C.K. Birla Hospital, Gurgaon || Services Excellence Department

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CK BIRLA HOSPITAL

IIHMR UNIVERSITY
Celebrating 35 Years of Institutional Excellence

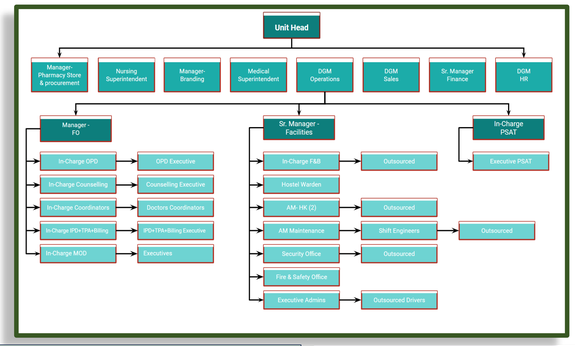
CK Birla Hospital

CK Birla Hospital is a well-known healthcare organisation with a hospital network in India. It is part of the CK Birla Group, a leading conglomerate with diverse business interests. CK Birla Hospitals are committed to providing high-quality medical treatment and to excellence in healthcare services and patient-centricity. CK Birla Hospital emphasize the importance of patient satisfaction and strive to create a comfortable and supportive environment for patients and their families. The hospitals adhere to international quality standards.

Vision & Mission

Vision: To transform the future of healthcare through outstanding clinical outcomes, research, education and compassionate care.

Mission: To bring global standards of clinical expertise and care to patients and their families.



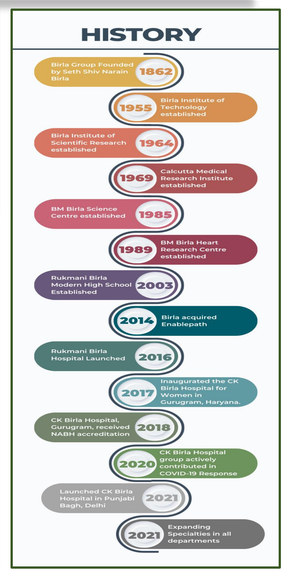
Core Values

- Integrity
- Excellence
- Accountability
- Responsibility
- Respect

Services Offered

- Obstetrics
- Gynaecology
- Orthopaedics
- Neonatology & Paediatrics
- Foetal medicine
- Fertility & IVF
- Pain management
- E.N.T
- Plastic & aesthetics centre
- Dermatology
- Oncology centre
- Breast centre
- Internal medicine
- Pulmonology
- Nephrology & Dialysis
- Diagnostics

HISTORY

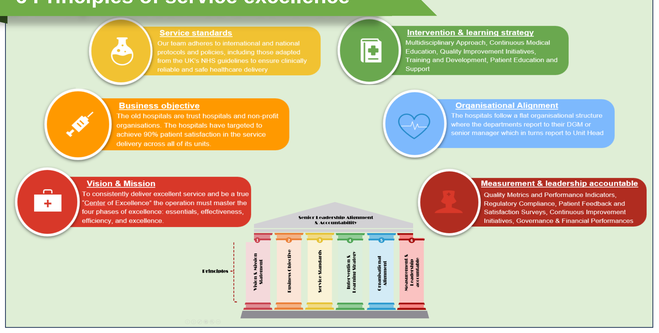


Service Excellence Department

The Service Excellence Department in CK Birla Hospital is responsible for ensuring the highest level of patient satisfaction and delivering customer service throughout the hospital. This department focuses on various aspects of the patient experience and aims to enhance the quality of care provided. **Some key responsibilities and functions of the Service Excellence Department includes:**

