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About Hospital

Eternal Hospital (A unit of Eternal Heart Care Centre and Research Institute) is a state-of-the-art tertiary care hospital in Jaipur City. This landmark Healthcare Institute results from the vision of Dr Samin K. Sharma, a world-renowned Interventional Cardiologist based at Mount Sinai Hospital, in New York, USA. Founded in 2013, today it is one of the most preferred hospitals in Jaipur, nationally and internationally owing to the exclusive services and excellent medical outcomes delivered. Eternal Hospital is the only state hospital with JCI (Joint Commission International)- USA Based organization accreditation. A hospital with a capacity of 250 bedded hospital has state-of-the-art technology focusing on the specialties like Cardiology, Cardiac Surgery, Neurology, Neuro Surgery, Orthopedic & Joint Replacement, Spine Surgery, Nephrology, Pediatrics, Gynecology, Critical Care, Urology, Pulmonology, Gastroenterology, Diabetes and Endocrinology and many more.

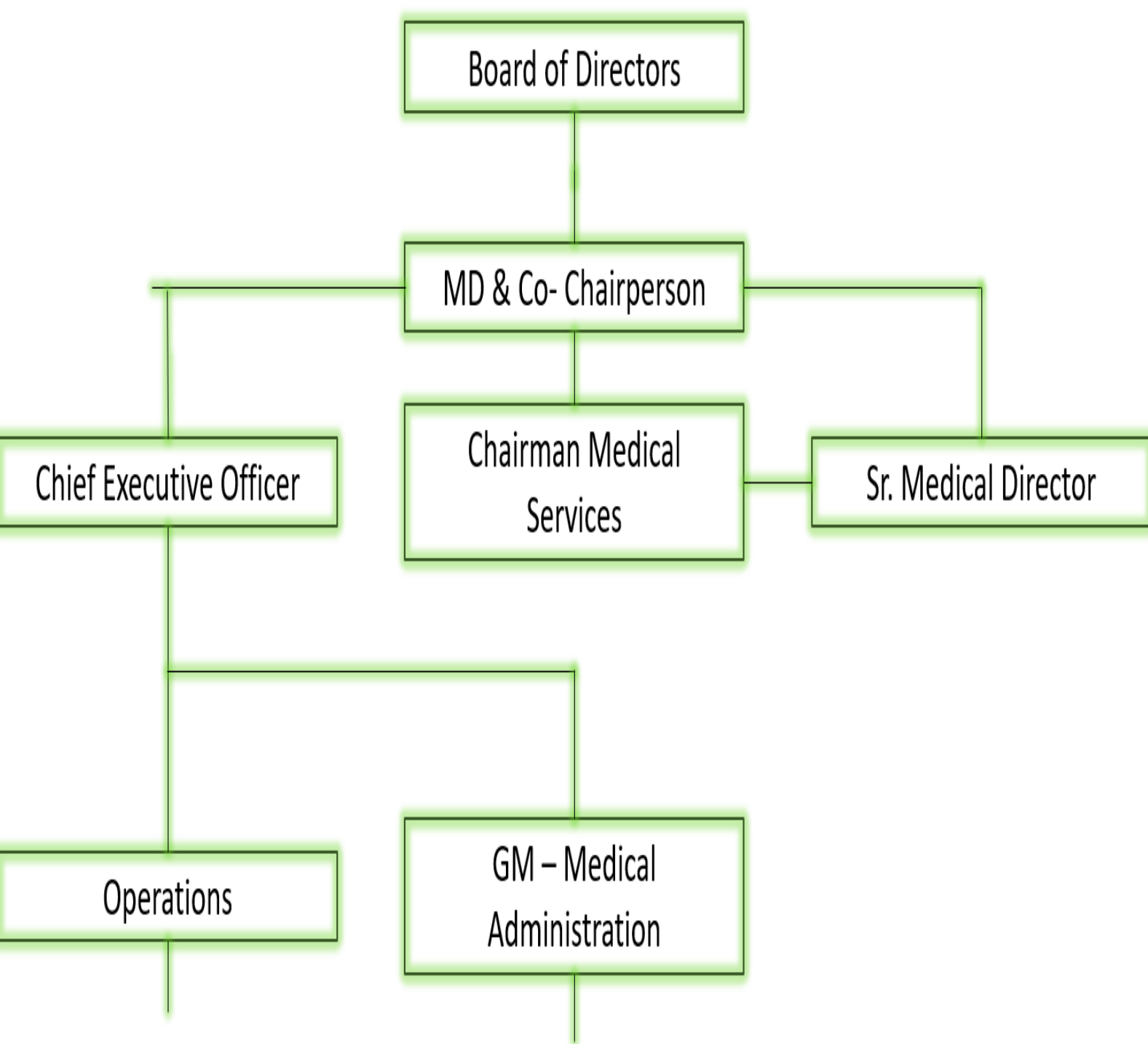
VISION

A center of excellence in the area of medicine with the highest international standards at an affordable cost for the community around the globe.

