

**Internship
At
Gulf Medical College Hospital Ajman, UAE**

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1. Introduction

What started in 1998 with the establishment of the Thumbay Group at Ajman, UAE by its founder, a visionary and third generation entrepreneur from India, Mr. Thumbay Moideen, blossomed into a diversified group with operations in Education, Healthcare, Medical Research, Diagnostics, Retail Pharmacy, Health Communication, Retail Optical, Wellness, Nutrition Stores, Hospitality, Real Estate, Publishing, Trading, and Marketing & Distribution. Today, the Thumbay Group is a symbol for superior service, quality and innovation.

Venturing into new avenues of service with missionary zeal, the Thumbay Group has over the past decade spread its wings of excellence in various fields of social and business endeavours. The GMC Chain of Hospitals, the constituent teaching hospitals

of Gulf Medical University, is one of the largest healthcare services provider in U.A.E serving patients from more than 175 countries. Similarly, Gulf Medical University attracts a student cohort of over 67 nationalities and faculty and staff from over

22 countries.

Apart from being an acknowledged leader in the health sector, Thumbay Group operates a reputed pharmacy chain, diagnostic centres, multi-brand retail outlets, world-class wellness centres, a prestigious chain of coffee shoppers, popular health & lifestyle publication, to name a few. An academic and entrepreneurial powerhouse, the Thumbay Group takes its strength from

an empowered and loyal employee group exceeding two thousand and two-hundred people, which has enabled Mr. Thumbay Moideen to emerge as a personality of eminence in the Arabian Gulf.

2. Hospital Profile

GMC Hospital Ajman, Dubai, Sharjah & Fujairah are full-fledged multi-specialty hospital providing quality care at affordable prices. GMC Chain of Hospitals is one of the largest health care providers in the region. The group focuses on three pillars Education, Healthcare and Research.

GMC Hospitals aims to provide exceptional quality of care with latest technology, highly skilled medical work force from 20 nationalities, speaking more than 50 languages, treating guests from more than 175 nationalities worldwide with warm Arabian Hospitality.

GMC Hospital is managed by qualified professionals with wide ranging experience in Hospital Management and is well equipped to meet the challenging task of running a state of the art medical facility. Its goal is to build lasting relationship with people and medical professionals in the region.

Vision

“Our vision is to make GMC Hospital a world class tertiary healthcare center and teaching hospital that is committed to patient safety and emerge as a trustworthy healthcare provider in academic settings in the region.”

Mission

“Healing through Knowledge and Wisdom” The mission of the GMC Hospital, Ajman is to provide comprehensive healthcare services of high quality and health education to the community impart excellent educational opportunities for students in a stimulating environment and promote relevant bio-medical research.

GMC Hospitals Overview

Gulf Medical College Hospital (GMC Hospital), Dubai is a 150 bed multispecialty Hospital with cutting edge technology and is located at Al Quasais, Dubai. It is established to cater to the ever increasing need for quality healthcare for the people of the UAE and will be functional by mid 2014.

Gulf Medical College Hospital and Research Centre (GMCHRC), Ajman is a 250 beds multi-speciality Hospital with cutting edge technology having over 40 outpatient departments and is located in the heart of Ajman with easy access to patients from Dubai, Sharjah, UAQ and RAK apart from the local residents of Ajman. The multi speciality hospital was established to cater to

the ever increasing need for quality healthcare for the people of the UAE. GMC Hospital Ajman is the first hospital in the Middle East to receive International Accreditation from the Joint Commission International (JCI).

Gulf Medical College Hospital (GMC Hospital), Fujairah is a 60 bed multi speciality hospital providing quality care at affordable prices. The hospital is equipped with various speciality departments and services supported by highly qualified and experienced doctors, technicians and trained nurses.

Gulf Medical Center and Dental Speciality centre Sharjah is a modern satellite clinic consisting of departments like internal medicine, orthopaedics, Radiology, Pediatrics, Obstetrics and Gynaecology, Dental and in-house Pharmacy.

GMC Super Speciality Dental Center (Ajman and Sharjah). Together with exceptional knowledge in advanced Dental Techniques, Specialist dentists here are also known for their focus on patient satisfaction. GMC Super speciality Dental Center is the first hospital in the Middle East to receive Temos Certification.

