

**Internship
at
VPS Healthcare,
LLH Hospital, Musaffah
Abu Dhabi, UAE**

**Submitted By
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**Post Graduate Diploma in Hospital & Health Management
2012-2014**


**Institute of Health Management Research,
Jaipur
2014**

**INSTITUTE OF HEALTH
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TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr Meena Vishwakarma** student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from Institute of Health Management Research, Jaipur has undergone internship training at **VPS Healthcare, Abu Dhabi** from **15th February 2014 to 15th May 2014**.

The candidate has successfully carried out the study designated to her during internship training and her approach to study has been sincere, scientific and analytical.

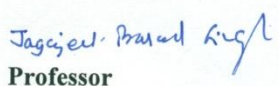
The internship is in fulfillment of the course requirements.

I wish her all success in all his future endeavors.


Dean,

Academics and Student Affairs,

IIHMR, Jaipur


Professor

IIHMR, Jaipur



The certificate is awarded to

Dr Meena Vishwakarma

In recognition of having successfully completed her internship in the department of **Marketing**.

And has successfully completed her project on

Internal Marketing-A door for patient amplification

15th February to 15th May

LLH Hospital, Musaffah

VPS Healthcare

Abu Dhabi

She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish her all the best for future endeavors.


Mr Rajesh Varma
HR Director
VPS Healthcare

Acknowledgment

I respect & thank **Mr.Rajesh Varma, HR Director, VPS Healthcare** for giving me an opportunity to do the study on Internal Marketing- A door for patient amplification.

The guidance and support received from **DrVarunKatyal, Director Operations, LLHospital, Musaffah** whose contribution to this study was vital for the success of study. I am grateful to **Mr Abdul Rahman, Marketing Manager, LLHMusaffah** for his continuous support and guidance.

I deeply extend my thanks to my guide **Prof. J.P Singh, Assistant Professor, IIHMR Jaipur** for his help and guidance for this study.

I am obliged to staff of LLH hospital, Musaffah for the valuable information provided by them. I am grateful for their cooperation during the period of my assignment.

I also show my gratitude to all hospital staff who contributed in one way or the other in the course of the study.

Organizational Profile

VPS Healthcare

VPS Healthcare is an integrated healthcare service provider with primary, secondary and tertiary care clinics and hospitals in the Middle East and the Indian Sub-continent.

By providing comprehensive patient management at International quality standards across all strata of the community, VPS Healthcare reflects a brand image of excellence in healthcare delivery system in the region.

VPS Healthcare came into existence with the opening of its first hospital - LLH Hospital, Electra Street, Abu Dhabi, in 2007. The group has since grown into one of Abu Dhabi's premier integrated healthcare groups.

VPS currently includes 10 operational hospitals across the region and in the Indian subcontinent. Additionally, the group holds the Master Franchise for the Medicine Shoppe brand of pharmacies in the GCC and India, besides a pharmaceutical manufacturing facility in Dubai.

Owing to the challenging needs in the changing healthcare landscape, it is constant pursuit to create a sustainable healthcare system for the people of the region.

As a business, VPS Healthcare is fully aware about its CSR and is actively involved in such activities too. Some of the recent CSR initiatives include donations for the Syrian Refugees as part of the "Our Hearts With The People of Syria"; "100 Free Heart Surgeries"; Breast Cancer Awareness through the Mobile Mammography Units; Medical Awareness Campaigns for Workers; Free Health Check-ups; Medical Awareness Campaigns for Corporate and Government Firms; and providing jobs and educational assistance to the families of the tragic Mangalore Air Crash victims.

Since its inception in 2007, it has expanded its portfolio in Clinical Care, Pharmaceuticals Manufacturing, Retail Pharmacy and other healthcare services. And with a range of new projects coming up, we plan to meet the growing demands of healthcare in the region.

VPS Healthcare

Vision

To be the first, preferred and trusted choice in quality healthcare and associated support functions services, wherever the group operates.

