

BRIEF HISTORY, VISION AND MISSION

Apollo Hospitals was founded by Dr. Prathap.C.Reddy in 1983 as the first corporate Health care in India. Apollo is known for its clinical excellence with a backbone of Robust game changing technology, and is popularly called as Temple of Healing.

VISION: Vision is to make India as a Global Healthcare Destination.

MISSION: Mission is to bring healthcare of International standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity.

CORE VALUES



- Pioneering Attitude
- Trustworthy Spirit
- Proactive Involvement
- Compassionate Care
- Worldclass Excellence

SWOT ANALYSIS

STRENGTHS:

- 1.Brand position
- 2.Extensive reach
- 3.Top clinical talent
- 4.Technological expertise.

WEAKNESSES:

- 1.High costs
- 2.Lack of it in sub urban areas
- 3.Location

OPPORTUNITIES:

- 1.Under served markets
- 2.Disease burden
- 3.Consumer preferences.

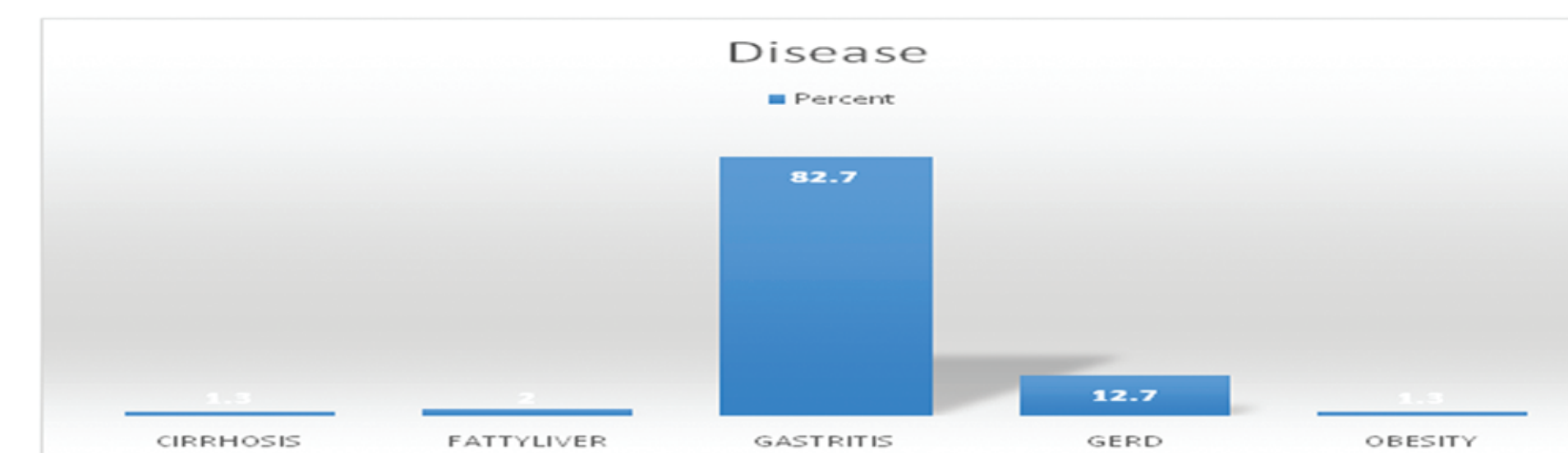