(2)

3. Departments, Services and Accreditations

ORGANOGRAM

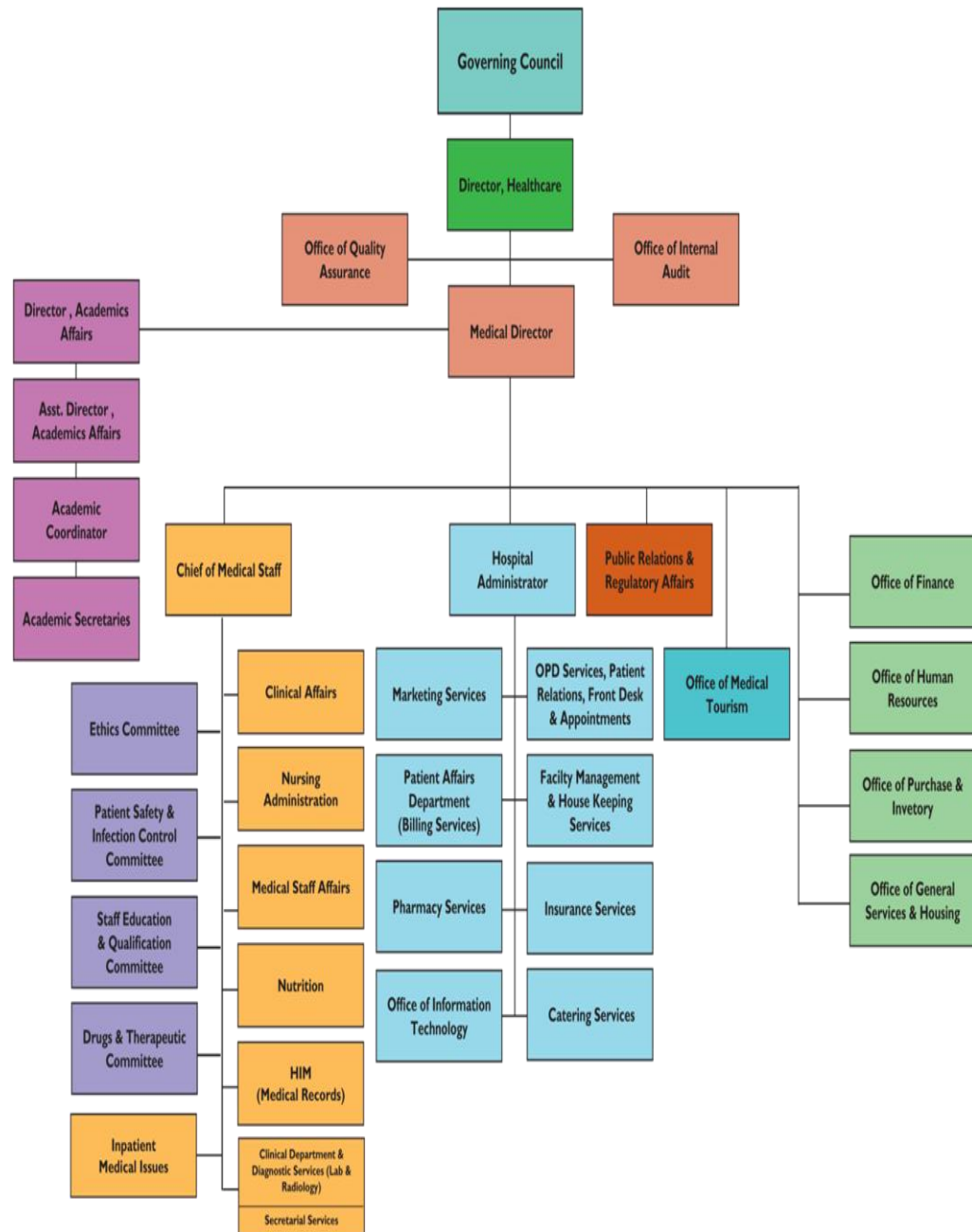


Figure 3.1

Gulf Medical College Hospital & Research Centre, Ajman -

Department of Internal Medicine

The department is staffed with highly experienced consultants and specialists rendering expert service in a caring and friendly environment. The subspecialties under internal medicine are

- Endocrinology and metabolism
- Gastroenterology
- Neurology
- Immunology
- Nephrology

The services offered include outpatient consultation, specialty clinics, 24 hours inpatient care, and emergency services.

Department of General Surgery

The Department of General Surgery is a full-fledged healthcare facility providing complete evaluation, diagnosis, and surgical treatment for a wide variety of disorders

The Department specializes in operations of

- Laparoscopic appendicectomy,
- Laparoscopic Hernia
- Laparoscopic Cholecystectomy

- Laparoscopic Varicocelectomy
- Upper and Lower GI endoscopies
- Diagnostic endoscopies
- Colonoscopy
- Circumcision (for all ages)

- All general surgical, urological and gastroenterological procedures
- Breast Surgery
- Thyroid Surgery
- Anal Diseases Surgery- haemorrhoid, fistulae, and anal fissure
- Large bowel surgery like tumours and obstruction
- Small bowel surgery
- Gastric surgery
- Spleen surgery
- Urology surgery, testicular surgery.

