

**Internship
at
Manipla Health Enterprises Pvt. Ltd.**

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2013-2015**


**Institute of Health Management Research,
Jaipur
2015**

ABOUT THE ORGANIZATION

Manipal Hospitals is a part of the Manipal Education and Medical Group (MEMG). Manipal Hospitals has a special significance in the overall healthcare industry of India and particularly in South India. A social seed sown more than five decades ago is today the country's third largest healthcare group with a network of 15 hospitals and three primary clinics providing comprehensive care that is both curative and preventive in nature for a wide variety of patients not just from India but also from across the globe. One of the most preferred and recognised healthcare facilities by pharmaceutical companies for drug trials, the group's flagship hospital in Bangalore is NABH accredited and ranked amongst the Top 10 multispecialty hospitals in India.

The present Manipal Group was started in 1953, by the late Dr. T.M.A. Pai, a doctor, educationist, banker and philanthropist. He also instituted India's first private medical college, Kasturba Medical College in 1955.

Manipal Education & Medical Group is divided into the following wings:

Manipal Education

- India's University Town
- 2 Universities; 24 professional Colleges
- 8 Teaching Hospitals
- 9 Campuses across 5 Countries

Research

- Over 1300 research Doctors
- Genetics and Genomics Research Teams
- Ultra High Technology Stem Cell Research

Manipal Integrated Services

- Integrated Facility Management
- Outsourced Manpower Services Provider

Manipal Health Enterprises Pvt. Ltd.

- 1 Quaternary Care, 8 Tertiary Care, 7 Secondary Care
- More than 5,200 beds
- 16 hospitals across 13 locations, across 6 states in India.
- 2 primary care clinics in India and 1 in Nigeria, 1 hospital in Klang, Malaysia
- Over 2,000 doctors & 6,000 nurses, paramedics and support staff.
- More than 2 million patients served annually

The list of Hospitals in the Manipal Hospitals Network

- Manipal Hospital, Bangalore
- Manipal Northside Hospital, Bangalore
- Dr. Malathi Manipal Hospital, Bangalore
- Manipal Hospital, Salem
- Manipal Hospital, Goa
- Manipal Mangalore Hospital
- Manipal Super Speciality Hospital, Visakhapatnam
- Manipal Hospital - Visakhapatnam
- Manipal Hospital Vijayawada
- Soni Manipal Hospital, Jaipur
- Vedic Lifecare Nigeria
- Manipal Hospital Klang, Malaysia

Vision-Mission Model

To be the most preferred Healthcare Provider:

- Who: Preferred by patients, doctors, insurance providers & employees
- Where: in every location where we have a presence
- Why: Quality is our DNA,
 - Through Clinical excellence, Patient centricity & Ethical practices. Give value for money paid.
- When: Achieve this by 2014-15

Quality policy

We will provide patient centric and ethical healthcare with empathy by harnessing technology and research in clinical care. We will strive to meet the expectations of our beneficiaries and deliver excellence in all our services through a team of trained and dedicated personnel in line with our motto

“Life’s on”. We will ensure that our actions reflect that we are truly ‘INSPIRED BY LIFE’

Centres of excellence

- Manipal Comprehensive Cancer Centre (MCCC)
- Manipal Heart Institute
- Manipal Spine Care Centre
- Orthopaedic Department
- Neurology Department
- Manipal Liver Transplant Centre
- Manipal Kidney Transplant Centre
- Department of Woman and Child Care (Obstetrics and Gynaecology)

- Manipal Eye Care
- Manipal Dental Care
- Manipal Skin Care Centre
- Department of ENT
- Department of Sports Medicine
- Department of Psychiatry and Psychology
- Department of Robotic Assisted Surgery
- Department of Plastic and Cosmetic Surgery
- Department of Diabetes, Thyroid and Obesity
- Department of Physiotherapy & Rehabilitation Medicine

Speciality focus

- Accident and Emergency Care
- Bone and Joints
- Brains and Nerves
- Cancer Care
- Child Care
- Clinical Research
- Dental Care
- Diabetes and Thyroid Care
- Dialysis and Kidney Transplants
- Ear, Nose and Throat
- Eye Care
- General Medicine
- General Surgery
- Genetics Growth and Hormonal Medicine

- Health Check
- Heart Care
- Home Care
- ICU and Critical Care
- Infertility Services
- Lab Diagnostics
- Liver and Digestive System
- Kidney Stone and Prostrate Urology
- Rehabilitation Medicine
- Psychiatry and Psychology
- Rheumatology
- Robotic Assisted Surgery
- Skin Care
- Spine Care
- Sports Medicine
- Woman and Child Care
- Plastic and Cosmetic Surgery

Managerial tasks performed

I was basically located in the corporate office of Manipal Hospitals; it is called as Manipal Health Enterprises Pvt. Ltd. All the hospitals of Manipal groups are managed from here by a central team. It includes;

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The corporate office has all the administrative departments under one building which is located opposite to the main Manipal Hospital. Here I was working under Marketing team. Marketing team in MHE (Manipal Health Enterprises Pvt. Ltd.) is sub divided in various team, like;

- International Marketing
- Branding
- Digital marketing
- Pricing

I was associated as an intern with the Pricing team in marketing department under a major project that was newly introduced with their collaborating team from McKinsey & Company.

McKinsey & Company is a multinational management consulting firm with 105 global offices. It conducts qualitative and quantitative analysis in order to evaluate management decisions. Eighty percent of the world's largest corporations are counseled by the firm, and it is considered the most prestigious management consultancy.

Key responsibilities

- To adapt to working with different sets of people any given day.
- To gain as much knowledge of the organization.
- To become aware of the policies and practices of the organization.
- To spend time observing experienced staff in order to learn about the necessary methods and procedures of the team

- Communicate with various members of the organization.
- Assist and get involved with the senior management in business meetings, setting goals and objectives.
- Assist the senior management in their day to day work, observe and learn.
- Provide administrative assistance through running routine as well as ad hoc reports.
- Ensure all reporting procedures are suitably documented.
- Provide administrative assistance to communications team.

Pricing for all the units

- Calculating number of admissions and discharge monthly and its impact as per previous month.
- Collection of volume dump from IT and data arrangement according to the data requirement.
- Understanding in-patient and out-patient online record system.
- Preparing revenue tree to calculate monthly revenue from cash patients, TPA, Government.
- Benchmarking the major line items with competitors.
- Calculating telescopic pricing with intelligent benchmarking tool.
- Understanding synthesis table.
- Understanding billing policy system of all the units.

Difficulties faced

- Improper data: As Manipal has recently updated its software for medical record in collaboration with Wipro and Trac system hence for extracting data and calculating number of admissions it was bit difficult to get appropriate results.

- Lack of co-ordination with other departments: This leads to long waiting time in completion of one work.
- Unit's response: At times when any hospital unit involvement was there in the work, members give least preference to other work given from central team, no matter the work is at the end benefit the unit only.
- Superiority: Nobody feels themselves responsible to complete small works due to which the work generally gets delayed.

Skills acquired and learning

- Attended a board meeting which was one of the biggest experience
- Advance Ms-excel concepts
- How pricing of each item is done and what all factors it includes
- Improved interpersonal skills
- Importance of each department in performing a task
- How important it is to retain an employee