

**INTERSHIP TRAINING
AT
COCOON HOSPITAL, JAIPUR**

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Hospital Profile: Cocoon Hospital

Healthcare Division of RJ Corp

RJ Corp an Indian Multinational which has developed expertise in its core management team to bring international brands to Sub Continent consumers and develop local brands. In the last 18 years, RJ Corp has built a powerhouse multinational of businesses ranging from Beverages, Fast Food Restaurants, Ice Creams, Dairy Products, Education, and Breweries. With emphasis of acquiring and retaining the best talent, RJ Corp has created a high performance culture with focus on leadership, innovation, entrepreneurship and integrity.(1)

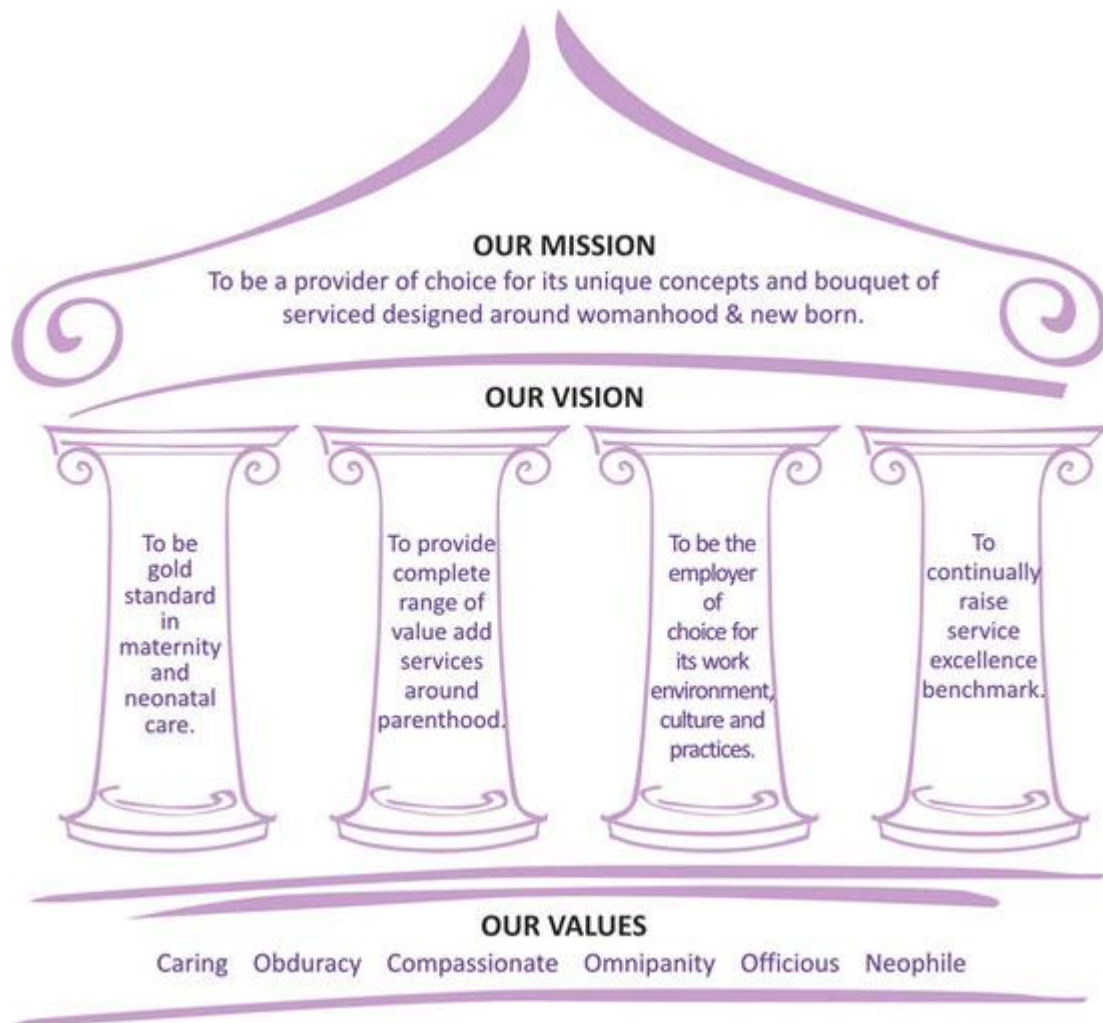
In 2012 Cocoon (A unit of Lineage Healthcare Limited) came up with a concept of Luxurious birthing center and gave the new borns a “Safe Heaven” to deliver with a style statement. Cocoon the concept where a mother spends nine months in the most joyous manner without apprehensions & fear, celebrates the delivery and makes it one that is smooth, stress free, joyous and enchanting. Right from preconception to antenatal & postnatal stages and then onto the care of your little one. It will offer a one-stop for all prenatal, childbirth and infant care needs.

