

**Internship**  
**at**  
**Cocoon Hospital, Jaipur**

*By*  
**Hiteshi Gandhi**

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

*Academic year, 2017-2019*



**The IIHMR University, Jaipur**

1, Prabhu Dayal Marg, Sanganer, Airport  
Jaipur 302029, Rajasthan  
Ph: 0141 3924700, Fax: 3924738  
Website: [www.iihmr.edu.in](http://www.iihmr.edu.in)

## INTRODUCTION OF COCOON HOSPITAL:



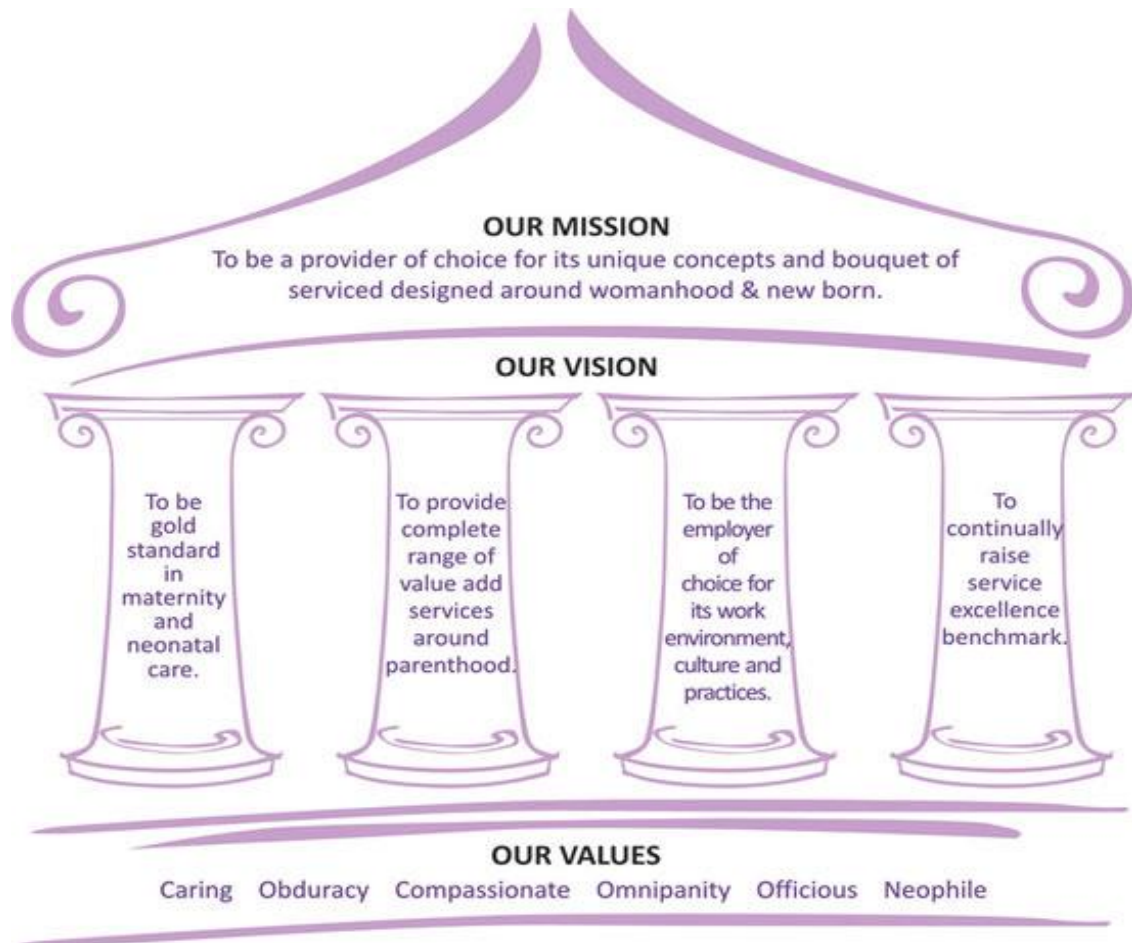
Cocoon Hospotel, A unit of Lineage Healthcare Limited is a luxurious birthing centre which was established in the year 2012. It is a place where the expecting mother spends the most vulnerable and susceptible nine months of her life in the most joyous manner without apprehensions and fear and celebrates the birthing, making a style statement for herself and the proud family. It is an exclusive birthing center where giving birth is a greatest feeling, not the greatest fear focused on prevention, health, wellness, and social support and unique needs. It provides round the clock clinical/medical, support and value added services.

Cocoon is committed to provide luxurious care, aristocratic comforts and royal amenities of Mamma Bella classes (yoga classes), Cosmetic care, antenatal classes, pregnancy photoshoot, new born child and mother apparels, baby footprints and baby photoshoot services. A team of highly professional and skilled team helps the family and the mother to make the best-informed choices for their care related to antenatal time, labor, birth and postpartum and new born care by striving hard to fulfill the expectations of the would be mother and the family.

