

Internship
at
Abeer Family Medical Center, Calicut

By
Huzefa Wahid

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

INTRODUCTION

Abeer Medical Group is a healthcare organization owning and operating high-end medical centers and hospitals across major cities in Saudi Arabia and in other nations such as Qatar, UAE and India. The group with its innovative explorations has been in the forefront of Saudi Arabia's healthcare domain for the last 18 years. In this very short span of time, Abeer has been fortunate running 15 healthcare facilities in the Kingdom which include top-notch medical centers and hospitals catering to the healthcare needs of more than 4 million people every year.

Abeer is now on a roll of diversifying itself. The group already carved a niche for itself in non-medical sectors like visual media, advertising and marketing, education, travel and tourism and aviation.

The biggest hospital in the private sector of the Sultanate of Oman is ready to open by the mid of this year. Apart from aligning its vision with the celebrated Vision 2030 of Saudi Arabia, Abeer is making gentle strides to participate with the National Health Vision 2020 proclaimed by Qatar Ministry of Public Health. Accordingly, new plans are being implemented to build state-of-the-art facilities in Qatar comprising medical centers and multispecialty hospitals.

Abeer Group has been diversified into non-healthcare verticals like aviation, visual media, advertisement and marketing, information technology etc.

GROUP COMPANIES:

ABEER MEDICAL GROUP

Abeer Medical Group is a healthcare organization owning and operating high-end medical centers and hospitals across the major cities in Saudi Arabia and in other GCC countries such as Qatar, UAE and India. The group is all set to launch its healthcare facilities in Kuwait and Oman also along with its expansion plans across GCC countries and in India as well.

ABEER AVIATION



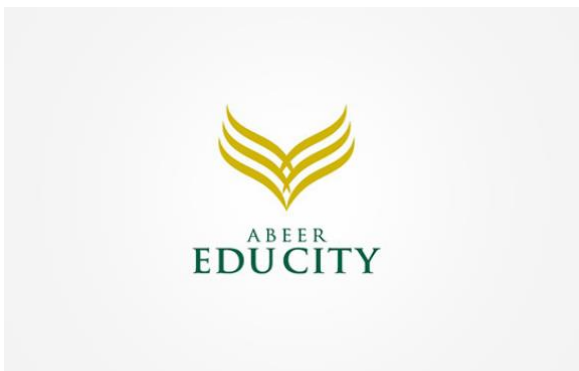
Abeer Aviation is an aviation support service company launched recently with its headquarters in Jeddah, Saudi Arabia.

QUARTZ STUDIO



Quartz Studio is a marketing and advertisement venture in Saudi Arabia and UAE with a prestigious clientele from the Middle East and India like Qatar Airways, Alhazmi Co Ltd, M.H. Alshaya Co, Centrepont, Finelook, Giordano, Raymond Group, Jotun Paints, Lulu Hypermarket, Hani Qurashi Law Firm etc.

ABEER EDUCITY



Abeer Educity, a project steered by the group is envisaging a cluster of institutions in both medical and non-medical streams on a green campus in the God's Own Country, Kerala, India. Following the materialization of a 750 bedded multispecialty hospital, other prospective ventures in medical and non-medical streams like International School, Technical Academy, Management Excellence Centre, Ayurvedic Spa, Shopping Mall, Luxury Hotel, Residential

Villas, Metro Library etc will be established here. To enable the student community for accomplishing academic fullness is the principal objective of Abeer Educity project. This idea has in fact been conceptualized as 'KG to PG' approach.

INSIGHT MEDIA CITY



Insight Media City (IMC) is a media organization based in Kochi which has Flowers TV, the popular Indian regional entertainment channel as its flagship. 24 News, a round-the-clock television channel exclusively for news broadcasting will be launched by the company this year. With a stern focus on fostering creative knowledge and education in the entertainment industry,

the media school of IMC will commence academic programs which will have the intake of around 1000 students in the next two years.

