

Fortis Healthcare Limited is a prominent healthcare delivery service provider in India. It was founded in 1996 and has expanded its operations through acquisitions. Fortis currently operates 29 healthcare facilities in India with a total of 4,000 operational beds and a potential capacity of 8,000 beds. The company is focused on optimizing operations and improving patient care .
FORTIS ESCORTS HOSPITAL, FARIDABAD
 •210 bedded multispecialty hospital
 •Established in 1982
 •first in the city to receive NABH Accreditation
 •Known for its 24X7 on-call support

VISION - Saving and Enriching Lives
MISSION – To be globally respected healthcare organization known for Clinical Excellence and Distinctive Patient Care

ORGANISATION STRUCTURE



➤ I DID INTERNSHIP IN MARKETING DEPARTMENT

THEORETICAL UNDERSTANDING:

Knowledge and concepts of marketing, principles, strategies, techniques.
 Understanding marketing 4Ps
 Market segmentation, market research, Target_Population
 Branding

PRACTICAL EXPOSURE :

Executing marketing campaigns (Google campaigns)
 Conducting audits for website, application, OPD etc
 Be a part of the Tree Plantation Drive on Asthma Day ,Hand hygiene day and Walkathon on No Smoking Day

STUDY ON PATIENT SATISFACTION WITH THE USABILITY OF MYFORTIS MOBILE APPLICATION

CREATED BY : DR. MEGHNA SINGH ROLL NO 1542 (MBA HM 27)
 GUIDED BY : UNIVERSITY MENTOR- DR. SUSMIT JAIN ORGANISATION MENTOR- MR. TABISH JAMSHED

MYFORTIS APP

MyFortis App is launched by Fortis health care in May 2021 for improving the health care need for patient and continuity of care. They provide features such as appointment scheduling, virtual consultation, access medical records, and communicate with healthcare professionals conveniently and efficiently. The Mobile app helps in improving the transparency of information regarding specialties, doctors, consultation charges, and for fixing an appointment with preferred doctor.

STRENGTH

- All reports at single platform
- Scheduled appointment according to your suitable time.
- No waiting in Queue, Time saving
- Allows users to search for specifics by specialty, location, and type of services.
- Single application accessible for all family members.
- Paid through their phone by cards or by UPI

WEAKNESS

- Only valid for cash patients not valid for CGHS or ECHS
- Technical issues
- Language barrier
- Only pre-paid appointment available.

