

**Internship
at
Eye –Q Superspeciality Eye Hospital,
Hisar, Haryana**

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Introduction

Eye-Q Hospital –one of the fastest growing healthcare companies in India, Eye-Q is the dynamic new code in super specialty eye care. It covers everything, from maintaining optimum vision, preventing deterioration to correcting vision relating problems. All this through our exceptional array of preventive and corrective procedure and cutting edge practices.

The **Eye-Q** hospital chain is committed to providing best quality eye care at affordable cost across India. Eye-Q is an ISO 9001-2000 registered organization operating under the leadership of Founder and CMD- Dr. Ajay Sharma- one of the most renowned eye surgeons in India, aided by a team of specialists with rich experience in their respective specialties from top hospitals across the country.

Presently Eye-Q have 28 branches at Hissar(1&2) Gurgaon Rewari, Rohtak, Yamunanagar,, Fatehabaad, Bhiwani, Lucknow, Saharanpur, Muzzfarnagar, Meerut, Kanpur, Jhansi, Delhi , Haldwani, Roorkee, Surat Vadodara, Sonipat and Bharuch.

Internship is a part of the second year program, where we have to observe and learn the work culture of organization. Also it will be necessary to participate in various department/activities so we could orient our self with different departments that gives us first hand exposure. Internship is the process through which we can understand process of work and thereafter be able to involve in decision making.

In an era in which consumers have seemingly limitless options, brand image is so important, global companies are waging multimillion-dollar battles to come out on top. A brand is our reputation. A brand is our promise to patients and referrers of the

value they will receive from us. It is the sum totals of every impression people have when they hear our name. .

Our Hospital needn't aspire to the level of worldwide recognition of McDonald's golden arches, but our practice's brand can still become a household name within our community or a specific niche in our area. Our goal should be to protect our Eye Hospital from increasingly aggressive competitors by ensuring it's recognized as the dominant brand among the target audiences with whom we do business.

Once we win a patient's trust and communicate a strong brand identity, we increase the likelihood that the same patient will return in the future and refer friends and family. That's valuable, considering it costs six times more money to attract a new customer than to keep an existing one.

During my Internship I went to both the branches of Eye-Q at Hisar-2 for comprehensive study and visited all the departments of Eye-Q Hospital branches and learnt many things about:

1.Reception

It is the first place of interaction between the patient and the hospital, hence very important to know the process and patient flow. The flow of activities at the reception is as follows-

- In case of new patients, basic details are taken and new MRD no is generated. In case of an old patient, upon the arrival of the patient, his profile is accessed from the TCS software.
- New case MRD no is generated

- After registration they are sent to OP-TOM, and then sent along with the files to the OPD directly.
- Appointments on call
- Charges for consultation were collected and billing procedure is done at the reception itself.

2.Pinnacle (Medicine And Optical)

➤ Medicine

- The pharmacy functions during the regular hospital hours of 9:30 AM to 7:00 pm. The facilities include:
- All commonly used drugs are available to meet the demand
- Fully computerized transactions and generations of bills.
- Computerized inventory control system that gives information about drug expiry date, reorder status for a particular drug pricing.
- Purchase order of medicine is sent on 7th and 21st of every month.

➤ Optical:- It has an extensive selection of frames for every preference.

- Skilled staff to select the right frame and lens.
- Patients can choose from variety of non branded and major branded frames including Essilor, GKB Hightech, Vision RX, and Indian Sunlit.
- Other facilities like adjustments ,nose pads and repairs are provided
- Wide range of contact lenses i.e soft, semi, hard and bandaged contact lenses.

3.OPD

Each and every stage of an Eye examination is very crucial and important. Thus the initial and foremost phase of examination(i.e. Outpatient Services) at Eye-Q are designed in such a way that it provides consistent monitoring to patient by the staff with excellent comfort level of waiting areas ,long OPD working hours ensuring treatment facility with flexibility for the patients.

5.Operation theatre

Operation theatre for Cataract, Lasik, Oculoplasty and Glaucoma is there.

6.Hospital website

- Eye-Q is having a very informative and interactive website.
- Wide range of information about the eye, all kind of eye ailments, sign and symptoms of various eye diseases and treatment options is available for reference
- Host of information about the hospital, services, departments, doctors, facilities etc is also shown on the website.
- Location and contact details are available for easy accessibility
- Website is kept updated about all recent activities and changes

Objective of Internship

- a) To understand the structure and operations of the organization.
- b) To learn various managerial and administrative skills needed to work in a Eye-Q Hospital
- c) To study the various Marketing Strategies adopted by the Hospital
- d) To identify existing gaps in Strategies, service delivery quality, analysis and implementation of the Strategies.

Organizational Learning

- Understood various functions of hospitals.
- Understood function of various department such as reception, pharmacy, OPD, OT
- Understood the marketing strategy made by the hospital for marketing
- Attended various eye camps organized by the hospital
- Learnt about the various problem faced the consumer and suggested various opinion