

**Internship at
Max Smart Super Speciality Hospital, Saket, New Delhi**

By

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MBA Hospital and Health Management

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Internship Report

❖ Introduction

I have done my Internship from Max Smart Super Speciality Hospital, Saket, New Delhi. The internship period lasted from 10th February 2017 to 10th March 2017. During this duration, I was taught about the Brand Vision, Mission, Values and Brand promise. There was rotation in all the departments to understand the process flow, staffing, layout, and managerial roles.

For the Dissertation, I was posted in the Marketing Department of the Hospital. The internship and dissertation were guided by Mrs. Sandhya Kaushik (Head, Marketing) and Mrs. Mansi Jhamb (Assistant Manager, Marketing).

❖ Goals of internship

1. To become familiar with all the Departments of the hospital.
2. To observe various protocols observed in the organizations.
3. To understand the functioning of the hospital by understanding the department wise process flow.
4. To observe the good and the bad practices in the hospital.
5. To identify the problem areas, collect data, analyze it and suggest appropriate solutions to the problems identified.
6. To build a relationship with the staff and to understand their key roles and responsibilities.
7. To assist the selected department managers in their routine work
8. To assist them to carry out any small project(s) feasible to be completed in the time available

❖ Organizational profile

Max Smart Super Speciality Hospital- a premium tertiary care brings to you the best in class medical expertise with highly experienced doctors, caring nurses and qualified technicians, who are available 24 hours a day.

Max Smart Super Speciality Hospital provides a perfect combination of highest quality of health care and complete peace of mind during times of concern.

MAX HEALTHCARE CREDO

Vision:

- Deliver international class healthcare with a total service focus.
- Creating an institution committed to the highest standards of medical and service excellence, patient care, scientific knowledge, research and medical education.

Mission:

- Create exceptional standards of Medical and Service Excellence.
- Care provider of FIRST CHOICE.
- Principal Choice for Physicians.
- Ethical Practice.
- Create International Centre of Excellence for select Super Specialities.
- Safety – Patient, Customer and Staff.

Brand Promise:

Expert Caregiver – A caring expert who you can rely on and trust with your own and loved ones' lives

Our Values:

▪ SEVABHAV

The intent to serve. With warmth and willingness, understanding and thought. The intent that works behind every smile and every touch. An emotion called Sevabhav that we hold close to our heart.

▪ CREDIBILITY

Our promise means everything. It unites us, connects us, directs us and guides us, in our deeds and our spirit. Our CREDIBILITY is our legacy, our word, our commitment to good health.

▪ EXCELLENCE

The pursuit of the best in every action and in every deed. Getting it right every time with talent, technology and thought, till it becomes a habit. For us that is EXCELLENCE.

➤ **Infrastructure:**

- 250+ bedded facility
- 8 high-end modular operation theatres
- 67+ critical care beds
- Emergency resuscitation and Observation Unit
- Dedicated endoscopy unit
- Advanced dialysis unit

➤ **Diagnostics:**

- 256 Slice CT Angio
- 3.0 Tesla digital broad band MRI
- TMT
- NCV,EMG
- ECG
- Laboratory Services
- Mammography
- Holter
- EEG
- ECHO

We offer services in the medical disciplines of Cardiac Sciences, Orthopedics, Urology, Neurosciences, Obstetrics and Gynecology, and Laparoscopic surgeries for Fistula, Piles and Inguinal Hernia Repair and other emergency surgeries for appendix, Intestinal Obstruction as well as Gangrene.

➤ **Cutting Edge Technology:**

- Phillips Alluraclarity Biplane Neuro DSA system (first of a kind in North India)
- Cath Labs (First cath lab with electrophysiology navigation facility in India)
- MRI Philips Ingenia 3.0:T-4D multi transmit 3.0 Tesla digital broad band wide bore MRI
- CT Scan: More than 256 slices/second with dual energy

- Flat panel C-Arm detector(1st flat panel detector C –Arm in North India)

➤ **Amenities under one roof**

- Pharmacy (24 Hours)
- ATM
- Parking
- Emergency response system
- Cafeteria
- Blood Bank
- Rooms (Presidential Suite, Deluxe, Single, Double, 3-Bedded, 4-Bedded)
- Internet Access (Wi-Fi)

➤ **Visitor information**

To ensure privacy and maximum comfort for our patients, the visitors are supposed to follow the below mentioned guidelines.

