

PATIENTS CARE AND SATISFACTION IN CARDIOLOGY DEPARTMENT

HISTORY OF MANIPAL HOSPITAL



- In 1953, [T. M. A. Pai](#) founded the Kasturba Medical College in coastal Karnataka. The college operated as a public private partnership by using the government hospitals in [Mangalore](#). Dr. Pai was an Indian [doctor](#), [educationist](#) and [philanthropist](#) and was awarded the [Padma Shri](#) by the Government of India in 1972.
- The first branch of Manipal Hospitals was started in 1991 in [Bangalore](#).
- The branch is a 600-bed [quaternary care](#) facility and houses over 60 specialties.
- In 1997, Manipal Hospitals, Mangalore was established, this 251-bed tertiary care hospital is named [KMC Hospital](#), a teaching hospital of the Kasturba Medical College, Mangalore

INTRODUCTION:

- Manipal Hospital Dwarka is a multi-super specialty tertiary care.
- The group has more than 10 corporate hospitals, 5 teaching hospitals and 5900+ beds.
- The hospital has a cutting-edge infrastructure with 24x7 emergency and trauma services, 380 beds, 118 critical care beds and 13 Ots.
- It meets global standards in research and clinical practices and radio-diagnosis.

THEORETICAL KNOWLEDGE

PRACTICAL EXPOSURE

Enhanced knowledge

Got practical exposure

Focused on understanding concept and principles

Experienced much deeper knowledge and understanding of concepts

AIM

Is to deliver Affordable, Accessible, and Accurate healthcare to all sections of society, without bias

MISSION

Its mission is to enhance the growth

CORE VALUE

1- Patients centric

2- Clinical excellence

3- Ethical practices

LEARNING

- Conversions in OPD**
- To convert the patient, I focused on the advice by the doctor and as prescribed, I tried to convert them for lab investigation, Radiology and admission.
- I guided them to billing and admission counter respectively.
- My focus is to retain the patient and give them complete set of services within the hospital premises.
- Emergency department –**
- Coordination with patient and doctor
- Getting an exposure of LAMA/DAMA (Leave against medical advice/ Discharge against medical advice) patients
- Managed to convert the patients over call those who were took LAMA/DAMA (discharge against medical advice)
- Digital marketing
- Learned how to convert patients through calls, convince them to visit the Manipal hospital
- Resolving patients’ queries, booked appointments
- We grab the leads from Just dial, practo, AdWords’ and through another channel’s too
- On calls in digital marketing gave information’s related to their queries, panels services OPD timings, rescheduling of appointments.
- IPD** : Assisted floor manager on rounds for patients satisfaction and patients care.

CHALLENGES

- The challenge was to deal with patients when the waiting time of consultation was long .
- Change in Consultation fees for panel patients.
- Lengthy software for billing which increases rush on billing counter
- Managing TAT timings

USEFUL OF INTERNSHIP

- Work experience in corporate organization and with patients dealing.
- Managing patients and resolving their queries.
- Understanding the working environment of corporate organization.
- Interacting and learning with experts.

SUGGESTIONS

- TAT time from billing to OPD to consultation should be managed.
- Billing software is little bit lengthy which Should be improved.
- CGHS panel should be accepted as to increase patient’s flow
- Doctors’ OPD day and procedure day should be different to avoid long waiting time
- No consultation should be charged for only showing investigations to doctor if they have already done consultation within 7 days.

OBSERVATION

- Manipal Hospitals is one of the best hospitals in Delhi, devoted to clinical excellence, patient-centricity, and ethical practices.
- The healthcare services are aligned with the patients' needs.
- The management of Manipal is very systematically organized.
- In operations it mainly deals with the conversions.
- About conversions in OPD , were more in the morning duration compared to evening hours.
- Home sample collections were increased after giving free home services.
- Conversions in radiology were also pumped after introducing various packages like women’s day package.
- Staff’s guidance and their cooperation with patients were providing patient satisfaction.
- Conversion through callings are helpful to convert the patients.

UNIT HEAD

OPERATIONS HEAD

MEDICAL ADMINISTRATION

HUMAN RESOURCE

• OPERATIONAL MANAGER

• EXECUTIVE MANAGER

• FLOOR MANAGER

• COORDINATORS

ORGANIZATION STRUCTURE

SWOT ANALYSIS

STRENGTH

Has a huge no. Of customers throughout the country

Quality of service is high.

Location on road side.

WEAKNESS

No legal advisory department.

Trust build property , so some employee are registered in trust and some are not.

Panels issues.

SWOT ANALYSIS

OPPORTUNITY

Internal job placements.

High technology equipment

Introduction of cath lab.

THREATS

Outside competitor :Strong organization like MaxSuperciality hospital , Akash hospital, Medanta hospital are there to compete

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