

**Internship at Krsnaa Diagnostics Pvt. Ltd. Center, at Rajiv
Gandhi Government Hospital, Alwar Rajasthan**

By

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COMPANY PROFILE

Krsnaa Diagnostic private limited took root in the early part of 2010 and took shape in 2011 with its first, “state of the art” center in DY Patil Group, under the golden leadership of Mr.Rajendra Mutha.

Krsnaa has been second to none in its quest for excellence in the diagnostics field with protocols such as peer review of radiology and pathology reads by some of the most experienced consultants in the field. The radiology and pathology teams have a strong academic program, having authored various national and international papers, these academic achievements then translate into practical applications, enhancing the overall ability of the team to consistently come up with the right diagnosis, time after time, aided also by the sub specialized radiologists and pathologist.

The biggest public private partnership, Krsnaa Diagnostics offers a pan India World class diagnostic facility. Uniformity in high standards with stringent technical quality norms guided by NABH (National Accreditation Board of Hospital and Healthcare Providers to provide best safety practices in imaging technology and to ensure accurate results always.

After having gained the confidence of stakeholders and patients, krsnaa started its expansion to make services available to other parts of the country by bagging the Asia’s first PPP project at Himachal Pradesh in establishing 12 District Hospitals in the state of Himachal Pradesh by installing the state of art ‘multi slice CT scanners’

The Company operates from its HEAD OFFICE located at PUNE, presently company is located Pan India , operational in 14 states with 1800 plus locations.

Vision

To offer world class healthcare diagnostics services at affordable rates and at the same time do good with the approach of “Let’s Do Good...”

Mission

“To provide quality diagnosis at affordable cost to every human.” As diagnosis plays a crucial role in the evidence based treatment, we at Krsnaa offer diagnostic services which are very expensive in the market at a very affordable cost ensuring quality to the level of people who cannot afford these services.

KDPL applies “Quality Minded Approach To Everything We Do.”

KDPL is passionate about Quality and its continuous improvement through teamwork.

Values

- **Trust and Respect:** Building and maintaining interpersonal trust and respect in a team to achieve collective goal with shared responsibility.
- **Integrity:** Keeping company interest and ethics before self interest.
- **Sincerity:** Doing every task whole heartily with focus, attention and determination.
- **Innovation:** Taking initiatives for implementing 'out of box' ideas to achieve company's mission.
- **Collaboration:** Acceptance and utilization of the best strengths and expertise available globally.

CUSTOMER IS SUPREME

KDPL strives to understand and anticipate customer needs and exceed their expectations. We are committed to offer innovative and value added solutions to our customers. People, Processes and Products KDPL demonstrates leadership by advancing new technologies, innovative diagnostic techniques, enhanced customer service, inspired management, and the application of best practices throughout our organization. We aggressively pursue new business, and determined to add value for our customers, we have a determination and a positive approach, to every task have a ‘can-do’ spirit, and a restless determination to continually improve and excel. We utilize our ability to combine strength with speed in responding enthusiastically to every new opportunity and every new challenge’s.

RESPECT FOR INDIVIDUAL

KDPL believes that people are the most valued assets of our company, and that they are essential participant with a shared responsibility in fulfilling our mission. We trust, inspire, and empower our people to achieve high standards and challenging goals. We treat all people with dignity and courtesy.

RESPECT FOR WORK-PLACE ETHICS

KDPL works with passion, integrity, conviction and commitment. Team work with a shared purpose and value individual ability and diversity as essential to promote harmony and open communication. Respect for company policies, systems and procedures. KDPL respects the values and cultures of the communities in which we operate.

QUALITY POLICY

KDPL is committed towards a common goal of achieving total Patient Care and Confidence by delivering Excellent Diagnostics Services. This commitment and responsibility is practiced and communicated from higher Management to ground level. Implementing a system which meets the requirements of Quality Management Standard as well as Human, Legal and Ethical standards are clearly demonstrated, Ensuring empowerment of people to deliver services, which meet patient's needs and their family's expectations and also provide for continual improvement Establishing and pursuing Quality Objectives and performance standards. Reviewing of suitability of Quality policy by conducting regular Audits and Reviews. Ensuring availability of trained resources.

INDUCTION PROGRAMME

The aim of this policy is to outline KDPL induction program, detailing aims, objectives, responsibilities and elements of the induction program. As a people oriented organization, it is vital for KDPL to have an Induction program to demonstrate to new employees that we are committed to supporting the training and development of our people.

