

Brief history:

Apollo Hospitals was established in 1983 by Dr. Prathap C Reddy. As the nation's first corporate hospital, it is acclaimed for pioneering the private healthcare revolution in the country. Apollo Hospitals, Bengaluru branch has commenced operations on 1st August 2015. It is a 200 bedded multi speciality hospital.

Vision and Mission :

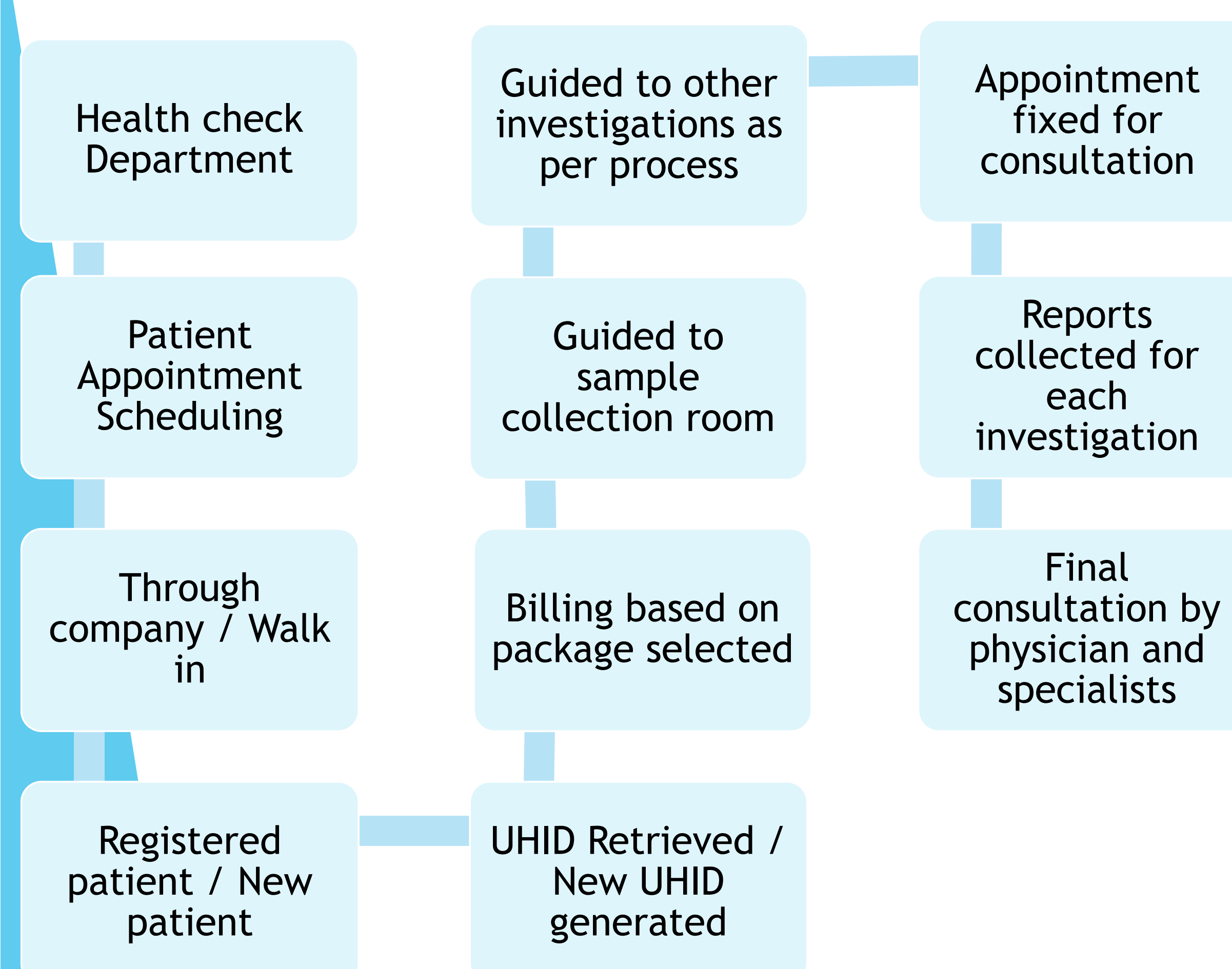
Apollo's vision for the next phase of development is to 'Touch a Billion Lives'.