Cocoon is equipped with Aristocratic Care, Royal Comforts and luxurious amenities of Spa, Yoga, Special Maternity, Newborn apparels & accessories and state of the art **cafe**. A Team of highly qualified personnel helps the family make informed choices for their care during pregnancy, labor, birth, postpartum & newborn care, and strives to provide them with the experience they desire for.

Cocoon provides the world-class medical facilities like modular **Operation Theatres, LDR suites, Level 3 Neonatal Intensive Care Units, Fully Motorized Imported Medical Beds and Examination Couch, 4D Ultrasound Technology**. Right from the day when the doctor

gives the “Good News”, till the baby is one year old.... we offer complete solution with a touch of class. We make you feel special, with special “pick & drop” facility, care at your doorstep, food, music and apparels of your choice at the time of stay!!! We make you feel cared and pampered, by taking care of your smallest needs.

Right from a trusted gynecologist to the exercise regimen, expert nutritionist, the regular checkups and most importantly, ensuring the comfort and health of the expectant mother. Yet there is an underlining worry of what, where and how someone is there to take care for your nine months and make them the most memorable times ever! Where the whole family celebrates the delivery of a baby where the room allotted to you does not have a number.., but a beautiful name....where the color of the walls and interior decor is bright and lively. ..Where you get the comfort and **hospitality of a 5 star hotel**. Complemented by the most advanced medical care, where doctors make the mother feel at home in most trusted hands... *At Cocoon we make God's special creation arrive in style... and deservedly so*



(1)

Ten Philosophies of Cocoon

- Childbirth is seen as wellness, not illness. Care is directed to maintain labor, birth, postpartum and newborn care as a normal life event involving dynamic emotional, social and physical changes.
- Prenatal care is personalized according to the individual's psychosocial, educational, physical, spiritual and cultural needs of each woman and her family.
- A comprehensive program of prenatal education prepares families for active participation throughout the evolving process of preconception, pregnancy, childbirth and parenting.
- The hospital team helps the family make informed choices for their care during pregnancy, labor, and birth, postpartum and newborn care and strives to provide them with the experience they desire.
- The father and/or other supportive persons of the mother's choice are actively involved in the educational process, labor and birth, postpartum and newborn care.
- Whenever the mother wishes, family and friends are encouraged to be present during the entire hospital stay including labor and birth.
- Each woman's labor and birth care are provided in the same location unless a cesarean birth is necessary. When possible, postpartum and newborn care is also given in the same location and by the same caregivers.
- Mothers are encouraged to keep their babies in their rooms at all times. Nursing care focuses on teaching and role modeling while providing safe, quality care for the mother and baby together.
- When mother-baby care is implemented, the same person cares for the mother and baby couplet as a single-family unit, integrating the whole family into the care.
- Parents have access to their high-risk newborns at all times and are included in the care of their infants to the extent possible given the newborn's condition.

Services at Cocoon

Obstetrics: Birthing in Style

Birthing is the most profound initiation to spirituality a woman can have

1. Laparoscopic Gynecology Surgeries

2. *At Cocoon the motto behind every Gynae. Surgery is “Less Pain and Faster Recovery” i.e. performing complex Surgeries in Simpler Ways...*

3. Neonatology :- So That God’s Most Precious Gift Arrives in Safe Hands

4. **Cord Cell Preservation:-** Cord blood banking involves collecting blood left in newborn's umbilical cord and placenta and storing it for future medical use.

5. **Cosmetology & Cosmetic Surgeries:** Redefining women with a Perfect Body & Flawless Look

6. Value Added Services:

- i. 2D Foot impression
- ii. Cocoon Shoppe
- iii. Cafe Gazebo
- iv. Photo album
- v. Celebration
- vi. Therapeutic Spa

Learnings from Cocoon

Ground Floor

- **Help Desk:**

- Delay in picking calls at time of single staff
- Less information regarding other staff is present .
- Medical queries have to be confirmed from other senior staff member and ultimately then from HOD.