CALMOVE TECHNOLOGIES



Calmove Technologies Pvt Ltd is a software development company at Technopark in Trivandrum, the capital city of Kerala. Calmove, with a dedicated team of 40 programmers is diligently working on the development of softwares and applications demanded by the most modern healthcare industry. The company with a handful of clientele in India and GCC is endeavoring to cater to

the IT based requirements of other industries too.

ABEER HOLIDAYS



Abeer Holidays in India is a firm launched for the business development in travel and tourism, particularly in the medical tourism domain of India.

MISSION & VISION

Our Vision:

To achieve global preference in healthcare through our distinctive services based on excellence and reliability

Our Missions:

- To refine and redefine healthcare standards through consistent quality enhancement endeavors aiming at winning and retaining excellence
- To encourage the promotion of healthcare knowledge and innovation through comprehensive research for ensuring premium quality, affordability and safety standards.
- To enrich our distinguished services and optimize the healthcare environment for creating a delightful experience to one and all.
- To expand awareness on the enhancement of healthy lifestyles intended for early prevention and treatment of diseases.
- To foster employee friendliness and colleague relations by filling the work atmosphere with ease and comfort.

CORE VALUES



Excellence

Delivering our professional best, providing the highest quality of services constantly, being maximal in reliability and thus becoming the benchmark in the industry.



Diversity

Diversity for us is about understanding and accepting the differences individuals have geographically, physically, intellectually, emotionally, culturally and in finding the values this diverse association brings, in order to be effective, innovative and resourceful.



Integrity

Having the courage to act on convictions, upholding fairness, honesty and trust in whatever we do and being 100% when it comes to respecting processes, people and systems are the critical elements of integrity for us.



Compassion

Understanding the point of view of others, recognizing the effect of one's actions on others, placing high regard for human dignity and ensuring affirmative action that supports these elements is what compassion means to us.



Teamwork

Teamwork for us is about striving towards the common goal through collaboration while relying on each other's strength and commitment founded on mutual trust and shared values.



Social Commitment

Our focus is on the positive impact we make on the communities, environment and the lives we touch. Our responsibilities extend to having the highest legal and ethical standards that coexist with our service priorities.

ABOUT ABEER FAMILY MEDICAL CENTER

Abeer believes in the utmost satisfaction of patients and focus on the idea of preventive aspect rather than treatment aspect. It aspires to provide the best healthcare experience with stress on Family Medicine.

The main aim of this venture is to make multi-specialty polyclinic a reality. Visiting a multi-specialty hospital for any illness is slowly taking a back seat in developed countries, instead they depend largely on polyclinics. To make this possible in Kerala is what Abeer is aiming at. They have all specialties and super specialties at Abeer. More than 50 doctors work in this clinic's various specialties and super speciality departments. They are very sincere and efficient in their respective fields. Along with this, comes the concept of Family Doctor which is the USP of Abeer.

The multi-specialty clinic with full fledges test labs, X-Ray facilities, pharmacy and ECO & TMT, Abeer Family Medical center has arrangements to facilitate referral and admission of patients into some of the leading tertiary care hospitals in South India.

GOALS OF INTERNSHIP

1. To understand the profile of the organization and its complete functioning.
2. To understand the working and management of a medical center.
3. To understand the existing clientele and identify new ways to engage them.
4. To identify potential customers.
5. To identify practical strategies to expand current clientele.

SERVICES PROVIDED

With the main to make multi-specialty polyclinic a reality, the specialties offered in the medical center include:

- Family Medicine
- Internal medicine
- Gynecology
- Pediatric
- ENT
- Audiology
- Ophthalmology
- Optometry
- Orthopedics
- Dermatology
- Pulmonology
- General Surgery
- Psychiatry
- Physiotherapy
- Cardiology
- Neurology
- Nephrology
- Rheumatology
- Gastroenterology
- Urology
- Radiology
- Clinical psychology
- General medicine
- General practice
- Home healthcare service

WORK DONE APART FROM PROJECT

- Designed a marketing plan keeping the current competitive strategies in mind
- Looked over the finance department activities
- Proposed strategies to increase the number of patients going for health packages