The hospital provides world class facilities like best modular OT'S, fully equipped labor rooms, Level 3 NICU (Neonatal Intensive Care Units), fully automatic medical beds and examination tables, highly precise radiological services.

It provides 24\*7 availability of highly competent and skilled obstetricians and gynecologists, anesthesiologists and dedicated nursing staff who strive hard to provide safe and health stay for both the mother and the child with medical care at its priority. It also provides services of expert regular check-ups for quality care covering all the aspects of the motherhood.

## MISSION, VISSION AND VALUES OF THE HOSPITAL



### LOCATION:

Cocoon is located at one of the most prime location in Durgapura, Jaipur which is accessible from the most populated and dense areas of the city.

## BRAND LOGO:



The logo of the organization associates with the care and services related to both the pregnant mother and the unborn child. With the baby nested in the letter “O” of the logo, it represents what the word cocoon indicates. The purple color runs throughout the organization including the infrastructure and the theme of the hospital as well as the uniforms of the staff.

## SERVICES AT THE HOSPITAL:

| CLINICAL SERVICES                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SUPPORT SERVICES                                                                                                                                                                                                                                                                                      | DIAGNOSTIC SERVICES                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>•Obstetrics and Gynecology</li><li>•General &amp; Laparoscopic surgery</li><li>•Neonatology</li><li>•Anesthesiology</li><li>•General &amp; Laparoscopic surgery</li><li>•Cosmetology &amp; Cosmetic Surgeries</li><li>•General Medicine</li><li>•Dietetics</li><li>•Physiotherapy</li><li>•Cord Cell Banking</li><li>•Emergency Care</li><li>•Intensive Care Services</li><li>•Operation Theatre</li><li>•Labor Delivery Room</li></ul> | <ul style="list-style-type: none"><li>•Biomedical Engineering</li><li>•CSSD (Central Sterile Supply Department)</li><li>•Housekeeping &amp; Maintenance</li><li>•Biomedical Waste Management</li><li>•Laundry</li><li>•Engineering, Maintenance &amp; Facility Management</li><li>•Security</li></ul> | <ul style="list-style-type: none"><li>•24 HRS laboratory services.</li><li>•ECG</li><li>•X-ray</li><li>•Ultrasonography</li><li>•2-D Electrocardiography</li></ul> |

## TIMINGS:

OPD: 9:00AM-2:00PM & 4:00PM – 6:00PM

IPD: 24\*7 Services

## TYPES OF ROOMS AVAILABLE:

1. Twin-sharing rooms (2)
2. Abode Eco (10)
3. Abode superior (2)
4. Paradise rooms (2)

5. Castle rooms (2)

**INFRASTRUCTURE AND FLOOR MAPS:**

1. **Basement:** it includes
  - Office of Facility director
  - Office of General Manager
  - Office of finance officer
  - Office of HR Manager
  - Masterminds (office of all managers)
  - Diagno-Labs (outsourced)
  - General store
  - Marketing room
  - Gas manifold room
  - Mortuary
  - Washrooms
  
2. Ground floor: it includes
  - Reception and help desk
  - Cocoon shoppee
  - Café Gazebo
  - CRM/Billing Office
  - Board room
  - Meeting Lounge
  - Waiting area
  - Washrooms
  
3. First floor: it includes
  - Converses of doctors
  - Examination room/feeding room
  - Sample collection room
  - Apollo Pharmacy (outsourced)
  - Billing counter
  - Patient waiting area
  - Shop by Himalaya
  - Washrooms
  
4. 2<sup>nd</sup> floor: it includes
  - Sharing room
  - Personal/single rooms
  - Nursing stations
  - Store room

- Washrooms
5. 3<sup>rd</sup> floor: it includes
    - Sharing room
    - Personal/single rooms
    - Nursing stations
    - Store room
  6. 4<sup>th</sup> floor: it includes
    - Doctors chamber
    - NICU/Nursery
    - Viewers area
    - Feeding area
    - Cosmetology Centre
    - Cheers room (celebration room)
    - MRD (Medical Records Room)
    - USG (Ultra-sonography room)
  7. 5<sup>th</sup> floor: it includes
    - OT's (2)
    - LDR Rooms (3)
    - Recovery/SICU
    - Doctor's lounges
    - Doctor's and nurse's changing rooms

## **MANPOWER:**

1. Doctors: 28 Retainer Doctors
2. Nursing: 43+3 (technician)
3. Clinical Admin/ Operations/ Quality/ MRD: 3 + 1 (MRD)
4. Facility: 1
5. Food & Beverages: 16
6. Human Resource: 1
7. Finance: 3
8. Billing: 7
9. Store: 1
10. IT: 1
11. Sales: 6 (3-internal, 3 external)
12. Housekeeping: 32
13. Maintenance: 6
14. Security: 8
15. GDA: 4