Department of Obstetrics & Gynaecology

The Department of Obstetrics & Gynaecology of GMC Hospital provides comprehensive services to women in the treatment and management of gynaecologic and obstetric conditions

– from routine care to complex high-risk situations. Our maternity services manage and care for women during pregnancy, childbirth and postnatal periods. The department is fully equipped with

Maternity Unit

- Antenatal package
- Delivery package
- Modern Labor Suits
- Neonatal Intensive Care Unit
- Inpatient Wards
- Fully equipped operation theatre

Special Services:-

- Labor analgesia (Epidural) for painless delivery in labor suit
- Health Education- Antenatal Classes

Gynaecology Department specialized in

Laparoscopic Surgeries: - Hysterectomy, myomectomy, ectopic pregnancies, ovarian cyst, etc

- Diagnostic Laparoscopy for infertility evaluation
- Diagnostic and operative hysteroscopy
- Non Descent Vaginal Hysterectomy.
- Colposcopy

Department of Paediatrics

The Department of Paediatrics of GMC Hospital provides comprehensive healthcare services for children and adolescents below the age of 15 years old.

The Department has Consultants A, Specialists A&B and resident doctors to diagnose and treat infants and children with Cardiac, Gastrointestinal and Neurological problem.

Respiratory: Diagnostic and Management of bronchial asthma and other forms of allergy.

Facilities

- Ultramodern neonatal ICU with high facilities of preterm, respiratory distress, low birth weight management.
- Capsule phototherapy for severe neonatal jaundice.
- Vaccination Centre
- 24 Hours Specialist on Call

ENT Department

The department of ENT deals with all ENT related problems and emergency situations to provide full coverage of services. The department provides round the clock emergency services and Outpatient Services from Saturday to Thursday

The department specializes in the operation of:-

Adenoidectomy, Tonsillectomy, Uvulectomy, Uvulopalatopharyngoplasty, Submandibular Sialadenectomy, Submandibular Salivary Calculus Excision, Excision of neck swellings, Tongue tie release, FESS, Nasal Polypectomy, Septoplasty, Caldwell-Luc, Excision of oral lesions, Nasal bone fracture reduction, Parotidectomy, Auricular sinus excision, Window operation for auricular hematoma or abscess, Myringotomy, Grommet insertion, Myringoplasty, Tympanoplasty, Mastoid exploration, Direct Laryngoscopy, Hypopharyngoscopy, Oesphagoscopy, Fibroptic Nasopharyngoscopy, Direct Laryngoscopy, Oesophagoscopy, Pediatric Bronchoscopy, CO Laser assisted Surgery etc

Ophthalmology Department

The Department of Ophthalmology of GMC Hospital Ajman provides both basic and specialised eye care services for patients. Experienced Consultant provides specialised treatment for a wide variety of eye problems. Specialised equipment such as the argon laser for treatment of diabetic eye diseases, and computerised visual field analysers for assessment of glaucoma are available:

All surgeries are conducted at state-of-the-art operation theatres in the hospital.

- OCT - Topcon
- F.A - Topcon
- Field Exam (Perimetry) Humphrey
- Glucoma Assessment- Applanation Tonometer Keeler
- Field Examination (Humphrey)
- Optic Nerve Head Analysis
(Topcon Image net system)
- Glucoma operation by laser:
 - Laser Peripheral Iridotomy
 - Laser Trabeculoplasty
 - Operation surgical
- Peripheral iridectomy
- Trabeculectomy
- Diabetic Retinopathy work up
 - OCT macular assessment
 - Field Examination
 - Fluorescein Angiography
 - Fundus Photography
- Diabetic Retinopathy Treatment
 - PRP
 - Grid Macular Treatment
 - Intravitreal VEGF Injection

- Intravitreal Steroid Injection
- Focal Laser Treatment
- Vein Occlusion and Branch Artery Occlusion Management
- Laser treatment to PRP (Pan Retinal Photocoagulation)
- Intravitreal VEGF Injection
- Cataract Evaluation and Treatment
- ECCE Operation
- Phacoemulsification (coming soon)
- Pterygium Excision and Grafting
- Lacrimal Sac Operation
- Lid operation Including Cosmetic and Chalazion operation.

Orthopedic Department

The department of orthopedics is an independent department with its own scope of services i.e., Patient' s care, medical graduate teaching and related clinical research; provided with the help of qualified MOH licensed physicians having vast range of knowledge and experience on various aspects of orthopedics on all the seven days of week

Type of Major Surgeries Performed

- Arthroscopy – diagnostic, for sport injuries of knee, shoulder and ankle joint.
- Spine, joint replacement surgeries.
- Diagnosis of Bone tumor, hand reconstruction surgery.
- Amputation.
- Paediatric orthopaedics including corrective surgery for congenital deformities, like club foot, CDH.

