

Internship
at
Cocoon Hospital, Jaipur

By

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Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Health and Hospital Management

Academic year, 2017-2019



The IIHMR University, Jaipur

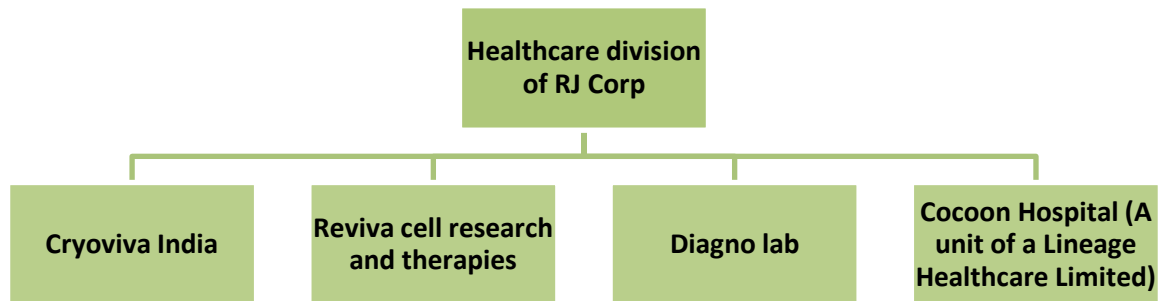
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ABOUT THE ORGANISATION

RJ Corp

RJ Corp is an Indian Multinational Company which has developed expertise in core management team to bring international brands to Sub Continent consumers and develop local brands. In the last 18 years, RJ Corp has built a powerhouse multinational of businesses ranging from Beverages, Fast Food Restaurants, Ice Creams, Dairy Products, Education, and Breweries. With emphasis of acquiring and retaining the best talent, RJ Corp has created a high performance culture with focus on leadership, innovation, entrepreneurship and integrity.

Healthcare division of RJ Corp



COCOON HOSPITAL

In 2012, Cocoon came up with a concept of Luxurious birthing center and gave the new borns a “Safe Heaven” to deliver in a manner where the mother . Cocoon the concept where a mother spends nine months in the most joyous manner without apprehensions & fear, celebrates the delivery and makes it one that is smooth, stress free, joyous and enchanting. Right from preconception to antenatal & postnatal stages and then onto the care of your little one.



Cocoon believes that child birth is not an illness but rather a celebration and hence believes that it should be a journey of joy for the new parents. The hospital aims to provide home like atmosphere with modern amenities and expertise in care.

Cocoon Hospital is a team of highly qualified personnel helping the family during pregnancy, birth, postpartum and new born care.

Mission

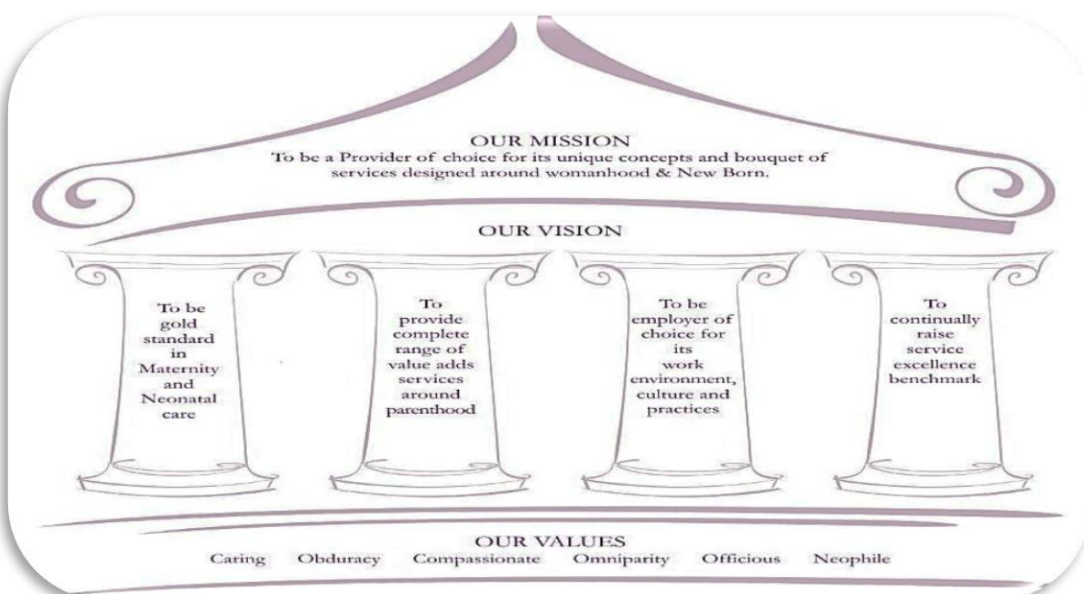
To be a provider of choice for its unique concept and bouquet of services designed around womanhood and newborn.

Vision

Aspiration to deliver extraordinary care in all its dimensions.

Quality Policies

- To be gold standard in maternity and neonatal care.
- To provide complete range of value added services around parenthood.
- To be employer of choice for its work environment, culture and practices.
- To continually raise service excellence benchmark.



