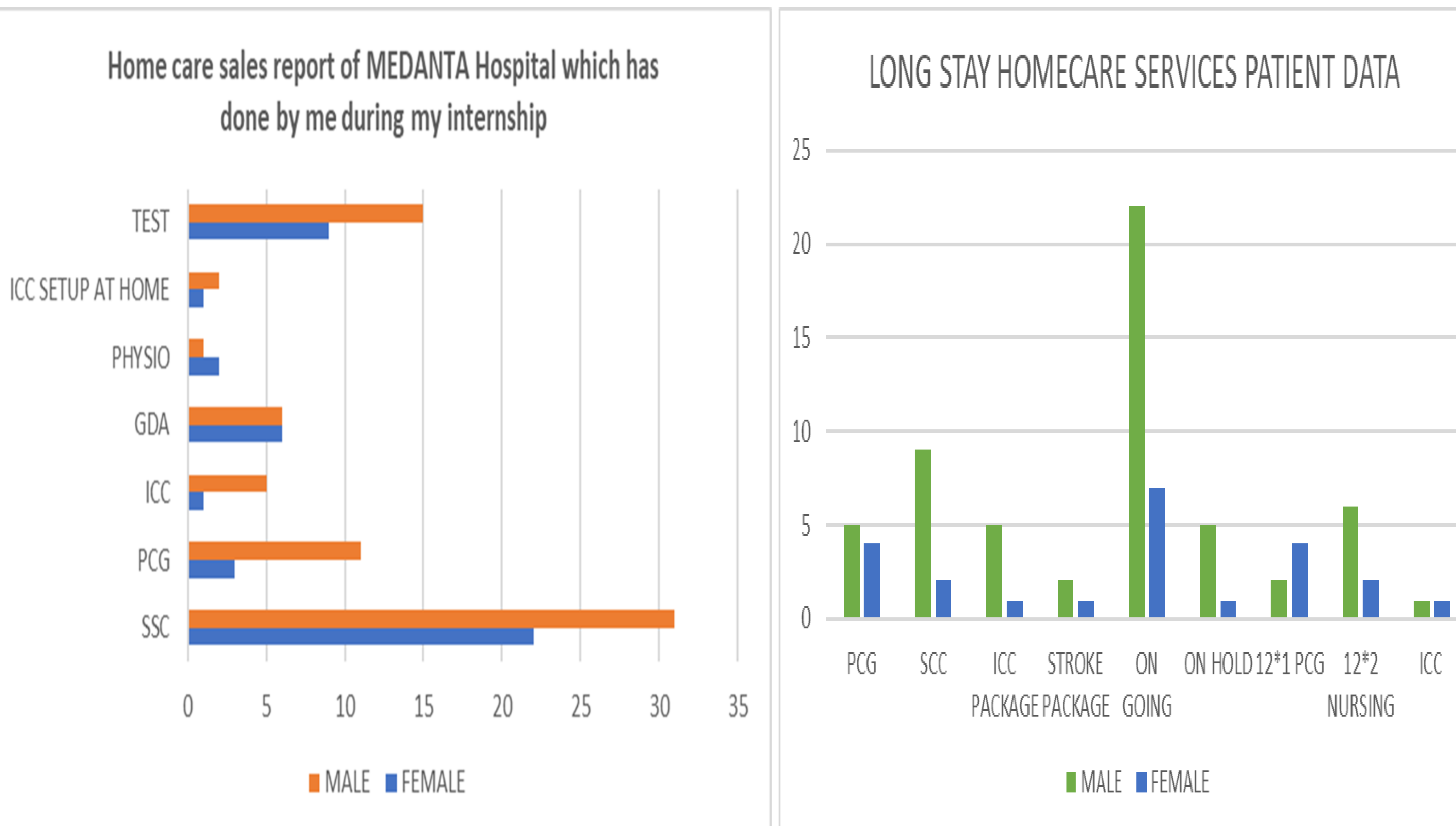


INTRODUCTION

MEDANTA Homecare Services as an addition to the hospital's dedication to providing top-notch medical care. The goal of MEDANTA Homecare Services is to provide the finest caliber medical care in the convenience and comfort of your own home. MEDANTA homecare personnel is regularly trained and ready to manage a variety of medical illnesses and emergencies. Our team of skilled healthcare professionals, including nurses, physiotherapists, and other specialists, are dedicated to delivering compassionate care tailored to your specific needs. Whether you require skilled nursing care, PCG (Patient care giver), Physiotherapy or , GDA (General duty assessment) staff, our team is trained and equipped to provide the necessary support.