- VISITING HOURS
- VISITOR DO'S
- VISITOR DONT'S
- IPD Rooms - One visitor is allowed to visit the patient between 11:00 am to 01:00 PM and 4:00 pm to 7:00 pm on weekdays and 11:00 am to 01:00 PM on Sundays.
- ICUs - One visitor is allowed to visit the patient between 10:30 am to 11:30 am and 04:30 pm to 05:30 pm.
- One attendant is allowed to stay with the patient in Single, Twin Sharing and Suite.

➤ **Contact procedure**

- In the Quick Enquiry section you can send us a query or report.
- The IPS team contacts expert consultants to enquire about diagnosis, proposed treatment and estimate.
- For more queries, a telephonic call can also be arranged
- On confirming your arrival date and time, necessary arrangements are made for your convenient stay
- The team completes medical documentation, arranges operation theatre and organizes your stay in Hospital/Guest House/Hotel post your treatment.

➤ **Admission procedure**

- Treatment/Surgery as planned before
- Patient is discharged and shifted back to Guest House/Hotel or directly to the Airport if requested
- Post-procedure follow-up via e-mail/phone/video conferencing if necessary

➤ **Documents required**

- Original Test reports, X-ray films and a record of medical history
- A list of previous medications if any

❖ **Services provided by hospital/organization**

Specialities and Common Procedures

Cardiac Sciences

- 2D/3D colour Doppler Echocardiography
- Stress/Trans-oesophageal Echocardiography
- Nistic accuracy, OCT, IVUS, Absorbable stent, Rota Ablator and complex Angioplasty including left main
- Cardiac Catheterization/Angiography
- Coronary stent placement
- Electrophysiology Testing
- Radiofrequency Ablation
- Permanent/Biventricular/Automatic Defibrillator Pacemaker Implantation

Orthopaedic & Joint Replacement

- Total knee & Hip Replacement Surgery
- Foot & Ankle surgery
- Hnad,Shoulder & Elbow Surgery
- Spine Surgery
- Diagnosis of arthiritis and treatment
- Arthroscopic Surgery
- Traumatic orthopaedic management

Neurosciences

- Neuro Intervention
- Brain & Spine Surgery
- Management of strokes, epilepsy, Parkinson's Disease, Dementia & Behavioral Neurology, Multiple Sclerosis
- Brain Tumour Surgery
- Pediatric Neurosurgery
- Vertigo & Neurotology

GI,MAS & Bariatric Surgery

- Laparoscopic Adjustable Gastric Band
- Sleeve Gastrectomy
- Roux – En – Y Gastric Bypass
- Mini Gastric Bypass

Minimally Invasive Surgeries for:

- Fistula
- Piles
- Obstructive Defecation Syndrome(Chronic Constipation)

Laparoscopic Surgeries

- for Gall Bladder, common Bile Duct Stones
- Inguinal Hernia Repair
- Solid Organs- Liver, Spleen, Adrenal, Pancreas
- Basic and Intermediate Laparoscopic colorectal surgery
- Emergency surgery-appendix, Intestinal obstruction, intestinal gangrene
- Upper GI- Achalasia, GERD, Oesophageal, Gastrin

Urology Sciences

- Urinary Stone Disease, Prostate enlargement and prostate cancer, andrology
- Cancer of Kidney, ureter, bladder, penis, testis, and adrenal
- Pediatric Urological problem
- Reconstructive Urology
- Urodynamics
- TURP,TURis and TURis-V,KTP
- Trans-urethral resection of bladder tumor