MISSION

To redefine healthcare by improving outcomes and experience of patients through cutting-edge research and personalized clinical care including innovative, preventive, diagnostic, therapeutic and rehabilitation services.

ORGANOGRAM



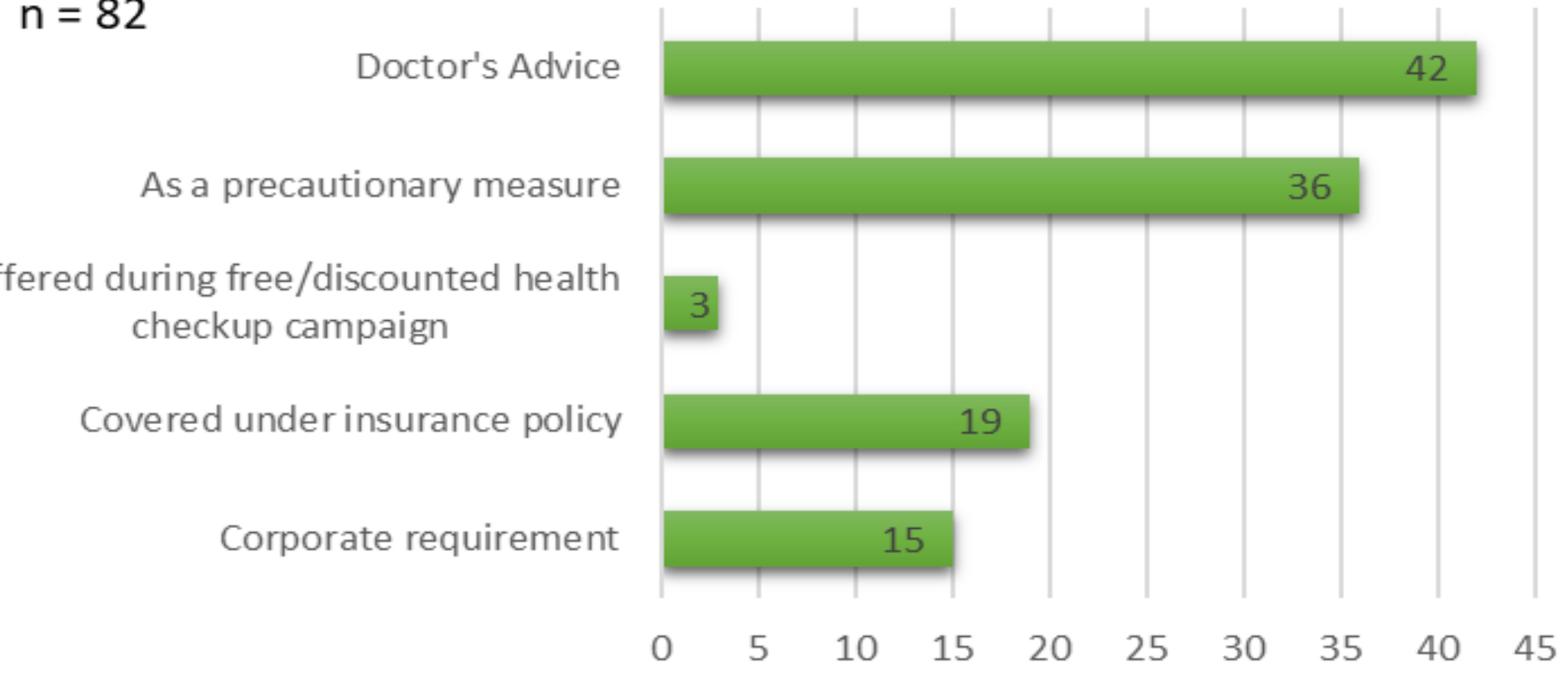
OBJECTIVE

- This study aims to understand the perception, awareness and behaviour of people coming in OPD towards preventive health check-ups in EHCC hospital.
- To know about the role and importance these check-ups hold in today's lifestyle.