The induction process ensures that employees receive a proper introduction to their new responsibilities and allows them to gain an understanding of KDPL policies and procedures. The benefit of having an induction process is that employees can begin working effectively and efficiently more quickly than they would do otherwise, and provides them with a greater sense of belonging to the organization.

COMPANY DRESS CODE & HYGIENE POLICY

At KDPL all employees have to present themselves in a professional manner at all times during the course of regular business activities. This policy outlines requirements concerning attire, personal hygiene and appearance. These standards are in line with what KDPL considers appropriate business conduct and professionalism and apply to all employees; including management and temporary and/or seasonal staff.

ATTIRE

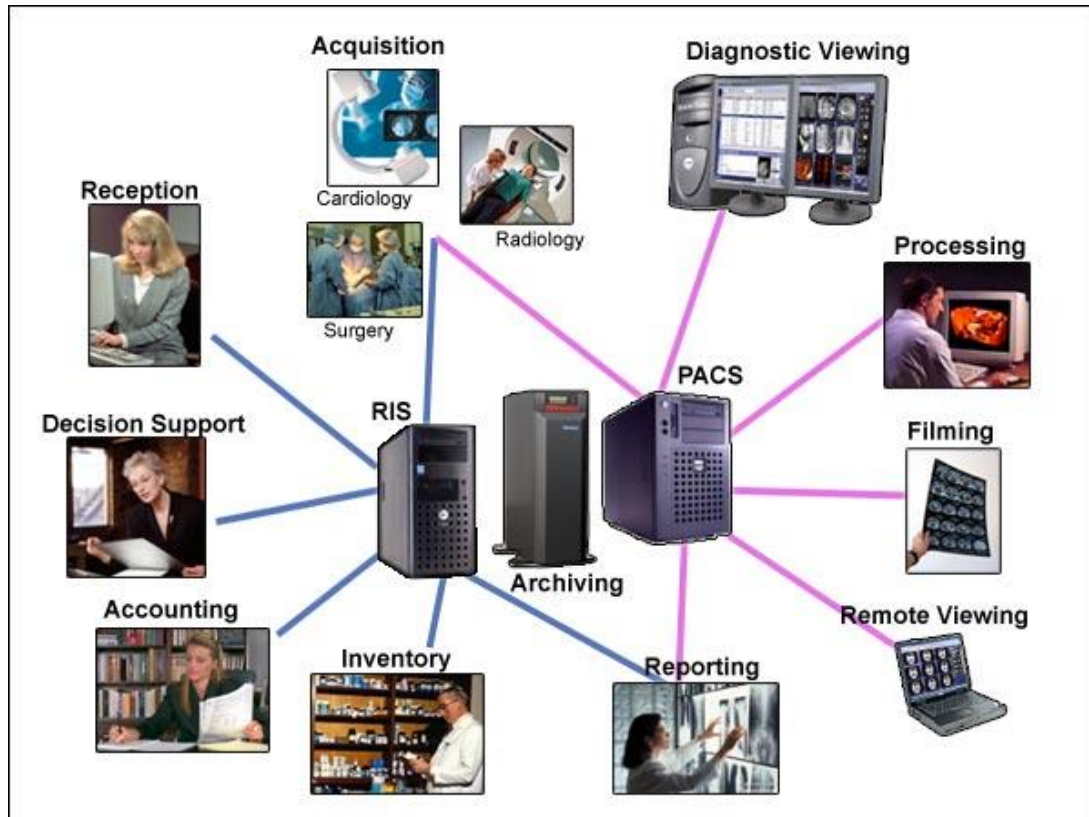
1. For women:
 - Formal Trouser Shirt
 - Salwar Suit
 - Saree
 - Sweater/ Winter jackets
 - Formal Shoes
2. For men:
 - Formal Shirts & Trousers
 - Sweaters/ Winter Jackets
 - Formal shoes

WORKING MODEL

The firm works on Public Private Partnership model, it believes that providing Quality service to the people at affordable cost is at priority. The Pvt. Ltd. Company ties up with various govt. and private hospitals as per tender of the

government. The Company enters on negotiations with regard to the facilities on basis of tender notification and provides the facilities at govt. hospitals in field of diagnostics especially CT scan, MRI, X-RAY, PATHOLOGY. Company mostly operates on the model of PACS (picture archiving and communication system), scans from all over the India centers come to the Pune head office in a designated place termed as HUB. From HUB team of dedicated experts which includes senior and experienced radiologists and technicians distribute the scans to doctors at different locations in a systematic way, there is fixed TAT (Turn around Time) for each center operating. KDPL is also operating in various models like FRANCHISE model, in various states.

