

About Organisation

Cloud Nine Hospital

- Specializes in maternal, gynaecological, fertility, and childcare.
- Offers world-class medical expertise and state-of-the-art facilities.
- They celebrated over 150,000 births with 5,700+ employees and 2,000+ experienced doctors.
- Focuses on holistic well-being and maintains international standards of care.
- Aim to expand services to reach every woman and child across India.

Strengths

- Strong, trusted brand image
- Highly experienced and reputed consultants
- Spacious and luxurious facilities
- Robust and effective sales team
- Established market presence

Weaknesses

- Understaffed in OPD, nursing, IPD
- A high proportion of inexperienced nursing staff
- Delayed test reports due to lack of in-house lab
- Inefficient Processes Affecting Patient Care

Opportunity

- Expand into nearby market areas
- Target couples in nearby apartments for pregnancy planning services
- Form strategic partnerships for increased patient referrals

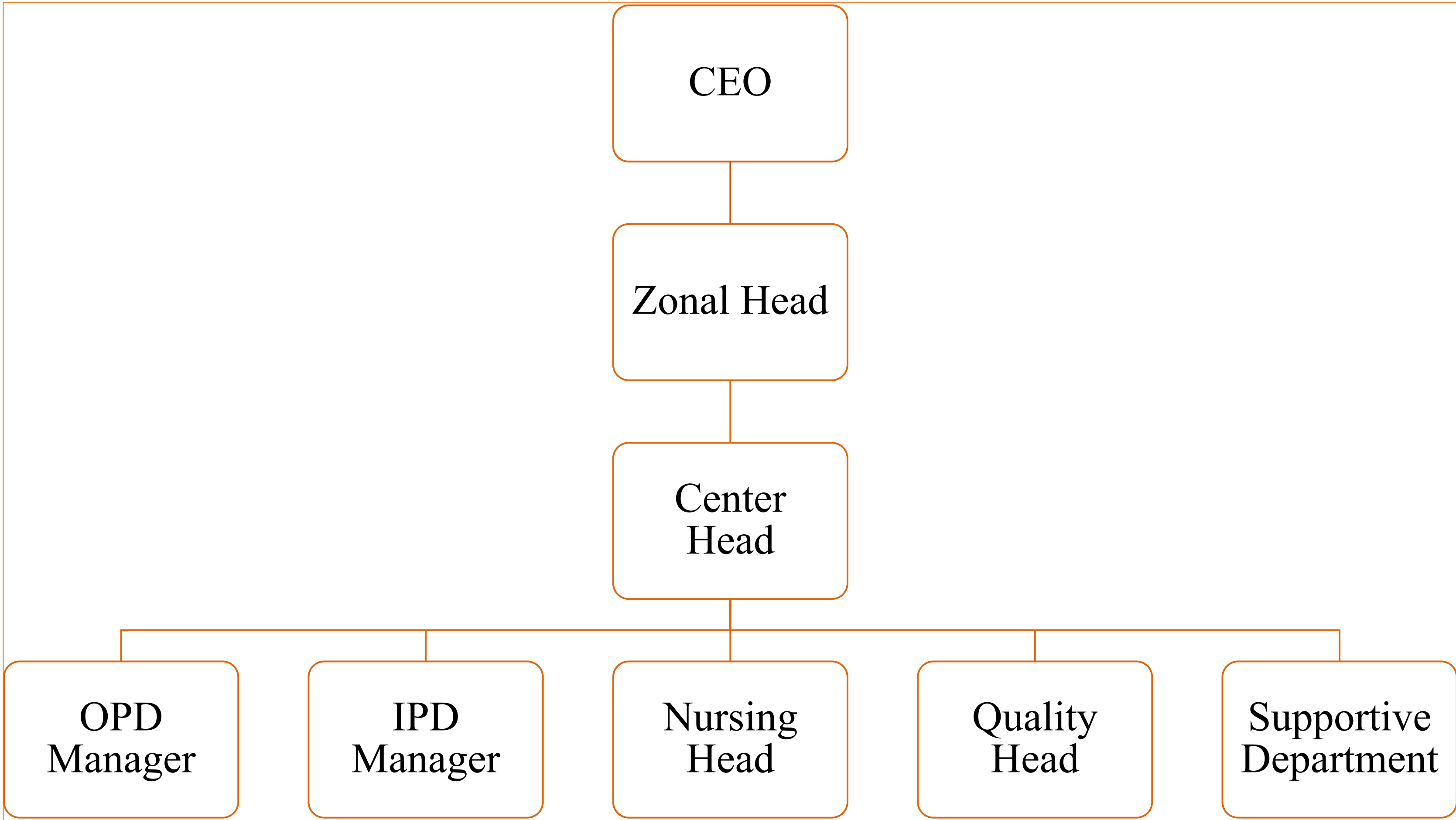
Threat

- Intense local competition
- Negative patient experiences affecting reputation
- Potential for competitor-driven reputation damage

VISION: To be the kind of leader in women's and children's health that India has not yet witnessed by providing premier quality healthcare to women and children.

MISSION: The aim is to pursue excellence in providing the best maternal and neonatal care by setting higher standards for ourselves and constantly striving to achieve them.

❖ Organisation Structure



❖ Theoretical & Practical Learning Comparison

Theoretical Learning at university	Practical Learning at organisation
Healthcare Operations Management theory	Hands-on experience with admissions process, billing systems, and department coordination
