

THERE IS SOMETHING IN A LOGO



Members of AHSAG have often heard the vivid accounts of the humble and difficult beginning of the Health Services Administration profession. We are not oblivious of how annoying it might have been to be called a hospital secretary in those early days, a tag that some old health professionals would still have us respond to.

Without doubt, the profession has come a long way to the present stage where we even have the audacity to form an association. Perhaps it was with those humble beginnings and stereotypes in mind that the pioneers chose the symbol of the association—a pen lying across an open book in a blue background—which somewhat aptly portrays a secretary's role and puts the role in perspective, as it were. It portrays the typical civil servant ready, poised and willing to do the master's bidding, and actually must have served the master's purposes without blemish, paving the way for the eventual growth of the profession, albeit slowly.

Today, with the evolution of education in this country and the eventual realization that the health sector requires cutting edge managerial skills to meet the challenges of the times, the administrator's role has taken on a more complex face. We have often alluded to the 'strategic role' we play in the health sector of this country and the importance of that role in determining the destiny of the country's health system. This clearly calls for a re-branding of the association and the projection of a strategic focus that will re-position the association in that light.

It is thus time for the association to seriously consider changing the logo which only portrays a superficial appreciation of the roles and responsibilities of today's administrator. The administrator's role in the health service today transcends the mere pen-pushing routine that used to be his lot in times past. An association's logo should symbolize its vision and strategic focus and not merely a tiny aspect of the functions of its members. The Ghana Medical Association, for instance, does not portray a physician with a stethoscope in its logo; neither does the Pharmaceutical Society portray a person dispensing drugs in its logo.

We can for example, design a logo with a pensive individual in an **H** background to signify the strategic position of administrators in the health sector; an octopus in **H** background to signify the all-encompassing nature of our functions in the sector, or a shining **H** to signify the leading light that we aspire to be in the health sector. Logos such as those described above are not mere symbols of aesthetic value; they convey the core values, the vision and the mission of the entities they represent.

With the increasing public and media focus on the health sector in the wake of recent salary agitations and Health Insurance implementation, as well as funding cut-backs, we are called upon to be even more strategically aware and are required to plan assiduously to exact not only efficient distribution of resources, but also obtain sustainable rates of return on resources employed. This goes far beyond merely writing and sets the stage for the engagement of all our skills acquired through years of training

and practice. It also demands the employment of all our wits and skills to meet the new benchmarks of the profession.

We will do ourselves a world of good to present ourselves with a new vision, a new strategic focus and new branding by choosing for ourselves a new logo that would reflect our aspirations and signify a strong resolve to be the leading light in the quest to fashion out an efficient and workable health delivery system for Ghana. Indeed, there is something in a Logo and that fact must not be lost on us. Let us consign the current Logo to the annals of history and usher in a new era of self-assertion.

Long Live AHSAG! Long Live GHS!! Long Live Ghana!!!

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