indispensable for health capital market business that people wanted. Therefore, these professionals to provide training for their professional careers of these individuals for administrators who wish to keep on hand and possibilities of technological infrastructure in the broadest possible context is inevitable. That applies both to obtain the quality of human capital as an essential element of innovation is important both regarding competition while developing her development of corporate intellectual capital.

On the other hand, it is an important fundamental issue thrown up regarding human capital and structural capital in customer satisfaction by continuously developing human capital. The provision of health services with an emergency and can not be postponed feature is included structural capital as the primary factor. An effective and efficient structural capital based on many years of experience; patient acceptance, intervention, treatment and gratifying to be able to offer customers a service for the results process. These services do not accept the failure and given a place of tolerance, of course without the provision of services should be professional people or teams. As a result; offers a way to create new competitive advantages and realize the fact that while health care brought today. An effect that creates intellectual capital strength of enterprises investing in the health and development to ensure that it's holding beyond the financial capital as well as to keep high profitability and competitive advantage will gain the continuity of pleasing their customers.

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