

To study the functioning of Wellness Assessment Center and to calculate TAT of a package

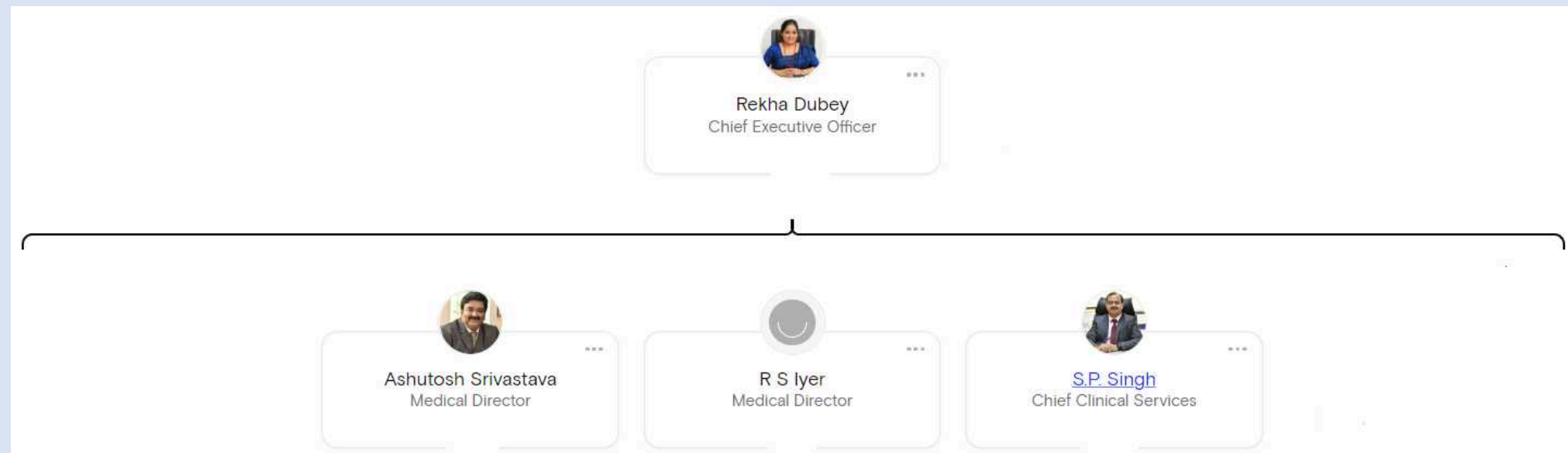
Brief History

Aditya Birla Memorial Hospital is a homage and tribute to late Shri Aditya Vikram Birla who envisioned a world-class hospital in India. It is India's First HACCP and ISO: 22000:2005 certified hospital. It is spread across 16 acres with 500 Beds, 152 ICU Beds, 13 Operation Theaters and a flat panel Cath Lab. It lays special emphasis on preventive care towards which it hosts a complete Wellness Assessment Center under one roof.

Vision and Mission

To unrelentingly pursue the creation of value for our customers, shareholders, employees and society at large. To foster a therapeutic relationship based on compassion that is felt, quality that is measurable and cost that is affordable. To become partners in health promotion with every section of society.

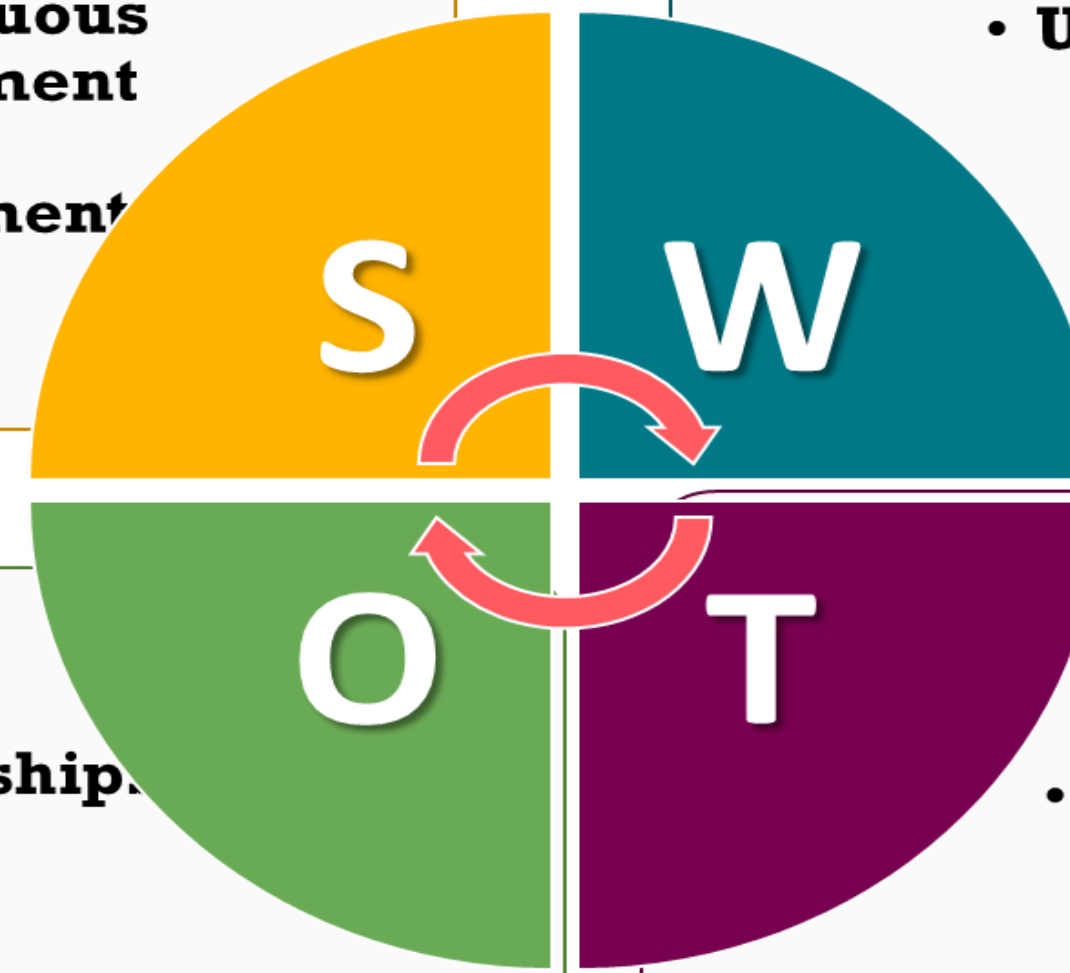
Organization Structure



Learnings

I got a practical exposure of the working and managing of the whole wellness assessment center as I was asked to do each and every activity on my own and not just to observe. Also, I learned client handling and handling negative feedback. I also learned how to calculate TAT and also how to run a package.

- A strong brand name
- Continuous investment in equipment

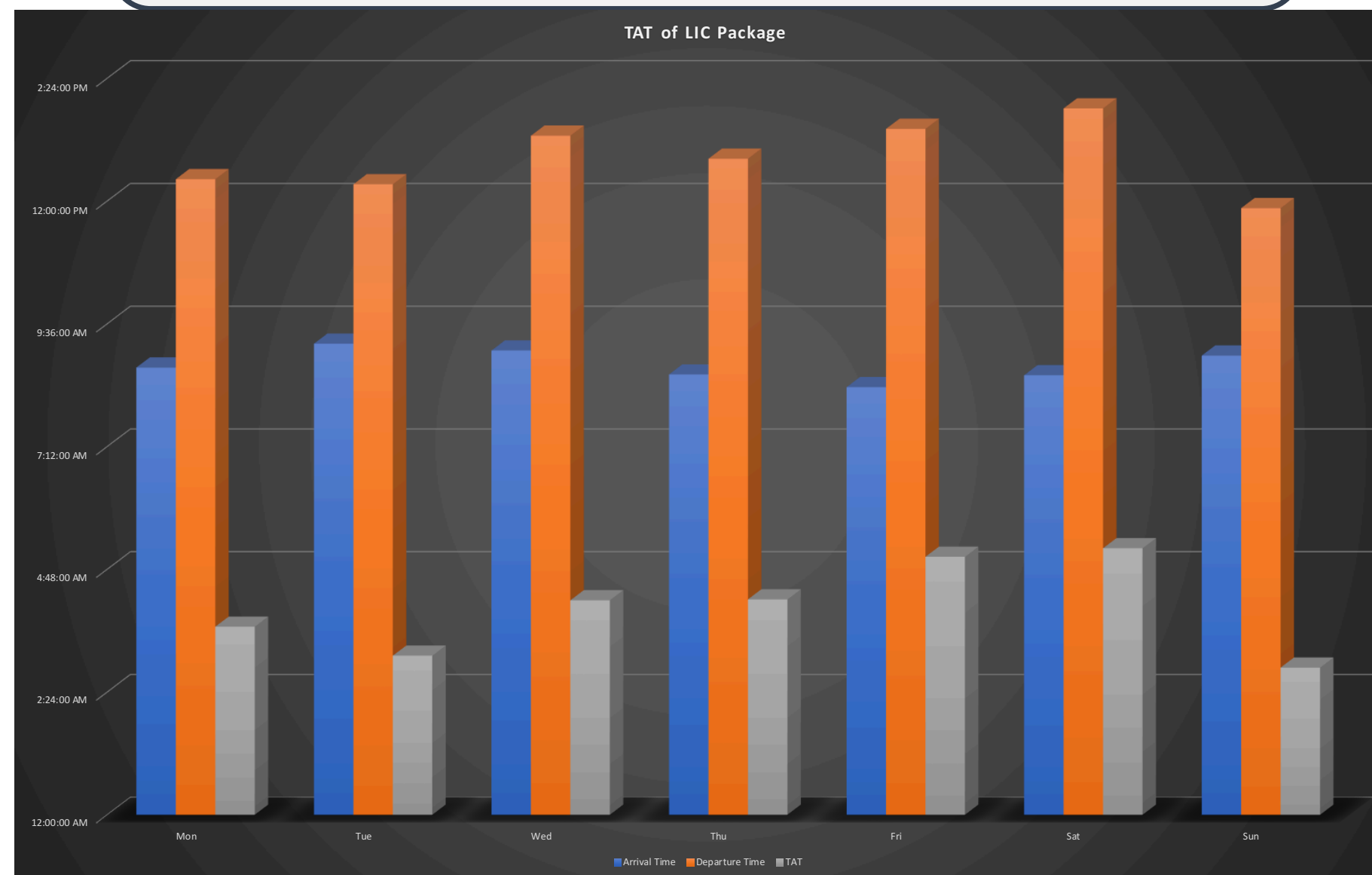


- High staff turnover
- Unequipped lab

- Partnership.

- Location
- Insurance coverage

TAT graph of LIC Executive Package



Challenges

The major challenge that I faced was regarding the terms being used and the tests being conducted in the WAC as I come from a pure management background.

Usefulness of the internship

I found this internship to be very useful as it gave a lot of practical insights about the management of the hospital industry.

About WAC

At the Wellness Assessment Centre, we undertake exhaustive investigation, testing and detailed analyses of patients and their family history, to provide comprehensive reports and recommend appropriate treatment for a healthy life. Our wellness packages are designed to include programs that undertake preventative health screening tests, and identify and recommend treatment in case of diseases.

WAC Process

- Educating clients w.r.t different packages
- Appointment
- Registration
- Billing & invoices
- Running different packages
- Health summary of packages
- Post Visit
- Handing over of reports cum dispatch



Suggestions

The storage of files in the wellness department can be improved which would help in reducing the time, finding the file thereby increasing the client satisfaction. Improvements can be done for taking the clients to OPD for dental.

Name : Isha Shrivastava

Roll No. : 1299

Stream : MBA-HM

Faculty Mentor : Mrs. Monika Choudhary

Industry Mentor : Mr. Ashutosh Kumar Singh

Organization Name : Aditya Birla Memorial Hospital, Pune