

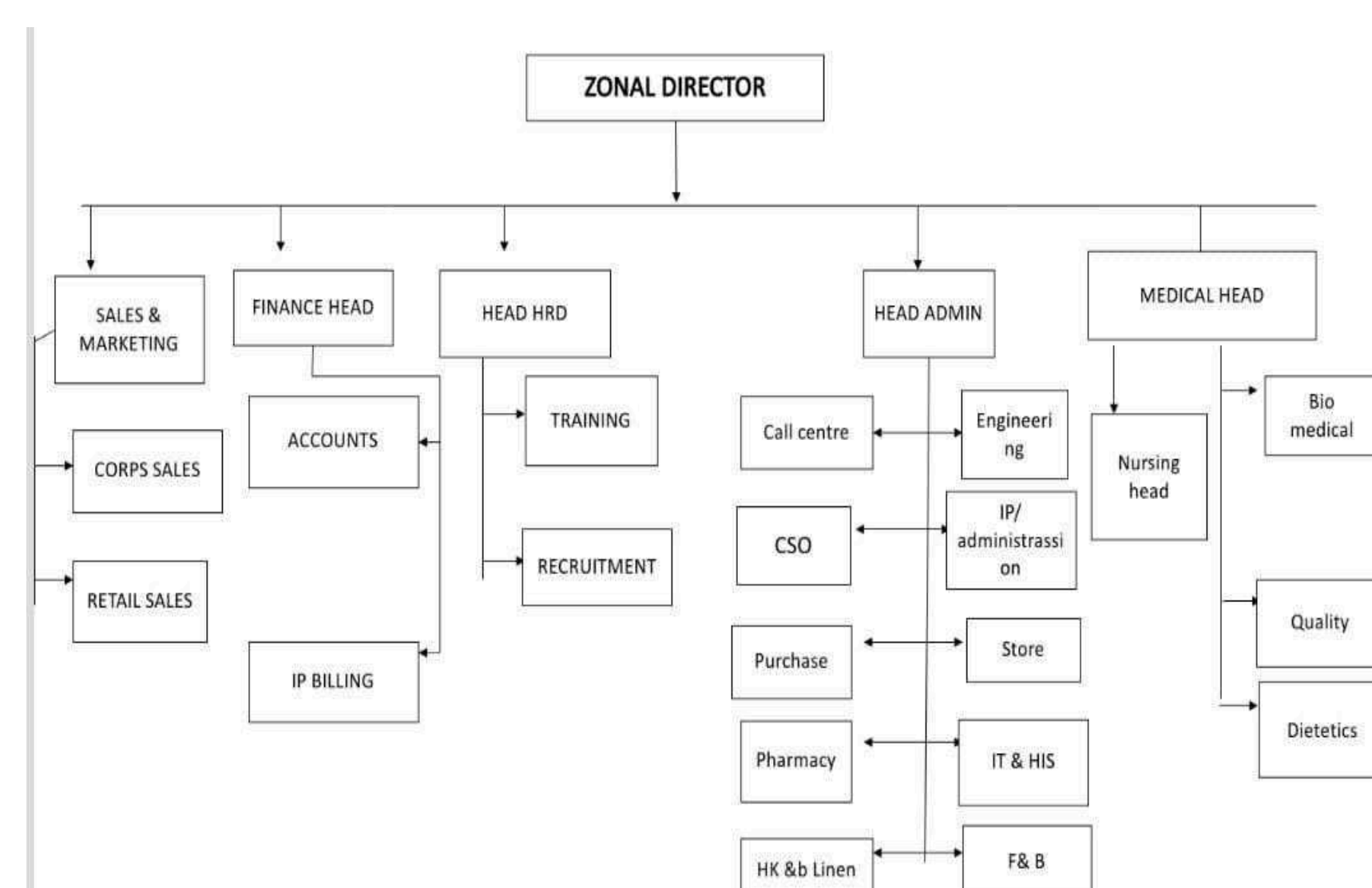
Presented by- Suchismita Das
MBA HM 26- 1419



BRIEF HISTORY-

Fortis Hospital , Anandapur, Kolkata is a world – class super- specialty NABH accredited tertiary care healthcare hospital.400 bedded (operation 200 bed) equipped with latest technologies in the medical world

ORGANIZATION STRUCTURE



ORGANIZATION VISION AND MISSION

MISSION:

“To be a globally respected healthcare organization known for clinical excellence and distinctive patient care.”