SALES DONE DURING INTERNSHIP



MEDICAL EQUIPMENT ON RENT

Medical equipment on rent plays a vital role in supporting patients and enabling them to receive the necessary care and treatment in the comfort of their own homes. MEDANTA Homecare departments frequently lend out a variety of medical equipment to meet a variety of purposes. Among these include, but are not limited to: -

Mobility Aids: wheelchairs, walkers, crutches, and canes can improve movement and freedom.

Respiratory Support: oxygen concentrators, CPAP machines or ventilators and many more.

For EX-

If a patient wants to rent a wheel chair he or she have to paid-

Delivery charges- Rs 500

Security Money- Rs-15000

Wheel chair per day charges-Rs- 44

USEFULNESS OF INTERNSHIP

- Exposure of the multispecialty hospital sector, including information on each department's location and operational methods.
- Learn how to sell the patient on the benefits of homecare services.
- Interacting with and learning from industry experts regarding medical equipment and homecare services.

SWOT ANALYSIS

STRENGTH

Strong Brand Name.
Specialized packages like ICC (Intensive critical care) and Stroke.
Morden medical equipment's for rent.
Highly skilled staff like Nursing, GDA (General duty assessment) and Doctors.

WEAKNESS

Recently established homecare department.
Shortage of Nursing staff.
Complains of somnolent in the night shift.