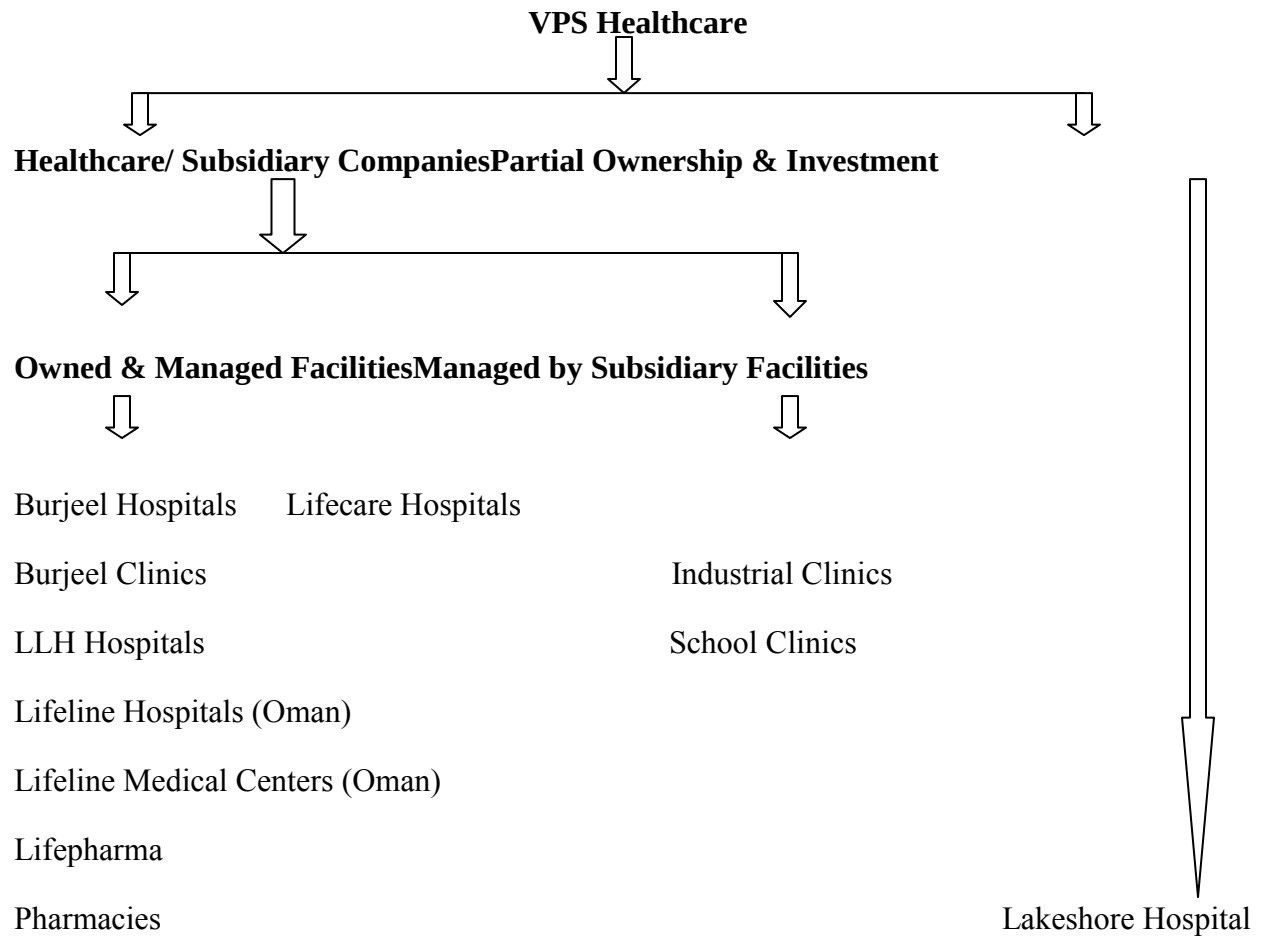
Mission

To achieve exemplary corporate governance status in healthcare, using cutting-edge technology and the latest advances in medicine and medical expertise, to deliver outcomes that exceed expectations.

Core Values

- Compassion
- Teamwork
- Responsibility
- Integrity

VPS Healthcare Group



VPS Infrastructure

- 9 Operational Hospitals
- 10 Operational pharmacies outside hospitals
- 26 Operational Clinics
- 3 Mobile Clinics
- Life Pharma FZE
- 750 Beds
- 31 OR's
- 62 Ambulances

Group Companies

- Burjeel Hospital, Abu Dhabi
- Burjeel Medical City, Abu Dhabi
- Burjeel Hospital, Dubai
- LLH Hospital, Abu Dhabi
- LLH Hospital, Musaffah
- Life Pharma FZE
- Lifeline Hospital, Salalah, Oman
- Lifeline Hospital, Muscat, Oman
- Lifeline Hospital, Sohar, Oman
- Lifecare Hospital, Al Raha
- Lifecare Hospital, Mussafah
- Medicine Shoppe Pharmacy

