CK BIRLA HOSPITALS | RBH JAIPUR

Rukmani Birla Hospital

IIHMR UNIVERSITY

BRIEF INTRODUCTION AND HISTORY

Rukmani Birla Hospital (RBH) is a multi-specialty hospital in Jaipur with world-class infrastructure which offers comprehensive in-patient and out-patient services. Since its founding RBH has been providing its patients with the full medical care, encompassing outpatient services, Neurosciences, Gastro Science, Renal Science, Cardiology, Orthopaedics & Joint Replacement and more.

The century old business conglomerate made its first foray into healthcare by unveiling the cutting-edge facility in healthcare in Kolkata. It was the first private hospital of the city, and the foundation stone was laid by late B M Birla along with Y B Chavan, then defence minister of India. Integration of research into clinical practice and provision of quality medical care to all section of the society was the guiding principle of the hospital. Eminent specialists' surgeons and physician from the city and abroad were invited to be a part of this momentous journey.

VISION AND MISSION OF RUKMANI BIRLA HOSPITAL

VISION: To provide best of Patient Service & Clinical Excellence.

MISSION: To create Clinical Centres of Excellence on a strong backbone of research, academics, and evidence-based medicine for best clinical and patient outcome.

SWOT ANALYSIS

STRENGTH

- Advanced Technology
- Skilled Radiologists
- Comprehensive Services
- Collaboration with Other Departments

WEAKNESS

- Waiting Time was high
- Limited appliances

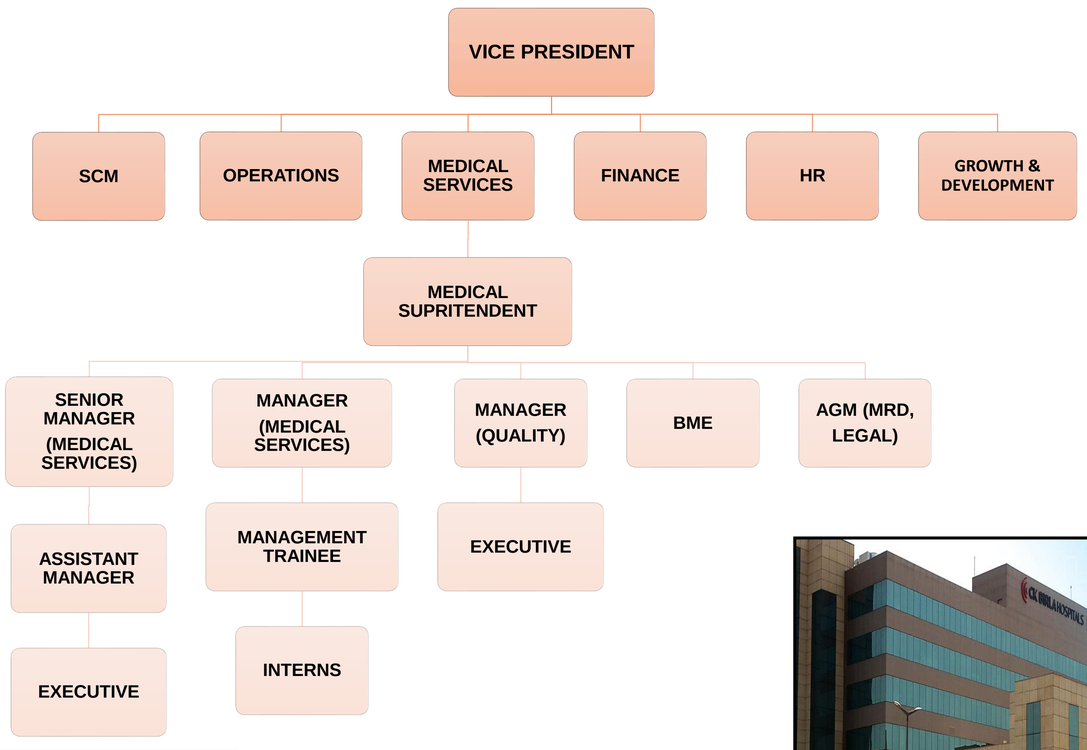
OPPORTUNITY

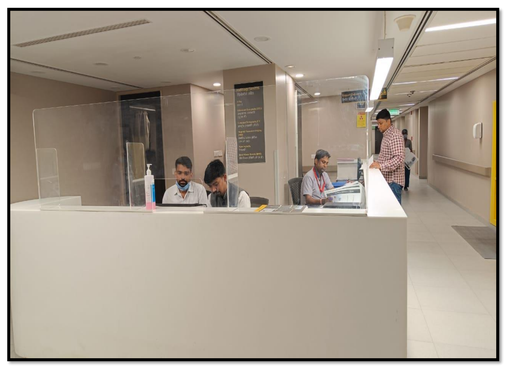
- Expansion of Services
- Collaboration with Research Institutions

THREAT

- Increasing Competition
- Technological Advancements
- Regulatory Compliance

ORGANISATION STRUCTURE





CHALLENGES FACED

- Limited Healthcare Knowledge
- Fast-paced Environment
- Emotional and Sensitive Situations
- Data Privacy and Confidentiality
- Interdisciplinary Collaboration

LEARNING DURING INTERNSHIP

- KPI Matrix
- Tackling agitated patients/attendants
- Revising drugs and consumables for decreasing expenditure of the hospital
- Achieving centre of excellence in various department
- Codes of the hospital

Usefulness of Internship

- Helped gaining practical experience of day-to-day operations of the hospital, including patient flow management, appointment scheduling, resource allocation, and workflow optimization.
- By working closely with hospital administrators and managers I gained exposure to strategic planning processes.
- Gave me knowledge about analysing market trends and developing business plans.

THEORITICAL UNDERSTANDING

- It focuses on developing a comprehensive understanding of the underlying theories, concepts, and best practices in healthcare management.
- It helped me with the necessary knowledge and frameworks to analyze and propose solutions to complex healthcare management problems.

PRACTICAL EXPOSURE

- Helped me with hands-on experience in various operational areas and departments including shadowing hospital administrators, observing and participating in daily management activities, and engaging with healthcare professionals and staff.
- Helped me understand problems in grass root level and take corrective actions against them.

SUGGESTIONS

- Need to train staff about time management
- Need more staff in Radiology department since mostly GDA cannot be found immediately after procedures of IP patients are done to take them back to their respective rooms
- Staff needs to leave the department one at a time (example, for lunch) to avoid piling up of patients.
- Regular audits and counselling of staff

PRESENTED BY DR. LALITA MORANG ROLL NO. -1533

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