

SUMMER INTERNSHIP AT CK BIRLA HOSPITAL, GURUGRAM



CK BIRLA HOSPITAL

The CK Birla Group is one of India's most renowned business houses with interests across six verticals: technology, automotive, home and building, infrastructure, healthcare and education.

Healthcare has been at the heart of the Group's charitable work, and their hospitals include:

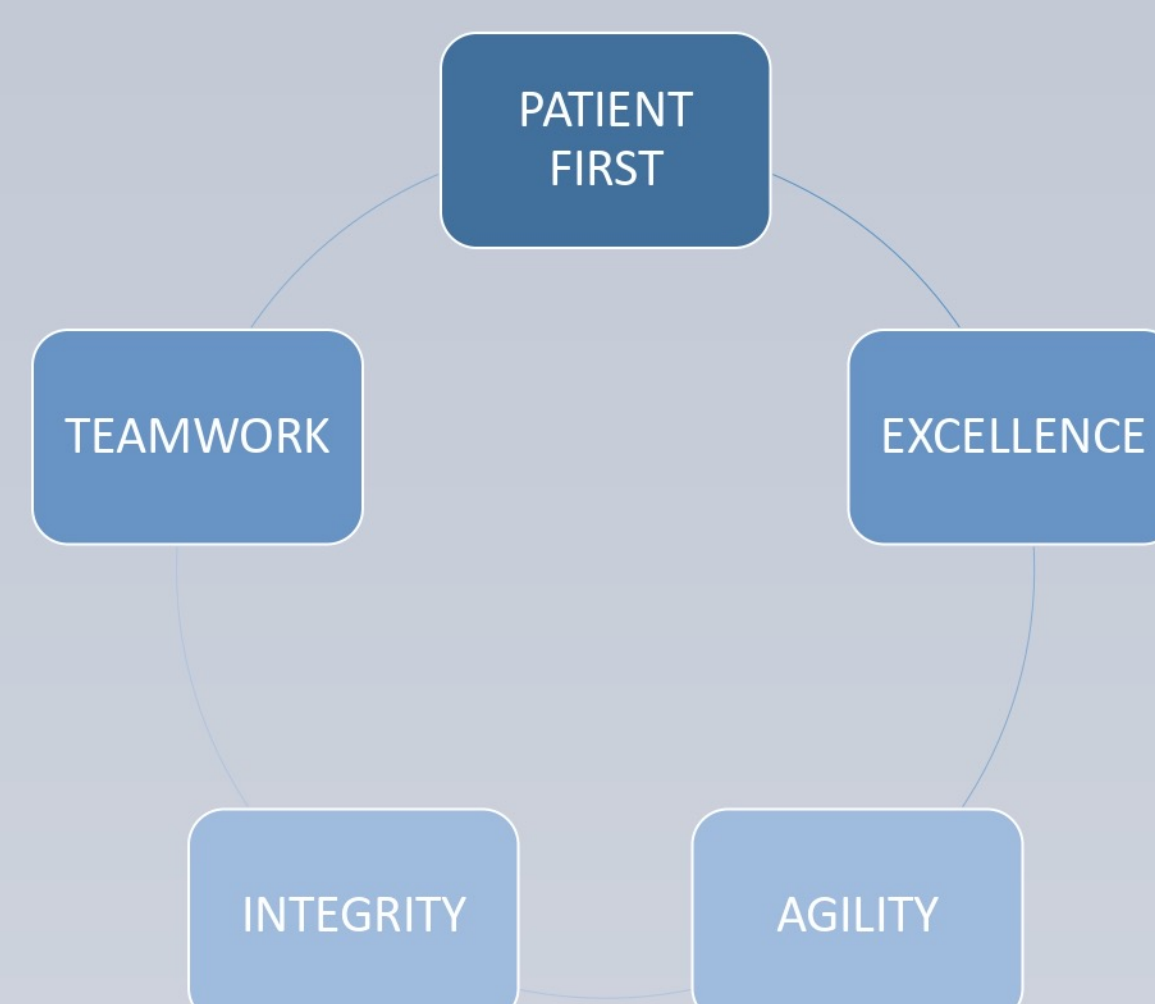
- The Calcutta Medical Research Institute (CMRI), a super specialty hospital in Kolkata with 427 beds.
- The BM Birla Heart Research Centre (BMB) a cardiac specialty hospital in Kolkata with 205 beds.
- The Rukmani Birla Hospital (RBH) a super specialty hospital in Jaipur with 230 beds.

