

Internship Report

Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Hospital and Health Management

By

Ankita Sharma

2024

Presented by – Dr. Ankita Sharma
Mentor – Dr. Varsha Tanu

INTERNSHIP REPORT

- **INTRODUCTION**

The internship was done at Birla Fertility and IVF center, Bhubaneswar. It was for the duration of 21st March 2024 to 21 June 2024.

Birla Fertility & IVF is part of the C.K. Birla Group, which has 50+ years of excellence in healthcare and a more than 150-year legacy of trust and reliability. It is a one-stop shop for comprehensive fertility services delivered with empathetic care. They provide world-class fertility treatments at our fertility clinics using cutting-edge medical technology and equipment. Also, their IVF fertility clinics are designed to meet international standards laid out in Europe and the US, in order to deliver a high success rate to our patients.

There is a multi-disciplinary team of fertility specialists, endocrinologists, andrologists, dieticians, counsellors, and nursing staff has rich experience and is easily accessible throughout a patient's fertility treatment journey. At Birla Fertility & IVF, the mission is to make world-class treatment affordable and accessible, which is why they are expanding to 100 cities across the country. They believe that the most advanced fertility treatments coupled with empathetic care lead to the best results for patients.

This is the foundation of their approach “All Heart, All Science”.

- **OBJECTIVES OF INTERNSHIP**

- ❖ The objective of the internship was to understand the operational processes and an overall working of the facility.
- ❖ To understand the day to day administrative and clinical activities.
- ❖ To see if there are any loopholes or bottlenecks in the processes that can be improved and streamlined.
- ❖ To interact with patients and understand their perspective of IVF journey.
- ❖ To work in a team of different departments and coordinate and align with them for smooth functioning at the center.
- ❖ To conduct a research in an area that holds the scope of study.

- **ORGANIZATIONAL PROFILE/ SERVICES PROVIDED BY THE ORGANIZATION:**

The CK Birla Group, with a revenue of over US \$3 billion, is an Indian multinational conglomerate. With over 35,000 employees, the group operates 52 manufacturing facilities across India and the world, with a presence in diverse sectors including technology, automotive, home and building, and healthcare. Birla Fertility & IVF is a part of the CK Birla Group. Upholding the Group's legacy of setting benchmarks of excellence and quality across industries, we are built upon the vision of transforming the future of fertility globally by delivering clinically reliable, innovative and research-

driven fertility care with compassion and empathy. Vision To transform the future of fertility globally, through outstanding clinical outcomes, research, innovation and compassionate care Our Customer Value Proposition:

1. Clinically Reliable Our team of fertility specialists have a combined experience of more than 75,000+ IVF cycles. We offer each of our patients with personalised care that is clinically reliable and effective. Our state-of-the-art IVF labs are equipped with the latest assisted reproductive technology and are designed as per international standards for clinical excellence.
2. Transparent & Honest Pricing We believe in honest pricing. During our treatments, you will be counselled regarding the price breakdown of your treatment plan in detail by our fertility care team so that you can make informed decisions regarding your treatment. We also offer competitively priced fixed-cost treatment packages to help you plan your fertility journey better.
3. Empathetic & Trustworthy Experience Undergoing fertility treatments can be an anxious time. Our team of doctors, counsellors and nursing staff will be with you at every step, guiding you with patience and compassion. You will find our team friendly and approachable, and we are committed to helping you achieve your fertility goals.

Specialties

Fertility Preservation, Infertility Treatment, IVF, IUI, Egg Freezing, Embryo Freezing, Sperm Freezing, Cancer Fertility Preservation, ICSI, TESA, PESA, Laparoscopy , and Fertility Treatment

• KEY ACTIVITIES/ PROJECTS UNDERTAKEN OTHER THAN DISSERTATION.

- Donor management
- Planning and organizing health camps.
- Looking into revenue projections for the center.
- Meetings with different stakeholders for administrative purposes.
- Learned sales protocols.
- Worked towards branding and marketing of the new center.
- Organizing an in-house camp for the patients.

• KEY LEARNINGS FROM INTERNSHIP

➤ Things that are going well :

- The staff is well coordinated amongst themselves and dedicated towards their work.
- Co-operative and understanding within each other as well as with the patients.
- The work culture is very positive as various sorts of celebrations are done to keep the centre lively and positive.
- Patients leave the center with a smile and satisfaction.

➤ Things that can be done better :

- To engage the patients in their waiting time, newspapers, magazines and health articles along with FAQs can be provided.
- Video displayed on the TV can show – Success rates, other center pictures, interviews of doctors, other graphical presentations related to Infertility.
- Along with targeting the camp patients, health lectures can be given to the professionals working in various corporates, which will help create awareness of the brand. Might create special packages for them too.
- Most patients come for Dr. Lipsa, so instead of relying on her, Birla IVF should work on branding themselves better so that the patients come in the name of the company rather than just the doctor.
- Doctor slots to be blocked on the system regularly.
 - Opening Protocol: GRE/ Pharmacy/ Counsellor to be available/ nursing
 - : Video with Geotag to be uploaded on portal before 9:10 a.m.
 - : Take round of the facility.
 - Registration : 1. Couple 2. Donor 3. Single [No payment, no service policy]
 - Age limit for registration: 55 yrs. Male, 50 yrs female.
 - Softwares used: RHIS, Qickwell.
 - Staff: 1 Operations Manager
 - 2 Gynecologists + 1 new
 - 2 Counsellors
 - 1 embryologist, 1 andrologist, 1 lab tech
 - 1 OT technician
 - 3 Nurses
 - 3 GRE
 - 1 Guard
 - 3 housekeeping
 - 2 pharmacists
 - 1 Phlebotomist – Staff of Agilus not Birla
 - Petty cash: Pharmacy department.
 - License to be displayed at reception:
 - Doctor's license (who is doing USG - state wise requirement)
 - Trade license
 - CE
 - PCPNDT
 - Pharmacy:
 - Purchase Request - 28th of every month for 3 months' consumption. Emergency P. R. – 15th of the month.
 - Total Inventory – 30 days
 - Purchase order.
 - Near expiry – 3 months
 - For IP/ OPD/ OT/ Lab.
 - 7 days stock is given to IP. Everyday a Consumption sheet is submitted to pharmacy by the IP nurse.
 - Invoice, GRN (Goods receive note) , Documents to be maintained for 7 years- for audit purpose)
 - Feedback: through forms + videos + google review
 - Patients: call center/ camp/ doctor referral/ walk-in
 - MILESTONES (for payment) : 1st – booking

2nd – start of stimulation.

3rd – Before OPU



Observations:

- OPD flow must be channelized. (Doctors do consultation, Scans and OT procedures, hence waiting time is increased.)