VISION:

“Saving & Enriching Lives”

BRIEF DESCRIPTION

- Super Specialty Hospital
- NABH accredited tertiary care healthcare hospital.
- Total bed 400 (operational 200 bed)
- specialized department – cardiology, pulmonology, urology etc.
- 24*7 pharmacy
- Well equipped ICU with over 70 beds

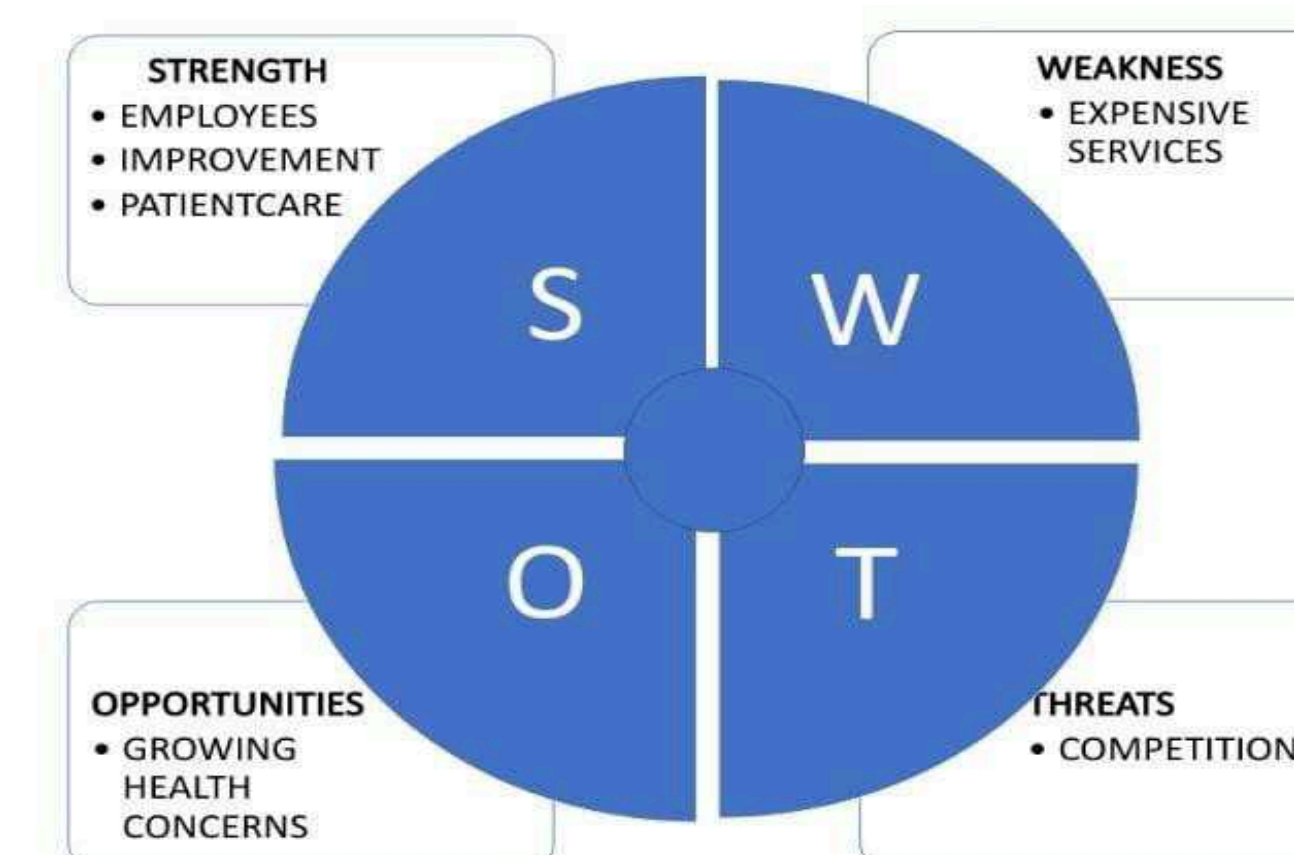
LEARNING AND VALUE ADDITIONS DONE DURING INTERNSHIP

- 1.Productivity
- 2.Networking
- 3.Work experience
- 4.Professional behavior
- 5.Self reliance
- 6.Research experience
- 7.Access to a variety of tasks and departments

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORITICAL EXPOSURE

- Theoretical learning is what the knowledge is about, and the practical application is how the knowledge learnt needs to be implemented in certain real-life situations.

SWOT ANALYSIS



- **S=STRENGTH=IMPROVEMENT , EMPLOYEES, PATIENTCARE, QUALITY ACCREDITATIONS**
- **W=WEAKNESS= SHIFTING BRAND FOCUS, EXPENSIVE SERVICES.**
- **O= OPPORTUNITIES= GROWING HEALTH CONCERNS**
- **T=THREATS=COMPETITIONS,PROHIBITIVEHEALTHCARE COST**

CHALLENGES FACED DURING INTERNSHIP

- At the beginning of my internship, I was really confused regarding my work and could not cope up with the pressure. Later my mentor helped me out and gradually I got used to my work.
- In the earlier days of my internship, I was not that accustomed with the hospital policies and customs, so I had to face some problem regarding answering the queries of the patients and their families.