## **CLINICAL SERVICES DEPARTMENT (OPERATIONS, QUALITY, PHARMACY, LAB)**

1. Maintains liaison with all levels of Doctors (Retainers, Visiting Consultant, and Residents) to coordinate clinic business, accomplish directives and to facilitate the resolution of issues, concerns and problems.
2. Prepare Pay – out of Doctors every month and submit to the HO HR Dept.
3. Co-ordinate with HR Dept in recruitment of Doctors/ Consultants.
4. Prepare Agreement of Doctors/ Consultants.
5. Maintains liaison with all levels of clinical and administration staff to coordinate clinic business, accomplish directives and to facilitate the resolution of issues, concerns and problems.
6. Ensures compliance with established practices and new policies and keeps employees abreast of current changes and standards.
7. Co-ordinate with the outsourced service providers (Clinical – Radiology and Laboratory) for smooth functioning. Reviews, evaluates and manages the performance of the outsourced service providers to ensure that their overall performance is aligned with their goals and objectives.
8. Prepare Agreement of Outsourced service providers.
9. Responsible for management of OT and NICU in relation to day to day issues and medical equipment.
10. Provides administrative direction and coordination in the formulation, interpretation and administration of current and long range policies, procedures and programs. Establishes schedules, task assignments and allocation of manpower, space and equipment to ensure conformance with overall company objectives.
11. Provides leadership and direction to ensure the delivery of high quality standards is being provided to our patients. Makes recommendations and implements programs to measure and improve provider/patient relationship.
12. Provides leadership and direction for the Nursing Team, and ensures the delivery of high quality standards of nursing services.
13. Provides leadership and direction for the Pharmacy team.
14. Provides leadership and direction for the Sample Collection team
15. Oversees the activities of the Medical Records Team and ensures that the appointment, report, messenger and audit functions are effectively carried out.
16. Develops policies, guidelines, and implementing procedures and ensures consistent company-wide implementation.
17. Ensures that operating expenses are well within the prescribed limits of budget plans and fiscal guidelines.
18. Implementation of all Clinic Administration plans, programs, and projects are strictly adhering to prescribed deadlines and schedules.
19. All communications and relevant information pertaining to the team are cascaded to the proper channels within the team in particular, and the organization in general.
20. Any other task assigned by the management.

## **CRM DEPARTMENT (CUSTOMER RELATIONSHIP DEPARTMENT)**

1. Manage CRM team in respect to smooth functioning of OPD, IPD and front desk.
2. Management of attendance, leaves and duty roster of the team.
3. Liaison with the doctors and the guest related to the issues of services.

4. Responsible for managing Food& Beverages operations and staffing.
5. Responsible to manage and conduct activities related to the guest service.
6. Handle queries and complaints of guest related to the services.
7. Maintain and generate guest related data as and when required by the management.
8. Uphold basic standards of cleanliness of workplace area as well as self-grooming and demonstrate use of standard phrases and telephone etiquette during all points of customer interface.
9. Proactively distribute feedback forms and seek suggestions from patients/ attendants. Monthly analysis of OPD/IPD feedback forms and taking corrective and preventive action accordingly.
10. Daily facility round of IPD/ OPD.
11. Responsible for soft skill training of all the departments.
12. Any other task assigned by the management.

#### **SALES AND MARKETING DEPARTMENT:**

1. Identify the target patient and get bookings from them.
2. Identify and get associated with new Doctors to get referrals.
3. Increase sales volume from existing Doctors.
4. Travel within the assigned territories and manage the business in these territories independently.
5. Timely resolution of Clients queries in coordination with hospital service team.
6. Timely resolution of the Doctors queries in coordination with hospital management.
7. Organize camps, CME and other marketing activities.
8. Initiate new marketing activities in order to promote the hospital and get bookings.
9. Develop and stabilize good and meaningful relationship with consultants, doctors, hospitals and clinics.
10. Promote the hospital in the doctor's community through personal visits.
11. Any other task assigned by the management

#### **FOOD AND BEVERAGES DEPARTMENT:**

|                      |                                                                                                           |
|----------------------|-----------------------------------------------------------------------------------------------------------|
| F&B SERVICE          | Assist with the setup & running of functions & other events as they may arise                             |
| Store Keeping        | Taking physical inventory & inventory record keeping                                                      |
| F & B Operations     | Supervising IPD Services. Day to day record keeping of F&B sale as well as consumption, food costing etc. |
| Personnel Management | Procuring & Maintaining Stock of Staff Uniforms etc.                                                      |

#### **CSSD:**

- Receive instruments from Operation Theater, Cath lab, Out Patient Department, ICU and Wards.
- Maintain receiving register.
- Ensure proper sterilization of equipment and linen by checking the color of indicator etc.
- Make entries in counting book.
- Clean, pack and sterilize and issue the instruments as per the laid down Standard Operating Procedures.
- Receive linen from laundry, sterilize and pack them in gown packs, linen packs, and sponge packs etc.
- Sterilize the linen.
- Perform sterilization of the sterile room twice a month.
- Maintain records as per the laid down Standard Operating Procedures.
- Obtain night reports and check the Hand-Over register.
- Ensure sterile pack is ready according to the surgery list.
- Arrange the instruments according to the specific requirements of the departments.
- Check the entries made in receiving register.