

NAME – NIDHISH OJHA

ROLL NO. – 1337

STREAM – HM

MENTOR NAME- ANOOP KHANNA

ORGANIZATION MENTOR – LEENA BAHNOT

INTRODUCTION

HISTORY:

Founded in 1980 by Late Dr. R.k. Seth , Venu Eye Institute & Research Centre is a leading Eye Hospital in India, engaged in providing preventive ,curative and rehabilitative eye care services in New Delhi, Uttar Pradesh , Haryana , Rajasthan and Uttarakhand.

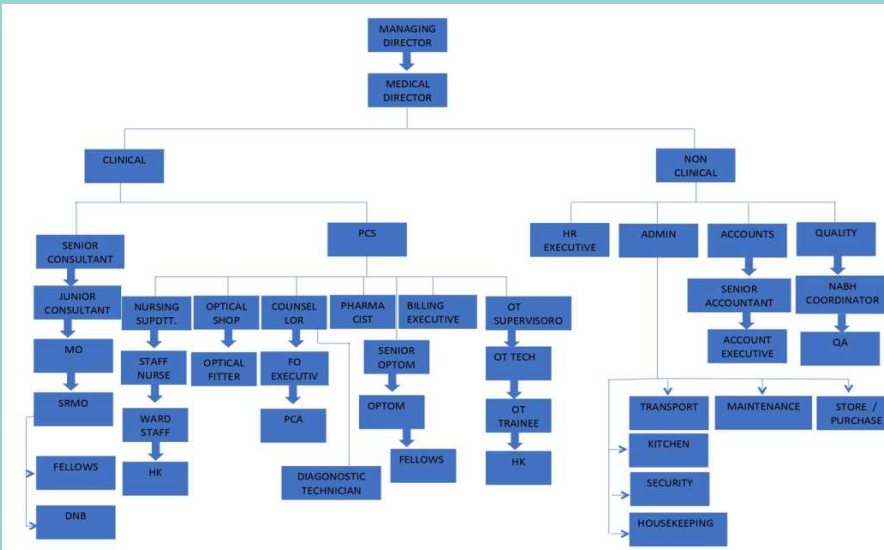
VISION :

Good Sight and Quality life for all.

MISSION :

Making comprehensive eye care available , affordable , accessible and sustainable.

ORGANIZATION STRUCTURE



BRIEF DESCRIPTION ABOUT HOSPITAL

With a team of more than 230 experienced Doctors, Nurses, Paramedical and Support personnel, Venu owns and manages over 13 eye care facilities that includes the Base Hospital, 05 Satellite Hospitals and 08 Vision Centres.

Since its inception, Venu has touched over 7.9 million* lives & still counting; crossed over 0.48 million* Surgeries with incredible success rates and organized over 250 Free Eye Screening Camps every year. 50% of the patients are treated free. Income generated from the 50% paying patients subsidize the 50% free patients.

The hospital is on the panel of over 98 TPA and Government & Public Sector Undertakings for eye health of their employees.

Venu is an university recognized teaching & training centre for Postgraduate teaching programmes for Doctors and Internship & Fellowship programmes for Optometrists.

The Hospital is ISO 9001:2015 certified Eye Care Hospital.

SUGGESTIONS

- Awareness campaigns must be organized to promote patient hygiene and cleanliness.
- Hiring of IT employees to reduce the computer problem.
- Providing Effective and Timely communication to Patients.
- Maintain old records and have to update .

LEARNING AND VALUE DURING INTERNSHIP

- Venu Eye Institute and Research wants to start Geriatric Physiotherapy, Dental and Dialysis in their Hospital , So I had done survey of Geriatric service in South Delhi region.
- Made Questionnaire and done Survey to know the need and the Importance of Medical care of Old Age people (Geriatric Service).
- Collected Data through Survey and analyze that collected Data.
- Preventive maintenance of Geriatric Service on a daily basis.
- Know the competition of Geriatric Services in South Delhi region.
- Learn How to work on field and how to interact with several People.
- Get to Know that which Geriatric Service is on top in market.

PRACTICAL EXPOSURE & THEORETICAL WORK

Practical Exposure : Lot of time is required in analyzing the breakdowns and reduce the productivity.

Theoretical Work : It reduce the time required and help in increasing the productivity.

SWOT ANALYSIS

STRENGTH

- More than 40+ years on the market.
- Good Treatment results.
- Disciplined and Dedicated staffs and Doctor

WEAKNESS

- Shortage of Staff.
- Absence of Marketing Plan.
- Old Record not maintained

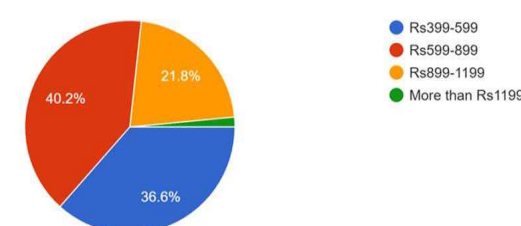
OPPURTUNITY

- Aging of Population .
- Provision of training to technical staff.
- Growth of Population in City.

THREATS

- Competing Private Hospitals
- Logistics(Custom regulation , Taxes etc)
- High out of pocket expenditure.

