

**FRONT DESK OPERATING SYSTEM DATA ANALYSIS AT
SUKOON HEALTH, GURUGRAM**

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of
Master of Business Administration (MBA)

in

Hospital and Health Management

By

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Under the Supervision and Guidance of

Dr Susmit Jain

2021

INTERNSHIP COMPLETION CERTIFICATE



Sukoon



Clinical Governance by
Dept. of Mental Health and Behavioral Sciences
Fortis Hospitals Ltd.

SH/HRD/IC/June/2021/01

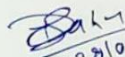
Date:28/06/2021

To whomsoever it may concern

This is to certify that Ms Rashmi Arya, a student of MBA Hospital and Health Management 6th Semester from IIHMR University, Jaipur, has completed her training at Sukoon Healthcare Services Private Limited.

She has completed her training in 'Sales & Marketing' from 15th Feb 2021 to 31st May 2021.

During her tenure, her performance was found to be satisfactory and we wish her all the best for her future endeavors.


28/06/2021
HR Department
Sukoon Health



ACKNOWLEDGEMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my internship to complete it successfully.

I wish to express my sincere gratitude to **Mrs Anamika Sinha**, Experience Manager, Sukoon Health for providing me an opportunity to do my internship and project work in “SUKOON HEALTH PVT LTD.” I sincerely thank **Mr Deepak Kumar Sahu**, General Manager, Sukoon Health for his guidance and encouragement in carrying out this project work. I also wish to express my gratitude to the officials and other staff members of Sukoon Health who rendered their help during the period of my project work. I also thank the Directors of Sukoon Health **Mr Kanishk Gupta** and **Mr Vidit Bahri** for providing me the opportunity to embark on this project.

I would like to take this opportunity to thank my faculty guide **Dr Susmit Jain**, Associate Professor&Guide, IIHMR University, Jaipur for providing me constant support, guidance and giving me his precious time for guiding me and helping me to prepare my internship report and being available for me always.

Lastly, I would like to thank my parents for supporting me through the entire dissertation by providing me adequate mental and emotional support all along.

Rashmi Arya

(Roll No.- 0971)

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➤ INTRODUCTION:

This report is a description of my three and a half month internship carried out as compulsory component of MBA Hospital and Health Management. The internship was carried out within the organization Sukoon Health Pvt. Ltd., Gurugram from Feb 15- May 31, 2021.

During my MBA program, I developed interest in Sales & Marketing and I got the opportunity in Sukoon Health to work in Sales & Marketing department. Along with this, I also got the opportunity to know about the functioning of operations and quality department in the hospital. Along with completing my dissertation, I took part in several other activities which are also briefed in this report.

➤ OBJECTIVES OF INTERNSHIP:

- To understand the functioning and working conditions of a super-specialty hospital
- To see what is like to work in a professional environment
- To see if this kind of work is a possibility for my future career
- To use my skills and knowledge gained in the university
- To see what skills and knowledge I still need to work in a professional environment
- To get experience in working with persons from another culture
- To enhance my communication skills
- To build a network

➤ ORGANIZATIONAL PROFILE:

Sukoon Health Pvt. Limited was incorporated on 30th September 2019 by Directors Mr. Vidit Bahri and Mr. Kanishk Gupta.

Sukoon is set on a sprawling 15,000 square feet spread across 6 spacious floors. Sukoon Health is a super-specialty hospital that focuses on Psychiatry, Psychology, De-

Addiction, rehabilitation & rTMS. It is clinically governed by Department of Mental Health and Behavioural Sciences Fortis Hospitals Ltd.

It has a team of experienced Psychiatrists, Clinical Psychologists, Counsellors, and Art-based therapists that ensures patient receive personalized care. Treatments are designed keeping in mind patient's condition, emotions, and needs.

