



Celebrating 35 Years of Institutional Excellence

SUMMER INTERNSHIP PROGRAM (SIP)

VANDANA HOSPITAL

Operations Management



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Brief History

Established in the year 2021, New Vandana Hospital in Bilaspur (C.G) is a top player in the category Hospitals in Bilaspur. This is the second unit of the Vandana Group in Bilaspur itself. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of the state. Over the course of its journey, this business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers. In the near future, this business aims to expand its line of products and services and cater to a larger client base.

Vision

Promoting healthcare to the common masses by providing quality and affordable healthcare with commitment.

Mission

The Vandana Group is committed to serve the society who seek dedicated quality and affordable healthcare through their expert team of doctors and staff that offer world-class care and guidance, always putting their patients first. Vandana Hospital strives to be the ultimate choice for medical care where all your treatment needs are taken care of in one place.

Brief description about Hospital Industry

- Healthcare industry in India is projected to reach \$372 bn by 2022.
- The healthcare sector is growing at a tremendous pace owing to its strengthening coverage, services, and increasing expenditure by public as well private players.
- The hospital industry in India, accounting for 80% of the total healthcare market, is witnessing a huge investor demand from both global as well as domestic investors.
- The hospital industry is expected to reach \$132 bn by 2023 from \$61.8 bn in 2017; growing at a CAGR of 16-17%.

