



ASSESSMENT ON

APOLLO INSTANT FEEDBACK SYSTEM (AIFS) AT APOLLO HOSPITAL BANGALORE

PRESENTED BY Dr. Harish.Madival MBA-HM Roll.no-1296

Guided by- Dr. Susmit.Jain



RESEARCH METHODOLOGY

Type of Research: Descriptive cross-sectional study

Place Of Study: The Apollo Hospital Bannerghatta Road, Bangalore

Duration of the study: 11 April 2022 To 03 JUNE 22.

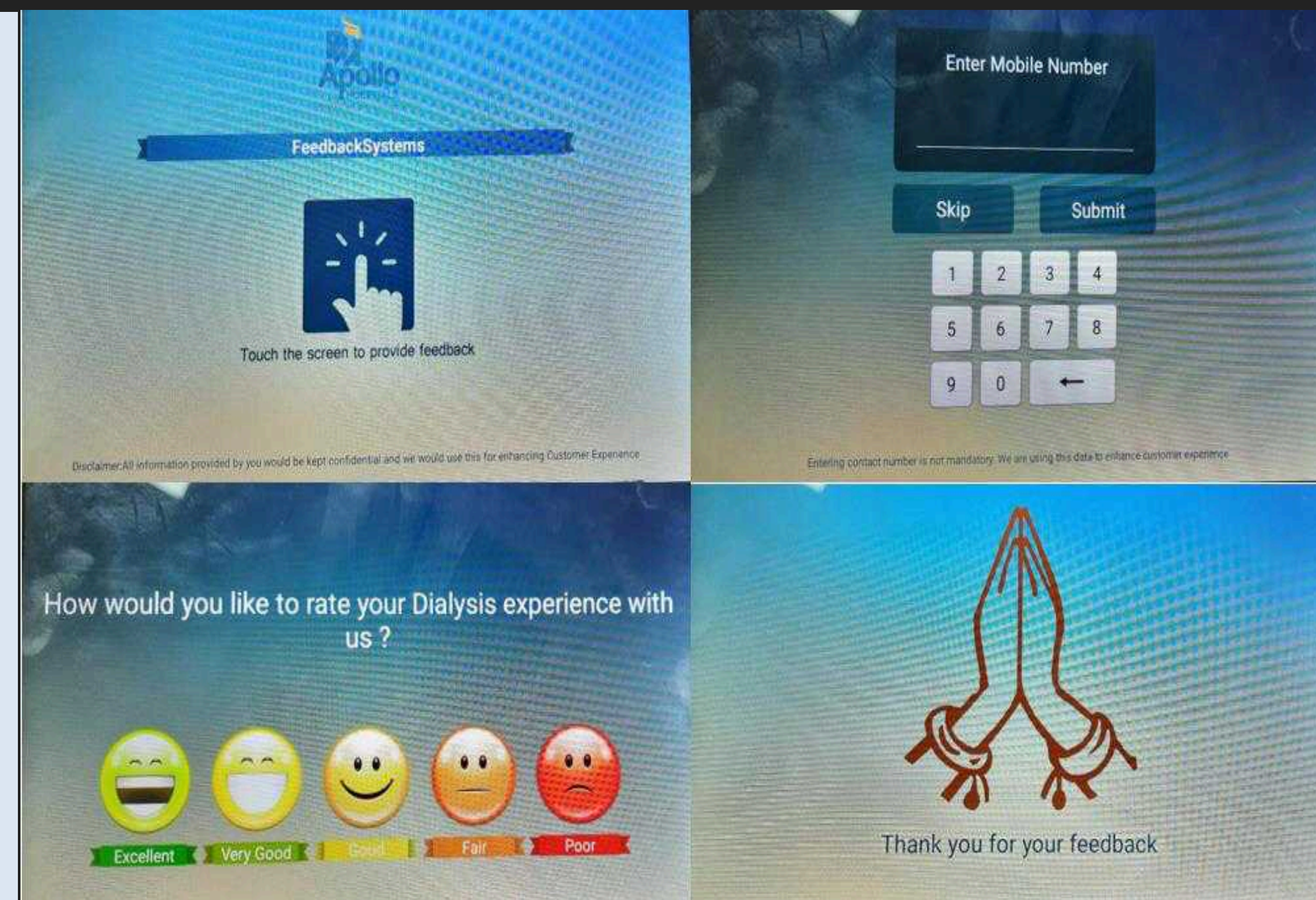
Specialized Department: Operation Department

Data source : Primary Data using AIFS TAB

Sample size : 9000/month
30 Feedbacks per Day i.e., 30*10tabs =300/day.

