

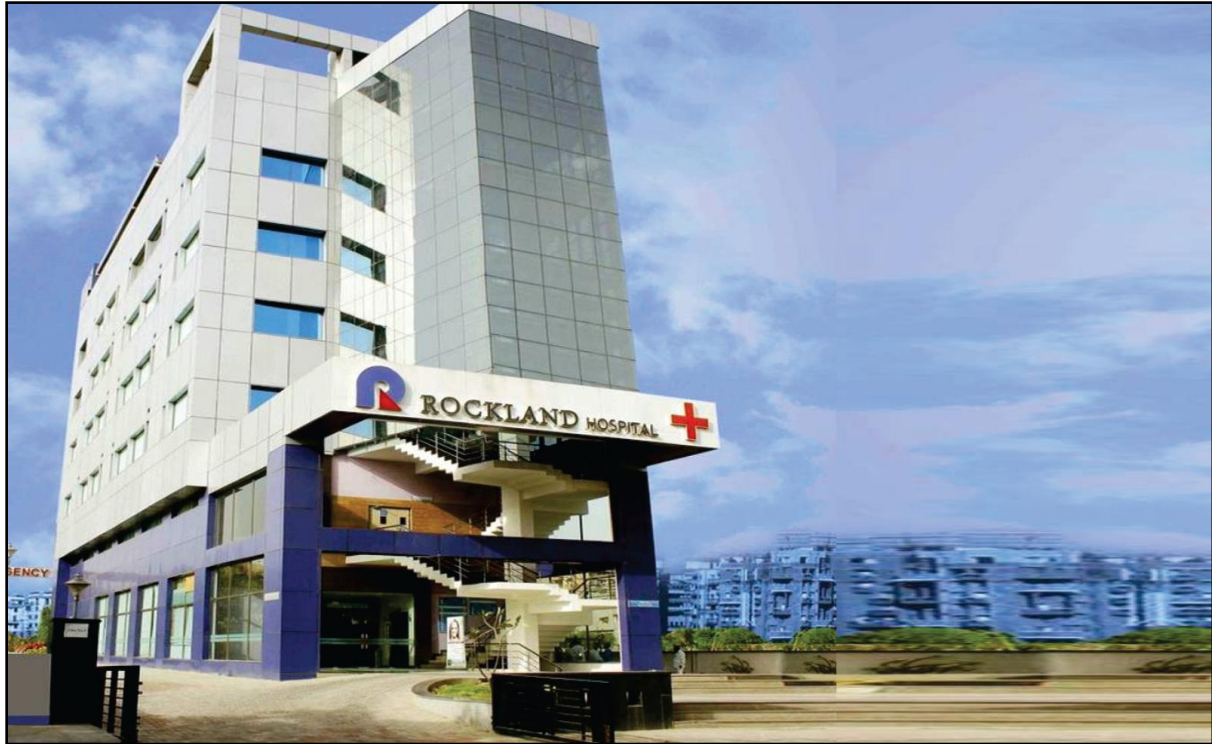
**Internship
at
Rockland Hospitals Limited,
New Delhi**

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*MBA Hospital and Health Management
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The logo for IIHMR University, featuring the letters 'i' and 'H' in a stylized font, followed by 'IIHMR' and 'UNIVERSITY' in a serif font.
**The IIHMR University, Jaipur
2016**

Roll No-0147



Where caring is a way of life



PROFILE *(Source: Hospital Manual)*

- **Rockland Hospitals Limited (RHL)** was initially set up in December 2004 under the trust Foundation for Applied Research in Cancer (FARC)
- In 2007, a **Management & Operations License Agreement (MOLA)** was signed between RHL and FARC, as per which entire operations and management (including all debts & liabilities) of the hospital were transferred to RHL.
- RHL is currently running three hospitals
 - » 200-bed facility at Qutub Institutional area
 - » 103-bed facility at Dwarka launched in July 2012
 - » 505 bed super specialty hospital at Manesar, commissioned in Jan 2013 – IP operational in April 2013.

Vision: To be the most trusted health care brand nationally and internationally

Mission: To create a network of quality health care service providers up to village levels at affordable costs.

