



Aster MIMS, Calicut is the pioneer hospital of Aster DM Health care in Kerala, established in 2001. It is the first hospital in India to get NABH accreditation with 627 beds, 100+ full time doctors, 25+ speciality departments, level 4 trauma care facility, intensive care facility, blood bank with component separation facility, advanced interventional radiology, nuclear medicine department, round the clock availability of interventional cardiology, 24 hours availability of thrombolysis services for stroke, referral diagnostic clinical laboratory and MIMS Academy with DNB, nursing and paramedical courses

VISION:

"We shall strive to establish a medical institute of international standard for providing comprehensive healthcare to people as a Caring Mission with a Global Vision"

MISSION:

- Provide Comprehensive caring and Cost-effective Medical treatment of Global standard through a team of highly qualified and committed medical professionals with state-of-the-art medical equipments
- Involve in Medical Education and Research aiming at contributions in the field of modern medicine
- Nurture rapport among the Medical fraternity with due respect to other systems of Medicine
- Ensure ethical practice of Medicine upholding the philosophy that profit must only be a by-product rather than an aim, in the field of healthcare.
- Fulfill the social responsibility to the underprivileged by providing free or subsidized medical treatment

ORGANIZATIONAL STRUCTURE

CEO Aster MIMS Cluster, Regional Director Aster Kerala and Oman - Mr Farhan Yasin

- COO, Aster MIMS - Mr Lukman Ponmadath
- CFO, Aster MIMS Cluster - Mr Arjun Vijayakumar
- Regional Head HR, Aster MIMS Cluster – Mr Brij Mohan
- Quality Assurance Manager - Dr Vishnu Mohan
- IT Head - Mr Pranav
- Business Development Manager - Mr Jyothi Prasad
- Chief of Medical Services - Dr Abraham Mammen
- Chief Nursing Officer - Mrs Sheilamma



LEARNING AND VALUE ADDITIONS

- Importance of teamwork
- How to manage and lead a team
- Optimizing staff in departments as per requirement
- Train staff to adopt patient friendly approach
- Identified and understood the importance of digitization and marketing strategies in hospital sector

INTERNSHIP REPORT

Introduction to Organization

Observation to understand the process flow of front desk (help desk, registration desk, peripheral desk) Financial counselling services, Insurance and ESI desk, ECHS desk, MATIS, Health Check up, International desk

Project 1: Streamlining Tele Console

Tele console department of Aster MIMS works 24*7 with 16 executives. Streamlining the department aims at reducing complaints and improving patient satisfaction

Strategies Implemented so far

- Measures are being undertaken to reduce time consuming calls
- Maintaining digital data sheet for daily updates concerned with patient care
- Better departmental coordination for service calls and enquiries



PROJECT CHARTER – STREAMLINING TELE CONSOLE				
Project Objectives: • Reduce miscalls • Reduce time consuming calls • Reduce patient complaints on tele console services • Reduce unattended calls		Project Team: Project Champion: Dr Pravitha R Anchan, AGM Operations Project Members: Dr Amritha G, Intern, Operations Mrs Mini Shankar, Senior Manager, Front office Mrs Reshmi , Coordinator, Tele console Mr Jyotish A, Executive, Quality Department Tele console team		Key Metrics to be improved: • Patient satisfaction • Number of unaddressed calls • Number of miss calls
Project Scope: • Enable existing console staff to manage calls without outsourcing • All calls will be attended • Increase the number of calls attended by executives hourly	Timeframe 6 months [April 2022 – September 2022]			
Problem Statement:				
Why are we doing this project? • To streamline functioning of tele console department • Implement a professional working pattern • To reduce outsourcing staff • To reduce patient complaints by reducing miscalls, unattended calls • To improve service quality and patient turnover	How will we know if we are successful? 1. Reduction in number of miscalls and unattended calls 2. Reduction in patient complaints on unattended calls 3. Manage calls with existing staff	What are we going to do? • Train ward staff to do follow up bookings of IP • Keep digital record of daily service updates from hospital • Alert all departments involved in patient care to inform tele console in charge on service updates • Adopt professional approach and discipline at work • Appropriate management of time-consuming calls • Avail patient friendly online booking platform • For unreachable calls, autogenerated messages with weblink of online booking platform	How could we fail? • Unable to avoid time consuming calls • Unable to increase calls attended by executives on hourly basis.	
TARGET	Baseline (March)	Target (September)	Expected Benefits	
Miscall %	20.13%	10%	Increase patient turnover Better patient care and improved patient satisfaction Well organized and efficient tele console department	
Unattended Call %	0.2%	0%		
Date: 15/04/2022		Prepared By: Dr Amritha G	Project Champion: Dr Pravitha R Anchan	Approved By: Dr Pravitha R Anchan

PROJECT CHARTER – OPTIMIZING HOMECARE DEPARTMENT				
Project Objectives: • Structure and optimize the functioning of homecare department • Organize call management and work pattern • Establish concept of extended patient care and efficient follow up services thereby improving conversion from hospital (both OP and IP) • Improve promotional and marketing strategies		Project Team: Project Champion: Dr Pravitha R Anchan, AGM, Operations Project Members: Dr Amritha G, Intern, Operations Dr Jasheera Muhammedkutti, Consultant, Family Medicine Mrs Deepa Raghunath, Coordinator, Homecare Department Mr Jyotish A, Executive, Quality Department Homecare team Business development team Human Resources		Key Metrics to be improved: • Patient satisfaction • Number of service calls • Revenue
Project Scope: • Ensure proper coordination in functioning of home care department • Timely and satisfactory homecare service • Increase revenue				
Problem Statement:				
Why are we doing this project? • To optimize the functioning of home care department • To enhance the reach of our services to public through marketing and promotions • To increase revenue	How will we know if we are successful? 1. Positive feedback from patients 2. Service call coordination by call center executives 3. Increase in number of service calls 4. Increase in revenue from homecare	What are we going to do? • Create SOP for homecare console staff • Implement marketing strategies, social media promotion • Direct marketing- brochures, broadcasting, medical camps • Encourage follow up services from hospital through home care • Launch new homecare packages • Monthly auditing	How could we fail? • Inability to improve care coordination • Inefficient marketing strategies • Prolonged consultation time during doctor visits • Lack of cooperation from clinical departments on follow up services	
Target			Expected Benefits	
	Baseline (April 2022)	Target (August 2022)	Target (October 2022)	
No. of service calls	909	1250	1500	
Revenue	1702820	3000000 (1 lakh per day)	6000000 (2 lakhs per day)	
Timeframe – 4 months [May 2022 – October 2022]				
Date: 5/05/2022		Prepared By: Dr Amritha G		Project Champion: Dr Pravitha R Anchan
			Approved By: Dr Pravitha R Anchan	

Project 2: Optimizing Homecare Department

Aster@Home is a unique idea that offers comprehensive healthcare services at home with the help of trained nurses and other medical professionals to take care of the elderly and those in need of personal care

Services Offered – Doctor consultation, Nursing care, Phlebotomy, Physiotherapy, Medicine delivery.

Additional services – 24 hour nursing care, Home ICU

Strategies Implemented so far

- Simple and handy brochures
- Streamlined functions of homecare console
- Promote homecare through OPDs
- Educate discharge patients on homecare services
- Broadcasting to potential contacts
- Started social media promotions
- Recruited marketing executive for homecare promotions

Submitted by **Dr Amritha G**

Under the mentorship of **Dr Anoop Khanna**, Professor, IIHMR University