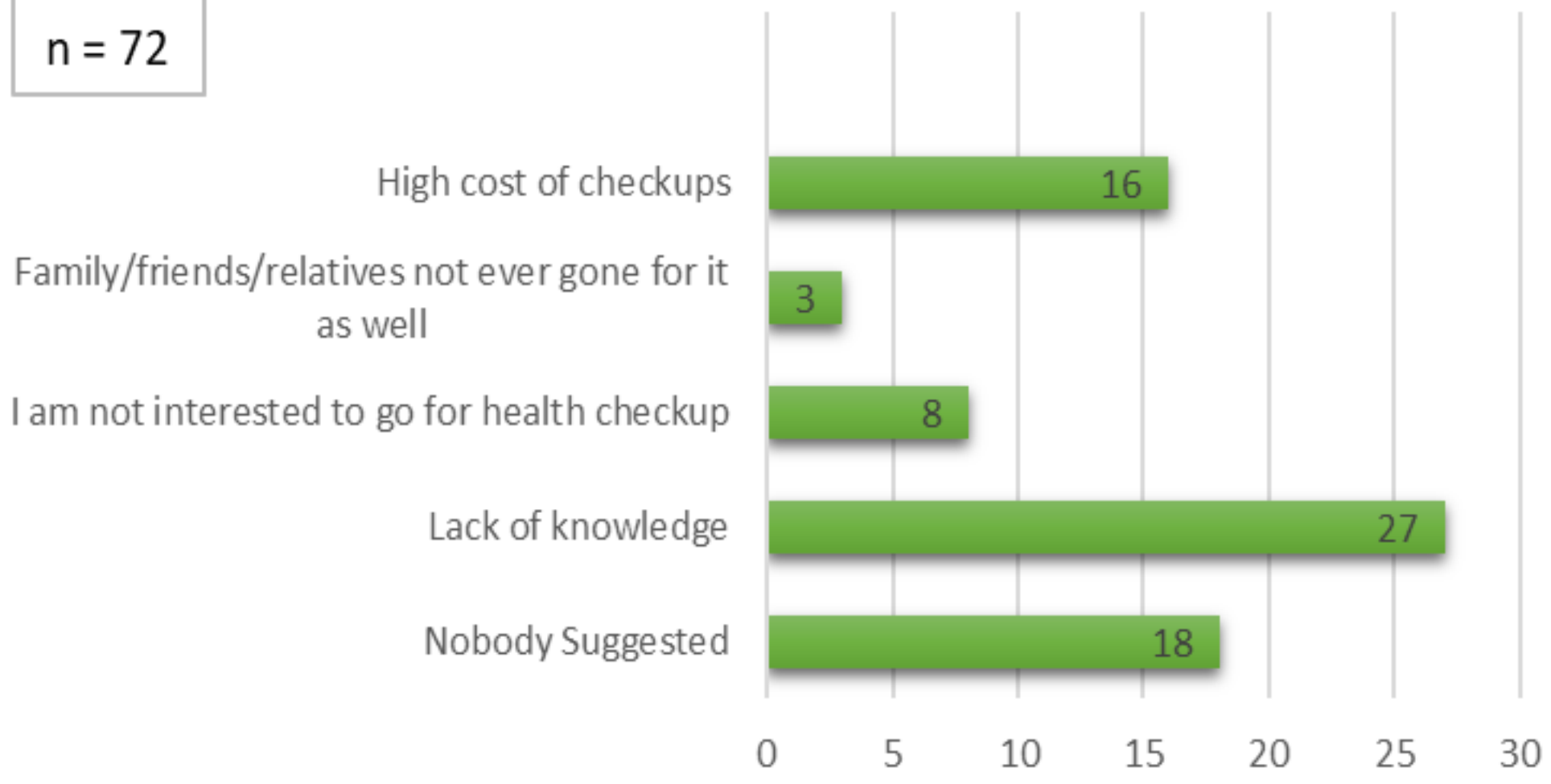
Demographic Analysis & Findings

Parameter		(N= 152)
Gender	Male	83 (54.6%)
	Female	69 (45.39%)
Age (in years)	21-30	36 (23.68%)
	31-40	29 (19.07%)
	41-50	41 (26.97%)
	51-60	27 (17.76%)
	60 & above	19 (12.5%)
Awareness on preventive health checkups	Yes	96 (63.15%) - 82 (83.7%) {Had preventive health checkups}
	No	56 (36.84%) - 16 (16.3%)

Source of advice/ reason for taking 1st preventive health checkup



Reason of unawareness or not undergoing preventive health checkup



STRENGTH

- Offer a wide range of preventive care services that address various aspects of health and wellness along with consultations.
- Modern facilities that support preventive care initiatives.

