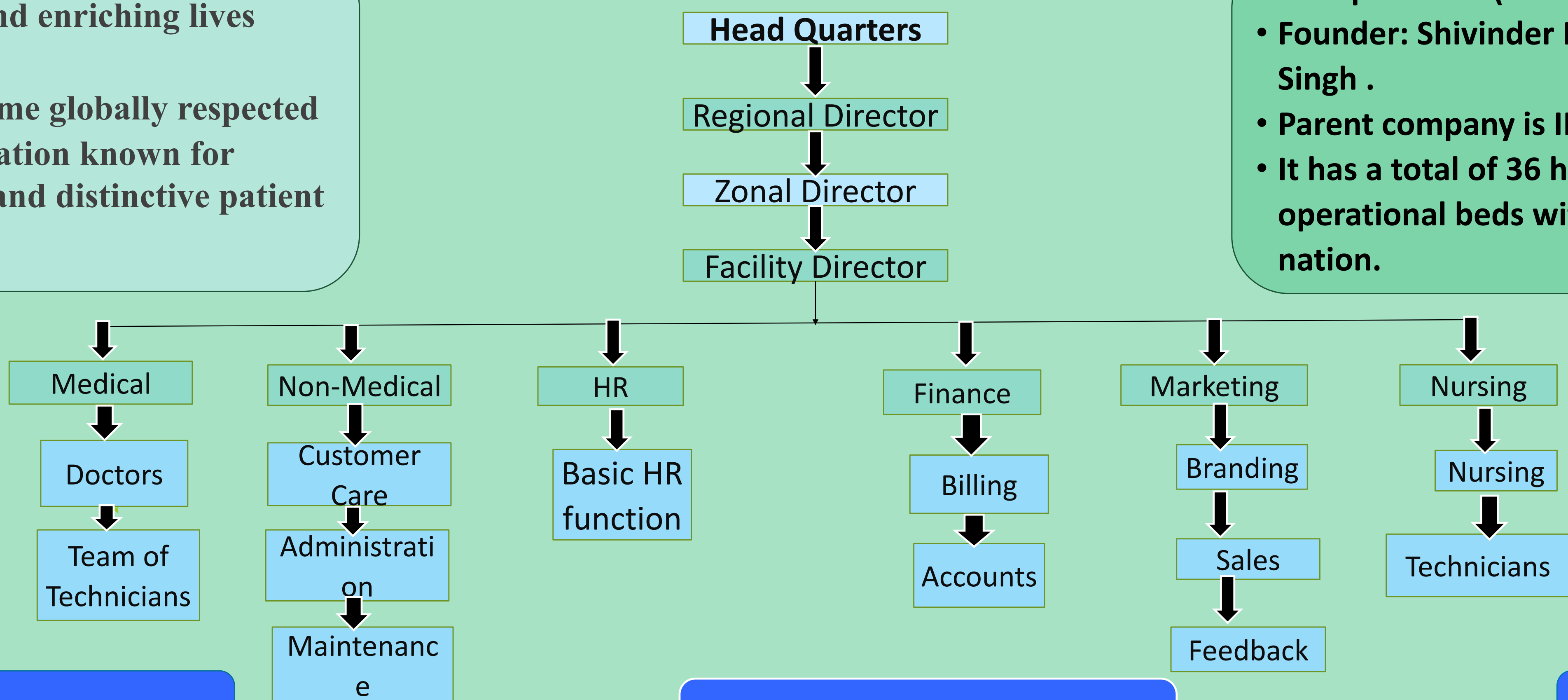




A study on conversion rate from OPD to IPD at Fortis Hospital, Jaipur



Organizational Structure



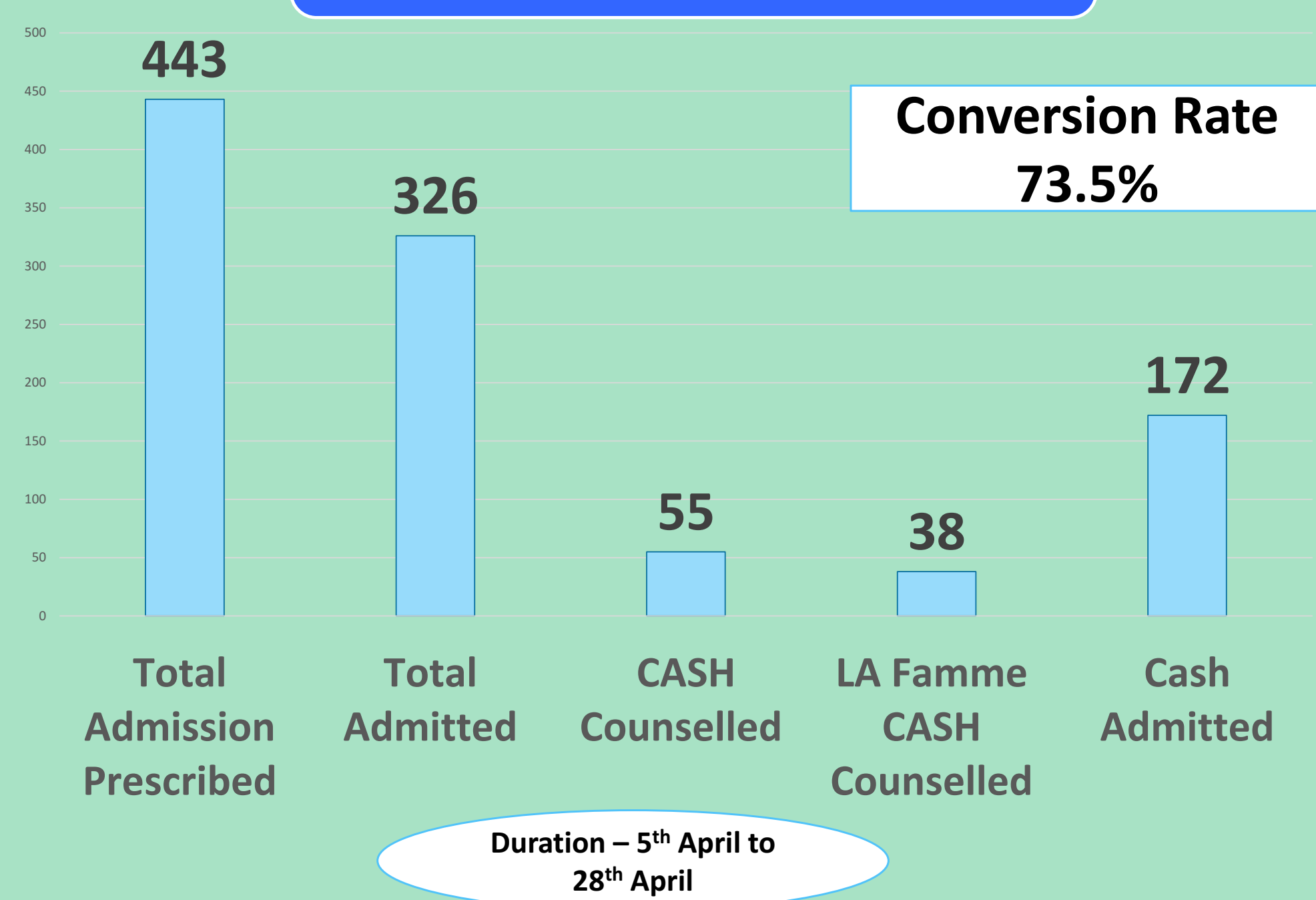
Brief History

- Set up in 1996 (fortis Jaipur launched in 2007)
- Founder: Shivinder Mohan Singh and Malvinder Mohan Singh .
- Parent company is IHH (International Healthcare Holding).
- It has a total of 36 healthcare facilities with 4000 operational beds with over 23,000 employees across the nation.

Description

- Fortis Escorts Jaipur is the First NABH accredited hospital in Rajasthan with 275 beds and all type of specialties available.
- It is one of the best organizations that provides world class facilities and Interventions like Kidney transplant, Adult & Pediatric cardiac surgery & Total knee replacement .
- Having cutting-edge technology, the hospital solely offers sophisticated robotic surgery, which enhances client experience and minimizes disability limitations.

Project work - Conversion



Learning & Value Addition

- Got exposure and hands on training on the process of admission, patients counseling for admission and discharge.
- Learnt the following aspects;
 - Complete process of admission to discharge of the patients including the issues related to billing , admissions, discharges etc. on day-to-day basis.
 - How the HIS (Hospital Information System) work and its importance in an organization.
 - Analyse of data regarding the admissions of clients.

Challenges Faced During Internship

- Mis-understanding of description and instruction prescribed by medical doctors by floor coordinators to admit the patient for medical procedure.
- Non availability of information regarding admission of patients.
- Long waiting time for diagnosis and consultation even after prior appointment.

Theoretical

Location of ICU – Upper floors are preferable.

Managerial Style in operations department

Types of conflict (Task , Relationship , Process conflict)

Practical Exposure

Location of ICU – Located on ground floor (MICU)

Normative style – develop proper norms of behaviour and helps subordinates in problem solving.

Usually, Task conflict occur i.e., there is a disagreement about the work's content and intent.

SWOT Analysis

STRENGTHS : It has a first-generation Cath lab and offers advanced robotic surgery .

-Having a highly skilled and competent medical team capable of executing difficult interventions.

OPPORTUNITIES: Medical tourism is becoming more popular these days and will reach its peak in the next decade. Fortis has the chance to attract consumers from all over the world owing to its great facilities and services.

WEAKNESSES: The preparation and allocation of beds to patients takes a long time, which causes patient dissatisfaction.

-The OPD waiting period is high, resulting in patient dissatisfaction .