Achieved : 4908

Percentage : 54.53%



AIFS DATA (percentage)

Department Name	Base Count	Excellent	Very Good	Good	Fair	Poor
Emergency	70	53	30	17	0	0
Pharmacy	942	24	41	32	2	0
Billing	263	66	21	10	0	3
PHC	95	56	28	16	0	0
Admissions	1296	83	16	0	0	0
Consultation Experience	339	61	35	1	0	2
Investigations	769	13	32	53	2	0
Dialysis	385	72	16	5	5	2
Public Washrooms	347	56	35	6	2	1
Consultation Experience	402	40	45	15	0	0

Brief History::-

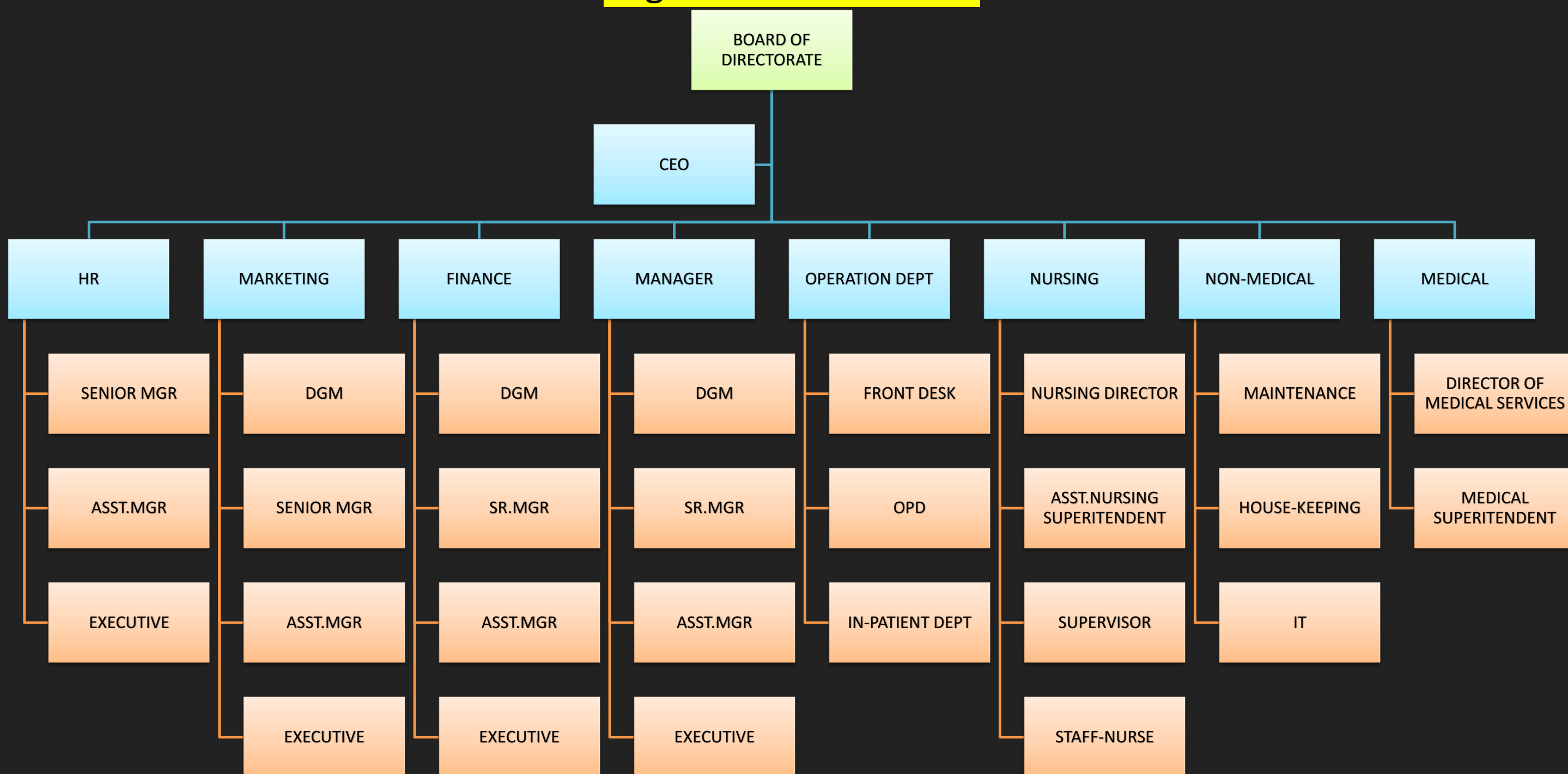
- It was founded by **Prathap C. Reddy** in 1983 IT IS the first corporate health care in India
- Apollo's hospitals have been among the first in India to receive **international healthcare accreditation** by the America-based **Joint Commission International (JCI)** as well as **NABH** accreditation.
- is one of the best & well-known multispecialty hospitals available in Karnataka
- . This hospital has all types of rooms and suites, advanced operation theatres, an in-house pharmacy, and many more facilities
- This hospital provides international standards of health care and the world's best medical services to the patients with their well-advanced infrastructure and well-equipped medical devices
- Apollo Hospital being multispecialty hospitals provides all the benefits of a large hospital in a friendlier and more accessible way by giving the patient with expert and quality healthcare.