SWOT Analysis

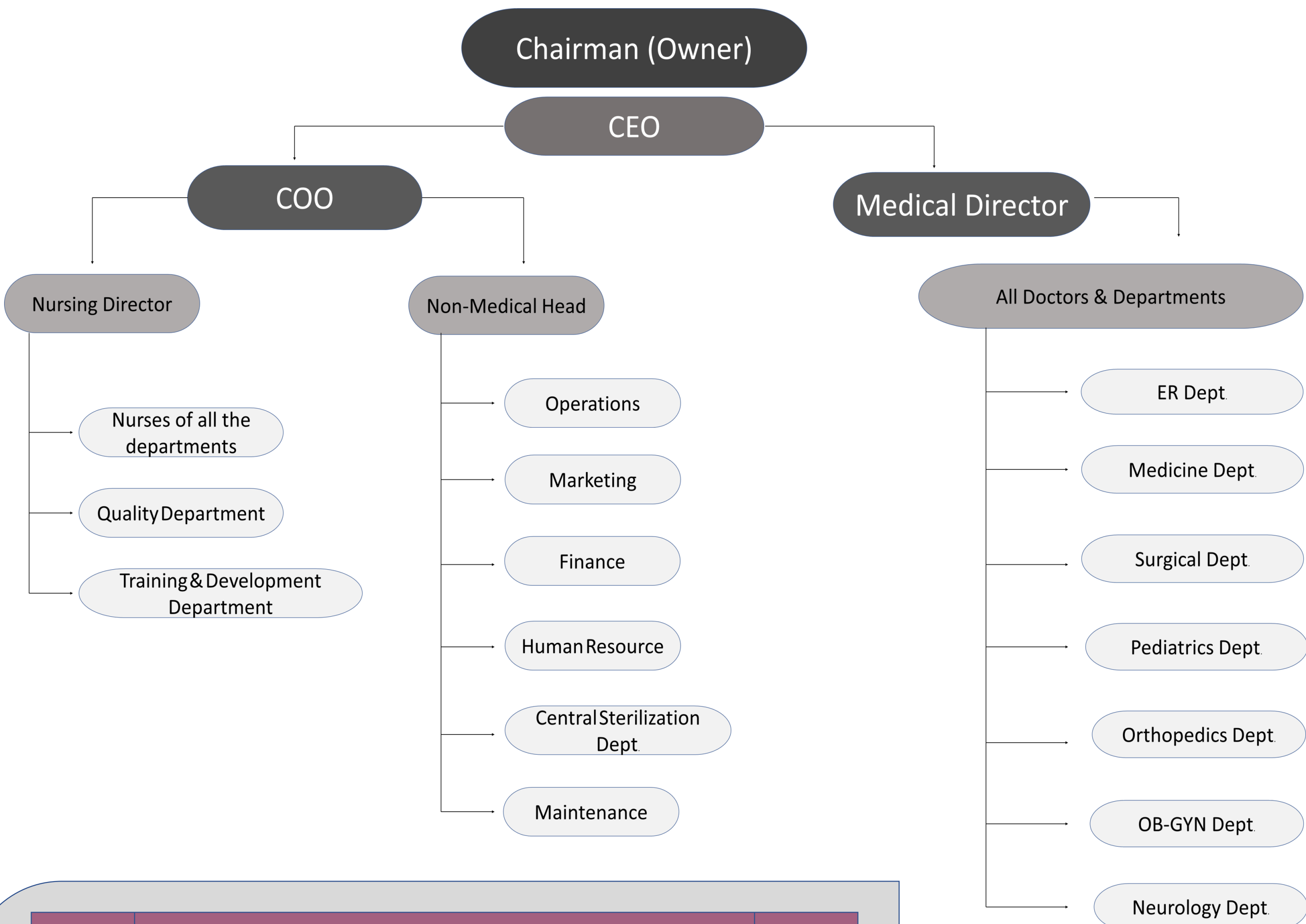
STRENGTHS

- Operating on an Advanced EMR Software.
- Advanced medical equipment's and team of experienced doctors.
- Implementation of new Marketing strategies.
- Vast network of referrals from periphery hospitals & clinics.
- Taking advantage of Government schemes like Pradhan Mantri Ayushman Bharat Yojana.

OPPORTUNITIES

- Expand network into untouched markets Ex. Rural periphery markets.
- Tie up with Insurance companies through providing Health packages.
- Tie-up with companies for their regular employee health check-ups & family healthcare needs.

Organizational Structure



Learning & Value Addition

- Got insights of the various departments that function as an integral part of one like Operations, marketing, Insurance etc.
- Learned the system how healthcare packages are formed that fulfil the requirement of companies as well as insurances.
- Expanded my knowledge of how government schemes like Ayushman Yojana are implemented in hospitals and worked towards the fulfilment of legal requirements to be eligible for the same.
- Observed and understood the internal patient flow of a hospital and how different operational expertise can help the patient
- Hands on experience with EMR software (Electronic Medical Records)

Insurance Packages (Project)

Comprehensive Health Package	Gold Health Package
- Consultation- Physician/ Opthal/ Dental/ Nutritionist - Vision/ PSA for men/ PAP SMEAR (30-60 Years Female)/ TSH - Image-USG-Pelvis, Chest X-Ray - Cardiac- ECG/ ECHO/ TMT - Renal Profile- Creatinine, Urea, Uric Acid, Sodium, Potassium - Diabetic Profile- FBS - Liver Profile- LFT - Lipid Profile- APO A1/ APO-B1, TOTAL CH, TG, LDL, VLDL, HDL - Urine Routine - Blood Group + CBC	- Consultation - OB & Gynae (Female) / Physician Men - Opthal/ Dental/ Clinical Nutritionist - Investigations - Audiometry/ Vitamin D/ Vision test/ Thyroid Profile - PSA for men/ PAP Smear for women (30-60 age) / Fundoscopy - Image- Chest X-Ray/ USG/ DEXA Scan/ Mammography - Cardiac Evaluation- ECG/ ECHO/ TMT - Renal Profile- Creatinine/ Urea/ Uric Acid/ Serum Calcium/ Sodium/ Potassium/ Phosphate/ Bicarbonate. - Diabetic Profile- All Parameters Total CH, LDL, HDL, VLDL, TG, APOA1, APOB1, CARDIO HS, CRP - Urine Routine microscopy - Blood group + CBC

Usefulness of Internship

- Working in a dynamic organization has been a learning curve as it has helped me in achieving a professional mindset.
- Change in overall viewpoint by transitioning from theoretical knowledge to practical exposure.
- Observing the functions of different departments like Operations, Insurance, Marketing has broadened my mind space.
- Networking through professional relationships.

Difference b/w Practical Exposure & Theoretical Work

- Hands on experience gives a new dynamic on the theory that has been studied in class. Both being equally important.
- Practical exposure shows how reality is while theory gives bookish knowledge.
- New course of personal development took place during practical exposure that is missing in theoretical study.

Challenges faced during Internship

- Understanding the functioning of the hospital & how certain tasks are to be done.
- Comprehending how different departments work in total sync & coordination for the organization to work smoothly as a whole.
- Adapting to the software's used for throughout functioning.

Suggestions

- Focus on rigorous Marketing action plan to increase the inflow of patients.
- Outreach- Efficient hospital representatives that can approach smaller setups & clinics to refer patients to Vandana Hospital.
- A more refined team of patient relations so that the complaints of patients can be handled better.