VPS Awards & Achievements

JCI Accreditation:

- Burjeel Hospital, Abu Dhabi
- LLH Hospital, Abu Dhabi
- LLH Hospital, Musaffah

Appreciation given to VPS Companies

Over the years, VPS Healthcare has earned a reputation of being a provider of quality care while also extending its commitment to wellness across other spheres. It's no surprise that the group has been recognized for its innovative spirits of enterprise within healthcare by various organizations across the regions. The numerous clinical certifications, accreditations and awards are a perfect tribute to the vision of VPS Healthcare.

- Sheikh Khalifa Excellence Awards 2009 & 2011
- Burjeel Hospital Best Hospital Design (Built) 2012
- Arab Health Excellence in Health Safety Award 2008
- Ministry of Health, Abu Dhabi. Award for Public Service Awareness 2008
- UAE Foreign Minister Stevie Award for Annual International Business 2011
- Daman Insurance Award for Best Rated Hospital in Quality Service 2008
- Hamdan Bin Zayed Award For Humanitarian Aid 2013

LLH Hospital, Musaffah

LLH was born out of a desire to provide cost-effective yet specialized and superior quality healthcare services complemented by personalized care and individual attention to each patient with an unparalleled passion and commitment to serve the medical needs of the growing population of the emirate of Abu Dhabi.

LLH has, over the years, become the hospital of choice, to citizens and residents of UAE through sincere dedication of Doctors and paramedical staff in attending closely to each patient's medical needs with compassion, respect and dignity. All facilities and services at LLH have been designed around the growing patient needs and demands.

LLH Hospital constantly open to latest developments in health care delivery system and adopt best practices in order to improvise their own service delivery standards.

LLH Hospital is the only hospital in Musaffah to function around-the-clock providing high end medical services to our patients. Doctors are supported by standardized care protocols that help deliver consistent patient care. Physicians are the key to building a successful medical institution and are amongst many formats we have adopted from leading medical institutions world over.

LLH Musaffah is the newest, most advanced secondary care facility in Musaffah. It represents a confluence of top-notch talent, cutting edge technology, state of art infrastructure and, most important, commitment. They offer doctors and patients cutting edge diagnostic and therapeutic solutions as well as the latest in IT systems. In many cases, they represent the first of their kind in the region.

LLH Musaffah is fully geared-in terms of talent, technology, structure and spirit – to reshape perceptions regarding hospitals and redefine the concept of caring.

LLH Hospital, Musaffah

Vision

To continuously exceed the global standards of excellence in health care

Mission

To preserve, restore health and well being through extensive use of empowerment and technology.

Core values

Compassion, Teamwork, Integrity.

Services Provided by LLH Hospital

Specialties

- ✓ **Medical**
- ✓ Cardiology
- ✓ Internal Medicine
- ✓ Family Medicine
- ✓ Dermatology
- ✓ Dental
- ✓ Neurology
- ✓ **Surgical**
- ✓ General surgery
- ✓ Ophthalmology
- ✓ Orthopedics
- ✓ Urology
- ✓ ENT
- ✓ **Women & Child**
- ✓ Gynecology & Obstetrics
- ✓ Pediatrics
- ✓ Labour Delivery Room
- ✓ Special care Baby Unit

Services Provided by LLH Hospital

Intensive Care Unit

Intensive Care Unit with 5 beds cater to patients with the most serious injuries and illnesses, most of which could be life-threatening and need constant, close monitoring and support from equipment and medication in order to maintain normal bodily functions. They have higher levels of staffing and specialist monitoring and treatment equipment, alongside doctors and critical care nurses who are highly trained in caring for the most severely ill patients.

The ICU Provides services round the clock for the patients pediatrics and adults. Patients may be admitted to the ICU directly from OPD, ER or transferred from OR and IPD.

Operation Theatre

There are 3 operation theaters in the hospital which provide a safe and comfortable environment for both patients and personnel in order to provide optimum assistance to the surgeons in meeting the emergency, preventive and restorative health needs of the patients. Procedures performed in the Surgical Services Department include a broad spectrum from surgical specialties like General Surgery, ENT, Ophthalmology, Orthopedics, Urological, Obstetrical and Gynecological.