SUGGESTION

Each department needs more employees so that the workload is not burdened upon few people

Guided by-
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SUMMER INTERNSHIP PROGRAMME

FORTIS HOSPITAL ANANDAPUR, KOLKATA



Presented by- Suchismita Das
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INTRODUCTION

Introduction-In recent years, one of the fastest growing industries in the service sector is the health care industry. A Hospital be it large or small, can demonstrate successful performance only when it satisfies the factors of quality and service a patient expects. Outpatient department (OPD) is one of the vital corners of Hospital Administration. OPD is often the first point of call by patients who are seeking treatment at the healthcare center worldwide.

LITERATURE REVIEW

In hospitals, the clients are patients, and the service providers are doctors, paramedical staff, or nurses, who range in terms of their intellectual skills, expertise competencies, and professional attitude. Generally, services in hospitals are intangible, such as the skills of doctors, the hospital atmosphere, a caring staff, and hygiene, and they represent a combination of tangible and intangible products

In the aggregate, the model "health care process quality" suggests a statistically significant positive association between procedure quality and patient fulfillment. Patients evaluate procedure quality based on, among other things, the actual procedures performed by surgeons, the communications between medical staff and patients, and the result of these interactions.

Need of Research

No organization can sustain without satisfaction of its customer. Dissatisfied customer not only restrict themselves to visit the organization again, but also inform others about the dissatisfactory service provides by the organization. It is important to study the satisfaction of customer for any organization for sustainability.

Research Aim

Therefore, this study aims to see the perception of the patients regarding services in various department in a tertiary care hospital in Kolkata

Research question

- what patients think about the service they received?
- What is the level of satisfaction in terms of star rating?

Broad Objective

The broad objective of this study is to find out the perception of the patients regarding the service they received in hospital.

Specific Objective

The study is having the following specific objective

- 1.To find out the experience of the patients in OPD
- 2.To observe the patients' opinion about Pharmacy
- 3.To see the patients' perception regarding laboratory services.

Methodology

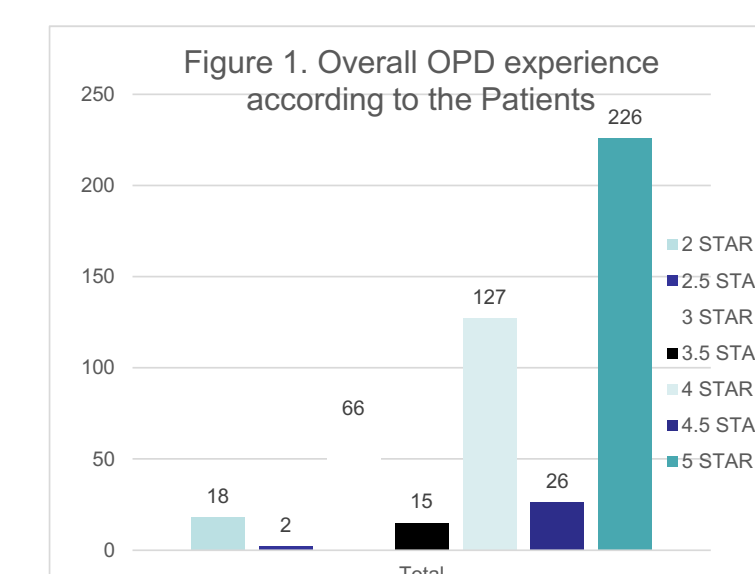
- Research Design
cross sectional descriptive study
- Primary data was collected with the help of a semi-structured questionnaire from the patients/attendants with the patients during April 11th 2022 to 30th April 2022.

Data collection method –

- collected the information of 480 patients from 3 departments (OPD , Pathology, Pharmacology).
- The participants for the study were chosen from the patients who had visited in OPD during the working hours of me, making the samples as convenient samples.
- Confidentiality and anonymity of participants/ patients were maintained throughout the process.

- Analysis used for Data Collection-
Data analysis and interpretation was done using MS Excel 365. Data was collected from the patients who had visited in OPD and appropriate tables and graphs were generated for data visualization.