- **Cocoon Shoppe:**

- Display of winter clothes till now.
- Persuasion abilities a concern up to some extent
- Practical Training and retail sessions to retail person for: guest handling and persuasion skill enhancement.
- Limited color and design options for customer
- Stock renewal in display is a concern because of improper stock keeping

- **Fusion CRM Fusion Zone:**

- Billing queries solutions takes time
- Noise an issue sometimes at CRM zone.
- Same format for billing until some extreme case comes.
- Focus is lost amongst staff members at time of billing thereby miscalculating the amount.
- Executives perform mainly domain specific work not in other areas.
- ✓ Information and directions should be passed well
- ✓ Stepping up for new work

- **Café Gazebo:**

- System generated billing
- Limitation of staff leads to waiting time for customers

- Limitation of staff also leads to gap in cash collection
- ✓ Authorizing other staff before going to other floors.

First Floor: Out Patient Department

- **Emergency Room:**

- Firstly used for measurement of Vitals.
- Nursing staff , Physiotherapist and duty doctor is present to address emergency conditions.

- **Doctors:**

- Doctors question coordinators on delay by guest from the scheduled appointment time
- Doctors understands the urgency in guest condition and attends them on primary basis.

- **Lab:**

- Guests complaint of non availability of staff for sample collection and providing reports.
- Limited staff for collection of sample which is deployed in OPD as well as IPD.
- Billing delays requires confirmation to get a nod for sample collection from billing counters.

- **Pharmacy:**

- Doctors question on the non availability of some medicines.
- Billing delays occurs as bill is not printed and guest waits to finish the purchase and go.

- **USG:**

- Rescheduling of appointments have to be done when guest turns up late for their appointments.
- At peak time , waiting time for USG is high.

- **Overall OPD:**

- Same designation, same department but no one taking responsibility for the department.
- Information or directions to handle crowd are not passed to others.

- Guest handling

- Positive attitude among staff

- Dedication among nursing staff and housekeeping staff
- Billing time is kept minimum whenever possible.

In Patient Department:

- **Guest feedback:**

- Majority of Guests thankful to the nursing staff and cocoon Hospotel.
- Guest gets unhappy with the nursing staff for discussing their interaction with guests on their queries.
- In some cases , guests have criticized other services.
- ❑ Guests queries goes unheard in rooms (housekeeping busy with other guest) thereby criticizing the staff.

- **Nursing Station:**

- Minimum 2-3 nurses are present at nursing station of both the floors(both floors having occupancy).
- Nurses starts feeling irritated and negative when guests call them more frequently.
- File searching is done when doctors ask about files(Nursing in-charge always briefing about preparedness regarding files).
- Large no of people at nursing station in morning hours might lead to directions/instructions going unnoticed.
- ✓ Important instructions could be written by person having the attention and passed afterwards(not specifically done by nursing in-charge).

Rooms:

- ✓ Time taken to clear/prepare rooms for new guest : 15 -20 min
- ✓ At time of shifting the preparation time : 10- 15 min with slight discomfort to patient and their families.
- ✓ Problem with room furniture came to notice on second day and got solved next day only.
- ✓ Itineries (glass, water) should be checked before guest enters a room.

- ✓ Checking of the rooms by housekeeping & nursing staff for left medicines and other things.

Housekeeping

- ✓ Frequency to call housekeeping is high
- ✓ Limited housekeeping between both the floors thus leading to:
- ✓ Delay in work given
- ✓ Void is created for staff
- ✓ At instances when housekeeping is called by more than two guest thus delaying the work given :
- ✓ A new staff is called
- ✓ Wait for the present staff is done.

Key suggestions from study

- Service inclusions like :
 - ✓ Kids area
 - ✓ Pickup service
 - ✓ Flexibility in sample collection timing
- Working on gap areas:
 - ✓ Emergency
 - ✓ Nursing Staff
 - ✓ Management Promptness
- Camps on themes of family checkups.
- Weekly brainstorming activities for staff to develop an effective method for working
- Mock training programs for staff w.r.t. emergency care
- Checking points should be present for ensuring the proper information transfer