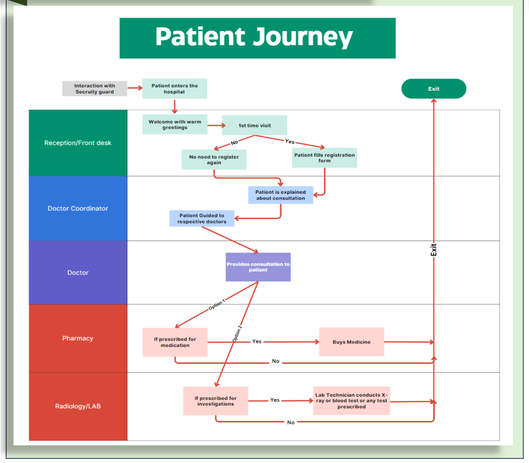
1. Regularly conducting surveys to get feedback from people on their hospital visits.
2. Overseeing patient complaints in a timely and effective manner.
3. Providing training programs and workshops to hospital staff
4. Establishing and maintaining service standards and protocols throughout the hospital.
5. Collaborating with hospital departments to work towards patient-centric practices.
6. Continuously monitoring and evaluating the quality of services provided.

6 Principles of service excellence

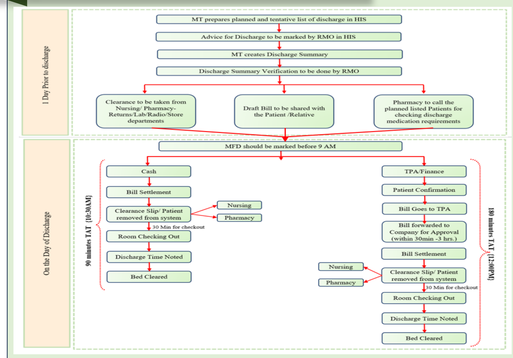


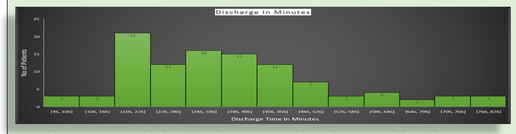
SWOT Analysis

Patient Journey



Discharge Time and Motion Study

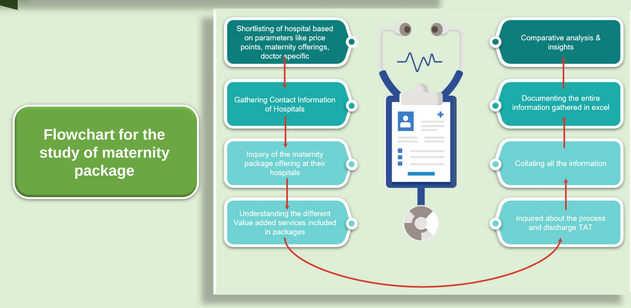




Maintenance of the discharge tracker is one of the important roles in hospital management to ensure that the discharge of the planned patients is within the discharge TAT. Several issues can be highlighted:

- ✓ Approval coming late for discharge
- ✓ Invoice pending
- ✓ International patients
- ✓ MFD done after rounds
- ✓ 24 hours completion
- ✓ Late arrival of attendant