- » **Credible promoters** with a long track record in healthcare & hospitality backed by credible global investors

- » **Experienced Management team** with extensive exposure of running and managing large chains of hospital.
- » **Experienced Sales team** which is working on the right channel mix.
- » **Established player in NCR**, providing the full range of services including general specialties and super specialties
- » **Strong team of Doctors** and other medical staff. Specialty gaps are being filled and new doctors being hired for specific geographies.
- » **Extensive focus on Internal Processes.** Special focus on Manpower and Branding to create a performance driven organization
- » **Ready constructed assets**, expected to achieve incremental margins & returns, as occupancy and capacity stabilizes



Rockland Hospitals *(Source: Hospital Manual)*

Rockland Hospital – Qutub

With a history of over 10 years for being in operations, this hospital enjoys its location in South Delhi overseeing the huge green belt of Sanjay Upvan extending from hospital till the Qutab Minar complex. It offers immense peace and seclusion by being in an institutional area and still being at the centre of Delhi. It is well connected by road and metro (nearest metro station being 3 km from the hospital).

The hospital has two towers, great landscape and beautiful façade. It has about 2 lac sq. ft. built up area and houses six operation theatres, intervention Cath lab, CT, MRI and most advanced technology acquisition for its intensive care services.

The hospital stands proud for its Intervention Cardiology, Joint Replacement program, Minimal Invasive Surgery, Oncosurgery program, Intensive Care units and high end diagnostic services including 1.5T MRI.

The hospital offers choice of selecting from economy rooms to most luxurious single rooms depending on affordability of the customers. It is well recognized and credited for its services and is empanelled with all major TPA, private companies of repute and even international TPA

dealing with international medical travel patients. The hospital attracts more than 1500 international patients for their specialized medical care needs in a year.

Rockland Hospital – Dwarka

Well-designed compact 102 bed hospital having 1.2 lac sq. ft. built up space, ideally located amidst highly populated colonies of Dwarka sub-city. It has well equipped modern operation theatres, intervention Cath lab, intensive care unit and decent in-patient rooms ranging from economy to single luxury rooms. The hospital offers bouquet of services ranging from basic specialties like Internal Medicine, Surgery, Pediatrics, Obstetrics & Gynaecology for being situated in residential hub. It also stands proud for its capabilities in handling Intervention Cardiology, Joint Replacement, Neuro-spine and advance Oncosurgery.

It has a definite evening OPD program for extended coverage in time perspective and has almost all TPA, private companies and PSU empanelled for all services. It also renders services to over 200 international patients in a year

Rockland Hospital - Manesar

This is a 505 bed Multi Super Specialty Hospital, located in Industrial Model Township at Manesar. The hospital is set to be positioned as the tertiary care unit for the entire target market spread across over 15000 sq. km area covering major adjoining district towns of Haryana and Rajasthan. Located on NH-8 and at gateway to Gurgaon, this is the first super specialty for the patients from distant peripheral district and rural areas that come to Gurgaon hospitals for their treatment. With ease of accessibility, this hospital would bring laurels by treating emergency and trauma cases for which the first (Golden) hour is of immense importance for saving the lives.

With over 5 lac sq. ft. of space, the hospital stands proud of its 8 modular operating theatres, high end diagnostic services, intervention Cath Lab, huge intensive care units, endoscopy suite, emergency & trauma care services and dedicated team of super specialist and specialist doctors round the clock.

Inpatient services have options of choosing from economy rooms (6 & 3 bed units), double rooms, single rooms (standard & luxury) depending on affordability of the patients. The hospital also has got an ancillary block with 65 single rooms and services & facilities that match to the standard of a 3 star hotel.

This block would serve for purposes of stay of attendants of international medical travel patients and their stay during recovery period for rehabilitation. The same would also be used for offering Assisted Living Services Program for patients who do not have support social system but need medical/ social care. With most modern design, greater space allocation and ease of accessibility from airport (40 minute drive) this hospital aims to cater to 50% or more of the total medical travel within the group.

Rockland Core Values *(Source: Hospital Manual)*

❖ Ownership

"We believe in doing whatever it takes for winning. Do it the best we can; do it the best it can be done. That is how we succeed at Rockland."

❖ ***Teamwork***

Best "Outcomes" come from working together cohesively with our customers (both internal & external)

❖ ***Integrity***

"Integrity for us means being ethically unyielding, fiercely honest and inspiring trust by saying what we mean, matching our behaviors to our words and taking responsibility for our actions."