- Tendon repair, reconstruction, including hand injuries.
- Soft tissue injuries of limbs.
- All types of advanced fracture fixation and dislocation cases.
- Bone, joint and spine infection.
- Degenerative joint disorders.
- Interlocking intramedullary nailing.

Dermatology & Venereology Department

The Department of Dermatology offers comprehensive care for all common and rare diseases of the skin, hair and nails. Dermatologists here offer safe and innovative care for their patients based on years of specialized experience and expertise.

Specialized services

- Dermatology Surgery
- Cosmetology- Botox and filler injections, Microdermabrasion, skin peels
- Electro Surgery
- Cryotherapy
- Phototherapy
- Laser Therapy- Hair removal, skin rejuvenation and acne scars.
- Venerology

Cardiology Department

The department of cardiology in GMCHRC is an independent unit, serving patients with various forms of heart diseases. The department provides all emergency cardiac consultation round the clock. The department is ready to receive emergency cardiac cases (CCU) 24 hours a day. The department is

well equipped with centrally monitored beds, ventilators, Defibrillators and excellent medical supervision by highly qualified doctors and nursing staff.

Cardiology Department Services

- 12-Leads standard surface Electrocardiogram (ECG)
- Exercise Treadmill Test (Stress ECG)
- 24 Hours Continuous Ambulatory ECG Monitoring (Holter Monitoring)
- 24 Hours Continuous Ambulatory Blood Pressure Monitoring (ABPM)
- Echocardiography:

Adults:

- 2D & 3D Transthoracic Echocardiography (TTE)
- Trans-Esophageal Echocardiography (TEE)
- Pharmacological Stress Echocardiography
- Pediatric Transthoracic Echocardiography
- Neonatal Transthoracic Echocardiography

Urology Department

The Department of Urology at GMC Hospital is dedicated to provide state-of-the-art medical and surgical care in all aspects to male and female, as well as male infertility problems.

The Department of Urology in this hospital has the expertise to deal with the following conditions:

- Urinary Stones
- Congenital Anomalies
- Prostate enlargement

- Urinary infections
- Injuries to the Kidneys, Urinary bladder and Urethra
- Urinary Incontinence (urine leaks) in men, women and children
- Cancers of the Urinary Tract and Testis
- Male Infertility & Impotence

Special services

- Day Care surgery
- Endoscopic Surgeries & Open urological surgical procedures
- ESWL (Shock wave treatment for stone diseases)

Anesthesia Department

Department of Anesthesia of GMC Hospital offers a wide range of cutting-edge anaesthetic, perioperative and pain management services to patients.

The services provided are:

- General Anesthesia, Spinal Anesthesia, Local Anesthesia.

Peripheral Nerve Blocks and Bier's block.

- MAC (Monitored Anaesthesia Care)
- TIVA (Total Intravenous Anesthesia) for Major Orthopedic,

General Surgery, ENT, Urological, Uro Surgery, Obstetric and Gynecological Procedures, Plastic and Reconstructive Surgeries, including Laparoscopic and Laser Surgeries.

In addition the department provides round the clock services

1. OT:

- Providing anaesthesia inside the theatres
- Pre Anaesthesia checkup Clinic (PAC)
- Post Anaesthesia Care Unit (PACU)

2. ICU:

- Management of post operative patients
- Management of critically ill patients
- Patients on ventilator support

3. Pain clinic:

- Labor epidural analgesia
- Post operative pain management

4. Met call

Psychiatry Department

The Department provides consultation services through highly qualified and experienced Psychiatry Consultant. Services offered and conditions that may be treated are as follows,

- Evaluation and Treatment of Psychiatric disorders
- Different disorders among adults(anxiety, depression, panic, phobia and psychotic disorders)
- Psychological problems among elderly people.
- Psychological and behavioural problems among children.
- Psychological problems among people with epilepsy or Learning disabilities.
- Cases of substance abuse (addiction) and associated psychological problems.

Counselling Services include:

- Marital Counselling Services.
- Family counselling to deal with domestic problems including those among adolescents.

- Educational advisory services to students at different educational levels.
- Evaluation and treatment of psychological problems among patients in collaboration with other departments in the hospital

Family Medicine Department

- Family Medicine Department provides health care services in an integrated holistic manner and in harmony with the other Departments in the Hospital.
- Family Medicine department provides: Physical, Social and Psychological Health care services in continuous, coordinated, integrated competent and compassionate manner care.
- Family Medicine department concerned with physical , social and psychological states of the patients and discover hidden agenda: family stress, work stress and occupational hazards to reach cause of illness or sickness through holistic approach during consultation interview, advices, counselling or during discussion of management plan with the patients.

List of services conducted

- Routine comprehensive health Check up.
- Health Fitness examination and Fitness certificate
- Vaccination (Adult Vaccination) and issue of vaccination
(Pediatrics Vaccinations are running in pediatrics department).
- Traveler's medicine issue, advices, vaccinations recommended for travelling to different countries and malaria prophylaxis therapy.
- Early detection and management of Hypertension, Bronchial Asthma, Diabetes mellitus, Thyrotoxicosis and Gout.

