

The Hospital

- The Aster Medcity, Kochi is a 670 bedded hospital.
- Situated on an island on the bank of river Periyar the Aster Medcity at Cheranalloor, Kochi was inaugurated in 2014.
- It employs a workforce of 2466 doctors, medical practitioners, nurses, house keeping staff and management staff.



Vision

“A caring Mission with a global Vision to serve the world with accessible and affordable quality healthcare”

Mission

Service excellence: Establish Aster as one of the most trusted healthcare providers globally, through the creation of holistic healthcare experience for 500 million patients by 2030 through their journey from illness to wellness

Clinical excellence: While establishing several global centres of clinical excellence across the group, transform Aster Medcity, Kochi & Aster Hospital Bangalore to be the most recognized destinations for referral of patients for around the world by 2030

Aster Brand Promise: We'll treat you well™

Brief History

- Aster DM healthcare was founded in 1987 in Dubai by Dr Azad Moopen as a single clinic.
- The first speciality medical centre was launched in Dubai in the year 1995.
- It expanded to India in 2001 with Aster MIMS at Kozhikode
- As of today the Aster DM Healthcare group headquartered at Dubai, UAE operates Hospitals, Clinics, Pharmacies, Labs, Diagnostic Centres, Telemedicine and Opticals,
- It has over 350 medical establishment across GCC, India and countries across the globe.

SWOT Analysis

Strengths:

Global Brand value
Multi-speciality
Man power

Weakness:

Employee Attrition
Connectivity
Confusing Architecture

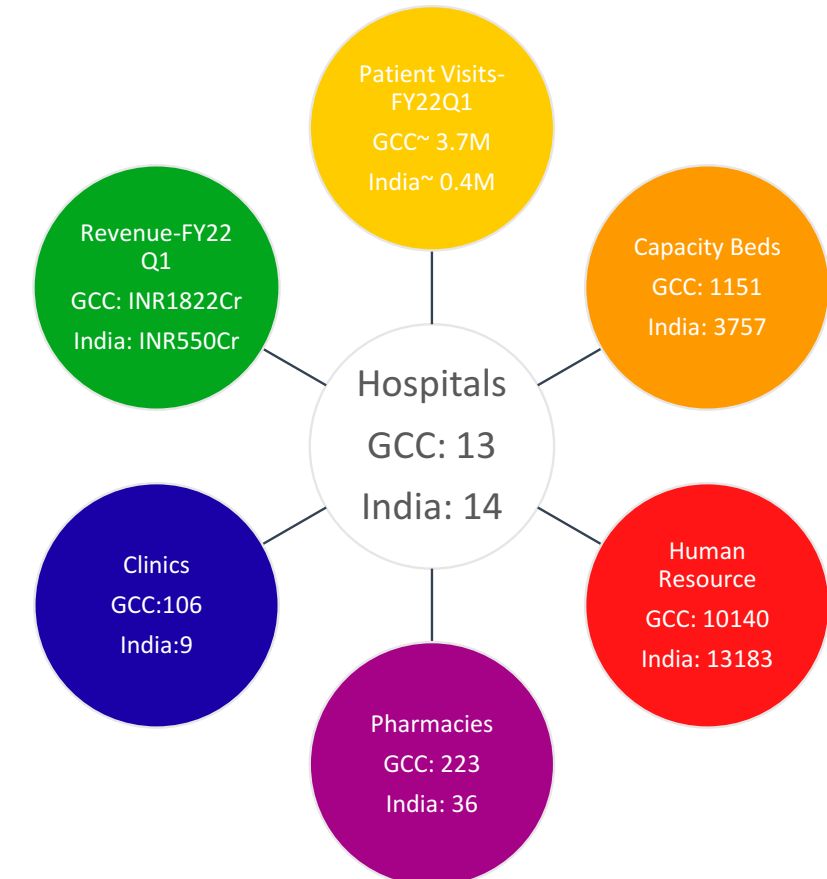
Opportunities:

New Technology
Facility expansion
HR Policy

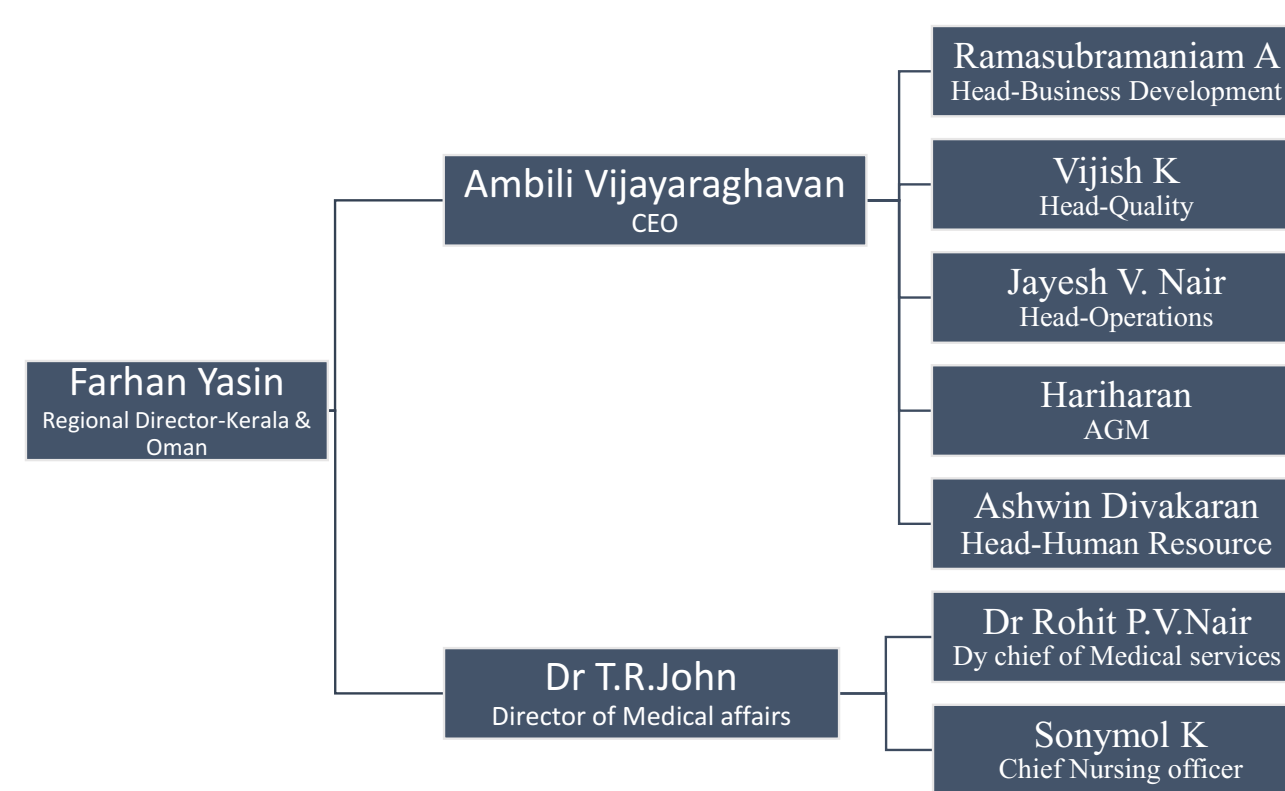
Threats:

Competition
High prices
Location

Company Profile



Organisational Structure



Services Provided

Centre Of Excellence

- Cardiac Sciences
- Orthopaedics
- Neurosciences
- Oncology
- Gastro Sciences
- Multi-Organ Transplant
- Renal Sciences
- Women's Health
- Child & Adolescent Health

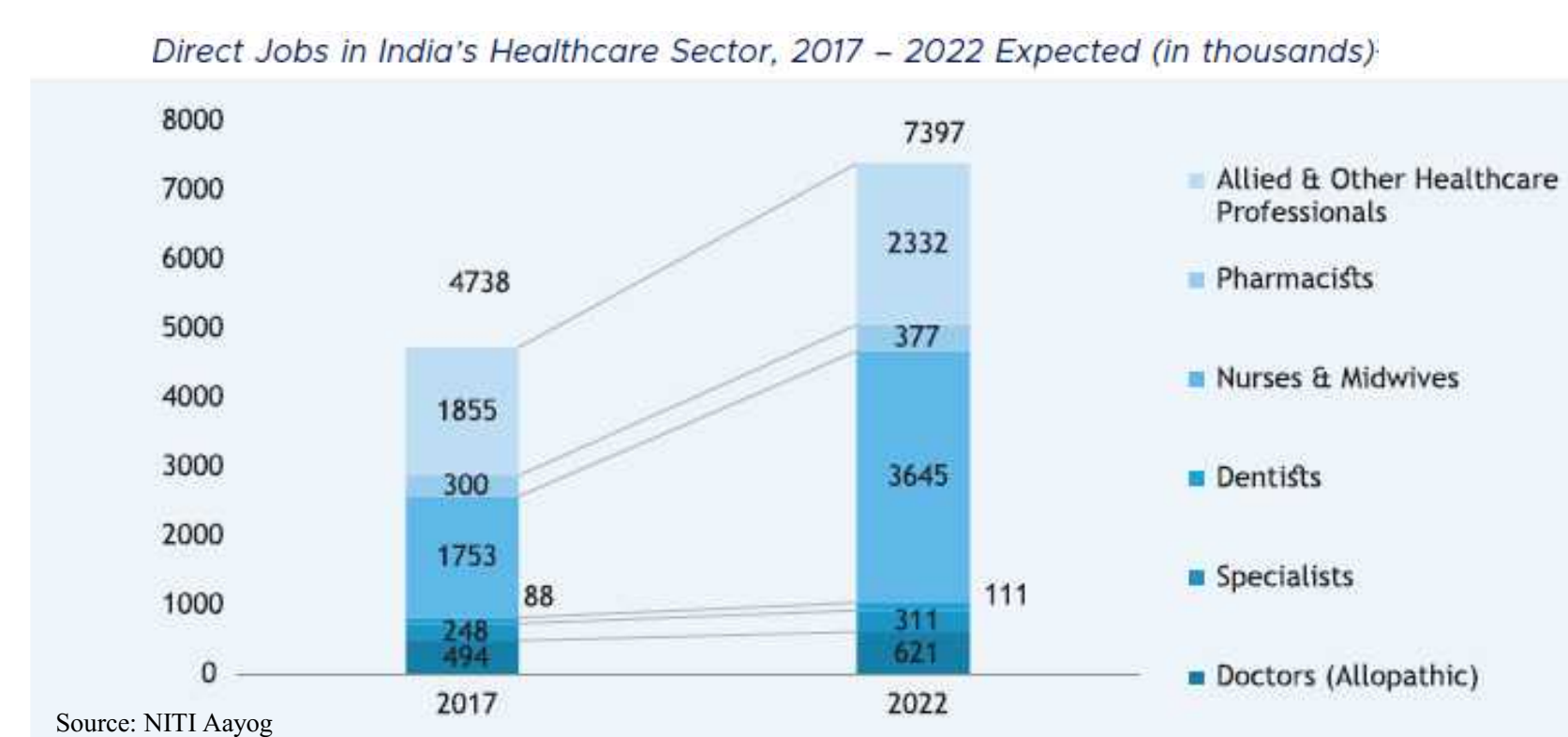
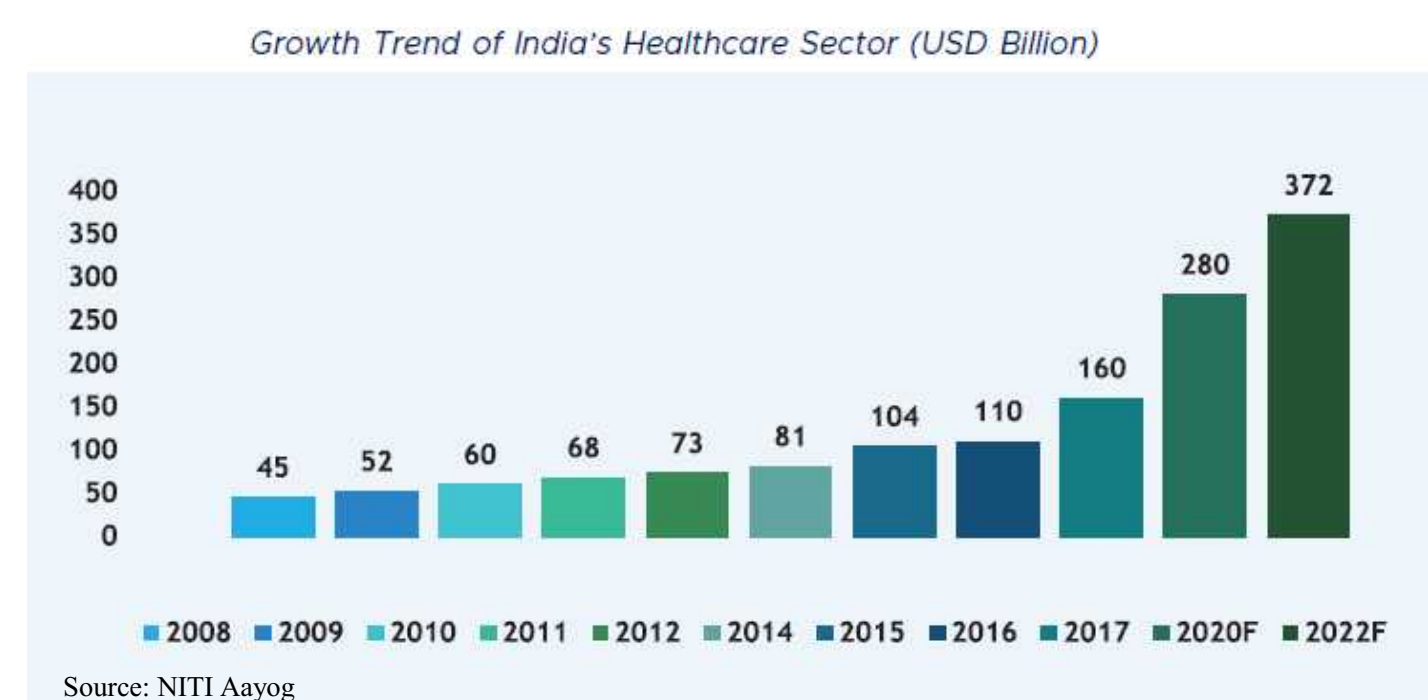
Specialities

- Internal Medicine
- General Surgery & Allied Specialities
- Clinical Imaging & Interventional Radiology
- Pulmonology
- Physical Medicine & Rehabilitation
- Infectious Diseases & Travel Medicine

- Craniomaxillofacial Surgery
- Dentistry
- Dermatology
- ENT And Head & Neck Surgery
- Anaesthesiology
- Critical Care Medicine
- Emergency Medicine
- Psychiatry & Counselling Services
- Nuclear Medicine
- Haematology, Haemato Oncology & BMT
- Ophthalmology
- Pain & Palliative Medicine
- Plastic Reconstructive & Aesthetic Surgery
- Endocrinology & Diabetology
- Spine Surgery
- AyurVAID
- Nutrition & Dietetic
- Diagnostics & Blood Bank

Industry Overview

- The Healthcare Industry in India employs a total of 4.7 million people and is expected to grow at a CAGR of 17% in the coming years.
- India's public expenditure on healthcare stood at 21% of GDP in 2021-22. In union Budget 2022-23 Rs 83200.65 Cr was allocated to the ministry of Health and Family Welfare.
- The central govt is also planning to introduce a credit incentive programme worth Rs 500 Bn to boost the country's healthcare infrastructure.
- India has a total of 43486 private hospitals, 1.18 million beds, 59264 ICUs and 29631 ventilators, vis-à-vis 26778 public hospitals, 713,986 beds, 35,700 ICUs and 17,850 ventilators (acc to data of 2020).



Job Description

- As an intern with the HR department at Aster Medcity, Kochi I was actively involved with the talent search, acquisition, recruitment and onboarding process of new employees, I was also entrusted with drafting and issuing letter of reference and experience certificates to the existing and resigned employees.
- I was also tasked with part study of an ongoing project: "Building Better employee connect through structured onboarding process."

Practical Exposure

- As a part of the HR team I had to scrutinize through and analyse multiple application so as to shortlist probable candidates, who had the desired qualifications, schedule and conduct interviews. The various candidates thus selected where to be onboarded on a specific date through a day long process of orientation and documentation, I was also tasked with facilitating and conducting the onboarding process.
- Working as a coherent member of HR dept I learned to manage employee affairs through effective use of HRM software.
- Towards the project, I was a part of, I had to obtain a feedback from a set of 179 recently joined employees about their experience with the process of joining, analyse and present the data and to draw out steps to be employed so as to improve employees' comfort after joining thus helping in reducing the attrition rate.

Learnings

- Theoretical knowledge can not prepare one for the challenges that one would face, it is only the hands on experience which can help one to gauge and apply troubleshooting techniques and methods that can be employed for effective problem solving to achieve meaningful and favourable outcomes.
- Smooth and timely conduct and completion of task at hand can only be achieved with planning, pre-emptive preparation and time management which should typically start at least a day prior.
- A trained employee is an asset to the organisation and the attrition is a unquantifiable financial loss to any organisation, though it cannot be prevented altogether, however with an effective HR policy and systematic employee connect it can be reduced to an acceptable limit. Such initiatives will also contribute towards a better work environment.

Challenges Faced

- Every work comes with its set of challenges, for me it was the language barrier and the transportation to and from the hospital which required long duration of commute on a daily basis.

Recommendations

- Prior planning and timely execution of the daily task in HR dept
- Building layout information should be displayed at prominent locations for proper guidance.
- Send all the joining forms via email with proper instruction to employees a week prior to joining and ask them to print and fill the forms so as to speed up the onboarding process.
- Ask the new employees to make a short/fun video for introduction and send it to the HR team before joining, which can be played during orientation.
- HR buddies should be designated to each new employee so that they approach the right people during any inconvenience.
- A welcome message or video via email can be sent by the HR buddy to the new joinee a day prior to joining.
- Information pamphlet about induction program should be given to new employees on reporting.

ASTER
MedCity