THREATS : When compared to its competitor such as Narayana Hospital, EHCC, and Manipal Hospital, surgery packages are much more expensive.

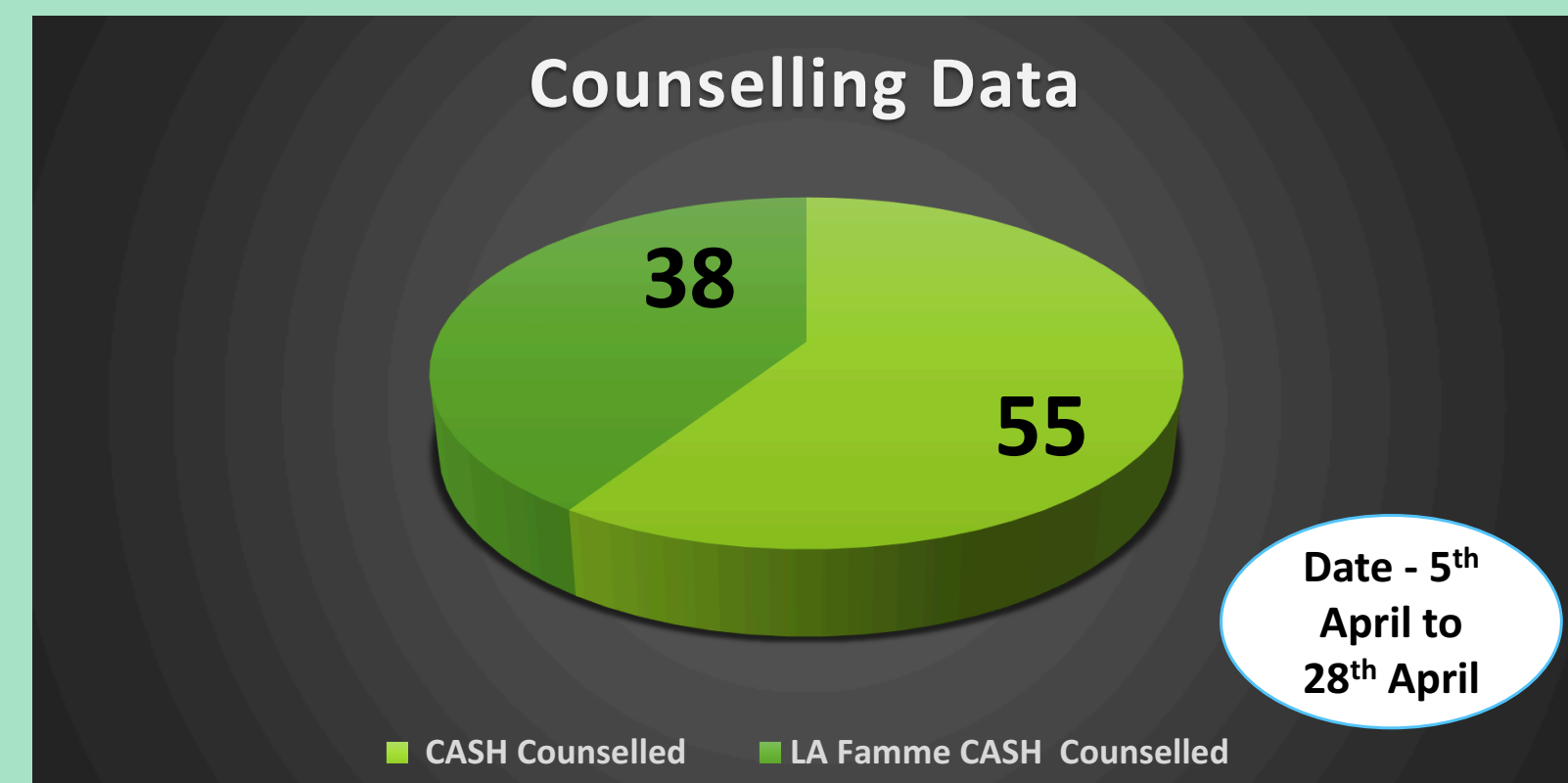
Usefulness of Internship

- Theoretical principles were correlated and then used practically in the organization.
- Recognizes the significance of time management.
- Communication abilities in terms of how to communicate with clients and higher authorities in the organization.

Suggestions (Based on Project work)

- In order to reduce effort and improve patient satisfaction, the appropriate number of trained manpower should be assigned.
- Proper documentation of the data is necessary in order to track the clients correctly.
- Staff should be trained on medical terminologies related to client admissions in order to avoid mistakes during documentation.
- Counseling should be provided by the doctors' coordinators to avoid losing clients and to make the conversion process go even more efficiently.

Counselling Data



Name : Ronit Parashar

Roll No: 1375

Stream : MBA – HHM (Batch 26)

Name of Faculty Member : Dr. Dharendra Kumar

Name of Industry Mentor : Dr Heena Kausar

Organization Name : Fortis Escorts Hospital Jaipur