The patient's physical, psychological and social needs are assessed initially in the surgical outpatient units and are reassessed on admission to the Pre-Op Holding Area, with a plan of care developed and revised as necessary. Intra-operatively and postoperatively, the patient is continually reassessed. Modifications to that plan of care are based on reassessment of the patient. In the immediate postoperative phase, the patient is under the direct supervision of the anesthesiologist who maintains responsibility for the needs of the patient during the post-operative recovery period.

Emergency Department

The core philosophy of LLH Musaffah Emergency room is to provide adequate evaluation and treatment to any patient with an illness or injury who comes to LLH .

The Emergency Room – has a triage system which includes the immediate assessment and priority ranking of all patients. The emergency room staff continuously meets patients' needs by providing monitoring during and after therapy and/or diagnostic procedures. In order to determine if patient's needs are met, several methods are employed. All patients and families can contact the emergency room doctors and nurses throughout their visits. The client data of each visit are entered in the computerized patient files. The emergency room caretaker always responds positively to customer suggestions, concerns, and complaints, and is always in the process of making ongoing improvements.

All medical services and specialties is accessible through the emergency room The Emergency Department is one of the most important departments of any Hospital; having to deliver instant

and precise care at any given moment. Emergency Department was established and opened to receive our patients providing them with more spaces, we increased number of beds, added a number of valuable and advanced equipment (Ventilators, Defibrillators, bed-side monitors) and all Emergency stretchers were replaced to ensure comfort, safety and hygiene.

A new ambulance vehicle was acquired to enable the entire Medical team to deal with any critical case that might suddenly present itself having the capability to act as a mobile Emergency unit for quick lifesaving procedures.

LLH Hospital highly qualified Medical and nursing staff are constantly updating their knowledge and skills through a series of rigorous training programs to provide patients with the best instant response to all outside Emergency calls 24H a day.

Pharmacy

Outpatient Pharmacy

Out-Patient Pharmacy dispenses medications to Out-patient clinics and insurance companies.

One of the most important pharmacy objective is to educate patients and instruct them how to use medications, provide information about side effects, drug-drug, drug-food interactions (provide excellent patient counseling). They have very organized process by which the patient firstly will give the prescription to the reception office, and then he will have a ticket waiting number, to facilitate providing best patient counseling. Then after the prescription is ready, pharmacist will enter all medications in the computer system and review all patient profile then medication label is generated, pharmacist will give full instruction to the patient about medication usage and precautions to follow to provide best

Through the Following:

- Provide patient education to the patients or their relatives about drug dosages and usage, instructing from about precautions and side effect of their medications.
- Performing regular inspection for all emergency medications located in the emergency department and all nursing units and critical care areas.
- Preparing IV-admixture to ensure providing Sterile IV-Medication to the patients.
- Drug information center
- Drug delivery system to all In-patient Units to ensure best services to our patient.
- All these services are provided for 24 hrs. a day, 7 days a week

Radiology & Medical Imaging

All Diagnostic Imaging Modalities are available:

- 1.5T high end MRI, MRI of the whole body: whole body diffusion, and cortical brain mapping.
- CT scanning, utilizing 64 multislice cardiac sensation scanners for whole body
- Ultrasound, color and power Doppler imaging, trans-rectal, trans-vaginal, trans-cranial and intra-operative procedures. Fetal ultrasound looking for anomalies, 3D and 4D imaging.
- All routine plan x-ray and contrast studies.

Interventional procedures include:

- Ultrasound guided biopsy, abscess drainage, nephrostomy, biliary drainage, ascetic tapping, and pleurocentesispericardiocentesis.

Program for early detection of cancer breast:

- High resolution sonography
- MRI of the breastLaboratory

Department has vital elements for diagnosis, planning, treatment and monitoring of every disease from the most common to the esoteric. Laboratory services are fully equipped with state of art, ultra-modern, technology platforms.

The majority of analytical machines and systems are bi-directionally interfaced with the server; hence results that are generated by automated systems are directly transferred into the dedicated Centralized Laboratory Information Management System and then reviewed by the pathologists. Auto-verification of normal results within the set limits will be done by the LIS to enhance the turnaround time for the same.

Once the results are reviewed they are available in the physician module of the HIS for faster patient management.

Department consists of consultants and specialists from various branches of Laboratory Medicine whom the treating physician can rely on for consultation. Most of our equipment are capable of processing urgent samples (STAT) and can report the values of these tests in the shortest possible time making critical information available quickly for emergency cases.