SWOT ANALYSIS

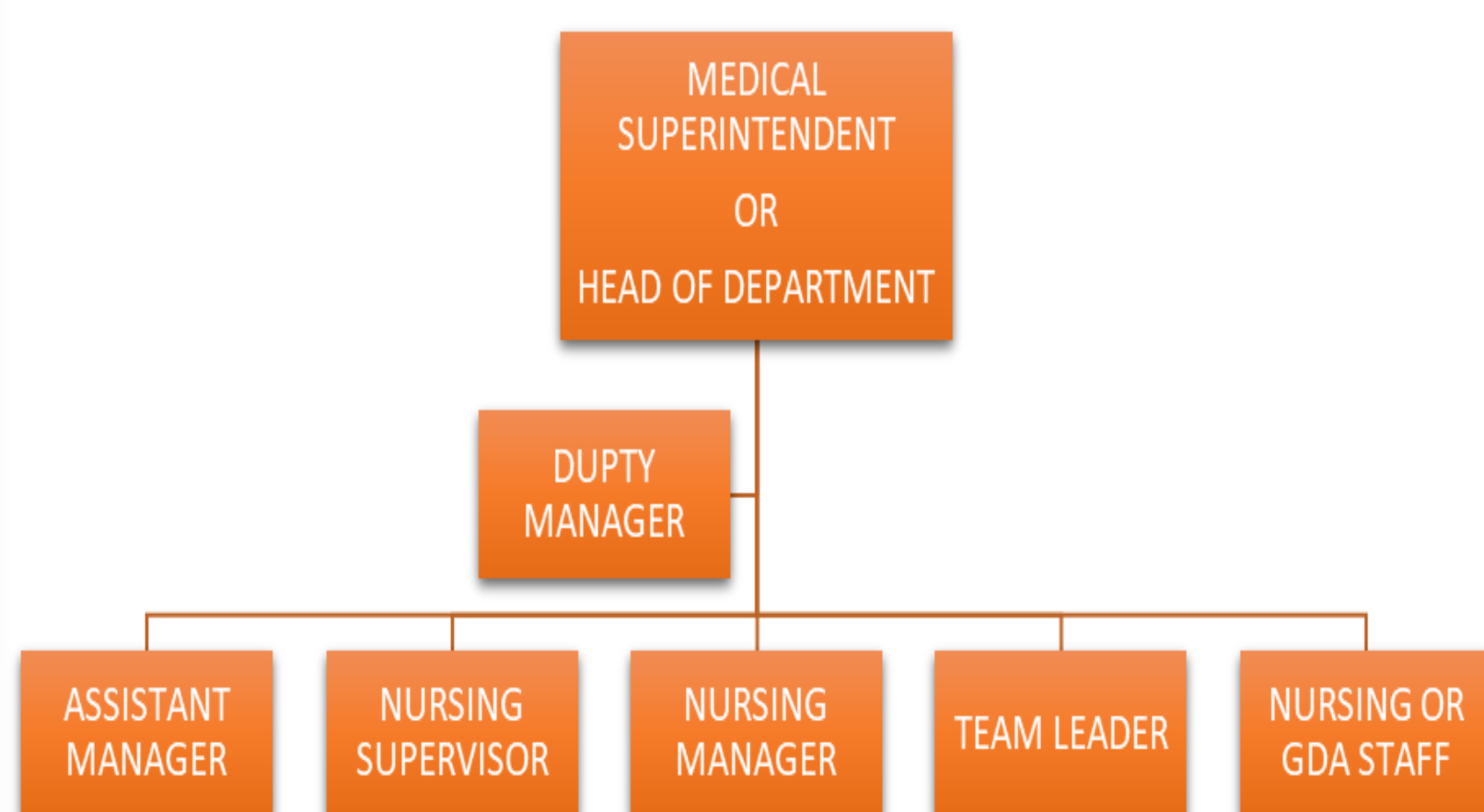
OPPORTUNITY

Newly launched so chance to expandable should be high.
Brand trust for the patient.
Cost effectiveness.
Best expandable services as per the patient requirement.

THREAT

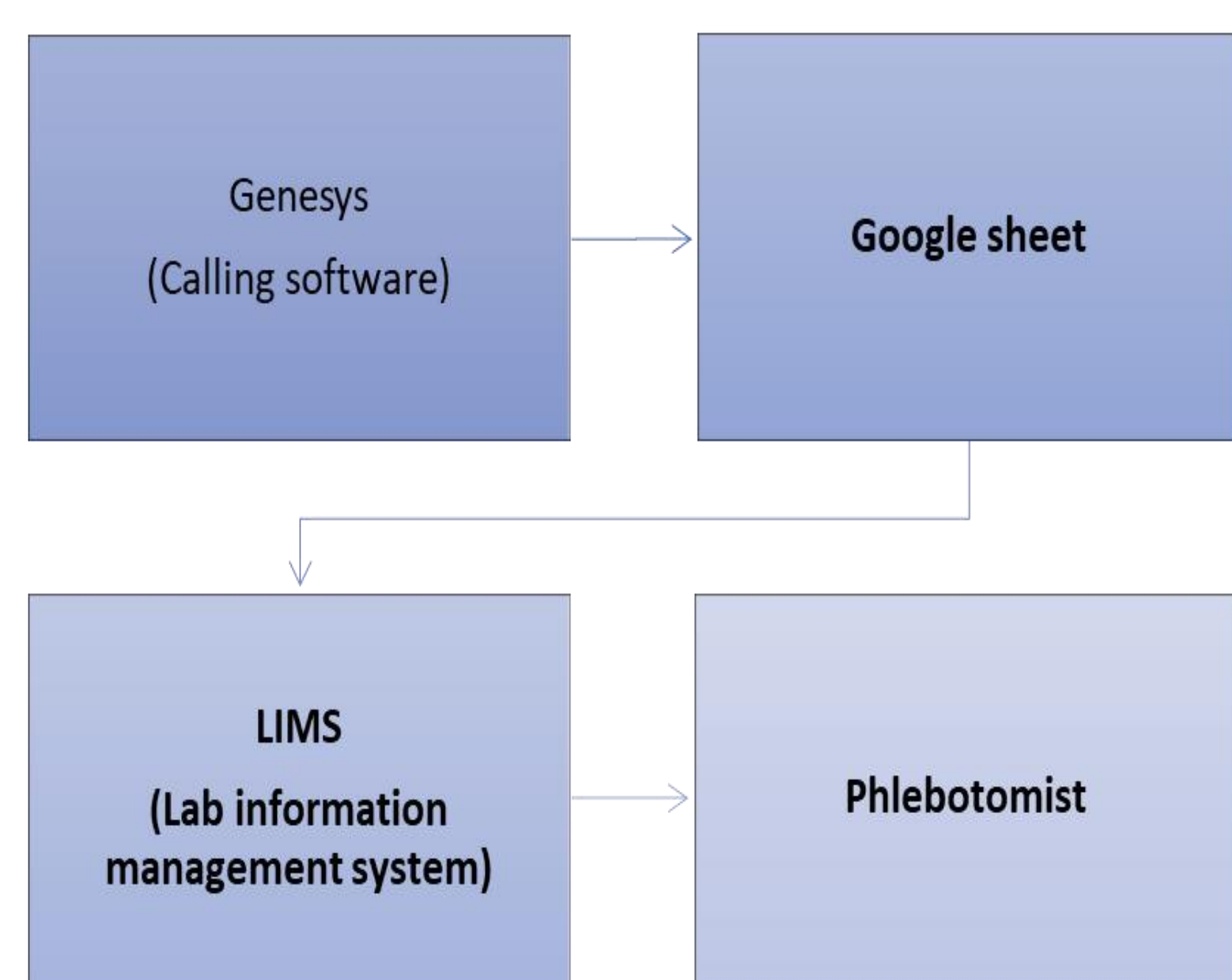
Prominent rivals operating in the homecare industry for years like MAX HOSPITAL, CARE 24.
Un-collaboration environment from Nursing and GDA (General duty assessment.)