Marketing and Strategy concepts	Compiling and analyzing patient reviews, planning and executing marketing events like Mother's Day celebration
Human Resource Management principles	Observing HR practices, understanding nursing hierarchy and staff management
Healthcare Quality and Patient Safety studies	Participating in mock code management, observing real-time patient care practices
Data Analysis techniques	Collecting and analyzing real patient data, creating reports for hospital use
Healthcare Regulations and Compliance studies	Observing implementation of regulations in hospital setting (e.g., PCPNDT Act)
Healthcare Information Systems studies	Practical use of EHR systems and digital medical records
Organizational Behaviour theories	Observing and participating in interdepartmental coordination and communication
Theoretical understanding of medical procedures departments	Witnessing actual medical procedures like C-section surgery (OT, NICU)
Ethics in Organisation	Dealing with real ethical situations in patient care and data management
Leadership and Management concepts	Observing different leadership styles of hospital managers and department heads
Risk Management concepts	Observing how the hospital manages risks in various departments

❖ Activities Done

- NR (New Registration) Calling is a Systematic outreach to newly registered patients.
- Objective:* Gather comprehensive data to improve patient care, optimize operations, and enhance marketing strategies.
- Primary Goals:*
- Understand patient visit reasons
 - Track Expected Delivery Dates (EDD) for pregnant patients
 - Identify lead sources for doctor referrals
 - Analyse patient demographics for targeted marketing
 - Collect patient feedback on consultations
 - Assess lab service retention from new registrations
 - Evaluate overall patient retention rates