SWOT

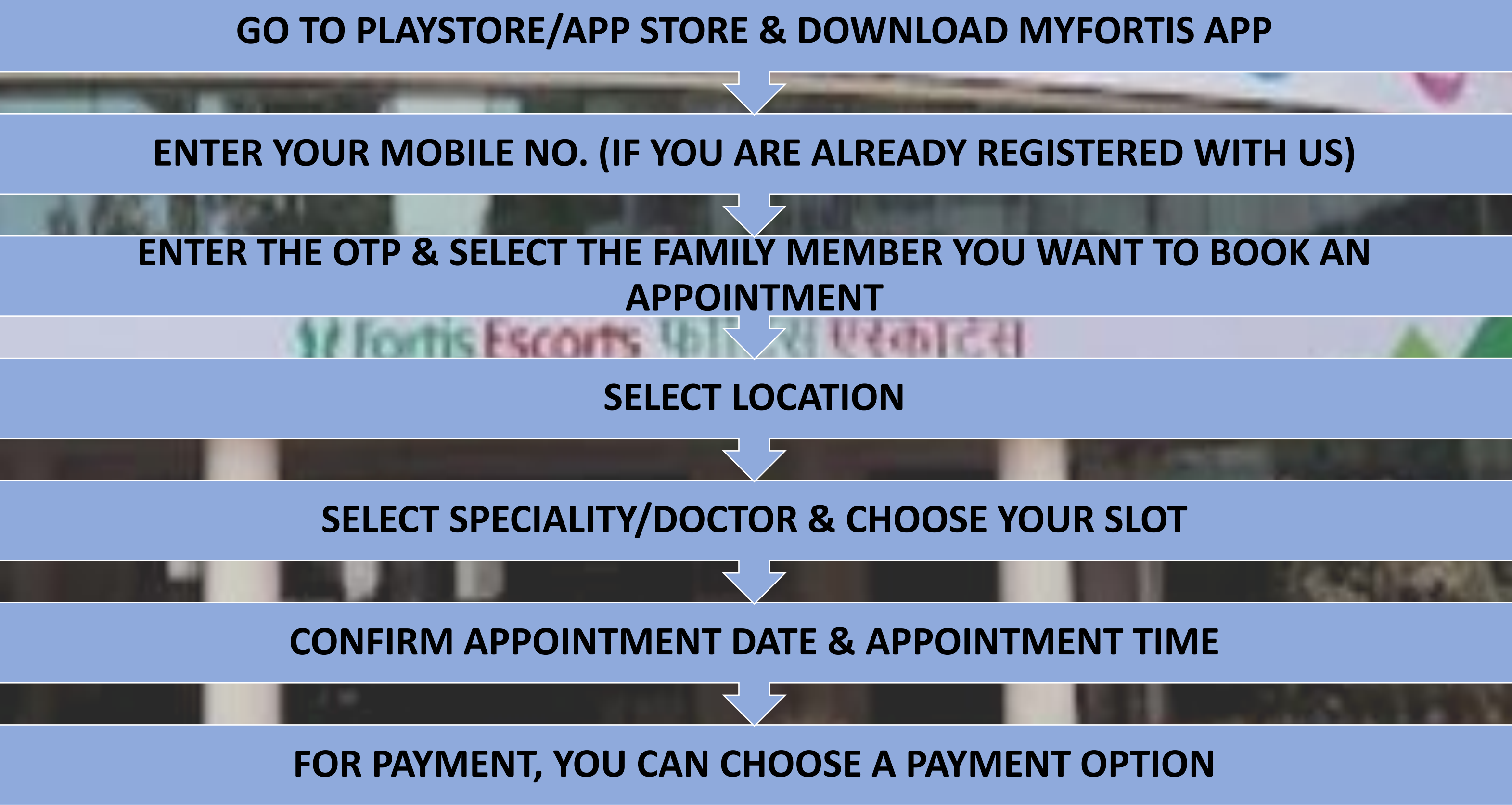
THREATS

- Through app competitor can compare their price.
- Patient can check doctors qualification and fees and choose accordingly.

OPPORTUNITIES

- Market expansion
- Direct revenue generate

PROCESS FLOW



CHALLENGES FACED DURING INTERNSHIP

Since most patients schedule their appointments at home, it was challenging for me to collect feedback from them, and some of the patients I visited at the hospital weren't willing to give feedback .

LEARNINGS DURING INTERNSHIP

Importance Of Marketing In Hospital
 What comes under Internal Marketing And External Marketing

USEFULNESS OF INTERNSHIP

Internship in a marketing department provides practical experience, skill development, industry insights, networking opportunities, and a deeper understanding of marketing concepts and practices.

CONCLUSION

Patient satisfaction is the major determinant to assess the quality of the app. It is mostly used by patients for OPD consultation, and they face technical issues. Majority of the people say that they face technical issues and most of them are during the payment and people feel that the speed of the app is slow, we must do this. Improve speed as patients use this app for the purpose of saving time and patients are satisfied with the data accuracy of the app.

OBJECTIVE

To analyze the satisfaction of patients with the usability and user interface of the application.

METHODOLOGY

STUDY AREA: Fortis Escorts Hospital, Faridabad.

STUDY TYPE: Cross-sectional study

STUDY DURATION: 2 WEEKS (11-June-2023 to 24 -June-23)

SAMPLE SIZE: 50 USERS

SAMPLING TECHNIQUE: Convenience Sampling

STUDY POPULATION

INCLUSION CRITERIA: Those who use MyFortis App

EXCLUSION CRITERIA: Those who never used MyFortis App

MODE OF DATA COLLECTION: Study tools: Questionnaire

DESCRIPTIVE DATA ANALYSIS



GENERAL GRIEVANCE OF PATIENTS REGARDING APP

- OTP takes more time during verification.
- Some patients were facing issues regarding updating profile.
- Not able to view report record.
- UPI was not working in app, patient has to pay via Paytm/Phone Pay wallet.

SUGGESTION

- There are some network issues in the OPD area due to which people face difficulties while operating app in OPD, so we should install router or Wi-Fi service inside OPD area.
- Payment related problems should be resolved as soon as possible we should accept payment in every method.
- Radiology appointment should be booked through app also.
- Discount for CGHS or ECHS patients should be available on app.
- Lab reports and radiology reports should be available on the app.