Department of Gastroenterology

Department of Gastroenterology is devoted to the clinical care of patients with gastrointestinal and liver disorders. The department manages a variety of gastrointestinal and liver disorders, including peptic ulcer disease, gastrooesophageal reflux disease, gastrointestinal bleeding, functional gastrointestinal disorders, inflammatory bowel disease, pancreatobiliary diseases, acute and chronic liver disease.

Special services

- Endoscopy
- Colonoscopy
- Endoscopic Polypectomy for small polyps
- Diagnostic Biopsy of GIT

Department of Nephrology

The Department of Nephrology of GMC Hospital is a leading provider of services for patients with kidney disease, including the diagnosis and management of all forms of kidney diseases (including kidney stones). It's also provides management of patients who are on CAPD (Peritoneal Dialysis) and Post renal transplants patients.

GMC Super Specialty Dental Centre

GMC Super-Specialty Dental center-Ajman is a unique oral health care center which renders super specialty services, and is the Only Accredited Dental Center in the Middle East

by TEMOS

As a Super-Specialty Dental Center, the main specialties served are:-

1. Orthodontics and Dentofacial Orthopedics.
2. Oral and Maxillo-Facial Surgery.
3. Periodontics (Treatment of gum).
4. Pedodontics (Treatment of kids).
5. Fixed & Removable Prosthodontics.
6. Implant Dentistry.
7. General Dentistry.

Radiology Department

In Gulf Medical Collage Hospital, Diagnostic Imaging Department plays a pivotal role in many clinical conditions by helping the clinicians to reach an accurate diagnosis and hence efficient treatment for patients.

Services

Most of the major advancements in the field of Radiology are available in the Radiology Department.

The full range of services includes:

- Digital Conventional X-Ray machines with Digitalfluoroscopy.
- Portable X ray unit.
- Computerized Radiology system with Laser printer

- Ultrasonography examinations including Routine abdominal, pelvic & obstetric Scans, Breast, Thyroid, scrotal, musculoskeletal, Colour Doppler studies, Endocavitary (Transrectal and Transvaginal), cranial ultrasound. Ultrasound guided fine needle aspiration cytology is also available.
- DEXA Scan (Bone densitometry).

Additional services :

- Multi detector 128 Slice CT machine for Coronary angiography in addition to other routine examination with colonography and angiography facility.
- Digital Mammography

Neurology Department

Department of Neurology of GMC Hospital provides comprehensive consultative services, diagnostic testing and treatment for a broad spectrum of neurological conditions, including diseases of the brain, spinal cord, peripheral nerves and muscles. The department uses the latest technology and facilities, staffed by an experienced team of neurologists and nurses who are committed to patient's care.

GMC Hospital Neurology Department offers management of a variety of Neurological conditions in both adults and children includes:

- Different types of stroke
- Epilepsy, seizures and other types of unconsciousness

- Migraine and Headaches of different types
- Brain infections like meningitis, encephalitis, etc.
- Vertigo/dizziness
- Paralysis of different kinds
- Parkinson's disease and other movement disorders
- Cerebral palsy and other developmental disorders of children
- Behavioural disorders
- Degenerative brain diseases
- Memory problems/ dementia
- Neck, back, lower back, arm & leg pains and tingling
- Cervical, lumbro-sacral spondylosis
- Some types of brain tumours
- Other neurological diseases

Clinical Nutrition Department

Clinical Nutrition Department mainly functions as two subunits namely: Inpatients Dietetics Department and Outpatients Nutrition Clinic.

- Nutrition Services of the Department include both medical nutrition therapy and nutrition education to both out patients and inpatients with the aid of personalized diet regimes, education handouts and therapeutic lifestyle management guidelines. The department is responsible for in patient's meal services according to the standard hygiene practices and recommended dietary guidelines.

Referral service

GMC Hospital is providing round the clock Outpatient and Inpatient services to the patients, referred from other clinics/ Hospitals. The hospital is equipped to carry out all outpatients, inpatient and Emergency services round the clock.