WEAKNESS

- Unavailability of team of experts dedicated to preventive care demonstrates the hospital's commitment to providing high-quality services in this area.
- Awareness about PHC was not provided
- Cost-effective preventive care packages
- Delay in availability of reports

OPPORTUNITIES

- Attracts patients looking for a holistic approach to wellness.
- Increasing Demand for Preventive Care.
- Hospitals can leverage partnerships with primary care providers, insurance companies, employers, and community organizations to develop comprehensive preventive care programs.
- Long-Term Patient Engagement.

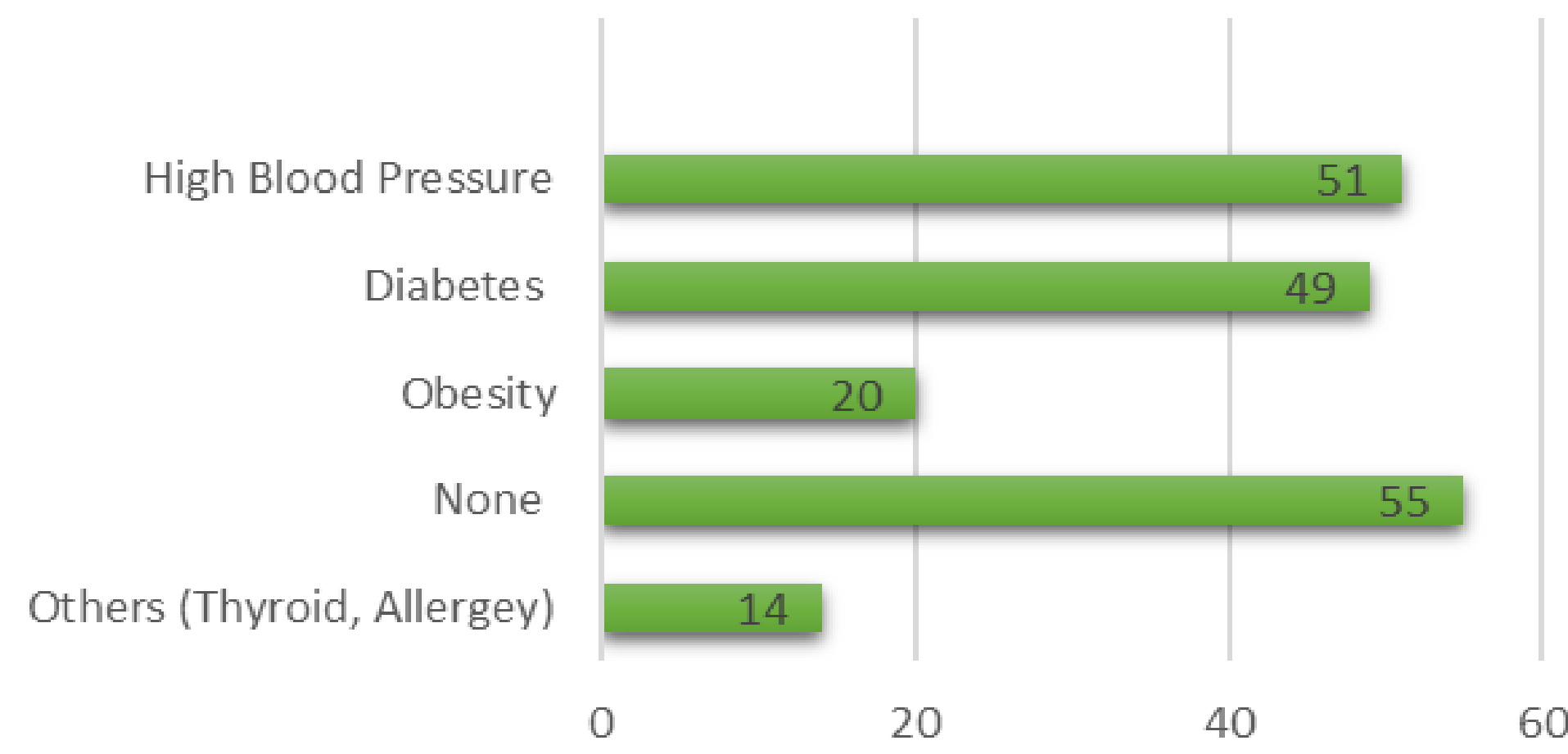
THREATS

- Lack of public awareness about the importance of preventive care.
- Resource constraints
- Competition from alternative healthcare providers
- Failure to adapt to evolving trends and market dynamics.