Comparative Analysis of Maternity Package

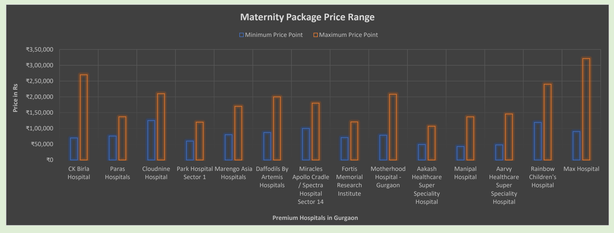


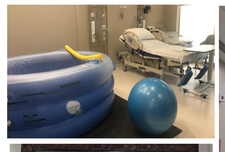
		Package Price Range	Discharge TAT	Room Decoration & Gift Hamper	NICU	Consultation*	Value Added Services
1	CK Birla Hospital, Gurgaon	Rs 69900 to Rs 270000	Cash- 30 to 90 mins TPA/Finance - 2 to 3 hours	✓	✓ (For 4 hrs)	✓	Epidural & Entonox Administration Baby Shield Cake cutting Hand and foot cast
2	Cloudnine Hospitals, Gurgaon	Rs 125000 to Rs 210000	Cash - 2 hours TPA - 2 hours	✓	X	✓	Gift vouchers on lab tests Foot cast (single feet), Maternity Hamper Candle light dinner for Premium Rooms
3	Miracles Apollo Cradle / Spectra Hospital	Rs 75600 to Rs 180000	8am-2pm Maximum time for delivery is till 5pm	✓	X	✓	10% off on photoshoot 2 free yoga classes Cake cutting & Foot Cast Tests complimentary on pre-booking
4	Fortis Memorial Research Institute	Rs 71250 to Rs 120800	Cash - 1 hour TPA - 3 hours	✓	X	✓ Charged additionally	Vaccination from birth to 9 Months Nanhi Kali programme plant tree for every girl child
5	Max Hospital	Rs 90300 to Rs 321200	Cash - 1 hrs TPA - 3 hrs	✓	✓ (For 3 hrs)	✓	Complimentary Services on pre-booking: discount on tests, consultation Room Decoration Gift Hampers
6	Rainbow Children's Hospital	Rs 119000 to Rs 240000	Cash - 1 to 1.5 hrs TPA - 2 to 3 hrs	✓	X	X	Gynaecology Surgeries 15% discount on net bill Complementary registration & birth preparation classes
7	Motherhood Hospital - Gurgaon	Rs 78600 to Rs 208200	Cash- 1 to 1:30 hrs TPA - 2 to 3 hrs	✓	X	✓	Indoor Plant Baby photo in frame Single foot & Hand cast Candle light dinner Pickup-drop service
8	Daffodils By Artemis Hospitals	Rs 87000 to Rs 200000	Cash - 1 to 1.5 hrs TPA - 3 hrs minimum	✓	✓ (For 4 hrs)	✓	Complimentary Picture Gift Hamper Head & foot massage for Mother Mother & Baby Packages

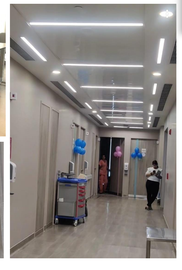
* Consultation referred to Lactation, Paediatrician, Dietician & Physiotherapy

The above comparison matrix provides insights into the value added services and discharge time on average for each of the hospitals. The value added services has brings competitive advantages.

The below graphical representation shows the comparison of maternity package pricing of the premium hospitals in Gurgaon against C.K. Birla hospital.







Learnings from Internship

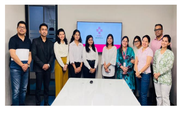
- ✓ Patient feedback rounds and query handling
- ✓ Post discharge feedback tracking
- ✓ Billing and discharge audits
- ✓ Discharge delay Tracker
- ✓ Enhanced soft skills
- ✓ Life skills: communication & self awareness
- ✓ Understanding the work culture and practical exposure of working in corporate and hospital environment
- ✓ OPD, IPD, TPA, F&B, Telephone handling audits

Usefulness of Internship

- ✓ Interacting and learning with industry experts
- ✓ Both corporate and hospital exposure
- ✓ Opportunity to meet and interact with people of different background/department
- ✓ Firsthand experience, professional opportunities
- ✓ Apply knowledge and theories from class discussion to the workplace
- ✓ Gain other practical and professional skills.
- ✓ Field experience is a great way to discover career path

Challenges Faced

- ✓ Having less prior knowledge about service excellence department was definitely a challenge for me
- ✓ Communicating effectively with employees and patients in the initial days.
- ✓ Patient issue handling and escalating complaints raised by patients to authority.
- ✓ Auditing of OPD patients one at a time took long hours which involved observing & understanding patient journey and touch points

Suggestions

- ✓ Seating arrangement near front desk and OPD should be increased.
- ✓ More training on effective communication between the employees should be given.
- ✓ IPD patient feedback system can be more patient friendly, a QR can be at the back of the tent card in patients room or on the wristband of the patient, so they could scan QR and give feedback later.