Total Number of calls done = 681

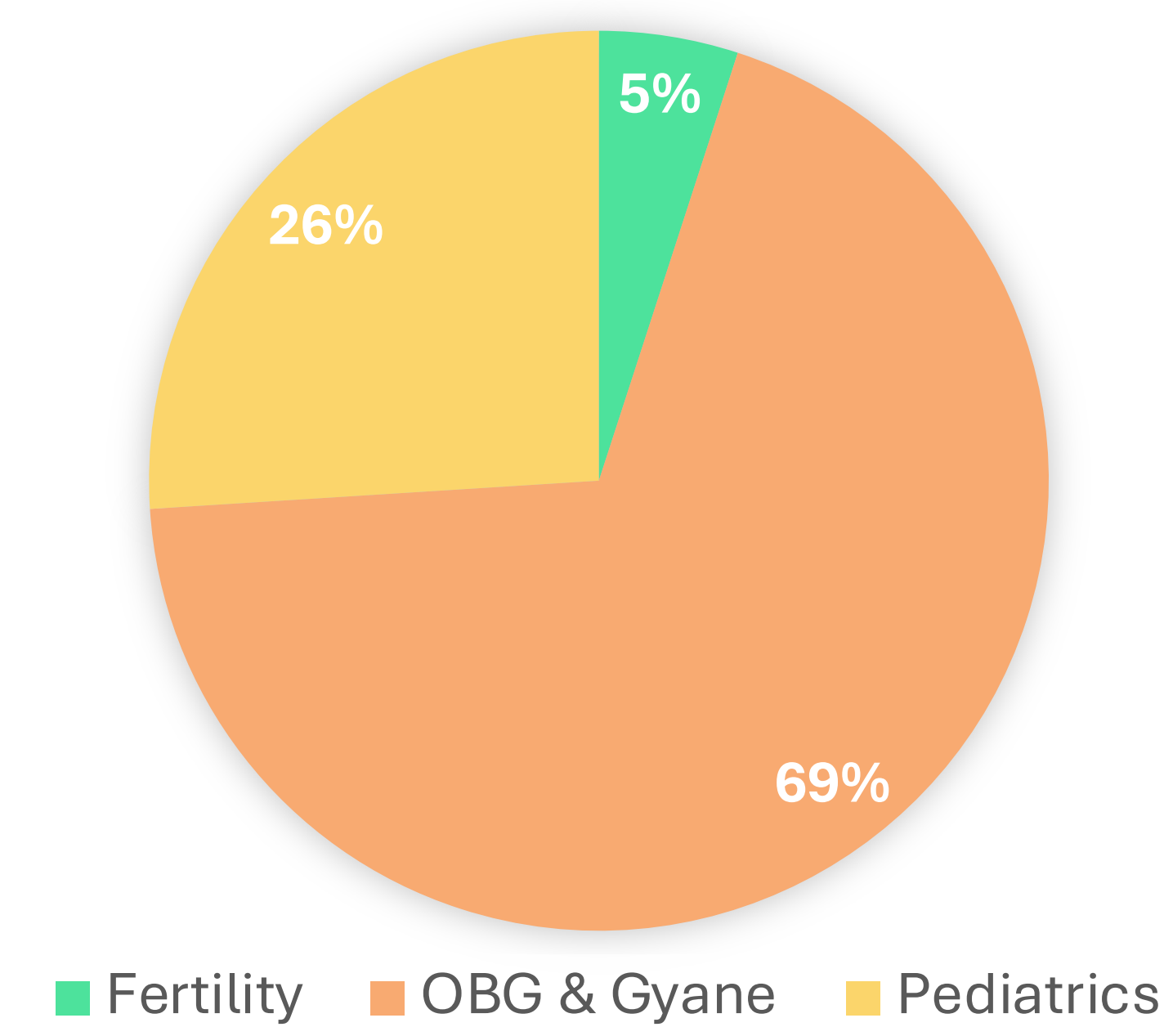
NR Calling Process Flow



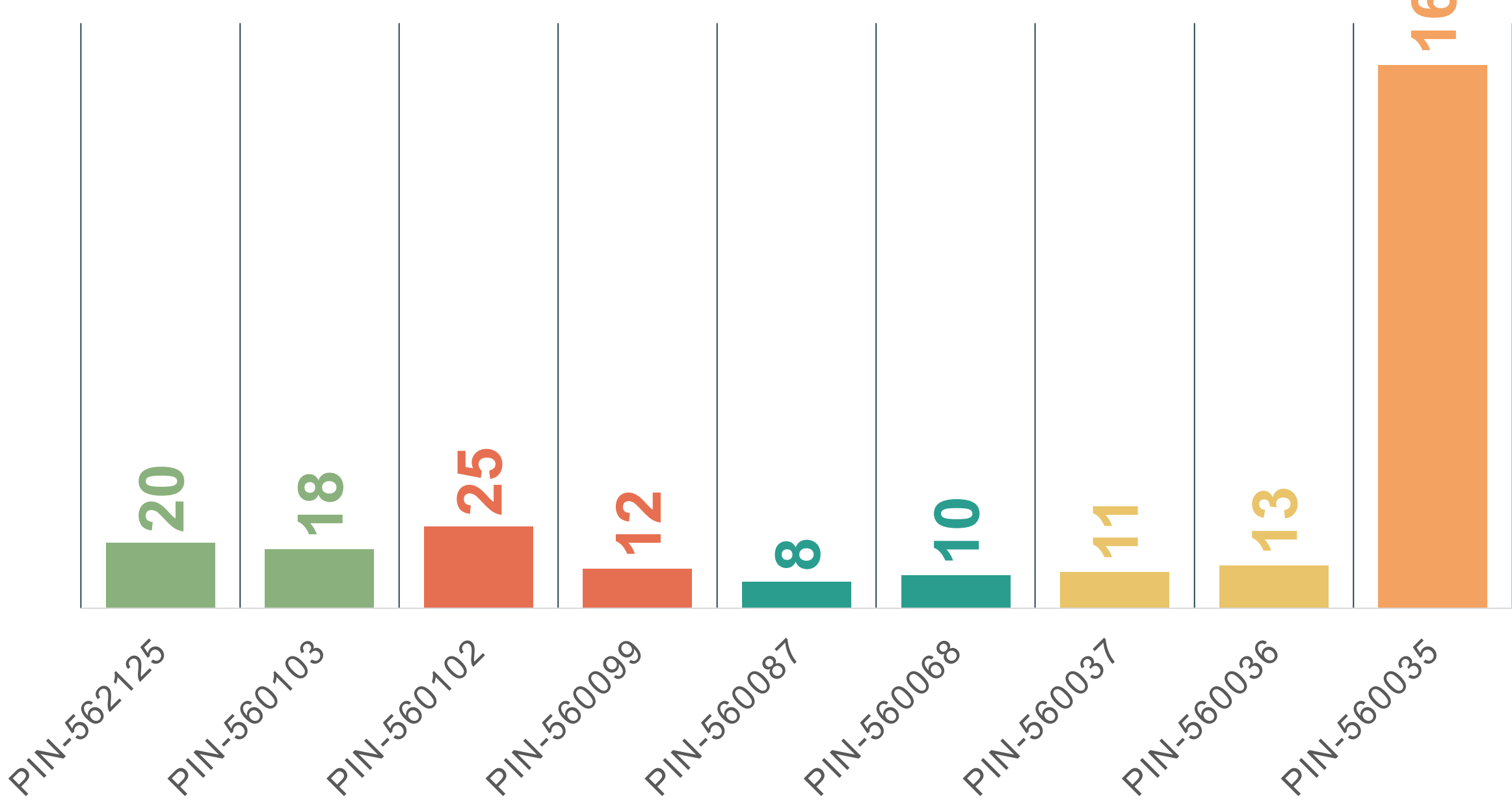
❖ Summary of Findings

- Primary Sources:** Walk-in appointments, Referrals from family & friends Online reviews
- Digital Channels:** Hospital's app, website, and Practo.
- Bed Booking Rate:** 36% of newly registered pregnant women.
- Lab Test Retention Rate:** 75.52%
- Scan Retention Rate:** 73.48%
- EDD Capture Rate:** 81% (85 out of 105 pregnant women)