ORGANISATION STRUCTURE



LEARNING

HOW OCC (Operation control centre) service works



TYPES OF PACKAGES IN HOMECARE SERVICES

ICC PACKAGE (INTENSIVE CRITICAL CARE)-

Standalone nursing, Trained ICU(Intensive critical unit) nursing staff , highly trained GDA (General duty assessment) staff, Physiotherapist, Doctor.

STROKE PACKAGE-

ICC (Intensive critical care) nursing staff , Speech, Physiotherapist, GDA (General duty assessment)and medical equipment.

PRODUCT OF HOMECARE SERVICES

- NURSE
 - i) ICC NURSE (INTENSIVE CRITICAL CARE)
 - ii)SCC NURSE (SPECIALIZED CLINICAL CARE)
- DOCTOR
 - PHYSIOTHERAPIST
- GDA (GENERAL DUTY ASSESSMENT) or NMA (NON-MEDICAL ASSISTANT)

NOTE:- We may provide homecare services for patients whose FIO₂ (fraction of inspired oxygen) levels are between 30 to 40%.

ICU SETUP AT HOME



THEORY V/S PRACTICAL EXPOSURE

THEORY
Know about all the services , prices and packages of homecare.

Detailed knowledge of Nephrologist, Pulmonologist, cardiologist and ICU patient related to homecare services.

Learn how OCC centre works and booked the test for home sample collection.

PRACTICAL
Pitch the patients about the services and benefit of the homecare.

visit floors to identify which patients needs what kind of homecare services related to their diseases.

Booked test for the patient and generate reports and invoice for them.