LLH Group laboratories have capability to perform over 2 Million tests per annum with the shortest possible turnaround time. They provide quality laboratory services for various disciplines under the Laboratory Medicine.

Rehabilitation and Physical Medicine

A team of experts take care of not just the treatment aspects but also the preventive aspects of healthcare. The department is equipped with high-tech and sophisticated equipment that aid in the management of various disorders in the body mechanics due to postural abnormalities or other prevalent associated diseases.

Services:

- Physiotherapy for conditions like Cervical and Lumbar Spondylitis.
- Physiotherapy for Post Traumatic Inflammatory Lesions
- Physiotherapy for Stroke, Hemiplegia, Paraplegia, Muscular Weakness and Wasting, Nerve Injuries, Neuropraxia, Bell's Palsy, Post-traumatic or Post-surgical Joint Stiffness
- Chest Physiotherapy like Postural Drainage and clearing of secretions leading to improvement in breathing
- Exercise Therapy includes Quadriceps Bench, Hand Function Equipment, etc.
- Vocational Rehabilitation
- Occupational Therapy
- Neuromuscular Co-ordination Exercises, Sensory Integration Therapy, Neuro-developmental Therapy
- Special care for children having developmental delays, learning disabilities, Attention Deficit Hyperactive Syndrome (ADHD), Cerebral Palsy, Down's syndrome, etc.
- Shortwave/Microwave Diathermy
- Paraffin Wax Bath
- TENS
- Moist Heat Pack Unit
- Muscle Stimulator
- Cervical/Lumber Traction
- Infrared/Ultrasonic/Interferential Therapy
- Massage Vibrator

Diet and Nutrition Department

LLH Hospital, Diet & Nutrition Department provides comprehensive nutrition services for inpatients and outpatients of all ages, to the recovery of health, through scientifically prepared diets & educating the patients.

Inpatient Services:

The Department of Diet and Nutrition of LLH Hospital, Musaffah is having licensed Dietitians committed to providing the highest quality of nutritional care with following facilities:

- To plan and provide nutritionally balanced therapeutic meals to indoor patients.
- To give Nutritional counseling to inpatient according to their medical condition.

- To develop menu patterns and evaluate Patients acceptance.
- Consult with the health care team concerning the nutritional care of Patient
- Training and monitoring of food service staff.
- To advice to the catering department on menu planning for patients to ensure appropriate meal provision.
- Training and monitoring of food service staff.

LLH Hospital DN department tries to ensure that food is provided to patients at appropriate temperatures. Patients are encouraged to eat their meal on delivery so that the food remains fresh and appetizing. Hospital staff will collect the meal trays from each room about one hour after meal is delivered. :

Outpatient Services:

Nutrition plays an important role in the treatment and prevention of many common diseases. Comprehensive Medical nutrition therapy is available for outpatient. Diet Counseling for:

- Diabetic diet counseling and calorie controlled diet.
- Nutrition management of pregnant and lactating women.
- Pediatric nutrition.
- Nutritional management of obesity and underweight.
- Nutritional management of heart disease.
- Nutritional management for renal disease.
- Nutritional management for Elevated Cholesterol & High Blood Pressure.
- Counseling on Nutritional deficiency diseases.
- Counseling on Therapeutic lifestyle changing (TLC) diet.

Corporate Health Care

LLH Hospital situated in Musafah, the industrial city of Abudhabi, a thriving commercial and industrial hub, inhabits a mix of blue collar and family populace. The hospital has been conceived as a medical institution capable of offering quality and affordable medical care to the level that would meet international standards. The facilities for diagnosis and treatment are excellent and responsive to requirements. Specialty services are available under the able guidance of well qualified and experienced medical staff equipped with modern amenities. The advanced technology combined with all-round expertise ensures the best in diagnostic, curative as well as preventive aspects of healthcare.

The Corporate Medical Department at Musafah LLH caters to the growing healthcare demands of Oil and Gas Companies, Chemical Companies, Iron and Steel Companies, Marine Companies and various other industrial units situated in and around the industrial city of Musafah.