CK Birla Healthcare is a chain of world-class hospitals focused on the healthcare needs of the family delivered with warmth, responsiveness and sensitivity. Our hospitals include state-of-the-art facilities that offer exceptional clinical care in an ethical, compassionate and patient-led environment. Our centres are located in Gurgaon and West Delhi serving the needs of the community in Delhi NCR.

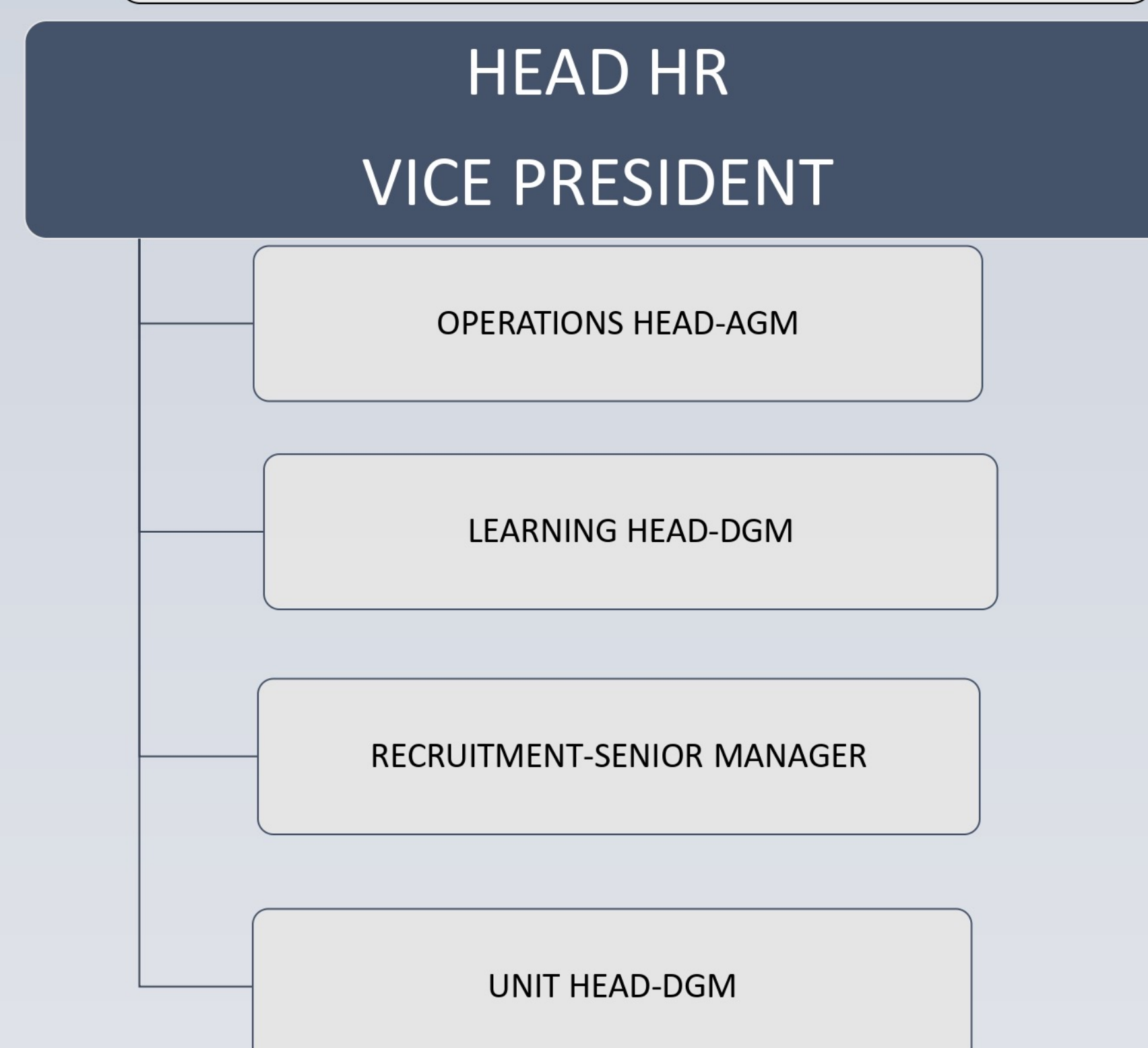
VISION, MISSION AND PROPOSITION

VISION - Aspire to transform the future of healthcare through outstanding clinical research, education and compassionate care
MISSION - We are committed to bring global standards of clinical expertise and care of patients and their families
PROPOSITIONS – Deliver global standards of clinical quality