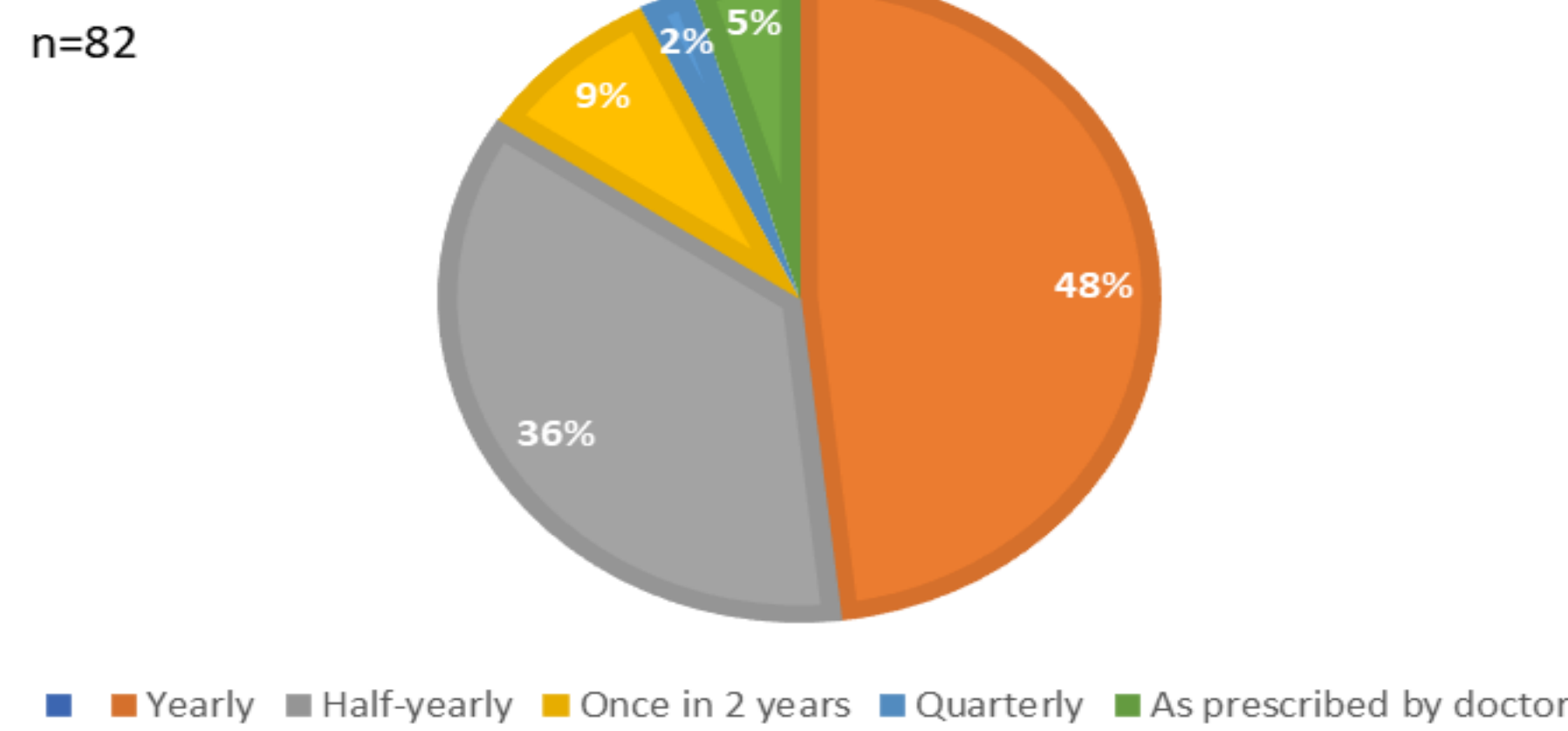
RESEARCH METHODOLOGY

- Research Design: Descriptive Study
- Sampling method: Simple random sampling
- Data collection method: Primary data using survey questionnaire forms
- Survey Timelines: 27th May to 17th June
- Data analysis using MS-Excel