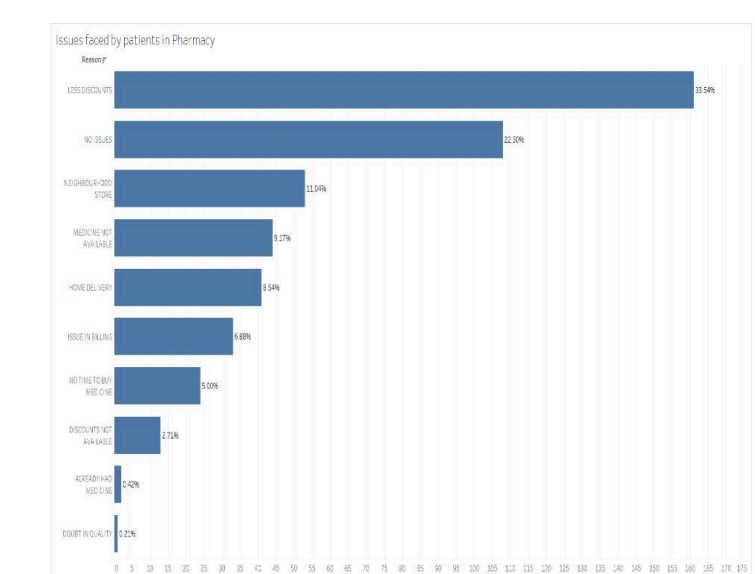
RESULTS



Key Insights

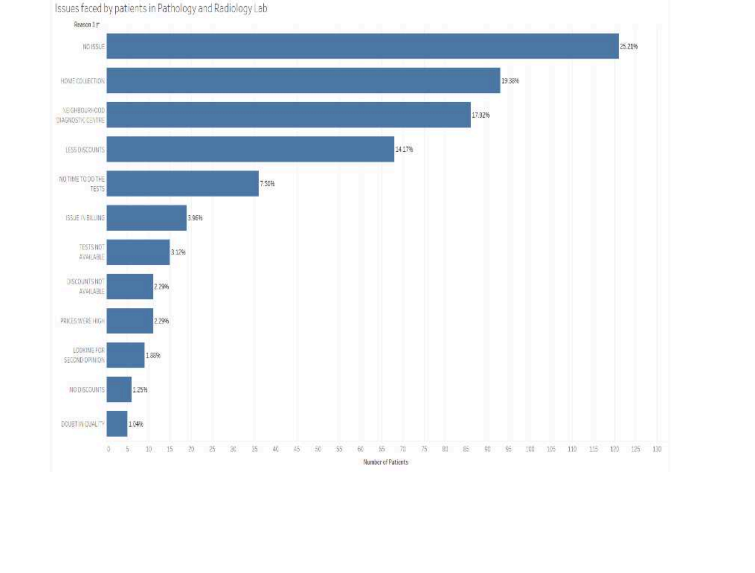
- 1] No of patients surveyed – 480
- 2] Percentage of patients w.r.t overall OPD rating –

47.08 % Patients: 5 STAR
31.88 % Patients: >= 4 STAR & < 5 STAR
21.04 % Patients: >= 2 STAR & < 4 STAR



Key Insights

- 1] No of patients surveyed – 480
- 2] Major problems/issues faced by patients –
33.54 % Patients – complained of less discounts
11.04 % Patients - Prefer neighborhood stores
9.17 % Patients - Complained of medicine unavailability
8.54 % Patients - Prefer home delivery
6.88 % Patients - Issues in billing



Key Insights

- 1] No of patients surveyed – 480
- 2] Major problems/issues faced by patients –
19.38 % Patients - Prefer home collection
17.92 % Patients - Prefer neighborhood diagnostic centers
14.17 % Patients - Complained of less discounts
7.50 % Patients - Had less time to do the tests
3.96 % Patients - Issues in billing

Identified problems and suggested solutions

Identified Problem	Suggested Solution
1] Less discounts <u>Observation –</u> Most of the patients surveyed were unhappy about the current discount system in place and expected more discounts.	• Hospital needs to track the patient journey and change their perspective about buying medicine from hospital pharmacy. • Discount coupons should be provided at the source (billing counter) after physician consultation. • Special day offer can be provided.
2.) Prefer home delivery	• Start on call delivery of medicines • Online delivery through app and better man power.

- Identified problem and suggested solution for Radiology and Pathology lab

Identified Problem	Suggested Solution
1] Prefers home collection	• Track their journey at the hospital and create a dashboard based on their demographics like age, sex, location, distance from hospital, health needs and issues, doctor preferences and as such tailor individual patient centric services. • Identify leakage on individual problems.
Less time to do the tests	• maintaining their routine entry time in OPD • Token system
Prefers neighbourhood diagnostic centre	• giving medication reminders and follow-up reminders through the Fortis app, e-mail, SMS and personalized phone calls

Conclusion

After analysis the pain points are less discount, prefer home delivery, prefer neighbourhood pharmacies etc.

The experience of low attendance at the OPD pharmacy, radiology and path lab at Fortis Hospital, Anandapur are eminent. It seems, therefore, that compensating for none or a low attendance of the departments are to determine the experiences and perceptions of patients about OPD services including convenience, medical expenses, quality care at OPD and the status of the relationship between medical staff and clients seeking health care at OPD.

References

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