Obstetrics & Gynaecology

- Minimal Invasive Surgery
- IVF (In vitro fertilization)
- Menopause and its management
- Contraceptive counselling Urogynaecology- Prolapse, stress, Incontinence etc
- Tubectomy and Recanalization
- Pre-conception counselling
- Safe and natural Delivery
- Dealing with high risk obstetrics cases
- World class labour delivery rooms

Critical Care

- The latest Generation microprocessor controlled mechanical ventilators
- Non-invasive Ventilators
- Bedside renal support
- Automated patient care beds
- Module for measuring end tidal CO₂ & minimally invasive cardiac output monitoring (PICCO, Vigileo)

Institute of Pulmonology

- Diffusion studies (DLCO)
- Pulmonary Function Test (PFT)
- Whole Body Plethysmography
- Video & Fiberoptic Bronchoscopy
- Pulmonary Rehabilitation for chronic Lung Disease
- Diagnosis & management of sleep apnea
- Medical thoracoscopy for complicated pleural disease
- Asthma Clinic

Support Specialities

- Gastroenterology
- Nephrology
- Mental Health & Behavioral Sciences
- Dental
- Rheumatology
- GI Endoscopy & Bronchoscopy
- Endocrinology/Diabetics
- Internal Medicine
- Preventive Health Packages
- Physiotherapy & Rehabilitation
- 24 x 7 Max Chemist
- Oncology
- Dietetics
- ENT
- Emergency & Trauma Care
- Dermatology
- Ophthalmology