CORE VALUES



ORGANISATION STRUCTURE



LEARNING AND VALUE ADDITION

THEORITICAL UNDERSTANDING AND PRACTICAL EXPOSURE

- Theoretically, I learned about the essential notion of market research, but putting it into practice was a completely different experience that required a wide range of skills.
- Also, I learnt about usefulness of HR Manual which serves as a comprehensive guide for employees and management regarding the policies, procedures, and practices related to human resources in an organization and helped preparing HR Manual of the organisation practically.

CHALLENGES FACED DURING INTERNSHIP

- Initially faced issues in market research for my project, which eventually got sorted with guidance from mentor and practice.
- I struggled in the process of gradually understanding the specific insights and information my mentor seeks, and successfully connected the research objectives with desired outcomes.

LEARNINGS DURING INTERNSHIP

- Importance of communication and coordination.
- Managing, Sorting, Collecting and analysing data.
- Gained knowledge about the HR department and sub departments of HR.
- Various types of trainings given to employees in CK BIRLA and other competitive hospitals.
- How training helps employees in building skills.
- Learnt more of Microsoft Excel and Microsoft Word.
- Usefulness of HR Manual in a healthcare industry.
- Preparing of HR manual of the organisation.

USEFULNESS DURING INTERNSHIP

- PRACTICAL EXPERIENCE – Hands-on- work experience of working in corporate office.
- Exposure of CK BIRLA Hospital as well as CK BIRLA corporate office.
 - Understood the concept of HR OPERATIONS.
 - Understanding the training needs for employees.
 - Acquired Knowledge of how HR department plays a crucial role in an organisation.

PROJECT TOPIC 'EMPLOYEE DEVELOPMENT INITIATIVE ACTIVITIES'

AIM : To find out various types of trainings given to employees in healthcare organisations.

OBJECTIVES:

- Identify training needs
- Evaluate different training programs
- Conduct Market Research to identify the training programs provided to employees.

UNIQUE FINDINGS

MAX HEALTHCARE	FORTIS HEALTHCARE	MEDANTA-MEDICITY	APOLLO HOSPITAL	APEX HOSPITAL
• Skilling Workshops • Short courses • Certificate courses • Fellowship Programs • Ecofriendly initiative • +2 Days Leadership program	• Oath ceremony • Post Inductions • Attitude Transformation • Stress Management Programs • Mental Health Programs	• Environment Clearance • Privacy Policy • Hands on Skills(Robotic Surgery) • Train The Trainee(TTT) • Refresher Training courses	• Barriers of effective communication • Better understanding of nutrition and diet services	• Privacy Policy • Environment, Health, Safety, Sustainability

SWOT ANALYSIS

S	• Strong reputation and brand • Water Birthing • Open working culture • State-of-the-art infrastructure • Patient satisfaction is 95%
W	• Longer waiting time for OPD patient • Missing out on dental and ophthalmology department • Lacking high-tech devices like MRI • Patient who choose through insurance , faces problem in discharge due to lengthy process of TPA process
O	• Expansion and growth : CK BIRLA can explore opportunities by opening new branches in different locations • Embracing telemedicine : CK BIRLA can provide remote consultation , and enhance healthcare accessibility
T	• Economic factors : economic uncertainties could potentially impact and the financial stability of the hospital ; people may cut back non essential expresses like elective surgeries and high-cost treatments.

SUGGESTIONS

- Lack of Intra-Department communication.
- Joining kits or onboarding kits should be provided to new joiners.
- Buddy must be given to the new employees to provide support, guidance, and sense of familiarity to the new employee as they navigate their role and adjust to the healthcare environment.