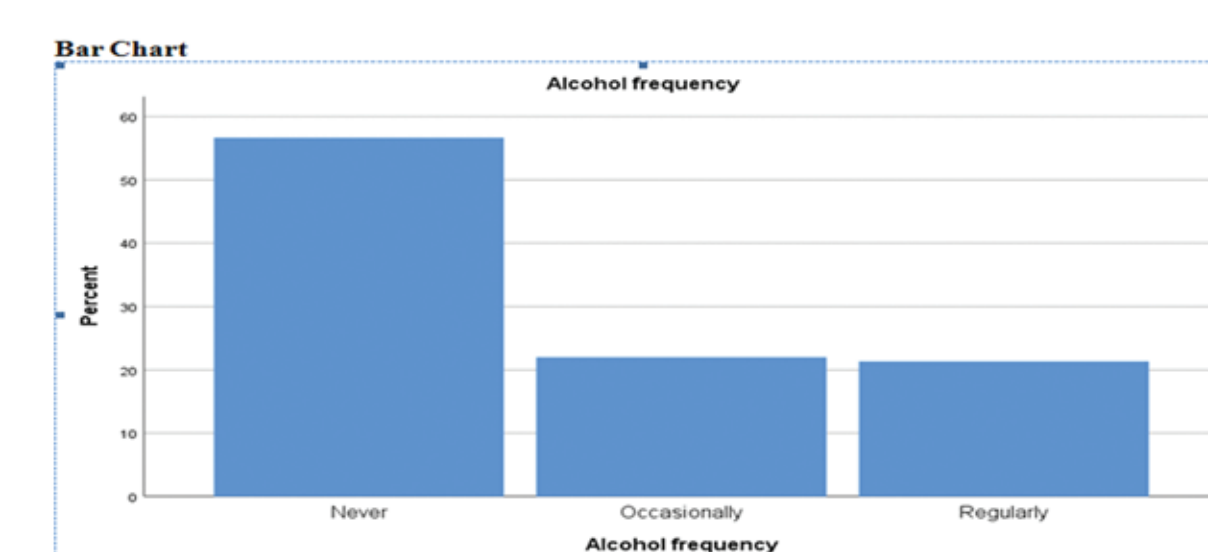
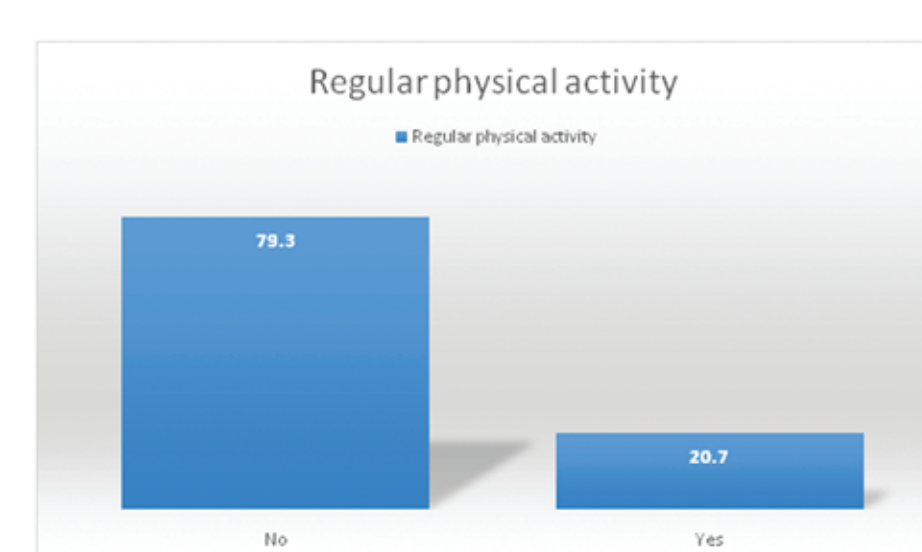
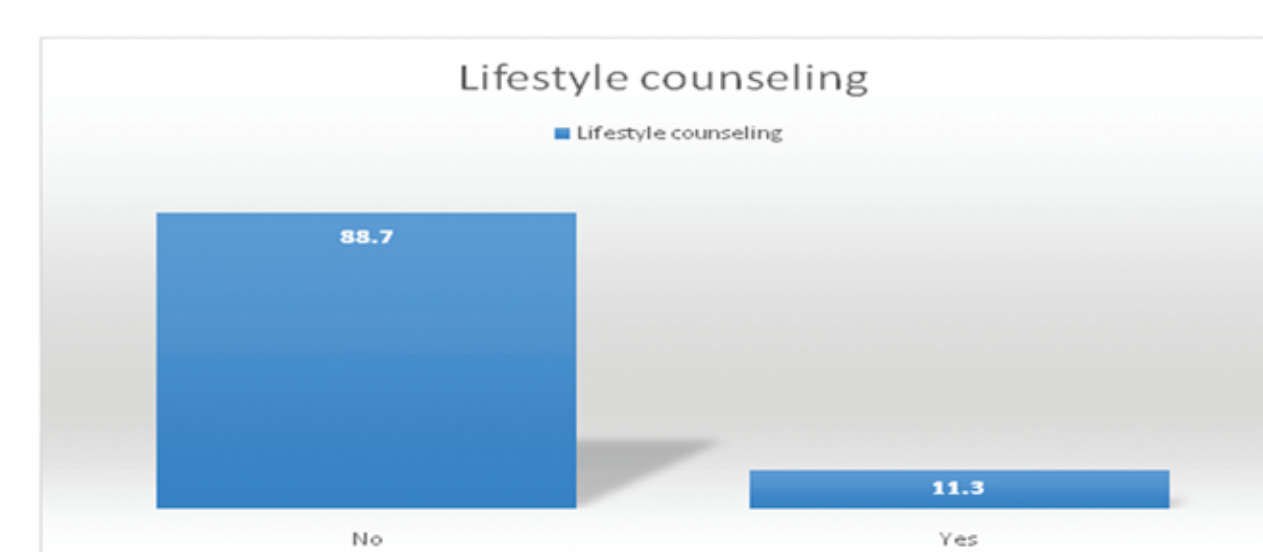
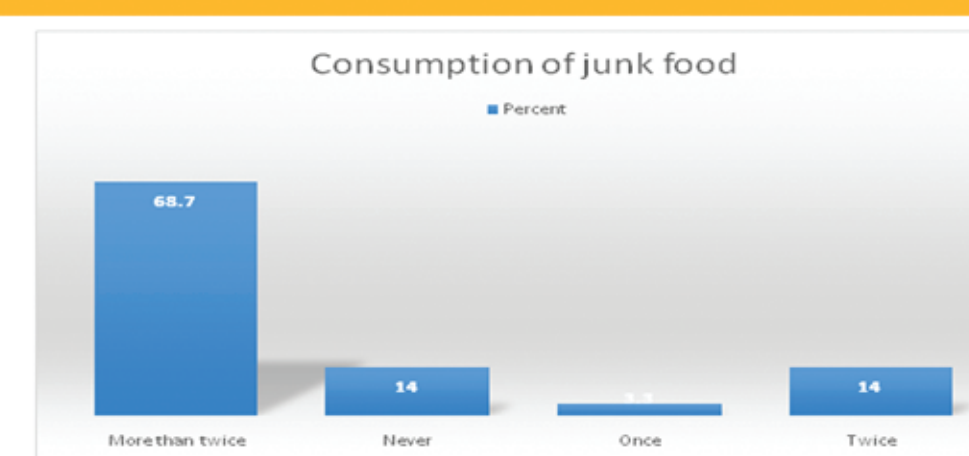
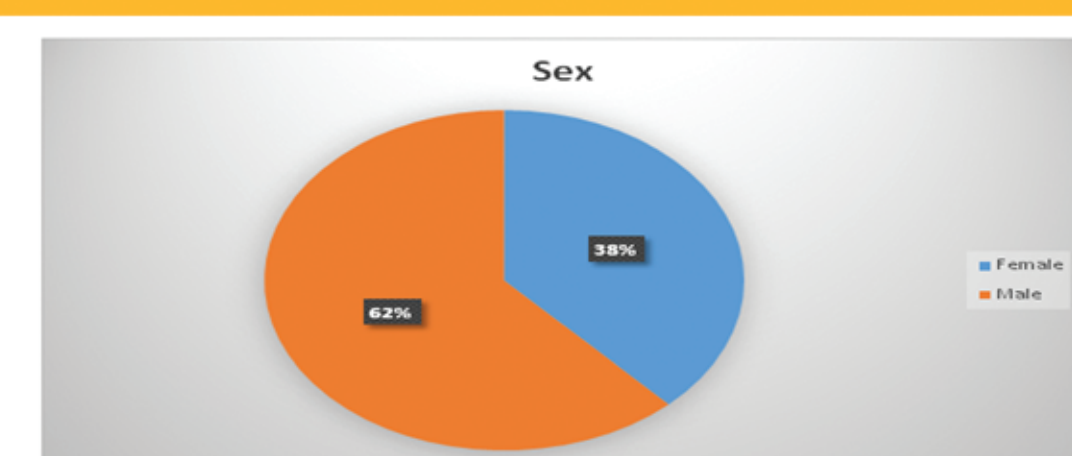
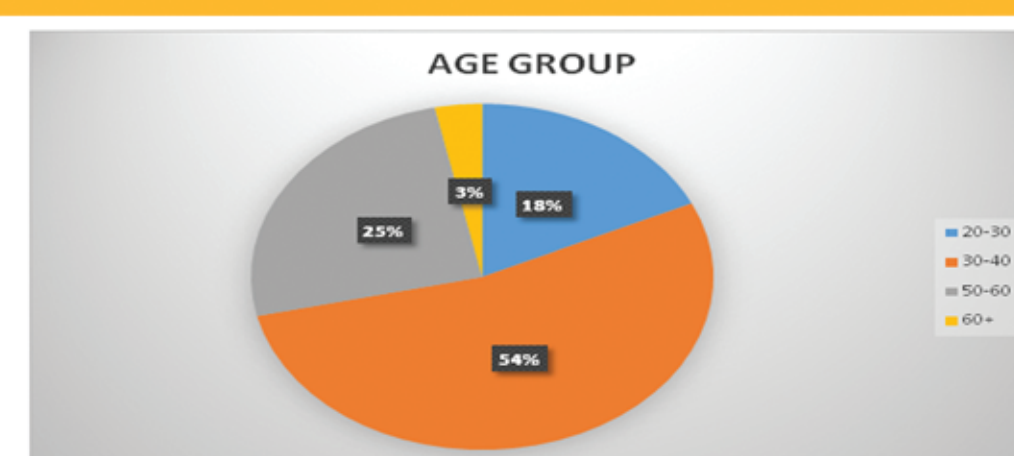
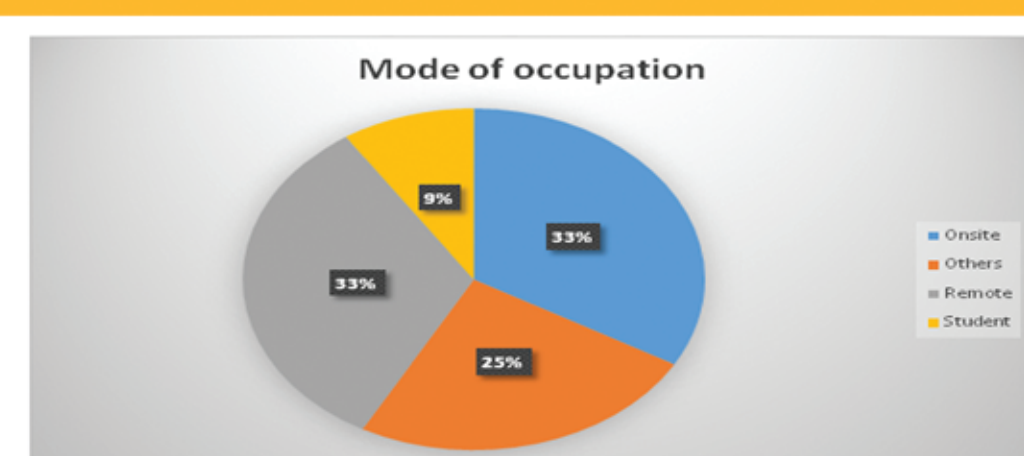
THREATS:

- 1.Rising costs
- 2.Competition-newer evolving hospitals.
- 3.Telemedical services.

CHALLENGES

- Language barrier during collection of Data from international patients.
- Lack of prior experience in conducting primary research.

PROJECT FINDINGS



AIM AND OBJECTIVE

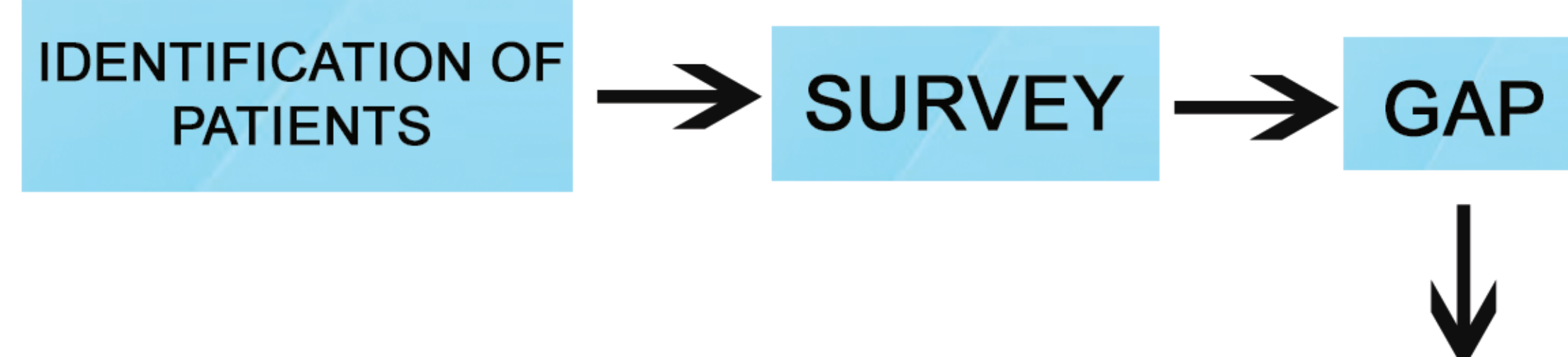
PROJECT TITLE :

A Study on lifestyle linked GI Disorders : Factors and Risk Mitigation Strategies

OBJECTIVE:

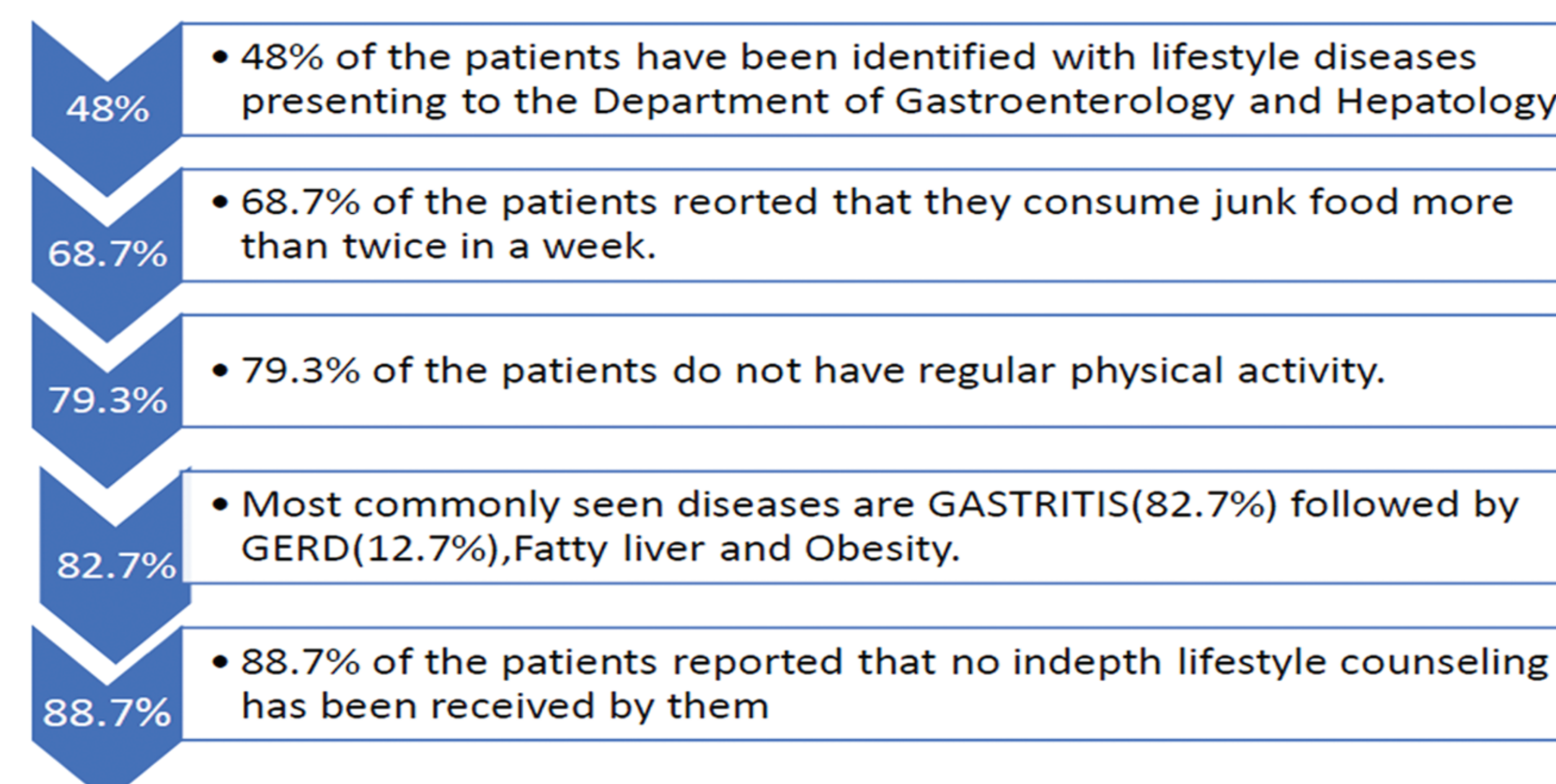
- 1) To study the patient's ailments of Department of Gastroenterology and Hepatology and study their linkages with lifestyle patterns.
- 2) Identify their risk factors
- 3) To suggest ways for lifestyle modifications.

METHODOLOGY:



NEED FOR LIFESTYLE COUNSELING

RESULTS



USEFULNESS OF INTERNSHIP

- Hospital industry exposure.
- Corporate exposure.
- Hands on experience on live project.
- Interacting and learning with industry experts.
- Gain work related experience.

LEARNINGS AND VALUE ADDITION

- Learnt the process flow in various departments of Apollo Hospitals.
- Conducting Primary research.
- Study on lifestyle disorders and corelation of Gastrointestinal diseases.

ENHANCED SOFT SKILLS:

- Learnt to efficiently communicate and coordinate patients, empathetically understand problems.
- Professionally build networks
- Various queue management systems.
- Calculated the TAT (Turn Around Time) in Medical Health Check department and analysed the reasons leading to the delay.
- Analysed the proportion of patients who preferred other diagnostic centres to Apollo and encouraged the patients to prefer Apollo by explaining the quality and efficiency of the equipment used in Apollo leading to higher conversion rate and lesser leakages.

SUGGESTIONS

- Providing guidance to the patients presenting to the Department of Gastroenterology and Hepatology regarding lifestyle i.e., balanced diet and adverse effects of smoking and drinking by the resident doctors.
- Providing separate section by involving Dietician in the department can be useful and also in-turn increases the credibility, which increases the rate of follow ups and conversions.
- Possibility of Brochures or Digital Ads explaining the co-relation of lifestyle changes on gastric system.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL WORK

- Theoretical knowledge gave a deeper understanding of concepts and principles through seeing it in the context of understanding the WHY behind it.
- The Practical exposure provided with an opportunity to implement theoretical knowledge of concepts and principles.



ORGANOGRAM