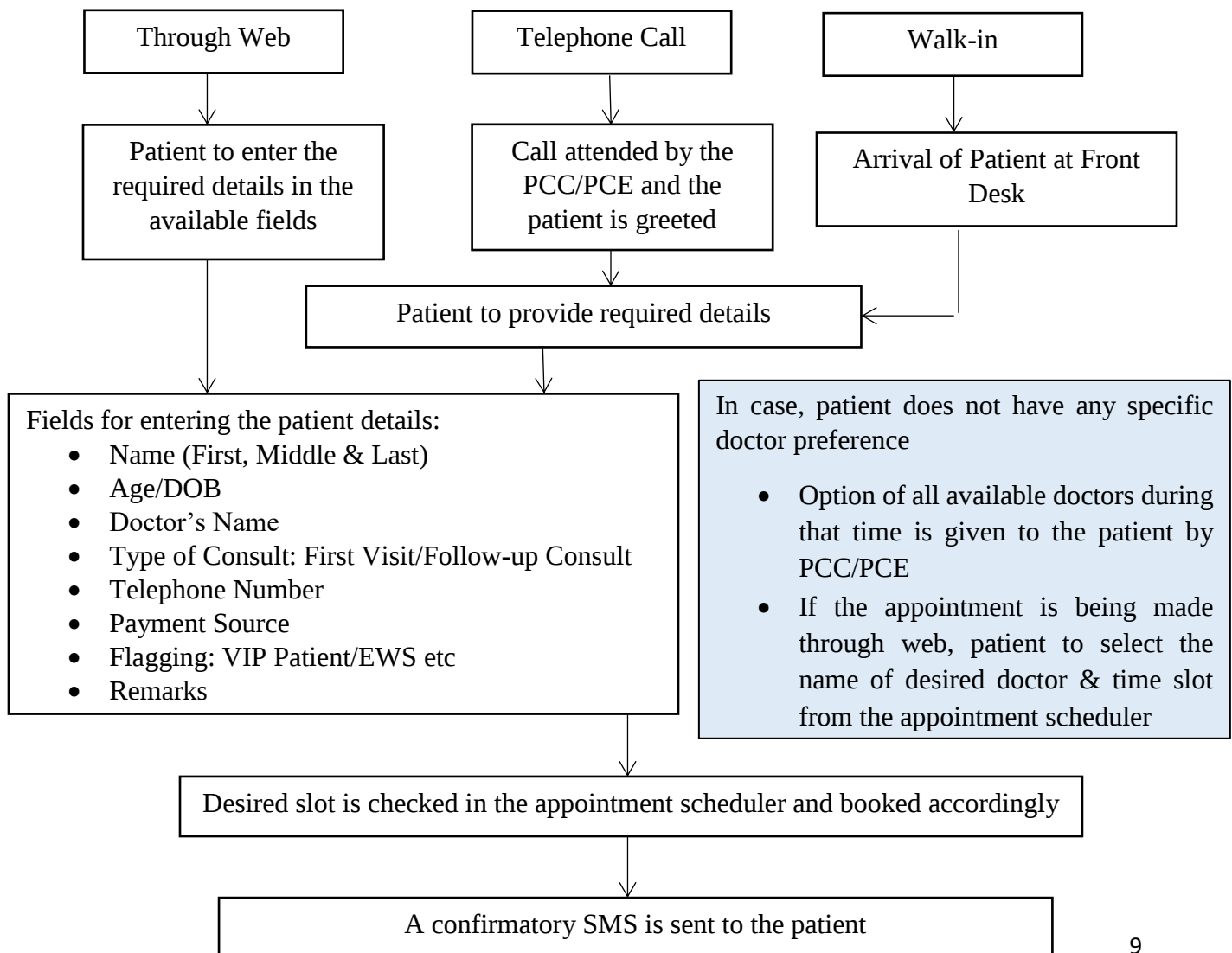
❖ Departments visited

1. Out-patient department

An outpatient department is one in which patient receives medical attention without getting admitted to the hospital. It provides all the services to patients who come to the hospital for diagnosis, treatment or follow-up. It also includes routine health checkups.

OPD services –

1. OPD services in max healthcare are available 6 days a week from Monday to Saturday.
2. There are 3 different ways patients can book the appointments for consultations and any kind of investigations like laboratory, radiology and endoscopy.



System Requirements:

- Drag & Drop option for changing date & time
- Provision for multiple appointments from single screen without having to enter details of the patient again
- Continuation to Registration/Billing Screen from the Appointment Module
- Option for marking appointment as confirmed/tentative
- Provision of sending confirmatory SMS to patient & doctor as soon as appointment is booked and on the day of appointment (3 hours prior to the appointment)
- Option for having wait list
- At the time of booking appointment, schedule should open doctor wise & speciality wise.
- Option of sending SMS to doctor about 3 hrs prior to his OPD, having total number of patients & his/her time slot
- In case patient preparation is required for the procedure, the instructions to appear automatically on the screen and same to be emailed to the patient automatically by the system
- Option of Auto-release of the booked slot 24 hours prior to the scheduled time to be there if advance booking is done online and payment is not made.

3. When the patient comes to the out-patient department, the patient is registered in HIS and a UHID no. is generated for the patient. There is a unique no. for every patient coming to the hospital. Details of the patient to be filled in HIS for registration are-

1. Name (First, Middle, Last)
2. Age/ DOB
3. Address- Present and Permanent, locality, city, state, country, Pin code
4. Flagging – VIP / Vulnerable/EWS etc.
5. Next to kin, telephone no., relationship with patient.
6. Father / Husband Name
7. Passport No. (In case of an International Patient)
8. Emergency contact person details
9. Email
10. Telephone – Residence, Office, Mobile
11. Name of company