"Our mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity"

Objective:

To study the operational and managerial functioning of the hospital and to map the complete process, calculate total turnaround time and determine the factors affecting overall efficiency.

Process Flow :

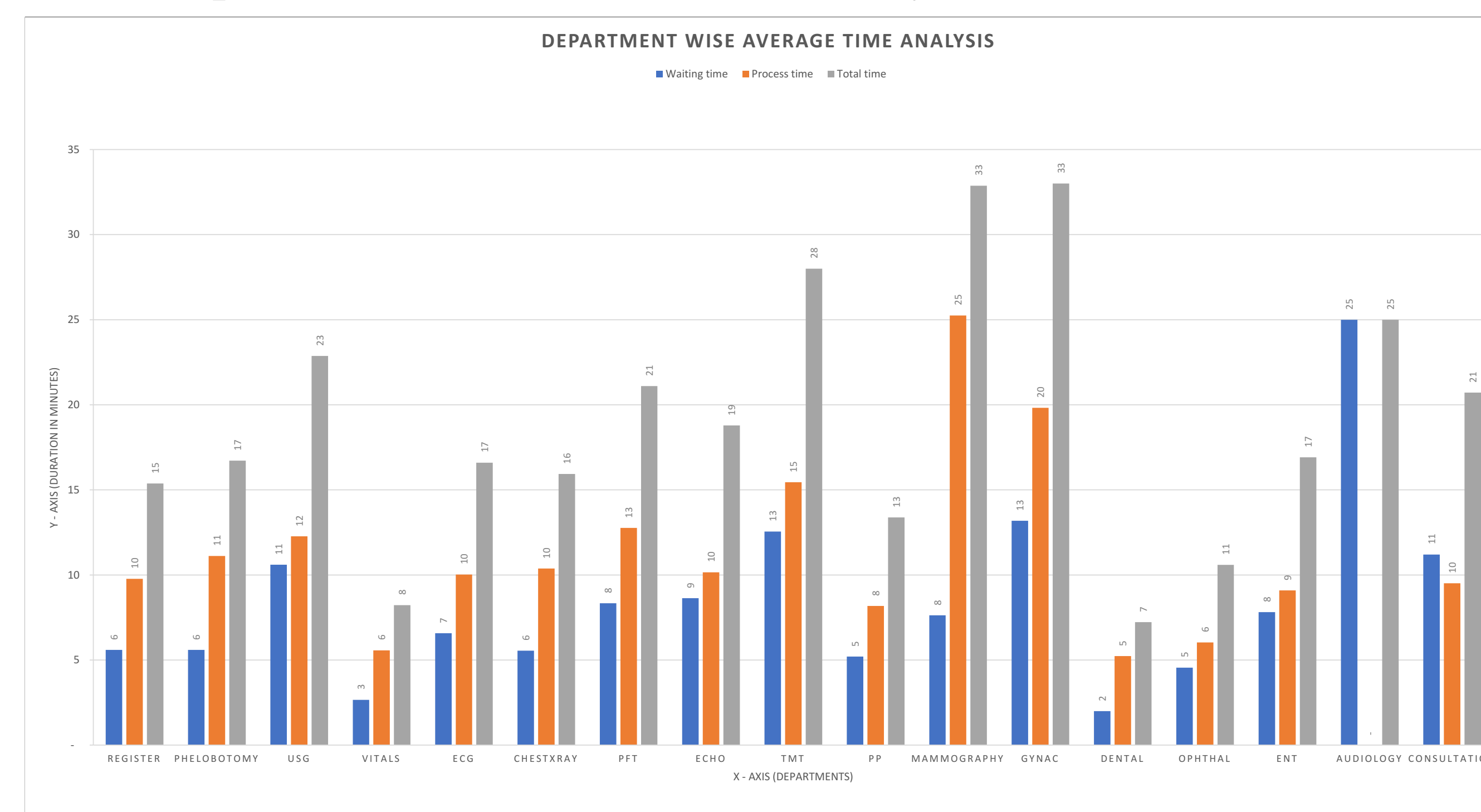


Presented by : Dr. Rutuja Jadhav, 1380,

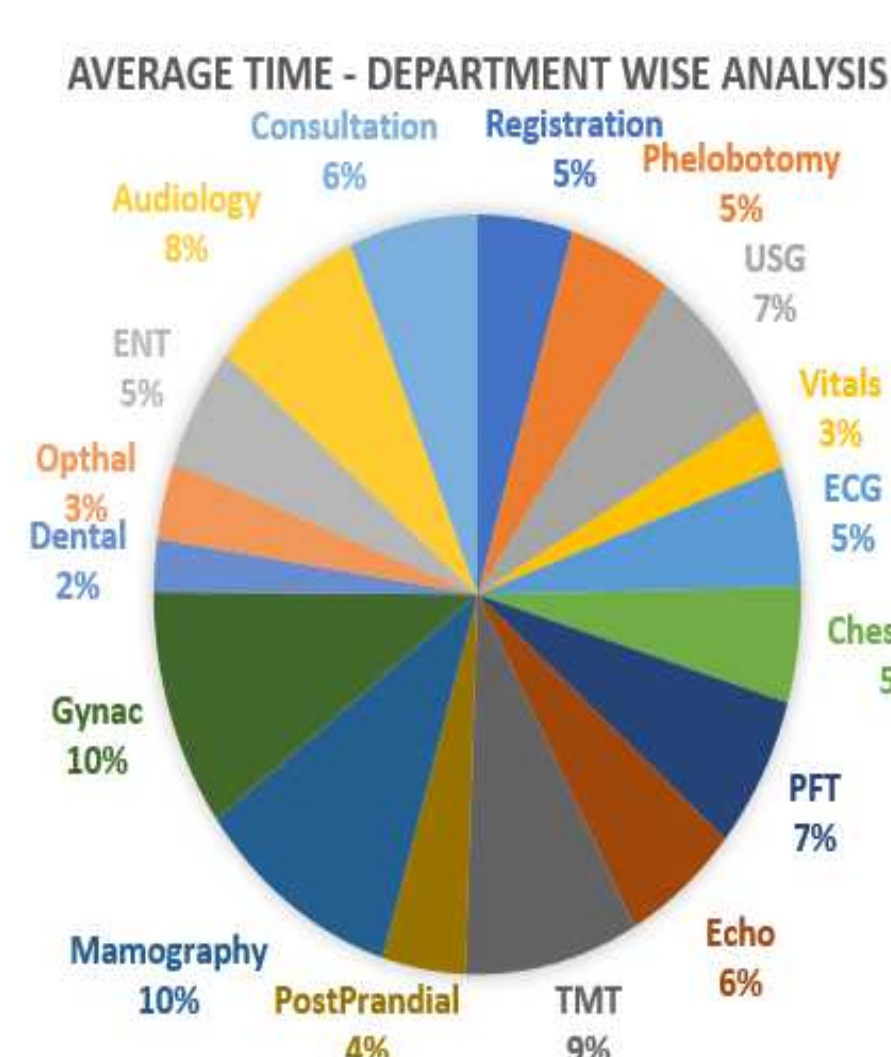
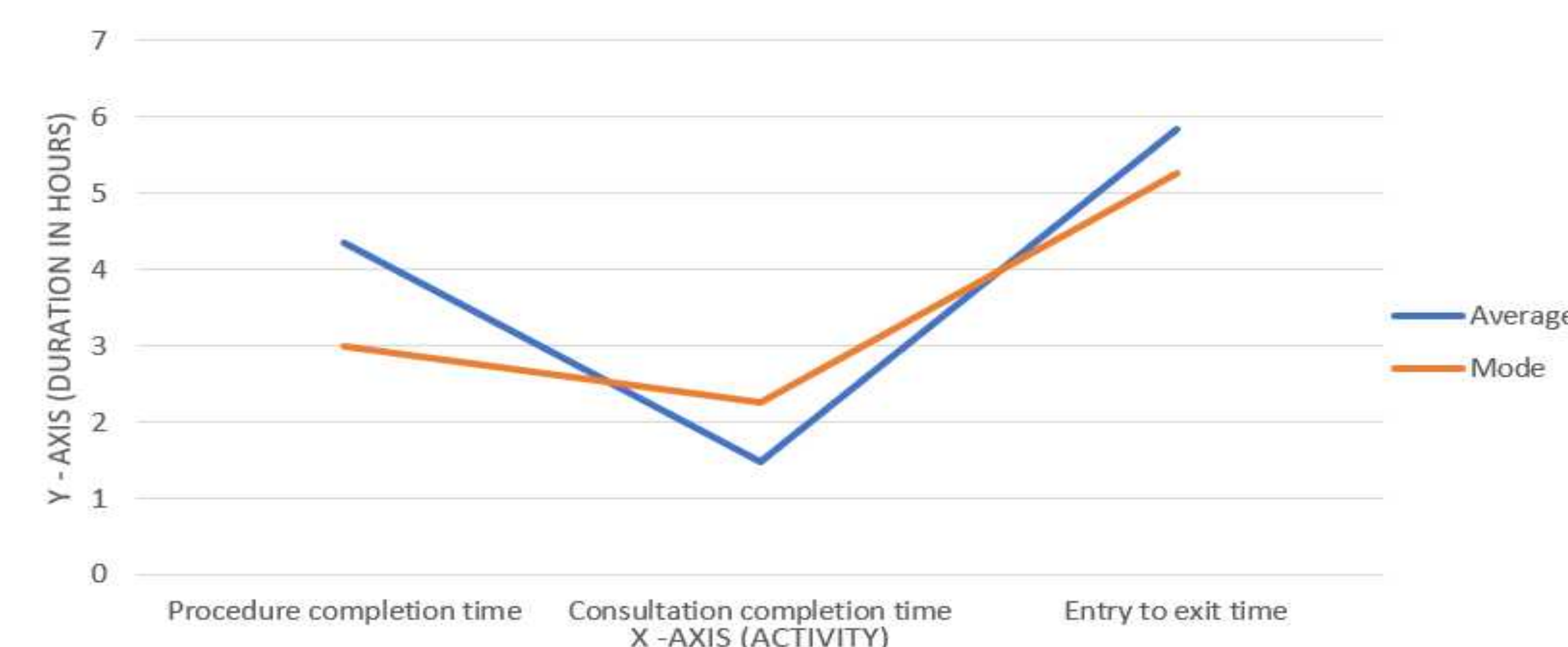
MBA-HM (2021-2023)

