

Faculty Mentor- Dr. VINOD KUMAR S.V
Organization Mentor- Ms SUBHANGI

SHREYA DEY – HM 27-1615

INTRODUCTION

History and Background:

Max Healthcare, a subsidiary of the prominent Indian conglomerate Max India Limited, was established in 2000

Max Healthcare is a renowned healthcare provider in India, operating 17 healthcare facilities across different cities including 14 hospitals and 3 other facilities like-

1. Max@Home – homecare services
2. Max@Lab - diagnostic laboratory division of Max Healthcare
3. Home Office - Corporate Office serves as the central administrative hub for Max Healthcare.

Max@Home

An extension of Max Healthcare's primary business, which provides in-home medical treatment and other related services to patients. It also has two divisions, Homecare and Occupational Health Centre [OHC].

CORE VALUES -

- ✓COMPASSION
- ✓EXCELLENCE
- ✓CONSISTENCY
- ✓EFFICIENCY

SWOT ANALYSIS

STRENGTHS

1. Client Focused Approach
2. Quality Assurance and regular monitoring
3. Flexibility and 24/7 Availability

WEAKNESSES

1. Caregiver Manpower shortage
2. Communication and coordination Challenges
3. Costly and limited access

THREATS

1. Workforce Shortage
2. Client and family Expectation
3. Compliance challenges

OPPORTUNITIES

1. Brand name
2. Collaboration with Healthcare providers
3. Client- Centered models

LEARNINGS

1. Learned about HR departments and their responsibilities.
2. Learnt the Recruitment process and the on-boarding of the employee.
3. Learnt about the online portal DISHA
4. Communication during hiring and calling for interview
5. Time Management
6. Enhance my Ms- Excel skills

PROJECT OBJECTIVES

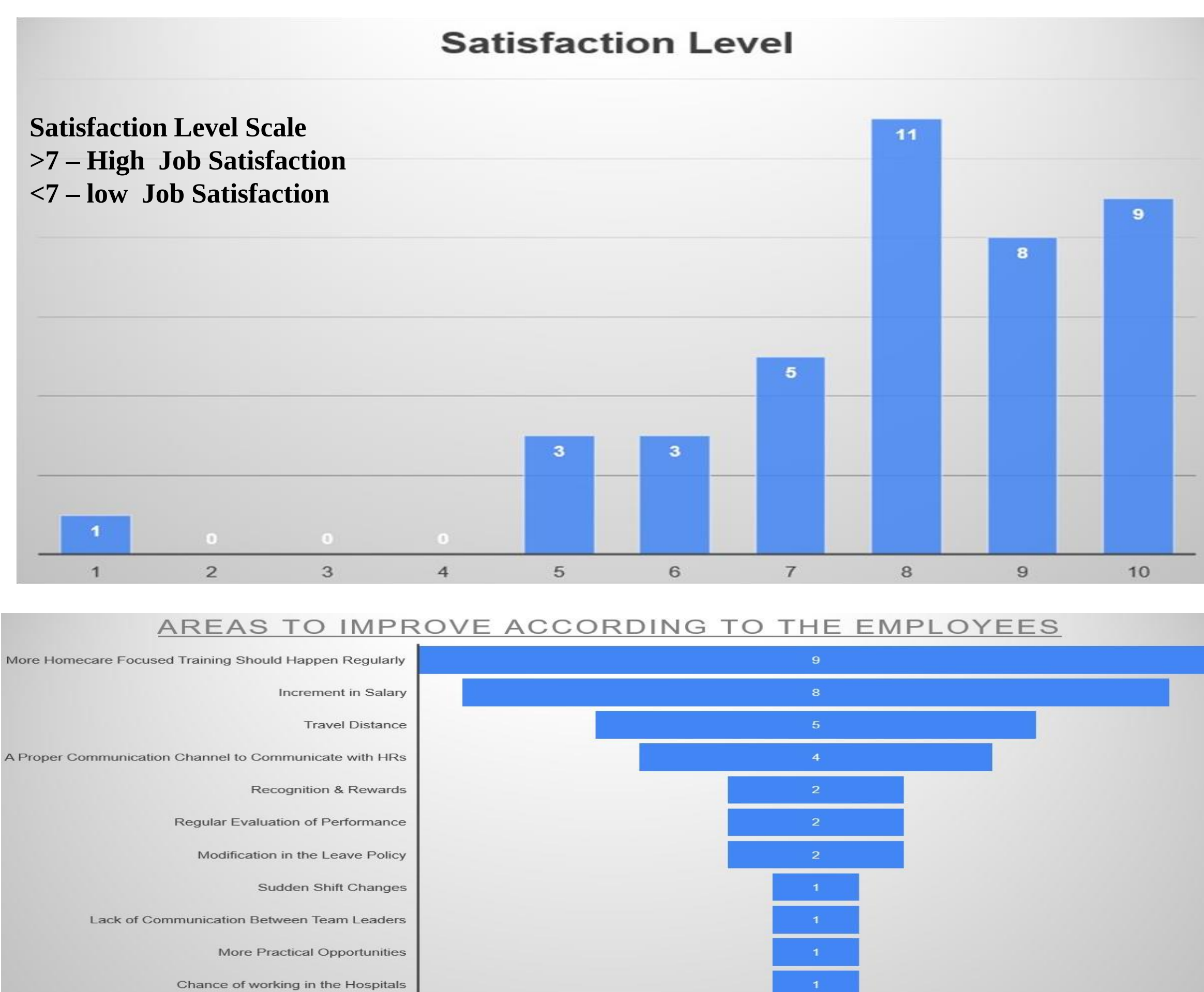
1. To assess the Current Hiring and Retention Challenges. at Max@Home
2. To streamline Hiring Processes
3. To suggest for creating a friendly and inclusive work environment
4. To develop retention initiatives