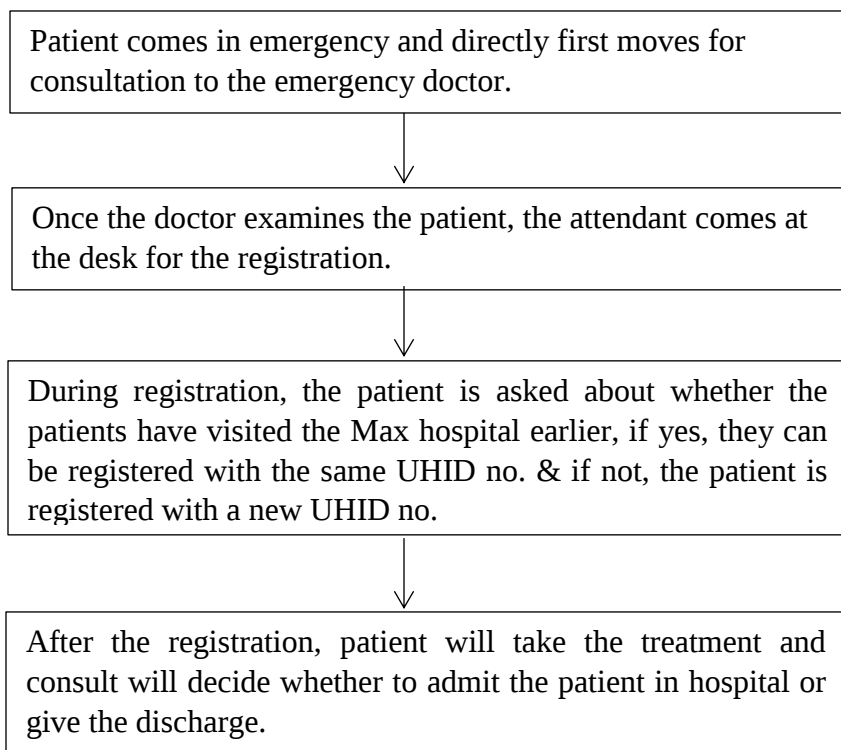
4. After generating the UHID no. and printing the registration card, further billing is done according to the services required by the patient.

Note – In case of old patients that have visited earlier to the hospital are already registered. They can continue with the same UHID no. and patients can be identified with UHID, name, date of birth and telephone no.

2. Emergency services

An emergency is sudden illness or injury requiring immediate physician's attention to prevent the danger of disability or death

PROCESS FLOW IN EMERGENCY-



TRIAGE POLICY –

- Triage bed charges: Triage stay (emergency) charges @ 500/- per hour (first hour free) up to maximum of eight hours. Beyond 8 hours if the patient stays in the hospital, charges will be applicable as per opted room category.
- During registration in emergency every patient is charged Rs. 5000. The amount will be refunded as according to the usage of the patient.
- If the patient from the emergency gets admitted to the hospital, the amount deposited by the patient will get transferred to the inpatient account of the patient.
- Ambulance is outsourced for the hospital.

3. Inpatient department

PROCESS FLOW-

1. Patient comes to front office for admission. The details are checked from the doctor's prescription, whether patient is for –
 - a) Surgery
 - b) Medical management
2. Registration details are cross checked on HIS whether patient has visited earlier or not.
3. Check whether the patient is Cash/TPA/Credit/CGHS. (Check for the TPA card or credit letter)
4. Detailed financial counseling is done and estimate is given for the surgery/procedure/as per line of treatment. This is countersigned by patient/attendant. (Briefing sheet/ counselling sheet should both be given to the patient also).
5. Admission formalities are completed as per the applicable category (Cash/Credit/ TPA). Face sheet is generated through HIS. Advance amount collected/Credit Letter/TPA documents {ID proof, TPA card and doctor prescription, Visitor / Attendant pass.
6. Patient is allotted a bed in the desired room category. In case of non-availability of desired room category, the best possible option is given to patient after discussing with Duty Manager.
7. Patient is escorted to the designated room.

IN-PATIENT POLICY -

- Billing cycle will start from 11AM to 11PM. Therefore, 11AM is the checking time for discharge.
- Up to 8 hours of stay, it will be billed as half day stay.
- Daycare room charges are only for 12 hours. If the stay of patient is more than 12hrs then the charges of economy room will be charged.
- Bed – transfer: In the event of bed transfer during course of treatment, the higher category of bed charges will be charged from the billing cycle applicable at the time of transfer.

