

**Internship at
HealthCare at Home India Pvt. Ltd. Nodia**

By

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INTRODUCTION

HEALTHCARE AT HOME

In the future, the home will be the hub of all health care with all the technology being used in the field today pointing in this direction. For patients also, this is an ideal situation where they can heal faster and better in known and comfortable surroundings in addition to the advantage of being cost effective.

Health Care at Home India is backed by the Burman family (the promoters of Dabur), with their proud legacy of trust and excellence for over 125 years. Our endeavor is also backed by the clinical credibility of the founders of the Health Care at Home UK, where the company has a healthy market share of 80% and is considered a leader and pioneer in home healthcare. In India, they look to bring significant value to the healthcare industry and the home health service sector by drawing synergies and lending support to the existing organizations. Above all we aim to bring quality health care, offering comfort and convenience to the patient right at their door step.

Health Care at Home India is committed to:

- Deliver high quality clinical care to achieve the best possible outcome for patients.
- Deliver customers with services and protocols that go beyond just medical care.
- Provide a healthy and satisfying work environment for qualified and trained employees.

Company's Vision

HealthCare at HOME will strive to be the most people-centric, credible and comprehensive home healthcare solution provider in India.

Company's Mission

Creating a service delivery model with 'people-centricity' at the core of it. Delivering credible clinical outcomes, for every patient, every time. Evolving a scalable and self-sustaining business model.

GOALS OF INTERNSHIP:

- To observe mannerism of the existing employees and learn the culture of Healthcare at Home.
- To familiarize myself with different departments at Healthcare at Home.
- To understand various documentation, finance, and accounting procedures at HCAH.

ORGANISATIONAL PROFILE:

Working at Healthcare at Home

When treating patients at home, HCAH follow strict processes to ensure that the care provided is safe and effective. Here's a glimpse of how HCAH treat their patients.

Patient's family or the referral doctor contacts HCAH and expresses interest in services.

- Patient reference can come via:
- HCAH representative at the hospital
- Toll free number
- Online form on the internet
- Email.

Post registration, HCAH representative meets the patient and their family.



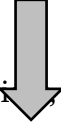
HCAH specialist team meets with family the patient and their doctor to collect information.



The Doctor is consulted to get a complete patient history and is asked for specific inputs with relation to patient care and treatment plan.



The Assessment team creates a customized care plan after consulting with the patient's family and doctor.



Post approval from HCAH Clinical Supervisor, the care plan is uploaded in system and homecare specialist visits are scheduled.



A welcome call is done by a centralized patient Care Desk to explain the care plan to the patient's family



The HCAH team of nurses and specialists visits the patient as per the schedule



Our specialists are equipped with a sophisticated application on their tablet devices for accurate and timely data collection.



Home Visit Report (HVR) is prepared on a regular basis from the system and shared with patient's family and referral doctor to keep them updated on treatment progress.



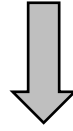
Real-time tracking, analysis and necessary intervention is facilitated through our state-of-the-art technology platform.



Patient's doctor is always kept in the loop for review and to suggest suitable modifications to the care plan.



Feedback calls are done by a centralized Patient Care Desk to ensure quality and customer satisfaction.



On sharing the report with the patient's doctor their inputs are considered and the care plan is altered accordingly with everyone in the loop.



Patient's family is educated on continued self-care at home, package is gracefully closed and the patient is discharged from service.

Ways Healthcare at Home team is trained to help patients:

1. Highly qualified healthcare professionals with minimum 2-3 years of clinical experience.
2. Understand patient case history with the doctor and family before on-boarding.
3. Treatments adhering to doctor's prescriptions further backed by a Clinical Evaluation team.
4. Healthcare Specialists and Nurses undergo rigorous training for personalized patient care.
5. Electronic Home Visit Reports through tablet apps for accurate and timely analysis.
- 6.

Benefits with HealthCare at Home

 Cost effective with excellent clinical outcomes.

 Personalized care by competent professionals guided by customized care plan prescribed by your doctor.

 Quicker recovery in a comfortable and secure home environment.

 Professional protocol led healthcare with reduced scope of hospital acquired infections.



Comfort and convenience of getting hospital like care at a time favorable to you and your family.

Efficient through technology



Tablet app for data collection during patient visit with real-time reports to doctors.



Automated updates sent to patient's family.



Simulation based training for nurses and specialists.



GPS tracking for timely arrival and employee safety.