MISSION:- "Touch a billion lives."

VISION:-

"Our mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievements and maintenance of excellence in education, research and healthcare for the benefit of humanity."

Organization structure



Brief description/ uniqueness

- Nations first corporate hospital, acclaimed for pioneering the private healthcare revolutionary in the country.
- Performed first bone marrow transplantation, as well as the first multi-organ transplant in the country.
- known for robotic surgery.
- 24*7Expert care during medical emergency.

USEFULNESS OF INTERNSHIP

- Valuable work experience
- Carrier path exploration
- Research Experience
- Access to a variety of tasks and department
- Build confidence

LEARNING AND VALUE ADDITIONS DONE DURING INTERNSHIP

- I have collected data of AIFS for improving patient care and services in guest relation department.
- also came to know about various factors associated with this, various rules, and regulation as well as the procedure of this department. How to Identify Hazard, Risk and what are the Corrective and Preventive action
- How to achieve Patient Safety Goal

PRACTICAL WORK

- To construct a constituent model of reality
- To devise an method of solving of all problem of a certain type
- To describe reality of work in hospital and analyze the things.
- To solve problem in hand.

Challenges Faced During Internship –

- Communicating with the people to give feedback to the services provided by the hospital.
- Emergency and dialysis department has been most difficult part to get the feedback and reach the given target.
- Assessing the patient needs and communicating regularly and providing everything they need on time.
- Needs, concerns, preferences and support plays a vital role to get a good feedback from patient apart from treatment.
- Asking the right questions, gain trust, learn the patient perspective and establishing a good rapport.

STRENGTH

Enhance patient experience, Real-time analytics and exhaustive reporting, staff performance analysis, generate comparative reports.

WEAKNESS

Lagging in technology due to loss of key-staff, workload due to shortage of staff

SWOT

OPPORTUNITY

Increase funding for analytics and researching, including both staff and technology.