4. Bed management in in-patient department –

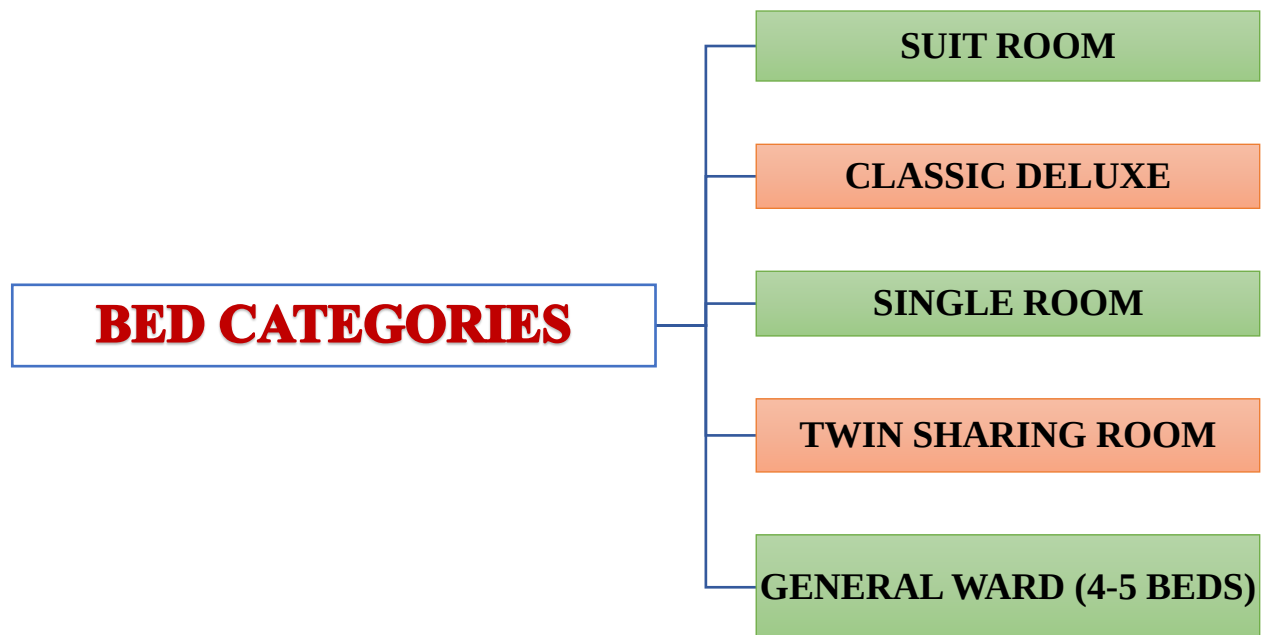
The objective of bed management is to provide beds to all those patients who seek admission in the hospital as per their preference and applicable room category. The management of patient volume is essential to minimize delay and/or diversion of patients. The Bed Manager in conjunction with Floor Manager notifies all services of census levels to initiate the appropriate census management activity.

Beds are assigned according to the following guidelines-

- a) When beds are available, these are routinely allocated on first cum first serve basis, keeping the patient request as well as medical condition in view.
- b) Standby beds are kept to receive surgical patients undergoing surgery (Day Care, Observation, Pre & Post-op beds).

The priority for bed allocation includes the following:

- a) Patients who are already admitted in the Hospital are given first priority for bed allocation based on the patients' medical needs and request.
- b) Patients external to the hospital are placed in queue to receive a bed, with medical condition being the factor for priority consideration.
- c) Emergency and critical patients will be given first priority in allocation of beds.
- d) Routine admissions will be allocated a fresh date for admission, and the rescheduled patients will get priority bed allocation over fresh admission requests.
- e) For patients being transferred from another hospital, the external facility may be asked to hold the transfer until the room is available.



❖ **Any projects undertaken other than dissertation**

Apart from the main dissertation project, two other projects were completed during the dissertation period of three months.

- **Project I:** To design a Revamp Model for the Obstetrics and Gynaecology Department of Max Smart Super Speciality Hospital, Saket.
- **Project II:** To understand the process flow of the front desk describing in detail, the admission, and billing, discharge and TPA process. Gap Analysis was done for the same along with identifying the problem areas and giving recommendations for improvement.
- **Day-to Day Activities in the Department:** This involved many minor projects which are described in detail further.

The description of the projects is given as below: