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Organization Name : MEDIPULSE HOSPITAL

BRIEF DESCRIPTION OF HOSPITAL

Medipulse Hospital, Jodhpur, established and commenced on 14th May, 2014, is a multidisciplinary, 250 - bed tertiary health care facility. It has an emergency unit which caters to all types of emergency. After providing initial assessment and emergency treatment to patients, for non- available services, patients are referred to facilities which offer those services.

It has dedicated facilities for comprehensive care of emergency patients including one emergency minor operation theatre (MOT) and 10 members intensive care team with 6 ICU units. It is the largest centre for Adult and Paediatric Cardiac Surgery in western Rajasthan. It has services for SERO positive dialysis. The dialysis units performing 1400+ dialysis per month. Medipulse is empanelled with government health schemes such as RGHS, CGHS, RBSK, Railways, ESIC, ECHS and with Chiranjivi Yojana launched by CM of Rajasthan (which extends affordable health insurance to financially weaker sections of society).



VISION

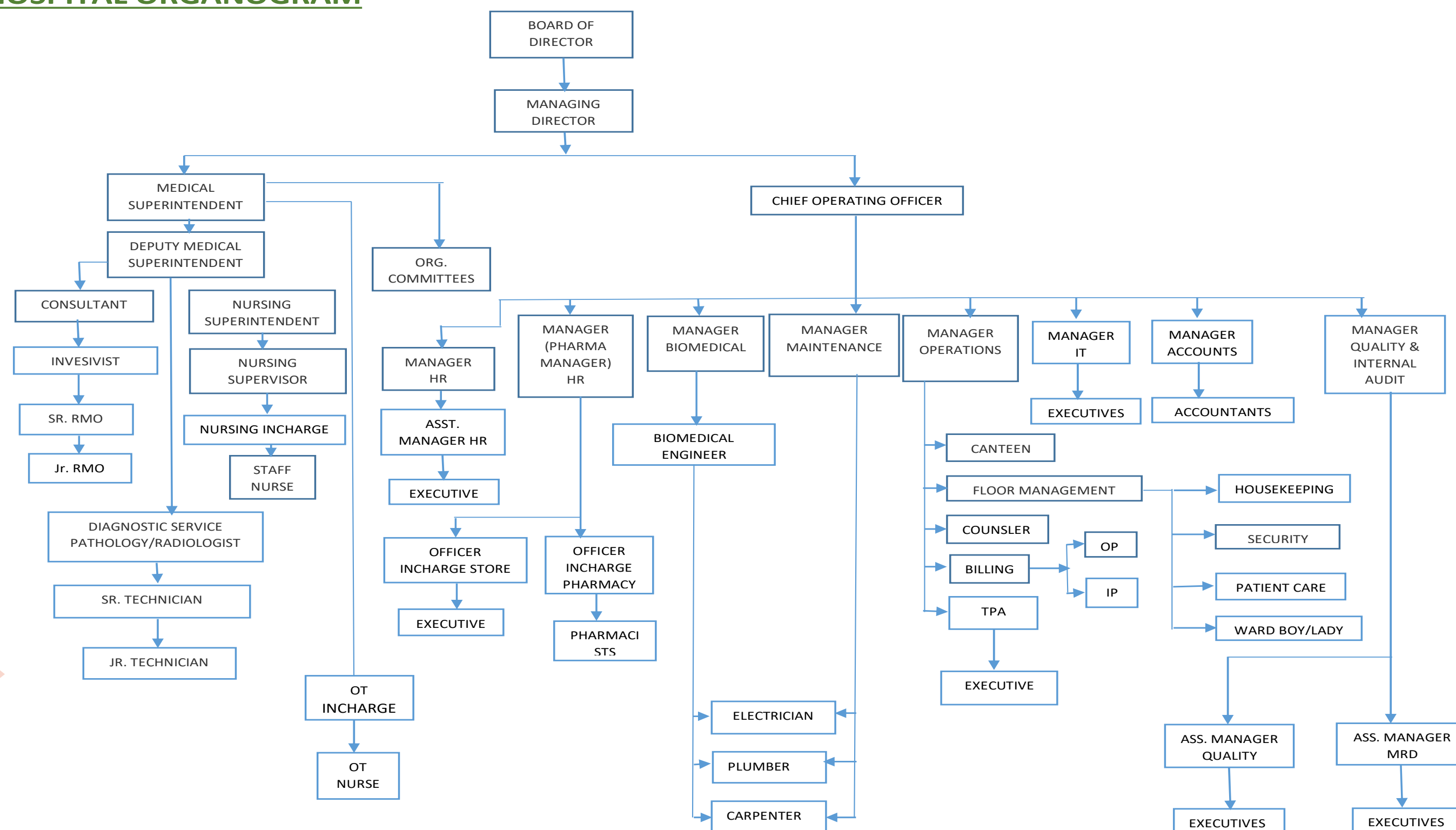
- The hospital believes that best healthcare facility should be there for people from all the sections of the society, making accessibility and affordability reachable to the Mankind.

MISSION

- The mission of The Medipulse Hospital is to improve the health of the community by setting the standard of excellence in patient care. We aim to be the leading health care institution in the community by providing exceptional quality in patient care at the same time attracting doctors and other health care professionals of the highest character and greatest skill to be a part of us and be the leaders in breakthrough discoveries and surgeries



HOSPITAL ORGANOGRAM



DIFFERENCE BETWEEN PRACTICAL AND THEORETICAL

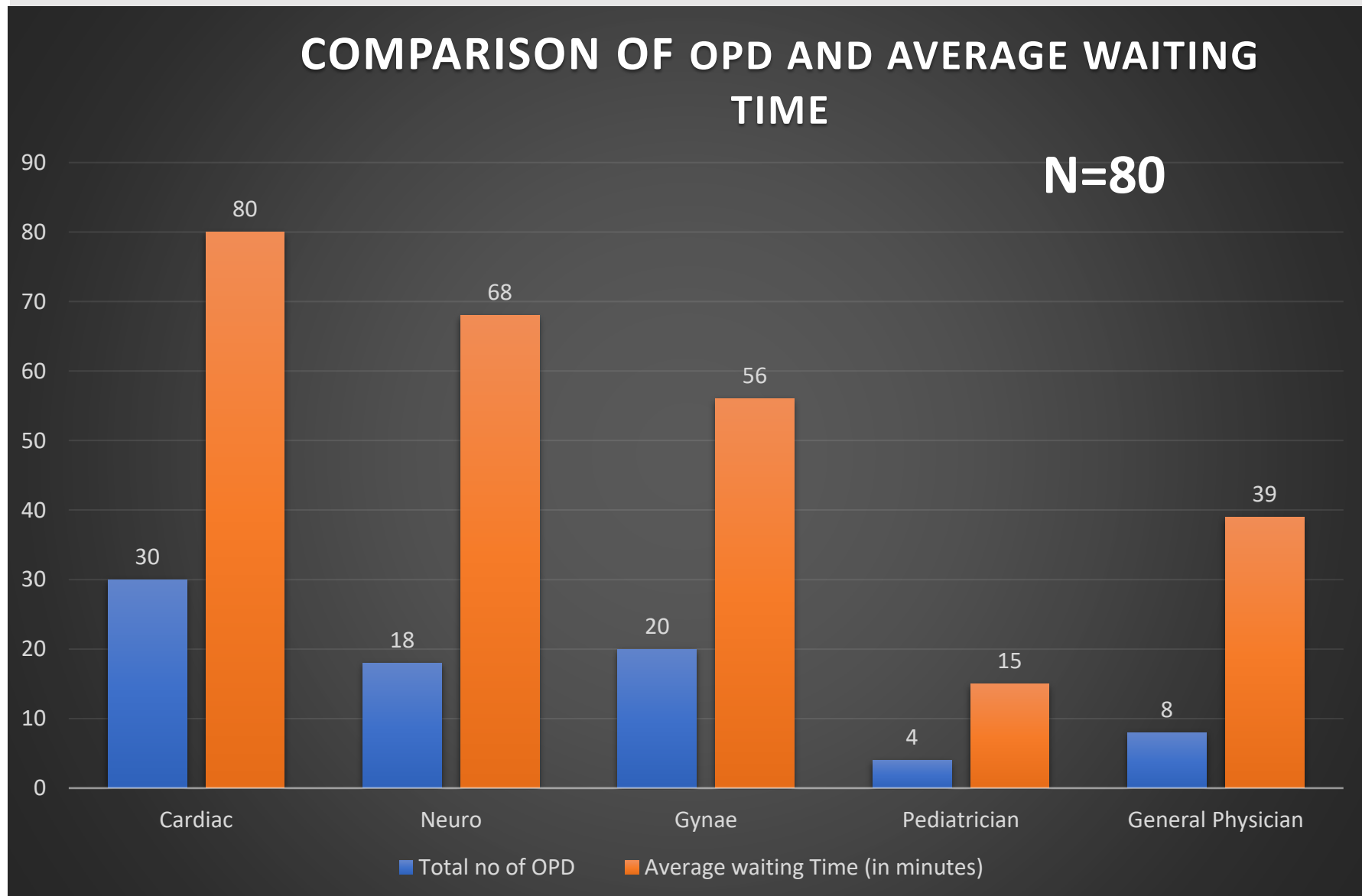
- The scope of learning in practical exposure is more as it your own experience.
- Acceptable behaviour of a work environment is a big change from campus life.
- There is difference in understanding and analysing actual data of the hospital.

OBJECTIVE

To identify average waiting time in Out patient department.

METHODOLOGY

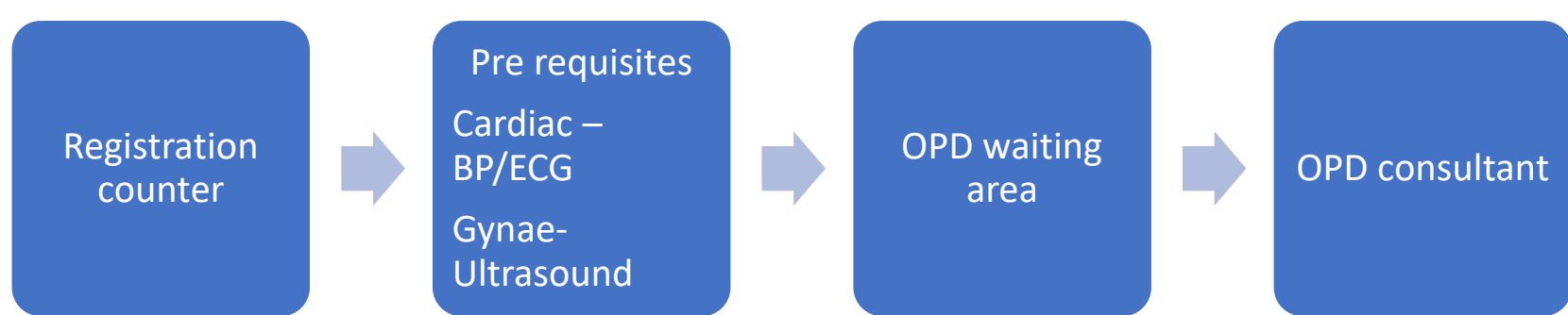
- A descriptive cross-sectional study done over a period of 45 days.
- Study population: All patients who came to OPD at Medipulse Hospital, Jodhpur.
- Sample size : 80 patients
- Sampling technique: Convenient sampling
- Method of data collection: Primary data (questionnaire)
- Inclusion criteria: OPD patients willing to participate
- Data entry and analysis : MS excel



The bar diagram above represents a relationship between individual OPD footfall and average waiting time for that particular OPD. The higher the footfall the more is the waiting time

CONCLUSIONS

- The average waiting time for OPD is 51.6 which is high.
- Number of OPD increased due to RGHS and other govt schemes.
- Due to the high waiting time, patients not enrolled under any scheme were dissatisfied.
- There was no difference in waiting time of follow up patients or new walk in patient.



SUGGESTIONS

- Increase vacancies and hiring more staff to handle patients and management activities.
- Less patient waiting time by scheduling online appointments and diagnostics.
- Feedback or grievance redressal form/mechanism for patients.
- Giving patients discharge instructions in format and language they understand.
- Hiring of consultants and more management staff for upcoming medical college project.
- Hiring more interns to overcome load on management staff
- Different cafeteria for staff and patients.



Inauguration of Advance National 1000 Automatic Immunoassay Analyzer at Medipulse



Nurse Day celebration at Medipulse Hospital



Nurse Day celebration at Medipulse Hospital



SWOT ANALYSIS

STRENGTH

- Biggest hospital in western Rajasthan with average occupancy of 120 beds
- Only private hospital with maximum government schemes and facilities in the city.
- Highest number of Modular OTs and ICU beds
- Only hospital in Western Rajasthan to have in house Blood Bank
- Monthly revenue of Chiranjivi from dialysis is 30 lakhs.

WEAKNESS

- High debt in balance sheet
- Longer patient waiting time
- High staff turnover and low quality manpower
- Low wages with more working hours
- Less manpower and more patient footfall due to RGHS cashless scheme

OPPORTUNITY

- Upcoming center for cancer sciences in Jodhpur
- State of the art Molecular Lab
- Lot of verticals are now getting established like Endocrine, Rheumatology etc. in Jodhpur.
- Cash vs Credit percentage changing very fast
- Upcoming medical college and hospital

THREAT

- High dependency on government schemes
- Patient dissatisfaction
- Increased competition
- AIIMS is located just 500m away from the hospital, with better consultants and services at low costs.
- Consultants working at multiple places.

	External OPPORTUNITY	External THREATS
Internal STRENGTH	SO strategies - Encouraging cancer research studies - Hiring of consultants for upcoming medical college and hospital. - Scope for setting up endocrine laboratory	ST strategies - Better marketing strategies and hospital policies to reduce dependency on government schemes. - Continuous performance improvement to avoid competition
Internal WEAKNESS	WO strategies - Hiring of more staff and different staff for upcoming medical college project. - Patient feedback/grievance redressal forms - Interpersonal communication and behavioral training of front desk staff for better interactions with patients. - Empower and train molecular lab staff. - Partnership with multiple groups	WT strategies - Improve patient care and quality of treatment - More hospital schemes and policies with less charges to attract patients without government schemes. - Less patient waiting time by scheduling online appointments and diagnostics. - Hiring more interns to overcome load on management staff.

LEARNINGS AND VALUE ADDITIONS

- Learnt professional behavior, team work, patience and improved communication skills.
- Assisting in formulation of multidisciplinary committees and its documentation.
- Assisting in development of documents required- Manuals, SOPs, Policies, Written guidelines, departments and infection control.
- Monitoring of accreditation programme activities and documentation.
- Understanding the challenges faced by hospital staff on daily basis.
- Development of performance indicators, data collection and its analysis.

CHALLENGES

- Adapting to the new work environment, sitting on a desk for long hours. Understanding hospital management terms, abbreviations.
- Not understanding entries and data.
- Communicate with staff and motivating them to complete documentation daily for NABH and NABL.
- Understanding objective elements of NABH and its documentation.
- Help the quality manager complete NABH Non compliances.

P

POLITICAL

- Govt is desperate to roll out public welfare schemes with high patient base in order to win their trust.
- Chiranjivi in comparison to other states covers 80% of the population already in Rajasthan.
- Old Problems with Chiranjivi-
 - Hospital Govt disputes of old cases is still pending. Their is no clarity on this.
- Change in Govt will lead to problems again. The transition has to be smooth in case the government changes.
- One more Covid wave and the hospitals know that they will be tightly regulated.

E

ECONOMICAL

- Hospitals switching to generics in order to reduce pharmacy purchase. Large branded companies will have a tough time to sustain in the market.
- New doctors without experience and fame are getting patients easily thanks to Chiranjivi.
- Focus on super specialty is the key for Medipulse.
- Medipulse is doing double the work it was doing two years ago with very marginal increase in profits.
- Medipulse is to cater to as many patients as it can and adopt a Masses over classes approach.

S

SOCIAL

- Due to High population base covered, will the govt have enough funds? Govt should adopt a model similar to SIC where the employee availing the benefit has to be at least 6 months old in ESIC registration to avail super Specialty services.
- Misuse of scheme - People who can afford procedures at normal rates are using the fund.
- Patients who are economically strong, to get their treatment done in Chiranjivi is a common site.
- High unemployment in the state makes these schemes more attractive

T

TECHNOLOGICAL

- Fraud detection is very good in today's scenario hence hospitals doing good work are appreciated.
- Deployment of high end machines makes it attractive for private hospitals to attract patients as well as cater to a higher population size.
- Medipulse has heavily invested in Cardiology, CTVS and can