Research Methodology:

An observational type of study of 35 patients was conducted to understand the process flow of activities and Turnaround time in PHC department in the duration of 10 days.



Turnaround Time Analysis :



Inference:

- Waiting time
Process time
- Audiology no process time in sample due to lack of availability.
- Gynac and Mamography constitutes higher share of time where applicable.
- Ophthalmology, Dental and Vitals constitutes lower share of time where applicable.

Entry to Exit TAT:

Master health check-up – 3 to 4 hours
Whole body check-up – 7 to 8 hours

SWOT Analysis :

S - Strength	W - Weakness	O - Opportunities	T - Threats
- Wide Spectrum of services - Continuous Improvement - Quality Accreditat ions	- Limited number of physicians - Expensive Services	- Growth opportunit ies - Expanding all over India - Homecare Services	- Rising Competito rs - Prohibitive Healthcare cost

Observations:

- Delay in registration due to package details mismatch.
- Lack of clear communication, sign boards to guide patients.
- Unavailability of additional female technician.
- Laboratory report delays and lack of adequate staffing during peak days.

Suggestions :

- Periodic reconciliation and alignment of package services offered to corporate clients.
- Conducting a brief overview of the process, location of each department, consultation etc. to the patients.
- Proper display of procedure, sign boards and patients sequencing via token system.
- Managing technicians availability and allocation/ recruitment of additional support staff during peak inflow.

Challenges Faced :

- Language Barrier
- Self ice breaking sessions
- Mentor availability in the organization

Key learnings :

- Helped in learning new management skills
- Gained experience in recognizing problems and taking responsibility
- Learned medical software operation
- Built up professional networks

Faculty Mentor : Dr. Seema Mehta

Industry Mentor : Dr. Rukmani, Head of Operations