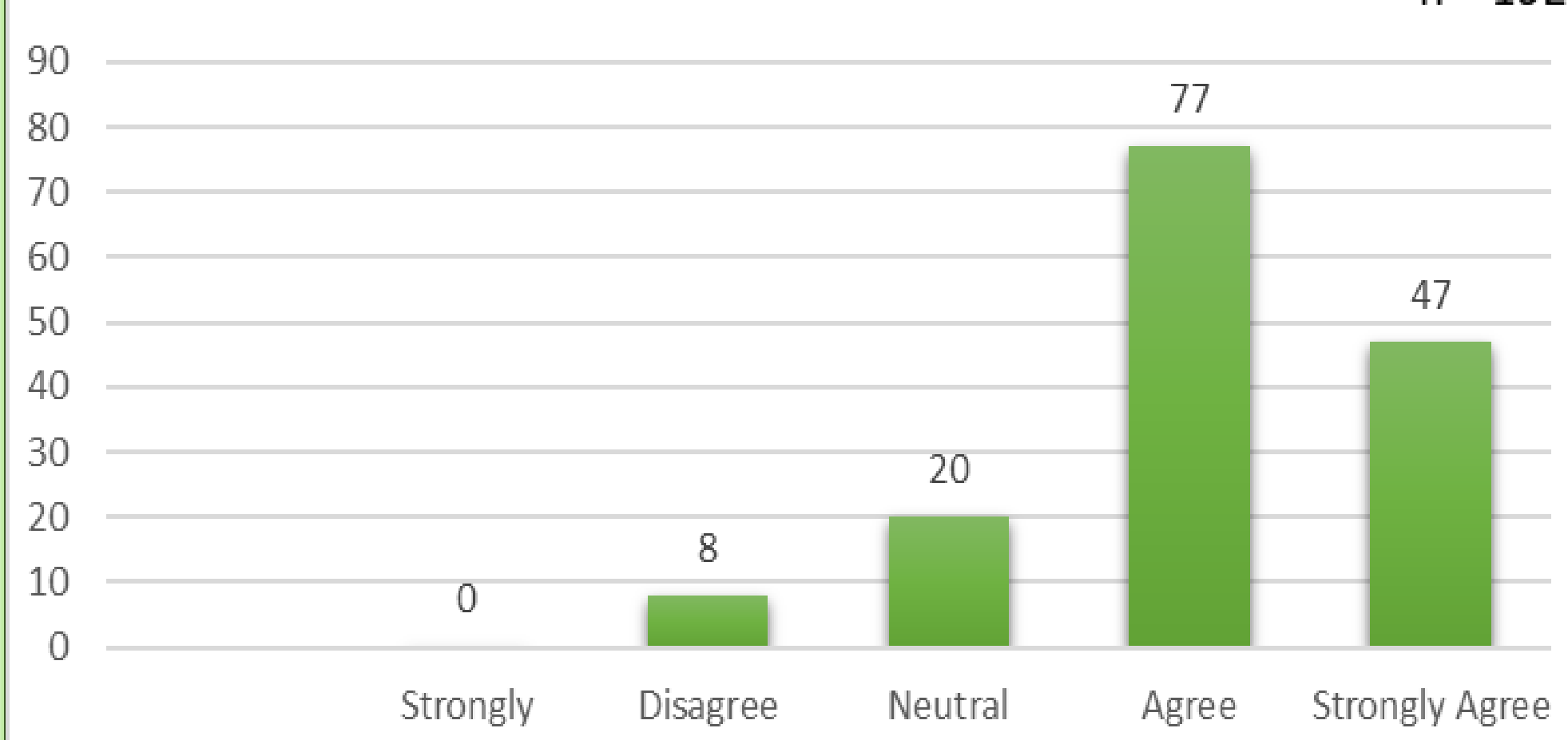
Earlier diagnosis with any of the lifestyle diseases



FREQUENCY OF PREVENTIVE HEALTH CHECKUP



Perception towards early detection of disease and its importance



Theoretical Understanding

Practical Exposure

General

Primarily acquired knowledge through textbooks and studying through various sources.

- Active engagement, observation, and hands-on experience.
- Allows me to develop skills, gain insights, and learn from real-time situations, feedback, and interactions with healthcare professionals, patients, and stakeholders.

