

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

By

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Title Partnering for Pathology: A Study in Rajasthan

Introduction:

Access to high-quality pathology services plays a pivotal role in effective healthcare delivery. Rajasthan boasts a diverse network of pathology labs, yet challenges like resource limitations and geographic disparities hinder service reach and quality. This study, titled "Partnering for Pathology: A Study in Rajasthan," explores the potential of strategic partnerships between these labs to improve service delivery.

Problem Statement:

While pathology labs in Rajasthan face limitations, collaboration presents a promising solution. However, details regarding the current landscape, partnership opportunities, and stakeholder perspectives remain unexplored.

Objectives:

- **Market Analysis:**
 - Analyse the current distribution and service offerings of public and private pathology labs in Rajasthan.
 - Identify existing infrastructure and equipment capabilities.
 - Assess geographic service distribution and address potential disparities.
- **Partnership Exploration:**
 - Investigate potential partnership models like referral networks, resource sharing agreements, or joint ventures.
 - Analyse the benefits and drawbacks of each model for both labs and patients.
- **Stakeholder Engagement:**
 - Understand stakeholder needs and concerns through interviews or surveys with lab administrators, pathologists, healthcare professionals, and government officials.

Methodology:

- **Data Collection:**
 - Utilize online resources and government directories to compile a comprehensive list of diagnostic centres in Rajasthan.
 - Conduct outreach calls to verify lab existence and gather data on service offerings and resource availability.
 - Analyse existing reports, industry publications, and government data on population demographics and healthcare infrastructure.
- **Stakeholder Engagement:**
 - Conduct interviews with key stakeholders to understand their perspectives on collaboration models, challenges, and potential benefits.

Expected Outcomes:

- Gain a comprehensive understanding of the current state of pathology services in Rajasthan.
- Identify viable partnership models for improved service access and quality.
- Develop actionable recommendations for promoting collaboration between public and private labs.
- Contribute to improved healthcare outcomes in Rajasthan by ensuring wider access to reliable diagnostic services.

Conclusion:

This study sheds light on the potential for strategic partnerships to transform Rajasthan's pathology landscape. By uncovering trends, opportunities, and stakeholder perspectives, this research aims to pave the way for a more collaborative and efficient pathology service network, ultimately benefiting the state's population.