Healthcare at Home ensures a Quality Assurance cycle which consists of:



On site audit



Documentation audit



Periodic competency assessments

Benefits of being treated by HCAH



Cost effective with excellent clinical outcomes

Receive healthcare at par with hospitals without the hassle, additional expense and time spent on multiple hospital visits.



Quicker patient recovery at home

Being in a familiar environment has the psychological benefits of security and reduces the risk of hospital acquired infections, speeding up patient recovery.



Professional protocol led healthcare

Qualified medical professionals visit daily to ensure care at home is carried out with strict adherence to protocols backed by a clinical team.



Personalized patient care with doctor supervision

The patient's doctor controls treatment via care guided by a customized care plan. Progressed is tracked through Home Visit Reports (HVR) which are generated as clinical data is captured on hand held devices at the bed side of the patient.



Comfort and convenience for the patient & the family

Apart from the visit reports to doctors for consultation, we extend regular patient health reports. Disease counselling and patient education to keep the family informed and involved in monitoring progress.

SERVICES PROVIDED BY HEALTHCARE AT HOME:

Major business verticals Healthcare at Home carries with it are:

- Acute
- Chronic
- Pharma services
- Pharma distribution
- Diagnostics
- Business to business
- Medical equipment's
- Lab sample

ACUTE CARE

Acute care is further further divided into three main domains of services that is:

1. ProCare atHome
2. MedCare at Home
3. LifeCare at Home

ProCare atHome; *Bring the best of health services, Home.*

The care takers makes sure seeking solutions for strengthening your back muscles or just a routine dressing, patient doesn't have to go to the hospital or clinic, time and again. To cater this various healthcare services at patient's doorstep are offered.

Services offered are:

➤ Home Physiotherapy services

Using imported equipment, highly trained specialists create a customised care plan according to the patients need. Services include:

- Manual physiotherapy
- Specialised manipulation therapy
- Chest/Cardiac physiotherapy
- Musculoskeletal physiotherapy and other specialized post-surgical therapies

➤ Everyday Healthcare Services

From specialised procedures to everyday matters, HCAH standards of care are the same for every aspect of healthcare. Few of the services include:

- RT insertion
- Catheter insertion
- Cannula insertion
- Enema application
- Large and small wound dressing and others.

➤ Healthcare Attendant Services

HCAH knows when health doesn't seem to support the patient, assistance is what the patient needs. Services offered in this category are:

- 12/24-hr trained assistance
- Monitoring vitals
- Medical companionship
- Drug administration and so on.

MedCare atHome; *Bring the best specialised care, Home.*

HCAHs highly experienced doctors and medical professionals make sure that the patient gets the right treatment, accurate monitoring, and timely help with the state-of-the-art services, right in the comfort of the patient's home.

Services offered in this category are:

➤ Post-surgical care atHome

HealthCare atHome provides personalised high-end care after surgeries such as bariatric, gastric, onco (cancer), laparotomy, and kidney transplant, among others. Services include:

- Seamless service with assisted discharge
- Post-operative dressing and wound management
- Diet monitoring and nutritional counselling
- Physiotherapy, ambulation and DVT prophylaxis
- Stitch removal and drain care
- Vital signs monitoring

➤ Cancer treatment atHome

Specialized care is required for those diagnosed with cancer. HCAH provides comprehensive and customized care in the comfort of your home.

- Chemotherapy
- PICC line dressing
- Electrolyte infusion/antibiotic infusion

- Parenteral nutrition
- Pain and symptom management
- Chemo port flush
- Neutropenic care
- Blood transfusion
- Nutrition counselling

➤ ICU atHome

HCAH provides the latest and the best ICU equipment right at your doorstep. This service keeps a patient away from hospital acquired infections.

- ICU transfusion and consumables
- Tracheostomy
- PEG Feeding
- Care of bedridden patients
- Fluid management
- Care of central/ IV line
- ICU trained nurse
- Chest physiotherapy
- Critical care nutritionist
- Doctor visit
- Bedside X-rays

LifeCare atHome; *Bring health management, Home.*

Some situations bring about a big change in the lives of people where loved one's lifestyle and demand a more careful management of health. Whether it is care during pregnancy or elderly care, HCAH tools and experts allow your loved ones to keep a better track of their health status.