24X7 Facilities

- Emergency
- ICU-CCU
- Ultramodern Neonatal ICU
- Labor & Delivery Room
- Hi-Tech Laboratory
- Radiology – Diagnostics imaging & Services
- Pharmacy
- Doctor on Call facility
- Patient affairs department
- Ambulance Service

Special Features

- Wide ranging tertiary care services
- Separate IP & OPD blocks
- Male & Female wings
- Private rooms, Deluxe rooms, Smart Deluxe rooms & VVIP Suites
- Four well equipped Theatre and Post operative care

- Day care facility
- New generation medical electronics
- Women's Health Centre

Centre-Of – Excellence

- Orthopedics Total Knee Joint Replacement
- Total hip replacement
- Spine Surgery and joint replacement surgery
- Critical care medicine
- Reproductive medicine
- Plastic Surgery
- Urology
- Renal dialysis unit

Timings:-

Emergency Services – 24 Hours

In Patient Services - 24 Hours

Out Patient Services – 9.00 am to 9.00 pm

Friday Clinics – 5.00 pm to 9.00 pm

(internal medicine, Gynecology, Orthopedic & Pediatric)

ANCILLARY DEPARTMENTS

- Accident & Emergency
- Laboratory - Pathology , Heamatology ,Microbiology ,Blood Storage Centre
- Physiotherapy

- Pharmacy & Drug Information Center
- Patients Affairs
- Nutrition and Diet
- Patient Education
- Catering
- Biomedical Engineering
- Insurance
- Hospital Informatics
- CSSD
- House Keeping

Special Features

- Wide ranging tertiary care services
- Separate IP & OPD blocks
- Private rooms & deluxe Facilities
- 24 Hour emergency
- ICU- CCU & Labour Rooms
- Day care facility
- New generation medical electronics
- Traditional architecture with modern facilities
- Doctor on call facility

Key Highlights

- GMC Hospital, Ajman, UAE was inaugurated on 17th October by **H.H Sheikh Humaid Bin Rashid Al Nuaimi** - Member of Supreme Council, U.A.E and Ruler of Ajman.
- **First JCI Accredited Hospital in Ajman UAE**
- The First Private University Teaching Hospital in U.A.E.
- GMC Hospital conducts the highest number of deliveries in the private sector in U.A.E.
- Affordable prices and caters to population from all the Emirates.
- First dedicated Patient Affairs Department in the private sector in the country.

Accreditations – Memberships – Affiliations

In 2013, GMC Hospital Ajman received international accreditation from the Joint Commission International (JCI) and was the first hospital in the Middle East to be a certified member of the International Tesmos Network. Other Accreditations/memberships -

Ministry of Health, UAE

Member - Medical tourism Association

International Hospital Federation

Tesmos, International Board of Medicine and Surgery

Tesmos Dental certification

Asian Hospital Federation

International patients

As a major Health Care Service Provider within the Gulf, GMC Hospital has taken great measures to improve all its services and procedures with the introduction of the International Medical and Health Care Tourism unit of the Hospital. Clients are provided with excellent Health care services world class recovery measures as well as recreational therapy and Spa services.

Aim at GMC Hospital is to target a great volume of Medical Tourists travelling from all over the world with a great need for excellent and affordable medical health care services.

Enquiries come from all over the world from various hospitals, medical practitioners, personal contacts and enquiry portals seeking medical services.

Affordable Care

GMC Hospital has special schemes to provide affordable medical care to the economically weaker sections of the society. Its mission is to provide affordable healthcare that doesn't compromise on quality. It is towards this end that they have established quality systems and controls that meet international standards of excellence in healthcare.

GMC Hospital brings together highly skilled professional and the latest advancements in medical technology. Their goal is to build lasting relationship with people. They believe that the healing process is as much about personal care as medical attention. It's this conviction that drives **Ajman's first ever private hospital.**

4. Activities of Marketing Department at GMC Hospital Ajman

Department of Marketing at GMC Hospital Ajman organises numerous Activities throughout the year. These activities entail planning, teamwork and effective implementation. The department, under the able leadership of Dr. Sadashive Bangera (Assistant Director) and Mr. P S Dharmapalan (Head of Department), has been very effective in attracting new patients to the hospital and retaining old ones. Special emphasis is given on learning and improvement with each and every experience, and obtain better results next time. Major activities performed in the year 2014 are –

Free Dental Consultation Camp

Blood Sugar and Blood Pressure Check-up Camp

Blood Donation Camp

Eye Camp for Diabetic Patients

Breast Cancer Screening and Awareness Campaign

Doctor's Meet (Continuous Medical Education)

Women's Day Celebration

Chest Disease Camp

ENT Check-up Camp

BMI Measurement activity

Ante Natal Classes

Nephrology Camp & Hip and Knee Camp

Activities Conducted in the year 2013 are given in the following Table

Table 4.1

2013 Marketing Activity						
S N	Mont h	Date	PROMOTIONAL ACTIVITY			
			<u>In House Camps</u>	No of Pati ent	<u>Outside Camps</u>	No of Pati ent
1	JANU ARY	04 th	First Aid Training Program	22		
2		28 th	ENT Camp	103		
3		26 th	Antenatal	6		
4		31 st	Dental Camp	293		
6	FEBR UARY	9 th	HCV Awareness Program	174		
7					Al Hikmah School Dental	817
8					Our Own Pvt School	250
9		28 th	Dental Camp	309		
10	MARC H				Asma Beint Omeis School	60
11					Dubai Airport Medical Camp	NP D
12		28 th	Dental Camp	220		
13		30 th	Antenatal	11		
14	APRIL				Sharjah Wanderes sports Club (Kabaddi)	NP D
15					Safeer Mall Health Fitness Awareness	290
16		18 th to 25 th	Dental Camp	355		
17		21 st	Neprology Camp	33		
18		27 th	Antenatal Class	10		
19	MAY	14 th	Migraine & Headache Camp	24		
20		21 st	Surgical Camp	38		
21		17 th	Doctors Meet	505		