The hospital provides facilities like-

- Modular Operation Theatres
- LDR suites
- Level III Neonatal Intensive Care Units
- Fully motorized imported medical beds
- 4D Ultrasound Technology

Specialties

Cocoon - The One Stop Solution provider with superior medical care in High Risk Obstetrics Care, Neonatology & Advanced Laparoscopic Gynae. Surgery with the mix of world-class medical facilities like Level 3 Neonatal Intensive Care Units, Modular Operation Theatres, LDR suites, 4D Ultrasound, Automated Laboratory, Premium Rooms & Comfortable stay, SPA, Cocoon Shoppe. Right from a trusted gynecologist to the exercise regimen, genie – the personalized coordinator, expert nutritionist, the regular checkups and most importantly ensuring the comfort and health of the expectant mother.

Cocoon is equipped with Aristocratic Care, Royal comforts and Luxurious amenities of SPA & Pregnancy Yoga. Special Maternity & newborn apparels and state of the art cafe.

ANTENATAL SERVICES

- Experts Consultation
- Genie – “A Dedicated Female coordinator”
- 4D ultrasound & Fetal Doppler
- Mamma Bella – Pregnancy yoga classes

LAPROSCOPIC GYNECOLOGY SURGERIES

- Complicated Laparoscopic Hysterectomy (TLH)
- Laparoscopic Myomectomy (Surgery for large fibroid)

- Diagnostic Laparoscopy
- Laparoscopic Treatment for Ovarian Cyst
- Laparoscopic Sterilization
- Laparoscopic Uterine Resection
- Tubal Cannulation
- Laparoscopic Tubal Testing
- Laparoscopic Vault Suspension
- Laparoscopic Adhesiolysis Endometriosis Surgery
- Laparoscopic Appendectomy

NEONATOLOGY

- 14 Bedded Neonatology Department
- Infection Free Environment
- NICU level III
- 24*7 Availability of Neonatologist
- High End Nursery
- Trained Neonatal Nurses
- Vast Expertise in Handling : Premature Babies | High Risk Newborn Babies
- Advanced Ventilator & Blood Gas Analyzers
- Advanced phototherapy Units and much

STEM CELL PRESERVATION

Cord blood banking involves collecting blood left in your newborn's umbilical cord and placenta and storing it for future medical use. Cord blood contains potentially lifesaving cells called stem cells. (The stem cells in cord blood are different from embryonic stem cells.) Stem cells are the building blocks of the blood and immune system. They have the ability to develop into other types of cells, so they can help repair tissues, organs, and blood vessels and can be used to treat a host of diseases. Cord blood banking involves collecting blood left in your newborn's umbilical cord and placenta and storing it for future medical use. Cord blood contains potentially lifesaving cells called stem cells. (The stem cells in cord blood are different from

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Cord blood stem cells have been used successfully to treat more than 70 different diseases, including some cancers, blood disorders, and immune deficiencies. Among these are leukemia, aplastic anemia, thalassemia, Hodgkin's disease, and non-Hodgkin's lymphoma. Cord blood transplants are also used to treat rare metabolic disorders that would otherwise be fatal for infants (Krabbe disease and Sanfilippo syndrome).

Cocoon has associated with Cryoviva Biotech for stem cells banking , which is founded by RJ Corp in 2006. The company is focused on providing high-quality umbilical cord blood stem cell processing, and storage for both private and public donation purposes. Based at Gurgaon with networks in all the towns of India provides a high end processing and storage technology which are approved by International authorities. Cryoviva India has spread beyond the shores to Thailand, UAE, Nepal, Bangladesh and East Africa making it the only Indian Cord Blood bank available in International Market. Cryoviva India has set up 28,000 square feet, state-of-the-art stem cell processing and banking facility in Gurgaon Haryana. The company is working towards national and international collaborations to provide the “best of class” facilities in stem cell industry in India. Cryoviva India follows the “Closed bag” collection method for harvesting cord blood stem cells which greatly reduces the possibility of contamination of cord blood and uses technology accredited by AABB and other global certifications.

Banking & Benefits:

The primary reason for banking your child's cord blood – peace of mind – is one any parent can relate to. Parents do so much to prepare for their child's birth and ensure their child's life will be a healthy, happy one. So is cord blood banking one of the things they ought to consider? To decide, it helps to know something about how the process works, and what cord blood may be able to do (and what it can't), should they ever need it.

Cord blood comes from a newborn's umbilical cord and is collected immediately after birth. Once the umbilical cord has been clamped and cut, the remaining blood in the umbilical cord is drawn into a collection bag.

This blood contains powerful stem cells that have been used to regenerate healthy blood and immune systems in more than 30,000 transplants worldwide. Doctors are

using cord blood to save lives today and researching cord blood as potential treatment for diseases that currently have no cure.

Yes. Cord blood stem cells are biologically younger and are more flexible compared to adult stem cells from other sources like bone marrow. When saved, they have unique qualities and advantages:

- Less risk of complications when used in transplants
- Ability to use one's own stem cells for conditions that currently lack medical treatment options, also known as "autologous transplantation"
- Immediately available and can minimize disease progression in early treatment

Preserving them "stops the clock" and protects the cells from aging and being exposed to environmental factors and common viruses that can decrease their function.