Services include:

➤ Matritva-Mother & Child care

HCAH runs a mother and child care program. Matritva is tailored to being a constant companion in every woman's journey of motherhood, from conception to birth of her baby. Some of the services HCAH provides are:

Pre-Delivery Services

- Labor & delivery preparation in advance
- Weight monitoring and management
- Diet monitoring and nutrition services
- Maternity nursing services
- Medicine delivery & lab investigation

Post-Delivery services:

- Mother and new born care
- Early weight loss and muscle toning
- Breastfeeding counselling
- Stitch & wound care

➤ Elderly care

HCAH understands the difficulties that the elderly have to go through every step of the way and they are there to help elderly welcome them. Here are the specialized services for the elderly:

- Medical companionship
- Care of bedridden
- Assistance in activity of daily living
- Medicine delivery.

Why HealthCare at Home

- ❖ Expertise of looking over 3,00,000 patients across India
- ❖ Clinical outcomes at par with hospitals
- ❖ Competent staff delivering protocol-led care at home
- ❖ Customer-centric services backed by NPS score > 70%
- ❖ Comfort & convenience to the family
- ❖ Cost-effective as compared to hospital stay.

CHRONIC CARE

Chronic care is another division of HCAH which is majorly narrowed down to being a patient centric project and caters to the diabetic section of the health sector. Diabetes is a group of disease that results in too much of sugar in the blood (high blood glucose).

Over time, having too much glucose in your blood can cause serious problems. It can damage your eyes, kidneys, and nerves. Diabetes can also cause heart disease, stroke and even the need to remove a limb. Pregnant women can also get diabetes, called gestational diabetes.

The project HCAH is currently running is known as Diabee; the project is run pan India over internet and telephonic services where the company ensures the control of diabetes type 2 and aims achieving 6 HbA1C levels in each patient enrolled with the company.

The project is further divided into three major categories that is:

Structured programme which lays down the guidelines followed which are there in that of the Stanford University

Personalized care team; the team ensures at giving care to each and every patient enrolled under this programme with HCAH, the program provides personalized health coach to each and every diabetic patient and a specialized team is formed which takes care of the patient on the regular basis via telephonic calls.

A Diabee App has been prepared which can be accessed only by the patients enrolled with this program, and are willing to track and control diabetes and achieve the aim of the program that is 6HbA1C.

PHARMA SERVICES

At Healthcare at Home pharma services include the pharma projects which the company is running pan India, these projects majorly focus on treating patients who are looking in for cost effective services at home.

HCAH is majorly running projects for Novartis, Lilly, Baxter to continue treating patients at their door step, HCAH ensures that the drug is administered on time to the patient with the help of a specialised nurse who administers the drug to the patient and the BRD pharmacy distribution chain of the company which ensures the drug is delivered to the patient place on time.

PHARMA DISTRIBUTION

Pharma distribution is another business vertical of Healthcare at Home, where in the company has its own pharmacy retail known as Burman Retail Distribution (BRD), which offers home delivery on drugs along with discounts on the MRP.

There are certain other business verticals where in the company is looking forward to and growing its business such as, Diagnostics, Business to Business verticals, Medical Equipment's, and Lab services, the company has its own lab services with the name of Onquest, and for medical equipment's HCAH offers both on purchase and on rent equipment's, for purchase purposes, all purchases are made through BRD while for renting purposes the company has its own store house where in the company store the basic equipment's which are generally required by the patients and are rented to the patient and if in case there are equipment's which are not stored with the unit, then such equipment's can be rented.

Business partners

Healthcare at Home has business tie ups with a lot many companies seeking for new business prospects and helping in generating more revenue and serving the patients in a much better way.

They have tie ups for insurance companies with ICICI Lombard, and Religare wherein they conduct regular check-ups for their clients, for medical labs they have tie ups with SRL, Onquest, Dr. Path labs, while in case of hospitals they are tied up with certain hospitals like Columbia Asia, Fortis and for financial services they have tie ups with HDFC and Axis bank.

Work process in the unit:

The Delhi unit is majorly divided into sub departments:

Unit operations: Operations majorly work on the software known as Patient care support system (PCS), wherein the service package for the patient is created and the patient is enrolled and visits are allotted. For all patients who are interested in availing

HCAH services are first enrolled in the PCS system to generate a patient ID and further services required by the patient are assigned under the patient name.

Clinical team: the clinical team majorly works closely with the patients on ground and serve the patients directly, either the nurse is required to stay with the patient 12*2 hours with the patient or requires to go for an hour depending upon the patient condition and their requirement. The team includes doctors, specialized nurse, nursing assistance, healthcare attendant, physiotherapist, phlebotomist, and pharmacist.

DEPARTMENTS VISITED:

- Physiotherapy
- Nursing
- Telesales
- Customer support
- Marketing
- Burman retail distribution
- Finance
- Novartis skincare project
- Diabee
- Clinical evaluation team