22		18th to 25th	Astma Camp	280		
23		28th & 29th	Arthroscopic Camp	119		
24		30 th	Dental Camp	237		
25	JUNE	8th to 13th	Diet & Nutrition Camp		No Patient Data	
26		10 th	Dermatology Camp	99		
27		15 th	Antenatal Class	6		
28		28 th	Mega Health Camp	286 6		
	JULY & AUGUST (SUMMER HEALTH PACKAGES PROMOTION)					
29	SEPT	27th Sept	Mega Health Camp	312 7		
	OCTOBER					
30	NOVE MBER	19 th	Dermatology Camp	99		
31		19 th	Diabetes	43		
32		23 rd	Antenatal Class	12		
33		28 th	Dental Camp	238		
34	DECE MBER	3rd & 4th	UAE national day camp		Ajman Post Office	230
35		04 th	Blood Donation Camp	99		
36		26 th	Dental Camp	277		

Table 4.1 continued

5. PATIENT AFFAIRS DEPARTMENT (PAD):

Work Handled by PAD:

Patient Affairs department is the central core department of the GMC Hospital, Ajman. Its work starts in assisting the patient and its relatives from the time of their entry, involving their stay in the hospital to their exit.

The works handled by PAD are enumerated below:

1. Admission
2. Discharge – Billing
3. Referrals
4. Procedure Estimations (Cost Estimation)
5. Delivery Packages
6. Gold Card processing
7. In-patient rounds
8. Insurance approval

9. Dealing with patient problems and complaints

Aims of the Department:

1. To make Patient /Patient's relatives to know about their rights and responsibilities during their care in the hospital.
2. To guide the patient/ handle the patient / patients relatives grievance about the care and thereby making patient stay more comfortable.
3. To minimize the waiting time for admission and discharge and thereby patient satisfaction.

Pre-admission process:

1. Customer or patients are welcomed to the hospital with a formal greeting and are attended quickly.
2. Pre Admission form is collected from the patient.
3. The staff checks the validity of the legal documents.
 - Pre Admission Form
 - Emirates ID of the patient

- Passport and visa (Patient and spouse)
- Marriage Certificate (in case of deliveries/ obstetric procedures)

4. Patients on request are given a suitable written estimate and all queries with regard to billing are explained to the patient prior to admission

5. The staff explains types of accommodation available, asks for the preference of the patient and checks for the availability of the rooms.

Admission Process:

1. After the pre admission process is completed, the Inpatient Authorization form is filled with required information such as:

- Patient Name, Age, Gender and Nationality.
- Name of the doctor.
- Diagnosis.
- Payment Mode
- Admission Date and time.

2. Initial advance deposit is collected and the consent of the patient/ relative is taken on the “agreement for settlement of payments” form and general consent.

3. Credit facility is offered only to the patients from corporate and insurance covered (Insurance) having tied up with the GMCHRC.

4. Advance is taken when patient walks in without authorization from the insurance company.

5. If the patient has insurance limitation then nominal deposit is collected to recover the non payable items

6. Once the admission form has been filled, the same is handed over to the care assistant (assisting the patient), to submit at the concerned nursing station for further care & management.

7. At the time of admission Pass is given to the patient

- For ward patient : one visitor Pass and attender pass only
- For room patients: Two visitor pass & One Attender Pass
- NICU – One visitor pass to the Father
- ICU- One visitor pass

8. In the event of non availability of room desired by the patient, any available and suitable bed will be offered. Subsequently on availability the patient will be shifted to the desired bed.

9. If a hospital bed is not available the patient is referred to the nearest Government/Private hospital. If ambulance service is required the same is provided.

10. The patient is handed over a folder which contains Leaflet – Patient's Rights and Responsibilities, General Consent, In-patient Information sheet.

In-patient services:

Daily Patient Rounds

The administrative assistant meets with inpatient on a daily basis. Based on the patient feedback the administrative assistant coordinates with the respective HOD's in providing proper care to the in-patients.

Grievance Recording, Redress & Prevention:

The nature of the complaint and the details are recorded on the feedback form by the Administrative Assistant, PAD. The filled form is handed over to the HOD, PAD.