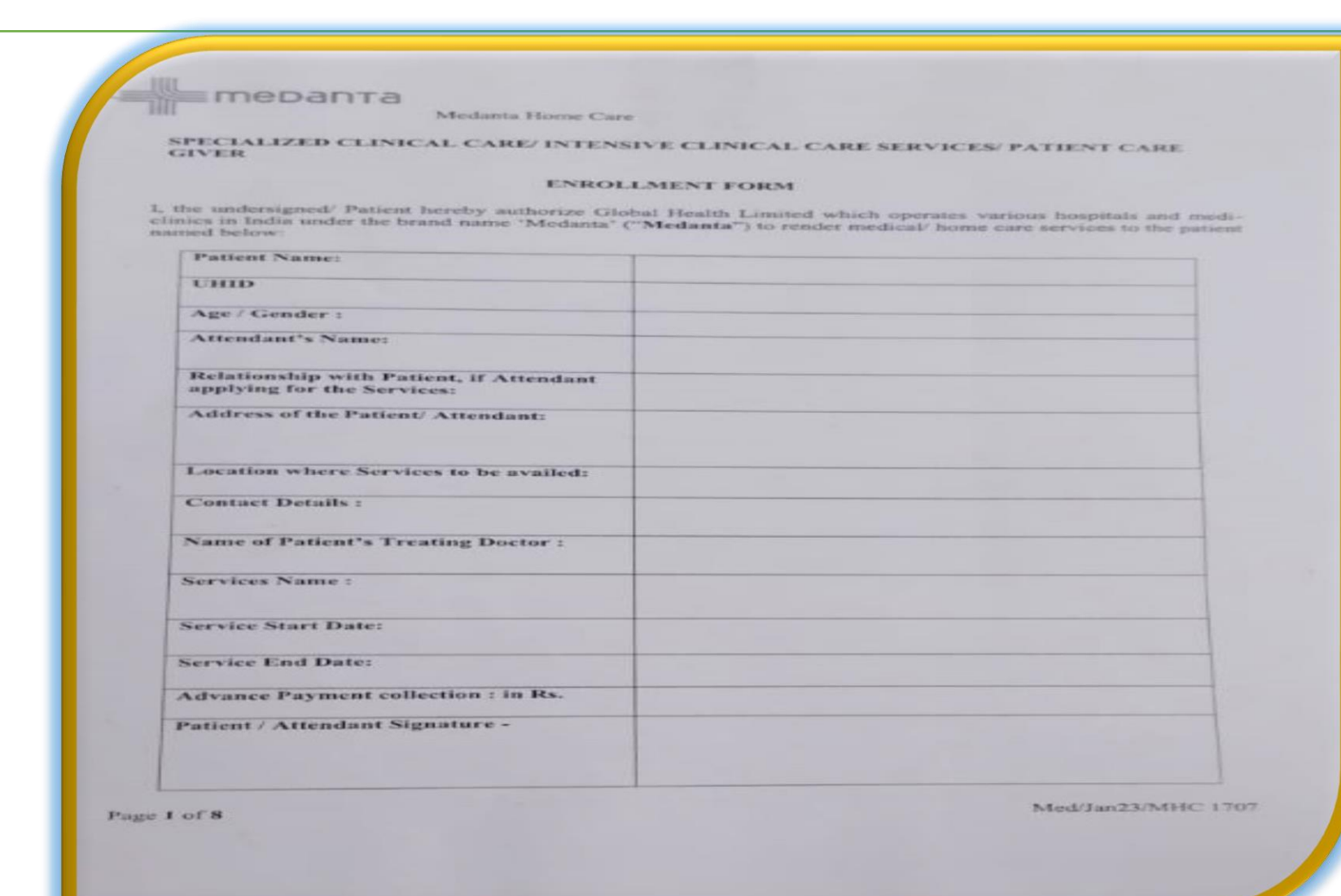
CHALLENGES

As a newcomer, having less prior experience in sales was definitely a difficulty for me in the beginning, as I struggled to pitch the patients about the homecare services, but with improved training from the Nursing supervisor and Area sales manager, I am much more confident in pitching the patients about the homecare services.

In terms of coverage, MEDANTA Homecare services are not linked to any form of insurance company.

SUGGESTIONS

- Objective of partnering with insurance companies for the benefit of patients and converting more people to homecare services.
- Evaluate and enhance homecare services on a regular basis on patient input and outcome metrics, cultivating and culture of continuous improvement and patient centred care.



CONSENT FORM