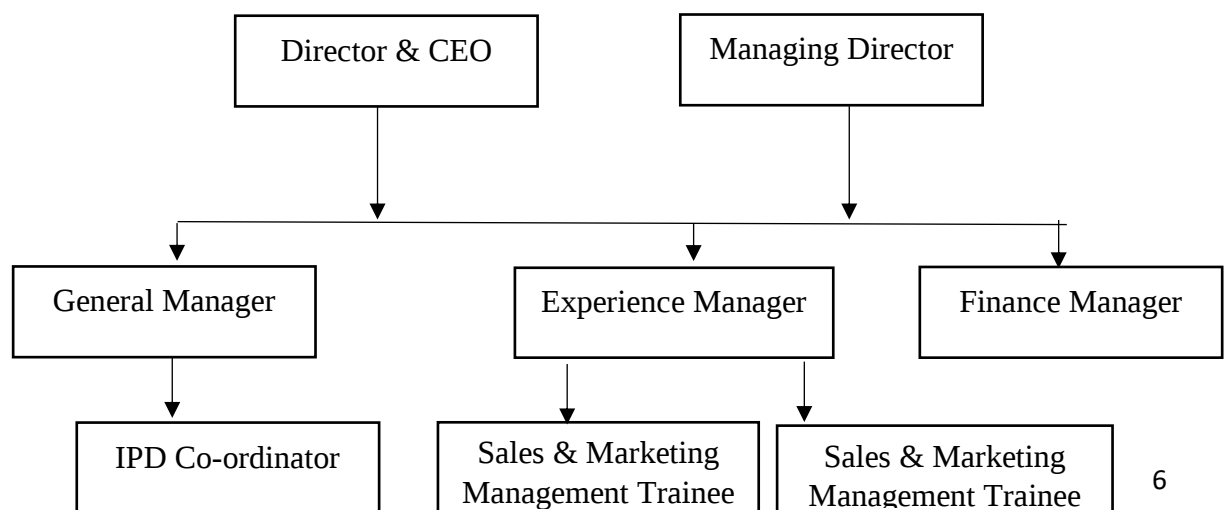
The facility is equipped with three ICUs and one emergency room. Every feature in this building is in accordance with the American Psychiatric Association (APA) Standards.

The perfect healthcare destination, Sukoon Health, Gurugram, house a wellness centre including open terrace garden, art studio and a gymnasium. It is a 21 bedded hospital that includes 18 in-patient beds and 3 ICUs. It has a dedicated woman only floor that is completely staffed by females' nurses, ward girls, and housekeeping staff. Sukoon offers two kinds of in-patient bed facilities i.e., Luxury & Deluxe. Sukoon has a state of the art FSSAI licensed kitchen. Sukoon has Biometric double door access and access control lift. Sukoon is located with excellent air, rail and road connectivity. Sukoon is 40-45 minutes from the airport, 4.5 kms from HUDA city centre metro station and six kilometres from NH-8 (Delhi-Jaipur Highway).

Mission- To provide world-class psychiatric care, and mental health treatments with compassion, personalisation, and sincerity.

Vision- To be the largest network of psychiatric hospitals, mental health facilities, deaddiction centres in India

➤ **ORGANIZATIONAL STRUCTURE:**



➤ **SERVICES PROVIDED BY ORGANIZATION:**

At Sukoon, OPD, IPD & Emergency services (24*7) are provided for all Psychiatry, Psychology, De-addiction & Rehabilitation illnesses.

For In-patient:

- Acute Psychiatry Care
- Drug De Addiction
- Geriatric Psychiatry
- Child Psychiatry
- Women Focused Care
- Habit De Addiction
- Alcohol De Addiction
- Rehabilitation
- Sukoon At Home

For Outpatient:

- Clinical Psychology
- rTMS
- Occupational Therapy
- Counselling Psychology
- Art-Based Therapy
- Psycho Oncology
- Remediation
- Psychoanalytical Therapy
- Virtual Therapy

➤ **KEY ACTIVITIES/PROJECTS UNDERTAKEN OTHER THAN DISSERTATION:**

- Demographics- Mental Health Burden in India Overall & State wise
- Prepared Master Sheet of Doctors (Master Database)

- List of Psychiatric societies in India (Details of Psychiatrists in India)
- Nepal Health services (Public and Private Hospitals in Nepal, services provided by them and their costing)
- Corporate list of Gurugram (Top 50 corporates, their contact information)
- Corporate Program - Email to all existing data base (2200 emails were sent)
- List of all RWA in Gurugram (Contact Information)
- Made Mental Health Days Calendar
- Had done Meetings with the doctors for collaboration (around 20 meetings)
- Made Doctor's Deck
- Made list of Hotels/Guest house/ Travel agencies tie up and contacted them for tie ups
- Prepared list of Gurugram Neurologists & Neuro-surgeons
- Prepared list of Jammu doctors (Neurologists/Gastro-enterologists / GP/ Psychiatrists)
- Did SWOT Analysis of the Hospital
- Completed IPD Pt. Diagnosis, Clinical Scores from Practo app for all the patients admitted in the hospital since inauguration of the hospital
- Did one room audit everyday
- Asked about the problems what nurses & GDAs are facing in hospital related to infrastructure, process or any other problem and made Ppt on 'Training Need Assessment of Nurses & GDAs'
- Prepared list of Radio, Newspapers, High end social clubs of Jammu
- Regular IPD Query Sheet Update
- Made Psychiatrist's CV according to International Format
- Made Employee Handbook of Sukoon Employees
- Data Analysis of Discharged Patients (March & April)
- Event organized for Psychiatrist meeting

➤ **KEY LEARNINGS FROM INTERNSHIP:**

1.The functioning and working conditions of a super-specialty hospital-

At the beginning I did not have any experience of working within a hospital. Although I have done internship during my graduation as a dentist but i had no idea about non-clinical

workings in a hospital. During my internship i got to learn about the functioning and working of a hospital as a whole. Since Sukoon Health is a super-specialty hospital related to all mental health conditions, so its working is quite different from all other hospital settings. Here, organization environment is homely and luxurious five-star hotel treatment is given to patients so that patients don't feel that they got trapped in a hospital.

2.Enhancing communication skills-

I experienced language difficulties. Therefore, I was reserved in communication at the beginning, but in the course of months it went better and fluent.

My stay has contributed to my communication skills, but I would like to pay more attention to it in the future. I can come across as reserved person. To contribute more to projects and to progress faster, I want to learn to make a more confident impression and to express my ideas and opinions more certain.

3.The use of skills and knowledge gained in the university-

I can say skills and knowledge gained in my study I could put in practise in my internship. In demography module, I was taught about the demographics, and I had applied that knowledge while making a presentation on mental health burden in India during my internship. During epidemiology module, I got to learn about various data collection, data processing and setting-up research projects.This helped me develop my dissertation project. I also got to learn about various sales and marketing techniques in college whose practical implementation I applied in my internship at Sukoon Health

4.Working with persons from another culture-

The internship was an opportunity to get immersed on a deeper level with people with different culture. It was really experiencing to see how other people live. It also helped to look at things from a different perspective. I did not experience difficulties caused by different cultural backgrounds. An interesting and open attitude of the people has helped.

5.The influence on future career plans-

Before my internship in Sukoon Health, I had some doubts about my future career. I was not sure if I would like to continue in Sales & Marketing after finishing my MBA. I have found out that part of the Sales & Marketing contains travel and meeting up with doctors as I did in the internship. Through this internship, I have seen what elements of my career I like and I got enthusiastic again to continue working in Sales & Marketing department.

6. Build a Network-

During my internship at Sukoon Health, I had met many doctors and concerned persons of a hospital and made a good network with him. I had improved my networking skills.

➤ CONCLUSION:

On the whole, this internship was a useful experience. I have gained new knowledge, skills and met many new people. I achieved several of my learning goals. I got insight into professional practice. I learned the different facets of working within a super-specialty hospital. The internship was also good to find out what my strengths and weaknesses are. This helped me to define what skills and knowledge I have to improve in the coming time. After my masters I think that I could start my working career. It would also be better if I can present and express myself more confidently.

At last this internship gave me new insights and motivation to pursue a career in Sales & Marketing.