The HOD, PAD uses the Corrective Action Preventive Action (CAPA) form attached for necessary investigations. It is ensured that the complaint process is fair, impartial, and confidential.

INFORMATION CENTER & PROVISION OF INTERNET:

- Detailed information about various departments and scope of medical services available is provided to patient as and when required.
- Queries are directed to the appropriate department /consultant for information and resolution.
- If the patient wants to avail the internet facility, the PAD staff explains the tariffs and usage rates and collects the payment and issues the internet voucher to the patient/attendant.

Assistance with Billing:

Billing officer, Assistant Billing Officer and Billing Clerk explains the total bill, the amount paid and the outstanding bill on a daily basis to the patient or attendant.

DISCHARGE PROCESS:

- The payment for the in- patient care is collected in the PAD; PAD staffs explain the bill and give detailed bill to the patient/ patient party. PAD staff ensures that the patient's bills are clear, easy to read, there are no queries and completely accurate.
- If the patient has any complaints regarding bill/ clarification on bill they will meet Assistant director Patient Affairs or Assistant director Medical Affairs.

- If the Patient has insurance, the nurses will inform the insurance department and PAD about the discharge, and PAD staffs prepares the bill and coordinates with insurance department, respective staff nurse and patient / patient party in settlement of bills.
- At the time of discharge the PAD staff enquires if the patient/attendant requires transport facility and arranges the same.

Second Opinion for OPD:

- If the patient need for a second opinion they can approach either PAD or Front Desk for the further consultation with the second person. PAD or Front Desk will either arrange for the consultation according to the patient's choice or they will be provided with a list of doctors that contains details of their nationality and the languages they can communicate, within the organization. After the decision made by the patient, an appointment will be taken for the second opinion.

Second Opinion IPD:

- In the inpatient department, if the patient need for a second opinion they can approach either the health care providers including the inpatient coordinator or directly to PAD for the further consultation with the second person. If the information has been given to the health care providers /inpatient coordinator, it will be communicated to the PAD. They will either arrange for the consultation according to the patient's choice or they will be provided with a list of doctors that contains details of their nationality and the languages they can communicate, within the organization. After the decision made by the patient, an appointment will be taken for the second opinion.

Second Opinion outside the organisation:

In the inpatient department, if the patient request for a second opinion for consultation from an outside organization, the PAD will check for the reasons with patient/family and the patient will be discharged by signing a LAMA [Leave against Medical Advice] form.

In case of demise:

The PAD on duty is contacted by the nurse soon after a death is declared in any of the wards in the hospital. Upon receiving information, the PAD reaches the site where the deceased is. The PAD checks for

- MLC / non MLC status
- Full & Final settlement of bill

- Authenticity of the relationship of the next of kin to the deceased

In case the deceased is a Medico Legal Case, the deceased (body) is handed over to the representatives of the concerned police station in the presence of the immediate family member.

Workload in the Department:

1. Average Admission per day- 50
2. Average discharges per day – 50
3. Average packages explained per day (Walkings) – 30
4. Average Package explained telephonically – 25
5. Average referrals taken per day – 6
6. Average estimation given to patients per day- 6
7. Average time taken for admission of the Patients – 15 min
8. Average time taken for preparing bill for self payment – 15 min
9. Average time taken for preparing bill for insurance patient – 15 min

6. Projects undertaken other than Dissertation

Price Study

Department of Marketing at GMC Hospital Ajman wanted to gather information regarding charges of various routine and non routine medical treatments and diagnostic services as well as laboratory investigations, at prominent hospitals in Dubai, that are the main competitors of upcoming GMC Hospital at Dubai. As management trainees, under the supervision of our Head of Department, we gathered the aforementioned information. This valuable information will be used to decide the treatment charges and design packages for services at GMC Hospital Dubai.

Doctor's Meet at Ajman & Fujairah

One of the most important annual event hosted by the Marketing Department of GMC Hospital is Annual Doctor's Meet. We contributed towards the success of the event at GMC Hospital Ajman and GMC Hospital Fujairah by taking up the tasks of invitations to Doctors and their reception at the event.

School Dental Health Programme

Developed strategies for Marketing of Dental Department through a School Dental Health Programme, and made a presentation of the same to the Head of Department.

Doctor's Details in Dubai

Marketing Department has taken up the enormous task of developing a comprehensive database of Doctors in Dubai, which includes their details like, name, speciality, address etc. This is to be gathered from open sources available on internet. We gathered and compiled the required information for Dermatologists, Dentists, Paediatricians, Gynaecologists and Orthopaedic Surgeons of six areas of Dubai that are in the vicinity of GMC Hospital, Al Quasais Dubai.

Assistance in Brochure Designing

A new brochure was being developed for Dermatology Department highlighting latest techniques of Skin Treatment that are being introduced. We assisted in designing of the same.