

## Caso 1 – Turno 2

1 - Leia o seguinte texto:

Of all the operations which have to respond quickly to customer demand, few have more need of speed than the emergency services. In responding to road accidents especially, every second is critical. The treatment you receive during the first hour after your accident (what is called the 'golden hour') can determine whether you survive and fully recover or not. Making full use of the golden hour means speeding up three elements of the total time to treatment – the time it takes for the emergency services to find out about the accident, the time it takes them to travel to the scene of the accident, and the time it takes to get the casualty to appropriate treatment.

Alerting the emergency services immediately is the idea behind Mercedes-Benz's TeleAid system. As soon as the vehicle's airbag is triggered, an on-board computer reports through the mobile phone network to a control centre (drivers can also trigger the system manually if not too badly hurt); satellite tracking allows the vehicle to be



precisely located and the owner identified (if special medication is needed). Getting to the accident quickly is the next hurdle. Often the fastest method is by helicopter. When most rescues are only a couple of minutes' flying time back to the hospital, speed can really save lives. However, it is not always possible to land a helicopter safely at night (because of possible overhead wires and other hazards) so

conventional ambulances will always be needed, both to get paramedics quickly to accident victims and to speed them to hospital. One increasingly common method of ensuring that ambulances arrive quickly at the accident site is to position them, not at hospitals, but close to where accidents are likely to occur. Computer analysis of previous

accident data helps to select the ambulance's waiting position, and global positioning systems help controllers to mobilize the nearest unit. At all times a key requirement for fast service is effective communication between all who are involved in each stage of the emergency. Modern communications technology can play an important role in this.

2 – Responda às seguintes questões:

- Considerando os cinco objectivos de performance identifique qual o papel de cada um deles na gestão de operações de um telejornal.
- Como é que estes objectivos se interligam entre si? Qual a influência de cada um deles nos restantes?
- Com base no texto e nas respostas às perguntas anteriores, classifique o nível de evolução desta empresa. Justifique.