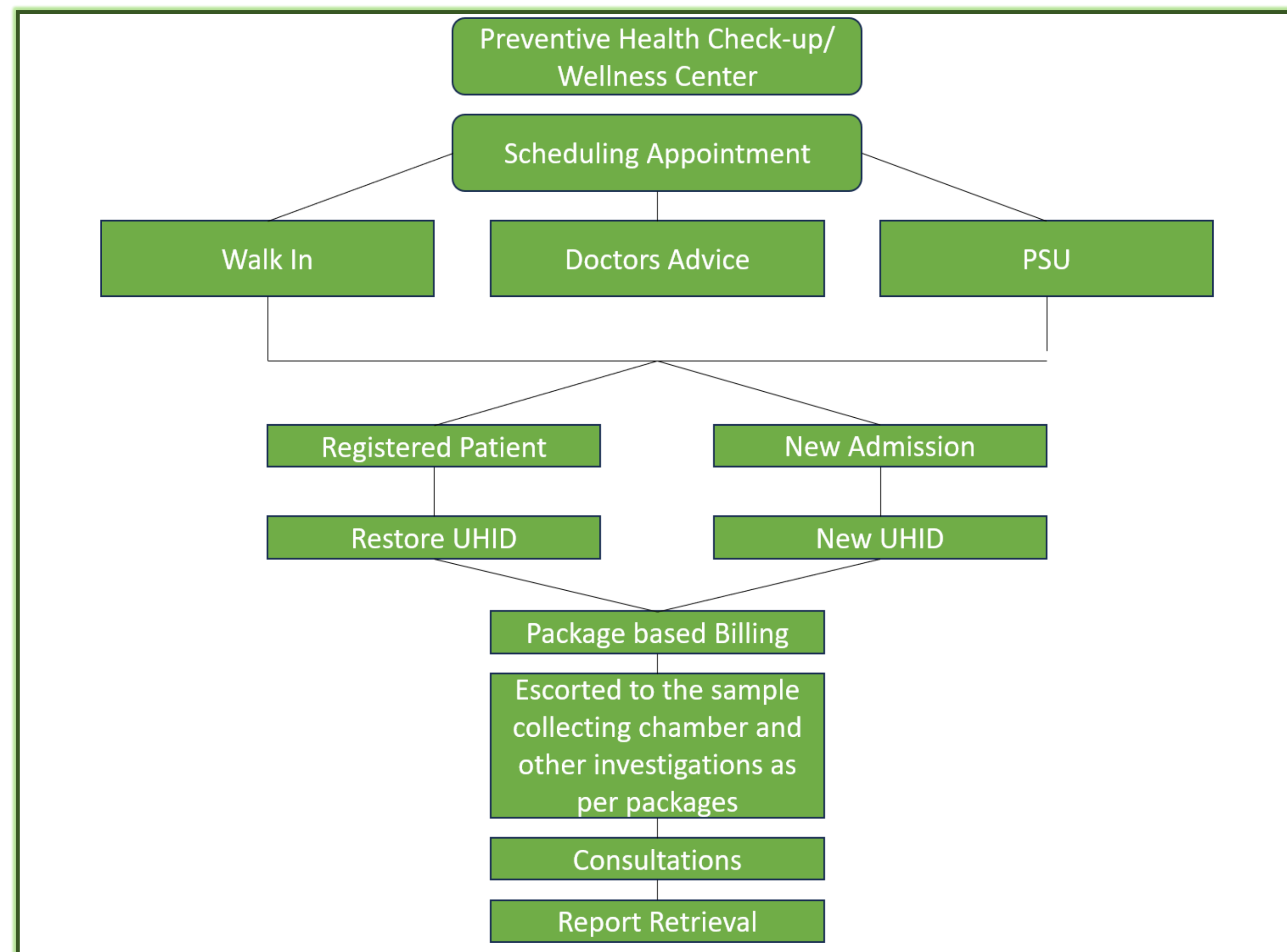
Specific

Conceptual understanding of preventive health checkups and its importance.

- On-field experience with process flow in department and patient satisfaction
- Taking surveys and doing research & analysis.