❖ ***Service Excellence***

"We keep the customer (internal and/or external) as the focal point of all our activities. We help customers (and business partners) achieve their needs and goals through intelligent application of our own skills, behaviors and knowledge. We deliver what we promise-and add value that goes beyond what is expected."

Rockland provides comprehensive services under one roof:

❖ ***Super Specialties:***

- Cardiac Sciences (Interventional Cardiology & Cardiac Surgery)
- Orthopedics (Joints Replacement, Spine & Trauma)
- Neurosciences (Neurology & Neurosurgery)
- Oncology (Surgical & Medical)
- Aesthetic & Reconstruction Surgery
- Gastroenterology
- Minimal Access Surgery & Bariatric Surgery

- General Surgery
- Nephrology with Dialysis
- Urology
- Kidney Transplant

❖ *Other Specialties:*

- ENT & Cochlear Implant
- Obstetrics & Gynecology
- Internal Medicine
- Pediatrics
- Pain Management
- Audiology
- Dermatology
- Dental & Maxillo Facial Surgery
- Ophthalmology
- Psychiatry
- Preventive Health Checks

Observational Learnings

❖ Clinical Services

✓ **OPD DEPARTMENT**

Rockland has one centralized OPD.

Functions

Offers a complete facility of healthcare to the individual of all ages

Quality Indicators

- Patient's seen within scheduled appointment time
- Turnover time between two patients
- Patient's Satisfaction

Shortcomings Observed

- Poor maintenance of Flow of Patients
- High Waiting Time

✓ **EMERGENCY DEPARTMENT**

- The EMR department at Rockland is located on the ground floor and has a separate entrance with EMR reception.
- EMR is provided with its own drugs.
- Rockland Dwarka has three bedded Emergency

Shortcoming's Observed

- No patient waiting area.
- No Triage facility

✓ **OT DEPARTMENT**

Rockland hospital has two OT's namely OT complex one and OT complex two on the First floor of the Hospital.

Functions

OT is committed to provide the highest standards of surgical care to the patients

Scope and Complexity of Services

- Cardiac
- Neurology
- Ophthalmology
- ENT
- Gynecology
- Plastic surgery
- Orthopedics
- Micro disc
- Laproscopies
- Transplant
- Oncological and other general surgeries

Days and hours of operations:

The OT department is functional from 8:00 am to 5:00 pm, six days a week

Quality Indicators

- Percentage modification of anesthesia plan
 - Percentage of unplanned ventilation following anesthesia
 - Percentage of unplanned returns to OT
 - Percentage of rescheduling of surgeries
 - Anesthesia related mortality rate
- ✓ **INTENSIVE CARE UNIT**

An intensive care unit is a specialty staffed, separately equipped and self contained action of the hospital for the management of patients with life threatening or potentially life threatening clinical conditions.

Quality Indicators

- Return to ICU within 48 hrs.
- Re-intubation rate
- ICU utilization

❖ Support Services

✓ RADIOLOGY DEPARTMENT

Functions:

- Provides complete diagnostic and imaging services of high quality and minimum error.
- Has developed standard operating procedures(SOP)
- Has established goals, objectives and standards of performance that are consistent with both the hospitals philosophy of patient care and practice of professional service delivery and match international standards.

Services provided:

1. Common X-rays
2. Fluroscopy
3. Ultrasound
4. Colour Doppler
5. CT Unit
6. Ultrasound and CT guided invasive procedures
7. ECHO Cardiography

✓ **MEDICAL RECORDS DEPARTMENT**

It is to provide efficient storing, maintaining, coding and verification of medical records

Services Provided

- For storing of all medical records
- Verification of all records
- Issue of duplicate records
- Receipts and reply of mails
- Preparation and coordination in providing records for court cases and consumer cases
- Maintenance of MTP records
- Maintenance of MLC, Birth and Death registers
- Coordination with IT department for Backup of scanned records

❖ **UTILITY SERVICES**

✓ **CENTRAL STERILE SUPPLY DEPARTMENT**

It provides steady and effective supply of sterile linen and instruments of various departments in the hospital

Operations of the Department

- Sterile supplies are dispatched to the wards as when required and Used instruments are collected for cleaning and autoclaving by CSSD staff
- Sterile Supply to OT and Emergency a day prior before 8:00 Pm and as when required

✓ **LAUNDARY**

It provides fresh linen to all hospital. It has a major role maintaining hygienic environment and in infection control. The staff of laundry are a mix of Contract labor and IMCL workers