BASIC OPERATING STRUCTURE FOR PACS



SCOPE OF SERVICES

RADIOLOGY

1. CT SCAN
2. MRI
3. DIGITAL XRAY
4. 2D ECHO
5. DEXA SCAN
6. ULTRASOUND

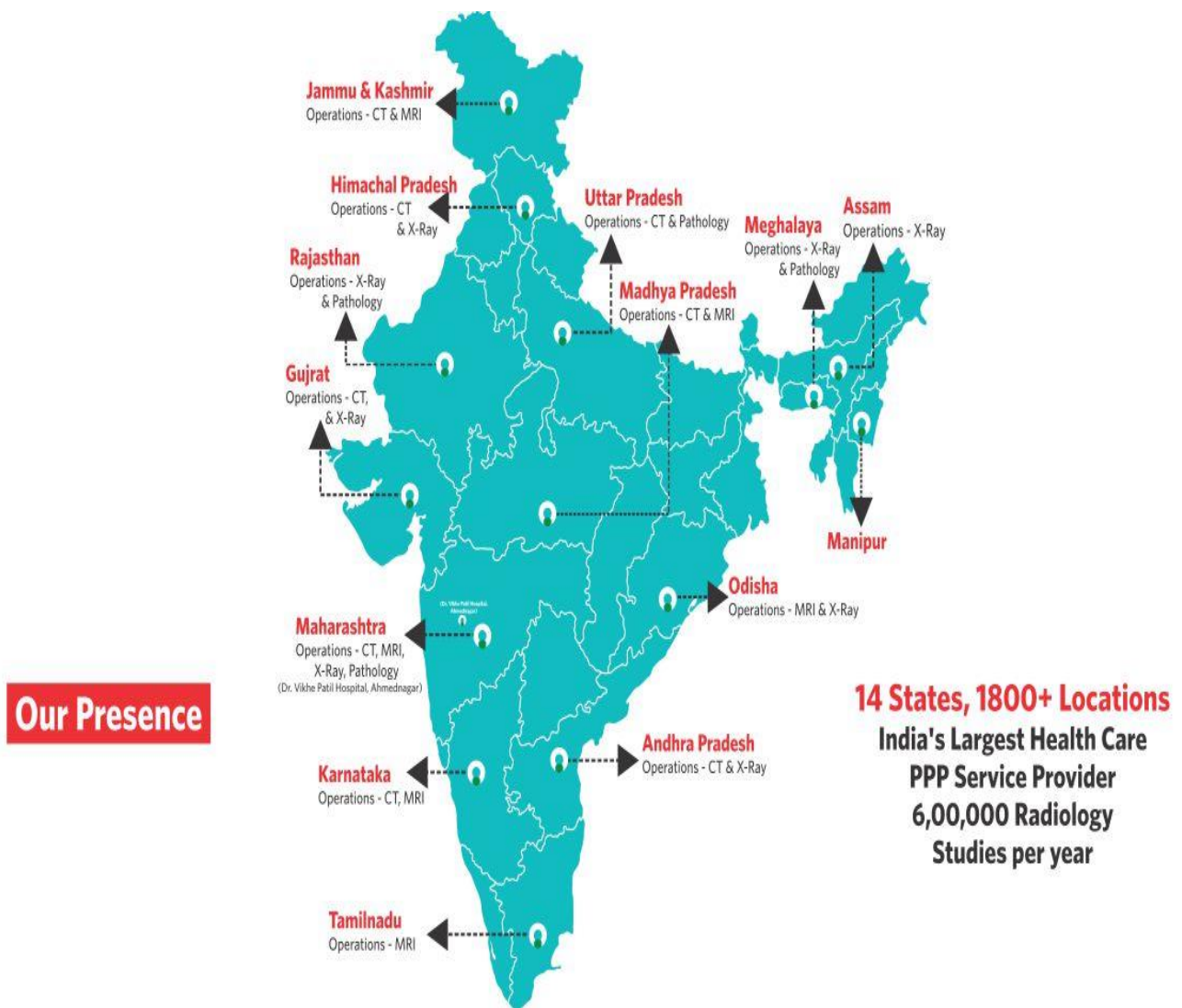
PATHOLOGY

1. MOLECULAR PATHOLOGY
2. CYTOGENETICS.
3. IMMUNOPATHOLOGY
4. HISTOPATHOLOGY & HEAMATOLOGY

TELERADIOLOGY

PROVIDES
TELERADIOLOGY TO
HOSPITALS, CLINICS
AND IMAGING
CENTERS.

PRESENCE OF KRSNAA



60 CT ACAN
CENTERS

25 MRI
CENTERS

600 XRAY
CENTERS

1300
PATHOLOG
Y CENTERS

VISIT OF THE DIFFERENT DEPARTMENTS AT HEADOFFICE

- 1. HUB:** Hub is the main center where most of the activity of the KDPL takes place. KDPL has Radiologists in-house, on roll and off roll. All the system is based on PACS (Picture Archiving Communication System) , after imaging at any remote center, the picture is send to HUB using PACS ns software MEDSYANPSE is used to asset to upload patient details. From HUB the cases are assigned to different radiologists based on the availability of doctors. The reports are generated within the given TAT and are dispatched to the HUB from the various doctors, and from HUB reports are sent to the respective centers. Quality check of reports as well as Scans is done at HUB by team of experts.
- 2. IT DEPARTMENT:** IT department serves as the backbone of the KDPL, all the centers work on the strong backup of the IT department. Starting from the infrastructure provided to all the centers, 24*7 help is provided to all the centers form the centralized IT department, each center has its local IT vendor who looks after immediate hardware problems. The IT department provides full technical support for the PACS, Margytech and Med synapse software.
- 3. CENTRALSED PURCHASE DEPARTMENT:** Most of the purchase of the KDPL is centralized, most of the materials are purchased from the Head office and are than directed towards the particular center by convenient mode. The indent is raised on the Software and is approved by the purchase department.
- 4. FINANCE AND ACCOUNTS:** KDPL operates by centralized Accounts and Finance Department, by Head of accounts Department and Finance is headed by CFO. These two departments together look for the viability of the projects and also for the expenses of all the centers around India. Each Center is allotted a specific amount for expenditure for a month and at month end closing of all bills are done center wise.
- 5. HUMAN RESOURCE DEPARTMENT:** KDPL has an set central Human Resource department, headed by HR-Head. The department focuses on policies for the employees at Pan India, which includes the recruitment policies, salary structure and other related issues. All the incentive related issues; increment related issues concerning all employees are centrally directed from the Head Office.

6. **LEGAL DEPARTMENT:** Legal department deals with all the legal implications of the company related to various projects. The contract of the vendors and the agreements for the employees relating to various terms and conditions. All the drafts and letters that go through Government authorities are scrutinized and level of Legal department.

DIFFERENT AREAS AT CENTER LEVEL

1. FRONT OFFICE
2. ADMINISTRATIVE DEPARTMENT
3. WAITING AREA
4. PATIENT PREPARATION AREA.
5. TECHNICAL DEPARTMENT (CONSOLE AND GANTRY)

SERVICES

1. CT Scan



Computerized Tomography (simply CT) produces detailed images of the body and its internal organs. This modality combines special x-ray equipment with sophisticated computers to produce multiple cross-sectional images. These cross-sectional images can then be examined by

a radiologist to diagnose problems such as cancers, cardiovascular disease, infectious disease, trauma and musculoskeletal disorders.

We have Latest & State-of-the-Art 16 Slice & 128 Slice CT Scan systems from world renowned companies, installed at our various centers. Being the latest, these scanners are capable of performing all specialized investigations with minimum radiation dose to the patient and produces best of the image quality to provide accurate diagnosis. KDPL's endeavor is to ensure that these services are available to the patients at an affordable price.

CT Scan services are provided by the Company in Jammu and Kashmir, Himachal Pradesh, Andhra Pradesh, Maharashtra, Madhya Pradesh, Karnataka, Uttar Pradesh, Gujarat. It provides round the clock service for CT services at affordable prices that are government approved price in govt. setups.

- **Clinical Application of CT:**

Neuro, Body, Musculoskeletal, Angiographies including Cardiac Angiography, Dental, Vascular, Run-Off's, Multiplanar Reconstruction, 3D Reconstruction,

- **How Patient Is Treated:**

A CT technologist will escort patient into the CT scanning room, where patient will see a table and a large, doughnut-shaped device called a gantry. The technologist will have patient lie down on the padded table and make sure patient is comfortable. Patient will be asked to lie very still during the scan and may be asked to hold your breath for a short time to minimize any body movement.

Patient might hear a humming noise, but won't feel anything unusual. He/she may notice the table moving while images are being taken at certain locations of body. The specific details of examination will be explained fully by a CT technologist or physician.

Depending on the exam, a solution called "contrast" may be administered with an IV to help the physicians diagnose condition. It is very important to let doctor know beforehand if he/she ever had an allergic reaction to contrast, or if he/she have any other allergies, especially to iodine-based products or shellfish.

2. Magnetic Resonance Imaging (MRI)



MRI scans provide detailed images of all soft tissue, nerve tracts, and vertebral discs. It is the Gold Standard for imaging the brain and the spinal cord.

Magnetic Resonance Imaging (MRI) and Magnetic Resonance Angiography uses a powerful magnet and radio frequency waves to obtain detailed images on any part of the human body.

Because of this powerful magnet, patient will be carefully screened prior to entering the Magnet room to ensure that he/she is not carrying any metallic item or any metallic implant in body. Patient will not be allowed in the scan room if he/she has a pacemaker, internal stimulator, defibrillator, cochlear implants, as well as other implanted devices.

KDPL has latest & State-of- the- Art 1.5 T & 3.0 T MRI systems from world renowned companies, installed at our various centers. Being the latest, these MRI systems are capable of performing all specialized investigations in short scan time period and produces best of the Image quality to provide accurate diagnosis.

KDPL's endeavor is to ensure that these services are available to the patients at an affordable price.

- **Clinical Applications of MRI:**

Neuro (Head & Spine), Body, Musculoskeletal, Vascular, MRA of all vessels including Run-Off's, Breast imaging & biopsy.

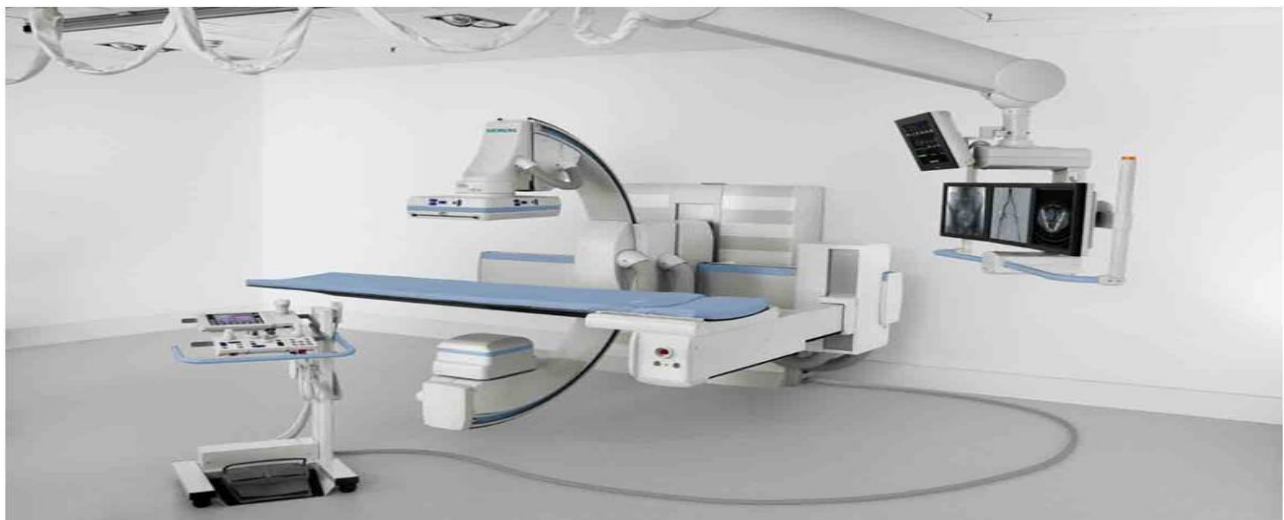
- **How Patient Is Treated:**

A technician will escort patient into the MRI scanning room, where he/she will see a table and a large, donut-shaped device called a gantry. The technician will have him/her lie on the padded table and make sure he/she is comfortable. Patient will be asked to lie very still during the scan

and hold breath for a short time to minimize any body movement. During the scan, there will hear a humming or buzzing noise. Patient will be given headphones to wear to protect ears from hearing loss. Patient may feel the table move while images are being taken at certain locations of body. The technician will monitor during the entire exam through a window and will communicate through an intercom.

The specific details of your upcoming examination will be explained fully by an MRI technician or your physician.

3. Digital X-Ray



Our X-Rays are undertaken using a totally digital system which ensures that the images are available immediately and measurements can be made of any area of the body. Our digital, high-resolution system is quicker, more accurate and produces less radiation to patients than traditional systems. We perform all types of X-Rays & routine fluoroscopy studies such as upper GIs and barium enemas, as well as advanced procedures – arthrograms, myelograms and HSG's , VCUGs.

4. Ultrasound



Ultrasound uses sound waves to visualize muscles, tendons, and many internal organs, to capture their size, structure and any pathological lesions with real time tomographic images.

6 of our locations offer a wide range of ultrasound examinations including : 2D /4D imaging for Routine, Abdomen, Pelvic, Urology, Vascular, OB/GYN, Biopsies and 2D Echo.

5. DEXA



Our state-of-the-art GE-Lunar Dual Energy X-ray Absorptiometry (DEXA) system is located at our Nerul, Navi Mumbai facility. This scanner determines bone density at the hip and spine, the most widely accepted way to screen, diagnose and track osteoporosis and osteopenia (early stage of osteoporosis). We also have a portable Ultrasound based BMD machine which can be used as a screening device to check the symptoms of Osteoporosis.

Osteoporosis is a disease in which bones become fragile and more likely to break. Osteoporosis also can result in a crippling and painful fracture, occurring most often in the hip, back, or wrist. If not prevented or treated, osteoporosis can progress without symptoms, yet it is easily and safely diagnosed through bone densitometry.

6. Mammography



Mammography is the latest advancement in the fight against breast cancer. It is a simple X-ray of the breast that can detect cancers so small that even the most experienced examiner cannot feel them. The examination itself uses X-rays to view the breast, usually from two angles. To get the most accurate picture possible in each X-ray, a special device gently squeezes the breast.

This cutting-edge software gives our radiologist the tools to optimize the visualization of the breast tissue resulting in a clear mammogram. All exams are read by a radiologist ensuring an accurate diagnosis.

PATHOLOGY:

Our lab services offerings encompass a wide range of investigations from routine tests to highly specialized ones. We have top of the line fully automatic analyzers and a team of highly skilled and trained technical staff to undertake these investigations. Krsnaa offers a comprehensive test menu covering the key disciplines of conventional lab services

*Clinical Biochemistry

* Hematology

- * Clinical Pathology
- * Histopathology & Cytopathology
- * Microbiology
- * Serology
- * Immunology

A complete spectrum of services from routine tests such as CBP or Blood Glucose to highly specialized investigations for infectious diseases, cancer markers, hormonal assays, therapeutic drug assays etc.

Each individual discipline is headed by experienced, professionally qualified medical doctors supported by a team of qualified and trained technologists

All quantitative investigations are undertaken on fully automated state of art the analyzers, which eliminate the chance of any human error

Home Collection of samples : Samples are collected by qualified technicians who are carefully selected and continuously trained to deliver best in class service.

Flexible report collection: Get your results collected in multiple ways. Get reports in person, by courier, by fax or through online access from

Home Collection

Seven good reasons to ask for KRSNAA home collection services:

- **Save time and efforts:** Save commuting time and the traffic hassles. Best of all, get the work done in minutes instead of hours.
- **Easy to order:** Simply call on the phone number given. Our trained professionals will process your order in a flash.
- **Competent service staff:** Samples are collected by qualified technicians who are carefully selected and continuously trained to deliver best in class service.
- **Proven process:** It's a proven process that works and thousands of customers have already benefited from it. From start to finish, it is designed to give you reliable outcomes.
- **Technology tools:** From call logging to order execution to results reporting, many processes are automated to give you a memorable service experience

- **Flexible report collection:** Get your results collected in multiple ways. Get reports in person, by courier, by fax or through online access from
- **Value pricing:** For all the trouble you save and for all the investments we have made, our pricing is still soft on your purse.

TELERADIOLOGY:

Teleradiology is the practice of having medical images interpreted by a radiologist who is not present at the site the images were generated. This is particularly important when a diagnosis has to be done in odd hours (night) or by an expert (subspecialty trained radiologist) or a 2nd opinion needs to be taken from a super specialist who is located in other city.

Krsnaa Offers:

- Panel of expert and qualified Radiologists.
- 24 x 7 Service.
- Minimum Turn around time for reporting .
- Quality of reports

LAYOUT OF TELERADIOLOGY