OBJECTIVE 2

Observing process flow in wellness lounge



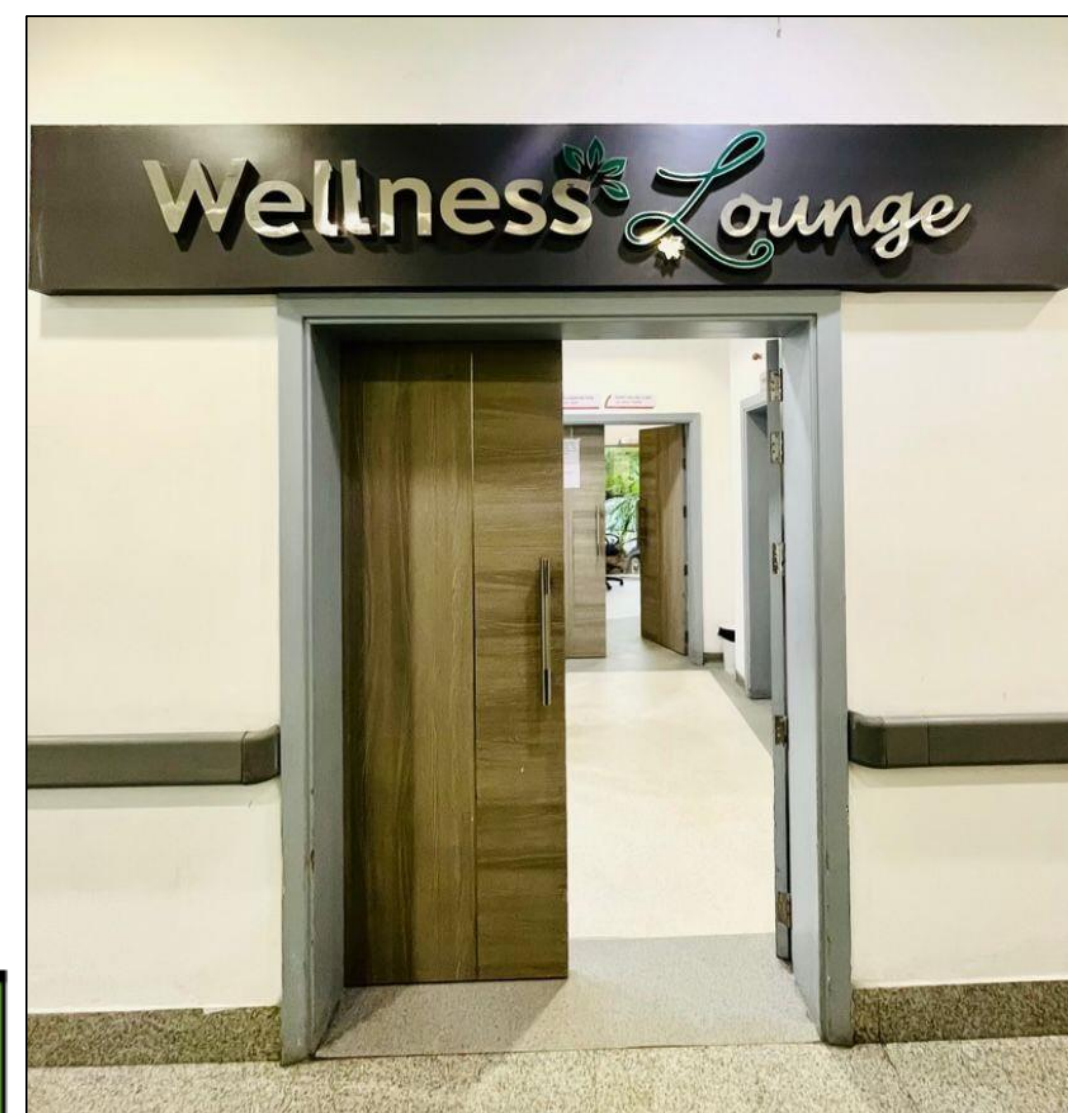
USEFULNESS

- Hands-on experience that allows you to apply theoretical knowledge in a real-world setting.
- Understanding these regulatory frameworks is crucial for effective management in the healthcare industry.
- Personal and Professional Growth
- This exposure can help you make more informed decisions about your future career trajectory.



LEARNINGS & VALUE ADDITION

- Learnt about the intricacies of hospital operations, including patient flow, resource management, scheduling, and coordination among different departments. Understanding the operational aspects of a hospital.
- Practical acquaintance with research, survey & analysis.
- Package system for preventive health check-ups which is cost effective.
- Quality Standards and Processes during NABH audit in new branch of Eternal Hospital



SUGGESTIONS

- Counselling of patients by resident doctors about PHC and packages. This also helps in increasing awareness about preventive health check ups.
- Prior scheduling of/appointment for package patients.
- Teleconsultations.
- Encouraging to go for Preventive health check-up esp. after 40 years of age.

CHALLENGES

- Challenging to communicate with patient & attendees while taking survey.
- Challenges in managing resistance to change and convincing employees of the benefits of new initiatives.
- Understanding and acclimatizing this complex organizational structure.