THREATS

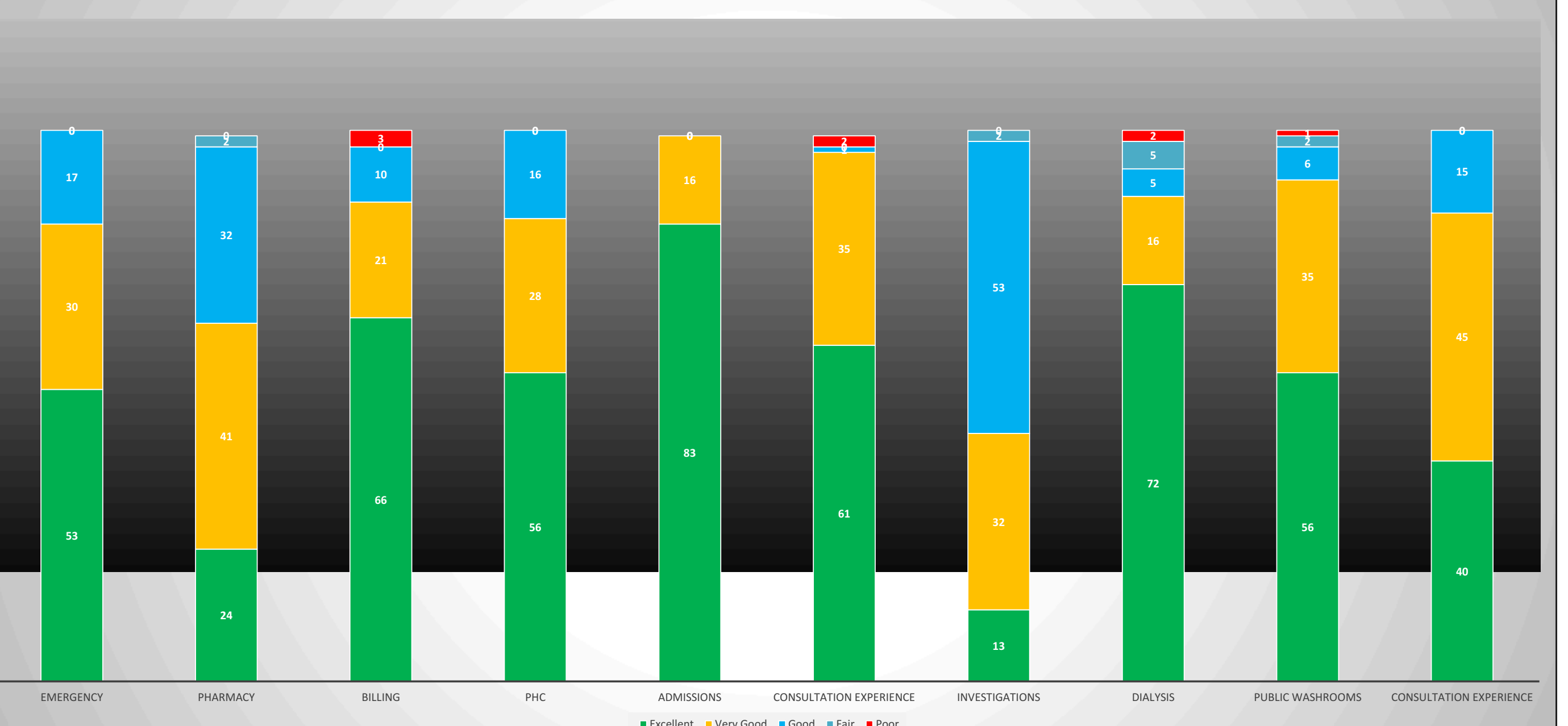
New or increased competition, loss of data and if competitor as an innovative product or service.

SUGGESTIONS-

- Create awareness and usefulness tab to staff and patients so that the services can be improved.
- Recruit data entry operator to use this tab to get feedback from patients and feed it online on daily basis to reduce the workload of other staffs.

The total base count of AIFS data achieved for the month of April is 4908 i.e. 54.53%.

AIFS DATA



INTERPRETATION:

- The graph represents the AIFS data collected in the month of APRIL is as follows.
- The numbers shown on the plots are the number of percentage achieved in that particular department.
- And the performance rated on the scale of excellent, very good, good, fair and poor.

OBSERVATIONS –

- Difficult to get feedback from patients in emergency and dialysis department.
- Sometimes tabs don't function properly,
- There is no concerned person in the departments to take feedback from patients timely.
- Due to too many patients and heavy-work staff forget to take feedback from the patient.
- Patient sometimes in hurry don't bother to give feedback.
- Patient referred in between is difficult to get their feedback without complete service.
- Recovered patients are happy to give feedback and individual appreciation to each staff.
- Few People are aware about the feedback system in the hospital and few people don't.
- Feedback helps management team to resolve the issue and improve the services.
- Feedback **can shape services to better meet patient needs.**
- Patients can also freely disclose if they are not happy with the service provided by the hospital.

CONCLUSION

I have worked in Apollo Hospital, Bangalore as intern in Operations Department under the guidance of Ms. Gitanjali, During my project I have learned a lots of things.

I have collected data of AIFS for improving patient care and services in guest relation department. I also came to know about various factors associated with this, various rules, and regulation as well as the procedure of this department. All the management team and the employees coordinated with me very well and they help me a lot during the time. I shall be grateful if this study and findings prove beneficial to the hospital services anyway.