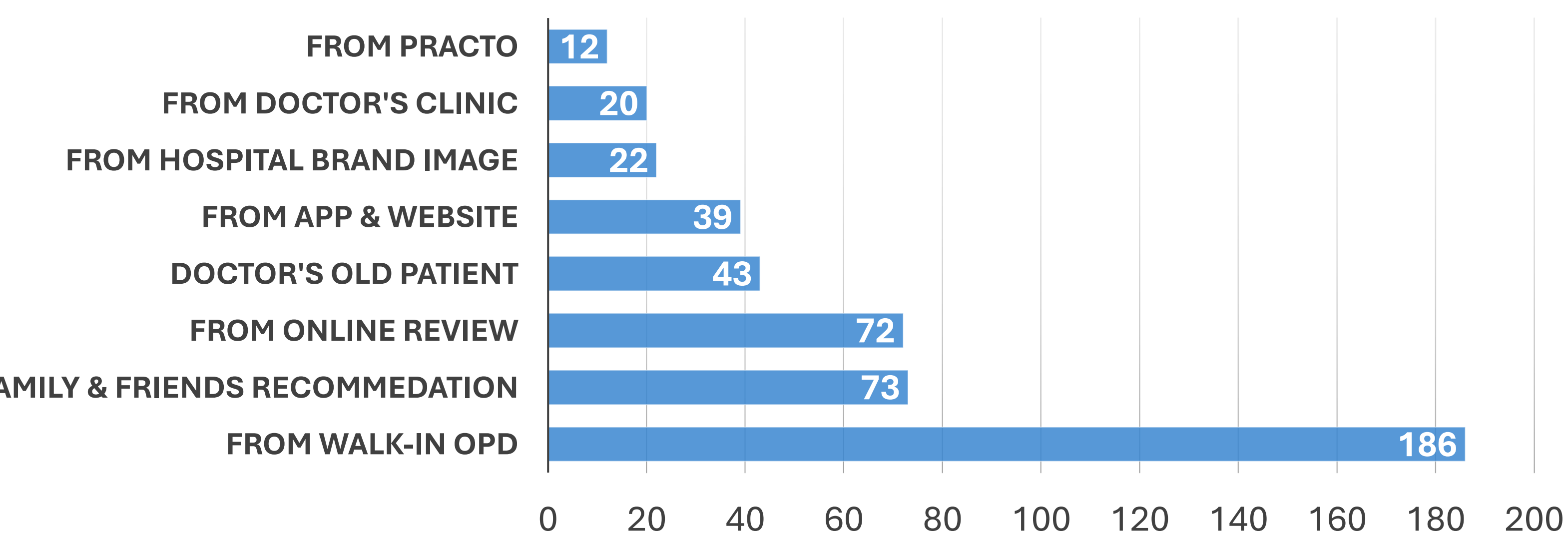
Department wise Distribution of New Registrations



DEMOGRAPHIC DISTRIBUTION OF NEW REGISTRATIONS



LEAD SOURCE ANALYSIS



Learning

- Data-Driven Patient Services Optimization:** Conducted project analyzing patient data to improve hospital services and doctor lead sources.
- Hospital Operations Management:** Gained hands-on experience in various departments (OPD, IPD, NICU, OT), learning admissions, billing, and coordination processes.
- Patient Engagement and Feedback:** Conducted patient interviews, made event invitation calls, and collected reviews for service improvement.
- Event Planning in Healthcare:** Planned and managed a Mother's Day celebration, handling logistics, patient registration, and staff coordination.
- Healthcare Information Systems:** Learned practical use of EHR systems, digital prescriptions, and patient data management in a hospital setting.

Suggestions

- Reduce waiting times in OPD and billing** by improving appointment scheduling and registration processes.
- Conduct regular sessions** to improve interdepartmental coordination and usage of digital tools like electronic prescriptions.
- Increase resources** in critical areas like OPD, pharmacy, and nursing departments, addressing staffing and equipment needs.
- Consider opening a hospital canteen** to improve patient and staff satisfaction, addressing the noted absence of such facilities.

❖ Usefulness Of Internship

- Detailed learning about maternal & child care.
- Comprehensive understanding of the hospital's operation department.
- Gained exposure by visiting each department.
- Interacted with patients in person and over the phone for feedback.
- Addressed patient issues by coordinating with the operation manager.
- Acquired knowledge of corporate hospital sales systems.
- Organized and evaluated the outcomes of a marketing event for the hospital

❖ Challenges

- Faced challenges settling into the corporate environment due to first-time in-person industry exposure.
- Initially found difficulty communicating with patients.
- Struggled with understanding medical terms due to not having a medical background.
- Found learning the Hospital Management Information System (HMIS) challenging

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