METHODOLOGY

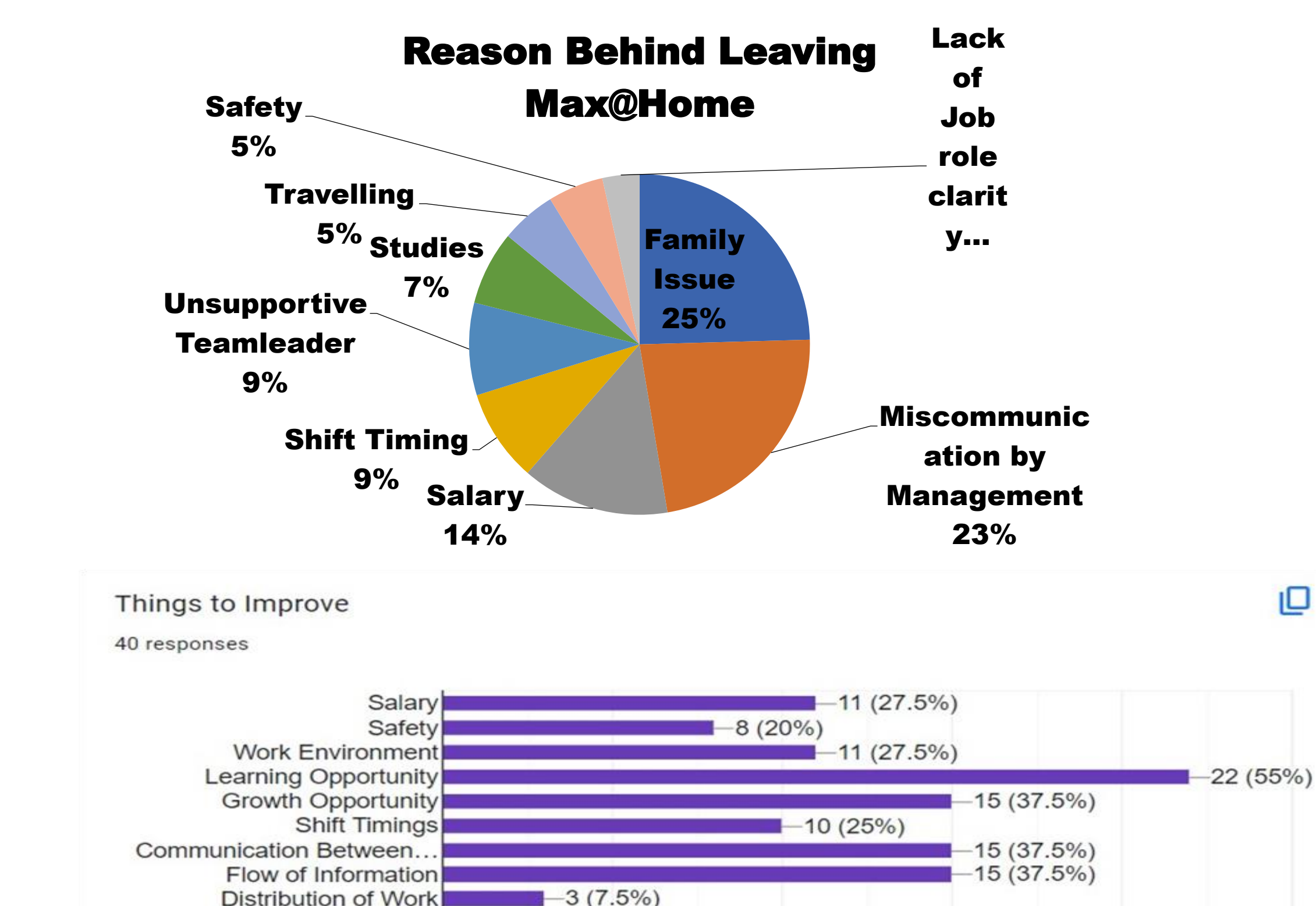
- Conducted **primary surveys** of both **active and inactive internal nurses** and **prospective nurses** who do not wish to join through a set of questionnaires (including both single-choice and multi-choice) and open-ended questions).which were designed to learn about their experiences, preferences, and present job situations.
- Total sample size – **120** (40 - inactive , 40- active and 40 prospective nurses)
- **Fish bone analysis** - for low retention and short staffing

DATA ANALYSIS AND FINDINGS

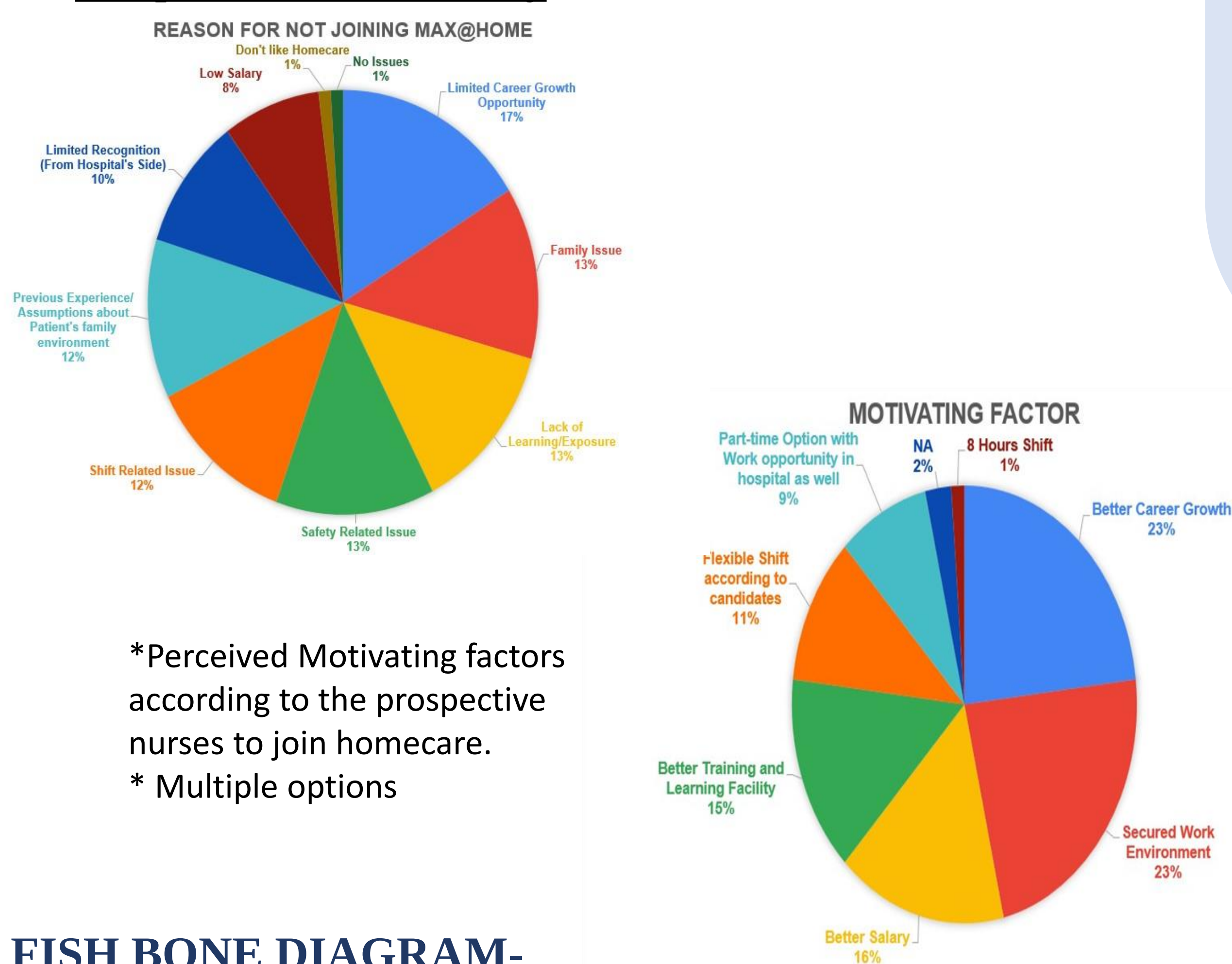
1. Active Nurses Survey:



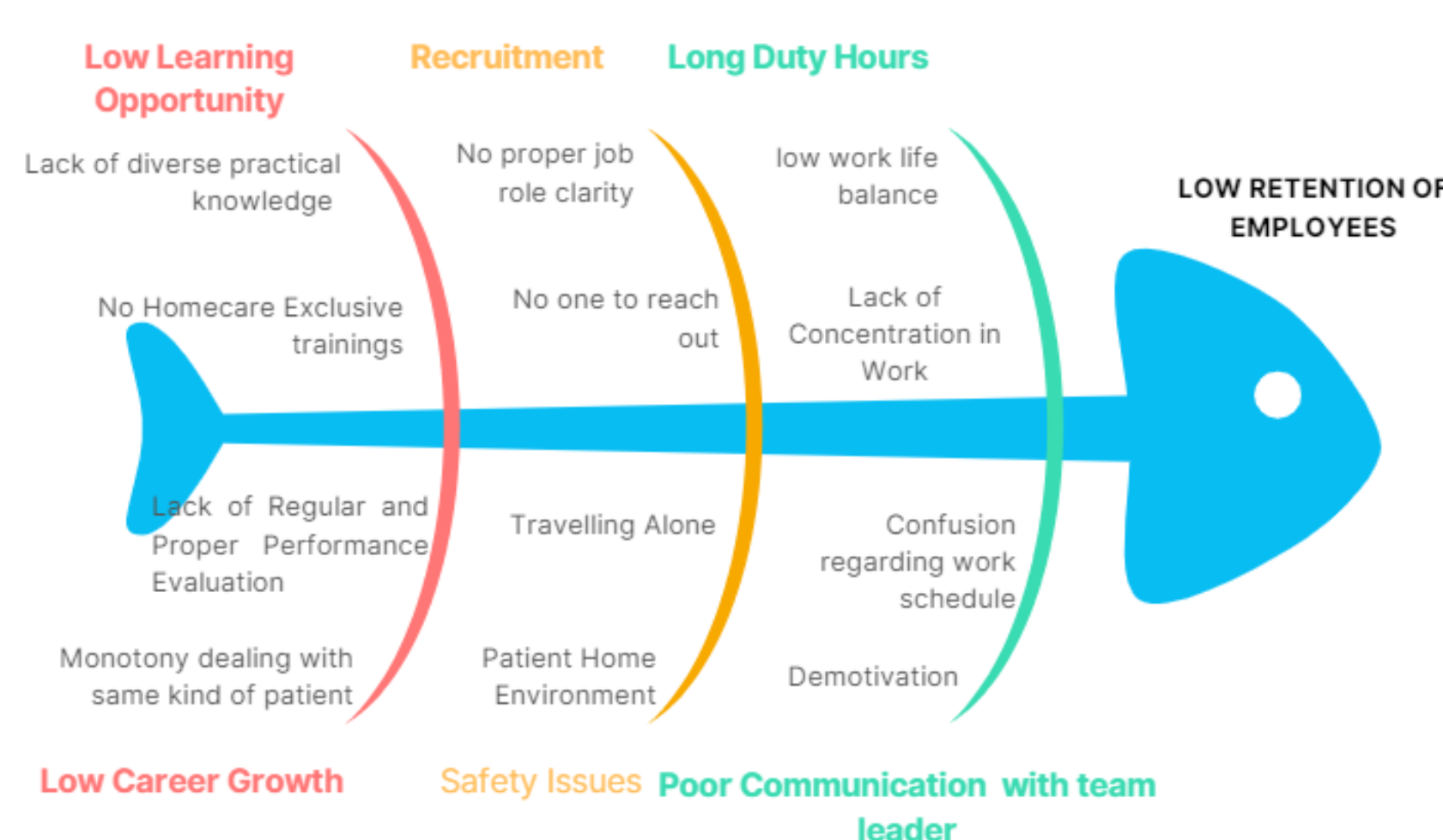
2. Inactive Nurses Survey



3. Prospective Nurses Survey



FISH BONE DIAGRAM-



PROPOSED SOLUTIONS

Staffing Challenges & Solutions:

Difficulty in Finding Suitable Nursing Candidates:

Diversifying Recruitment Channels by including On-Campus and Off-Campus Recruitment. Providing Joint work opportunities in Max@Home and Hospitals in collaboration giving proper training with compulsory work opportunity in hospitals as well.to freshers.

Recruiting Locum or Part time nurses as well, if required.

Selected Candidates Not Joining:

Taking HR interview in the Selection Process.

Taking a Pre-Placement Session before starting the recruitment process.

Candidates Leaving immediately after Joining:

Compulsory training in Homecare environment should be there along with training in hospitals.

Making a proper channel of communication

Retention Challenges & Solutions:

Low Learning Opportunity:

Taking weekly online/offline training sessions related to advance procedures and technologies.

Providing exclusive Homecare specific training.

Poor Communication and Coordination with Team Leaders:

Creating an online portal (App) for proper scheduling of nurses

Regular Rotation of Team Leads should take place to reduce biasness.

Safety Issues:

Installing a tracking device in the app with emergency alert

Lack of Communication with management:

Creating a proper communication channel Conducting Monthly/Quarterly confidential meeting between employees and their managers.

Conducting Appreciation Sessions Regularly

Low Career Growth:

Giving Compulsory work opportunity to work in Max Hospitals after working a certain duration (fixed by the management) as a homecare nurse. (As per candidate's preference)

Developing Certain Career Development Programs for Nurses.

Long Duty Hours [12 Hours]:

Having the adaptability to provide flexible overtime shifts. And 8 hour shift

CHALLENGES

1. Maintaining Confidentiality when handling the HR policies and information
2. Handling employee concerns during feedback
3. Adjusting to fast-paced environment

CONCLUSION

The project has provided valuable insights, recommendations, and strategies for addressing personnel and retention issues. MAX@Home can recruit, retain, and develop a skilled nursing workforce by implementing the proposed solutions, assuring the delivery of exceptional homecare services