Corporate Medical Packages:

- Periodical Health Screening
- Occupational Health Checkup
- Pre-employment Health Checkup
- Executive Health Checkup
- Food Handlers Health Checkup
- Onshore Medical Certification
- Offshore Medical Certification
- Customized Medical Health Packages
- Doctors/Nurses/Ambulance on site

LLH Hospital is certified by ADNOC (Oil & Gas company in UAE) group of companies:

- ADMA
- ADGAS
- ADCO
- TAKREER

Departments of LLH Hospital

Ground Floor:

- Radiology Department
 - MRI Room
 - USG Room
 - X-ray Room
 - CT Scan Room
- Laboratory
- Emergency Department

Mezzanine Floor

- Administration
 - Director Operations
 - Medical Director
- Quality Department
- HR Department
- Communications Department
- Insurance Department
- IT Department
- Biomedical engineering Department
- Finance Department
- Purchase Department
- Medical Record Department
- Conference Room

First Floor:

- OP Clinics
 - Cardiology Clinic
 - ENT Clinic
 - Obstetrics & Gynecology Clinic
 - Ophthalmology Clinic
 - Orthopedic Clinic
 - Pediatric Clinic
 - Family Medicine
 - Gastroenterology Clinic
 - Dermatology Clinic
 - Dental Clinic
 - Neurology Clinic
 - General Surgery Clinic

- Physiotherapy
- GP Clinic
- Marketing Department

Second floor:

- IPD
- OT
- Endoscopy room
- Dietician Clinic

Third floor:

- Day Care Center
- ICU

Roles & Responsibility

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations.
- Communicating with target audiences and managing customer relationships.
- Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organization and the campaign.
- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters and DVDs.
- Writing and proofreading copy.
- Arranging the effective distribution of marketing materials.
- Maintaining and updating customer databases.
- Organizing and attending events such as conferences, seminars, receptions and exhibitions.
- Conducting market research, for example using customer questionnaires and focus groups.
- Contributing to, and developing, marketing plans and strategies.
- Evaluating marketing campaigns.
- Supporting the marketing manager and other colleagues.

Learnings

Responsibilities	Outcomes	Key Learnings
• To visit the hospital for facility round-up. • To visit the marketing and laboratory department of every unit.	• Understand the VPS corporate structure and current operational unit. • Understand the every unit infrastructure and working. • Understand the working of marketing and laboratory department of every unit.	• Enhanced understanding towards the working environment and structure of the organization.
• To review different health companies newsletter. • To collect content for newsletter from every unit. • To help the team in the initial drafting of newsletter content and format.	• VPS newsletter initial draft.	• Understand the newsletter pattern and trend in the health companies.
• To attend the CME and coordinate with the Mena conference for registration and help in managing the whole program	• Attended CME	• Enhanced the knowledge of organizing and managing CMEs.
• Coordination of team involved in the women screening campaign. • Manage the client flow, Test results sharing and further contact with client for follow-up. • Participated in the promotional activity of the campaign which includes distribution of 26000 Gynaec department promotional flyers in corporate tie ups	• More than 150 new registrations in the first phase of women campaign. • Hospital patient inflow –around 30000. • New patient registration increased from 4500 to 7000. • Approx. 20000 people awareness about the hospital, which can be prospective clients of	• Enhanced the campaign organizing skills. • Understand the promotional and sales activities which enhanced the marketing skills.

	companies, School teachers, Community functions, Two Malls and various departments of the hospital.	the hospital.			
	• To Register the patient and guide them to the clinic. • To impart awareness about the campaign and LLH hospital. • To coordinate with laboratory, Billing and IT department for report generation and sharing. • To coordinate with marketing department for effective promotional activities in ZADCO.	• More than 50 registrations of women employees of ZADCO • Strengthen corporate relationship with ZADCO. • Imparted awareness about the LLH hospital to GASCO and ADCO which can be prospective clients of the hospital.	• Learned the coordination and organizing skills. • Enhanced the knowledge of corporate tie-ups and its benefits to the hospital.		
	• Meeting Doctors for communicating lab facilities. • Communicating patient of UBT for follow up and booking appointments. • UBT, vitamin D, Throat swab culture ICD codes list distribution to all GPs, Internal medicine and surgeons of the hospital. • Vitamin D ICD list distribution to all gynecologists of hospital. • Stat test and In house test menu list distribution to GPs, internal medicine and gynecologists in hospital. • Drafting appointment cards for UBT retest patient.	• UBT increased up to 996 tests, which is the maximum till this date.	• Enhanced the communication skills. • Increased the knowledge of promotional activities of laboratory tests. • Understand the working of the laboratory from the marketing aspect.		