

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

Gagandeep Singh

2024

Name. Dr Gagandeep Singh

Faculty Mentor-Dr Anupam Mehrotra sir

Roll no – 1499(MBA HOM 27)

DISSERTATION SYNOPSIS

Title: Patient satisfaction survey in Cancer centers of America (Amritsar Branch)

Introduction: Over the past 20 years, patient satisfaction surveys have gained increasing attention as meaningful & essential sources of information for identifying gaps & developing an effective action plan for quality improvement in CCA Amritsar.

Review of literature: The literature review will go deeper into existing studies on patient satisfaction surveys, perception, & awareness among individuals. It will also examine factors influencing healthcare seeking behavior & the role of healthcare providers in promoting preventing health services.

Theoretical/Conceptual Framework:

The satisfaction study should be like that it should be guided by some model.

Research Questions

What is the level of awareness among individuals in CCA Amritsar regarding Cancer?

Research Objectives

To assess the awareness level among individuals in Amritsar regarding Cancer.

Methodology:

It will be a descriptive research design study. Data will be collected through questionnaires & interviews with individuals visiting the center. The sample will be selected using convenience sampling.

PLAN OF ANALYSIS

Quantitative data will be analyzed using descriptive statistics, while qualitative data will be analyzed thematically.

ETHICAL CONSIDERATION:

Ethical approval will be obtained from the Hospital management to ensure participant confidentiality, volunteer participation & informed consent.

IMPLICATION OF RESEARCH

The findings of this study will provide insights into the awareness of cancer treatment, which can inform healthcare providers & policymakers in designing effective health promotion strategies.-

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
Hospital and Health Management

By

Gagandeep Singh

2024