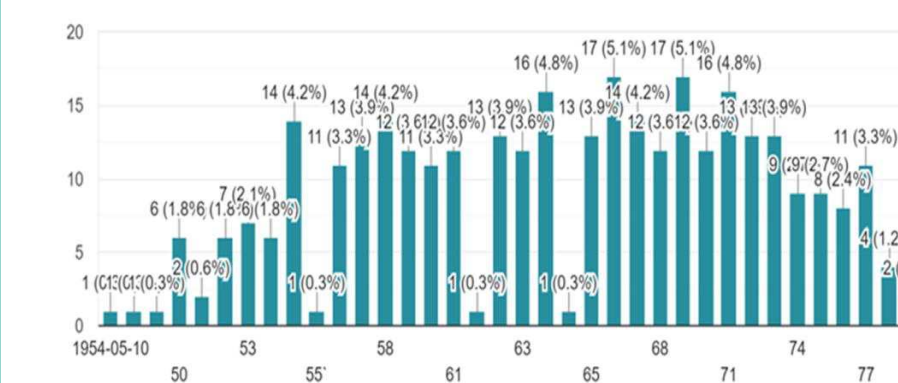
What do you pay for basic health checkup
331 responses



GRAPHS OF SURVEY

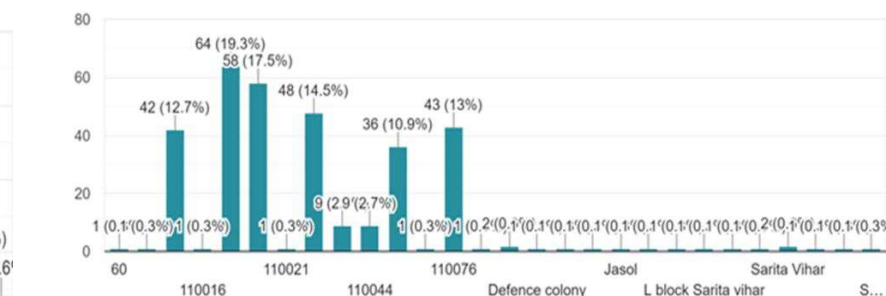
Age

331 responses



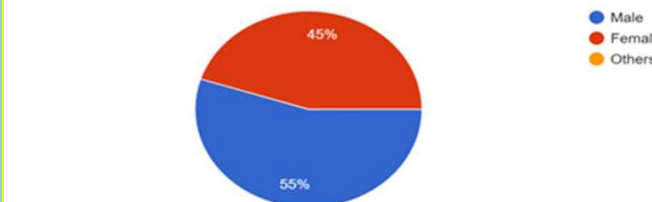
Address Pin Code

331 responses



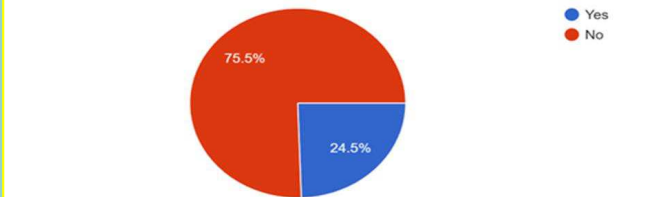
Gender

331 responses



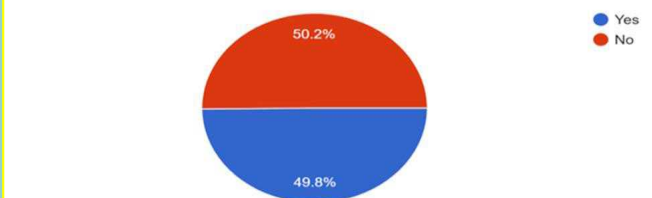
Are you working Currently?

331 responses



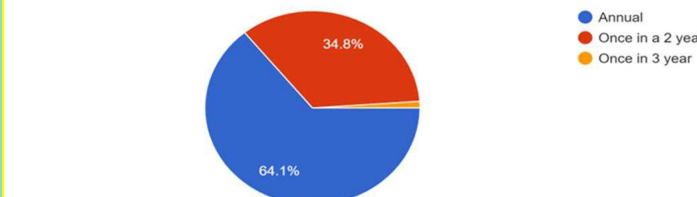
Do yo you have regular checkup of Basic health

331 responses



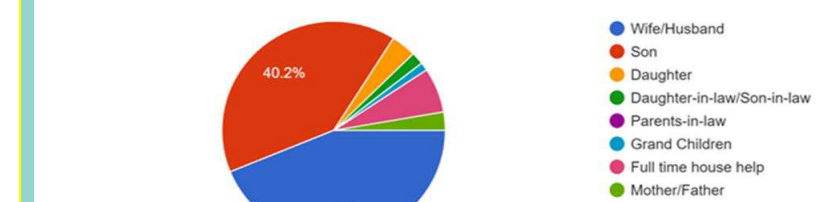
If yes , Frequency

184 responses



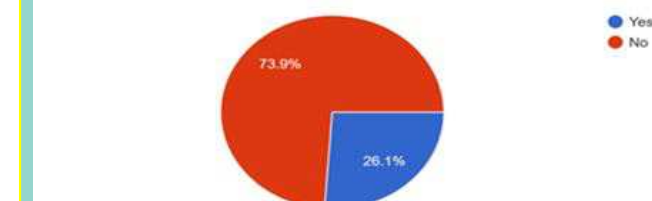
Please mark the members living with you

331 responses



If retired, Are you getting Pension ?

203 responses



USEFULLNESS

- Learn the importance of Geriatric Service .
- Learn how to do survey in Strange region.
- Discipline

CHALLENGES

- Difficulty to make contact with People for Survey.
- Facing problems to Travel from one place to another place for Survey.
- Facing problems to find out the RWAs contact number.
- Facing difficulty to make questionnaire for Survey.