

SUMMER INTERNSHIP PROGRAM

At

Cloud Nine Hospital, Sarjapur Road, Bangalore

From 01st May 2024 to 30th June 2024

A REPORT BY

Khushal Sharma

Master of Business Administration

Hospital and Health Management

2023-25

under the Mentorship of

Mr. Susmit Jain

Associate Professor



29th June, 2024

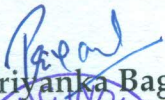
To whomsoever it may concern

This is to certify that **Mr. Khushal Sharma** has worked as an “Intern” in the “Operations Department” from 1st May 2024 to 29th June 2024.

We thank him for his contribution and wish him all the very best in his future endeavors.

Thanking you,
With best wishes,

For Cloudnine
(A unit of Kids Clinic India Pvt. Ltd.)

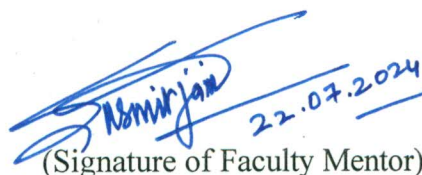

Priyanka Baghel
Center Head


IIHMR University Faculty Mentor Approval

This is to certify that Mr. Khushal Sharma of academic year 2023-25 of Institute of Health Management Research has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22/07/2024

A handwritten signature in blue ink, appearing to read 'Susmit Jain', with the date '22.07.2024' written below it.

(Signature of Faculty Mentor)

Name: **Dr. Susmit Jain**

Designation: Associate Professor

About Organisation

Cloud Nine Hospital

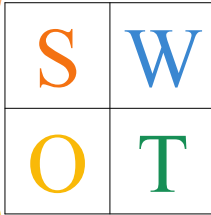
- Specializes in maternal, gynaecological, fertility, and childcare.
- Offers world-class medical expertise and state-of-the-art facilities.
- They celebrated over 150,000 births with 5,700+ employees and 2,000+ experienced doctors.
- Focuses on holistic well-being and maintains international standards 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

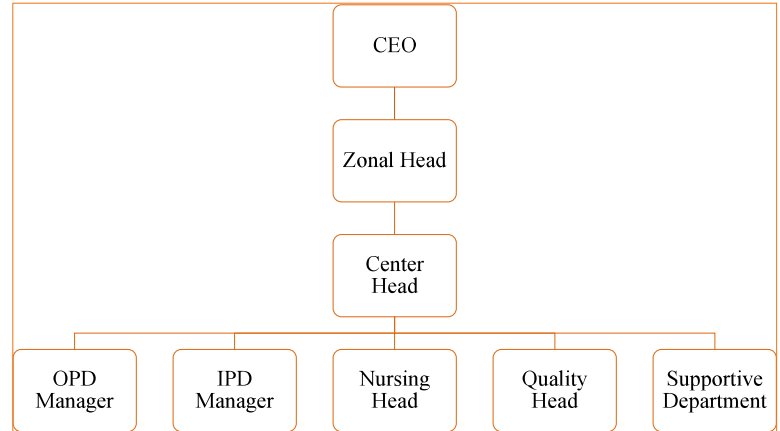
Threat

- 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

Total Number of calls done = 681

NR Calling Process Flow



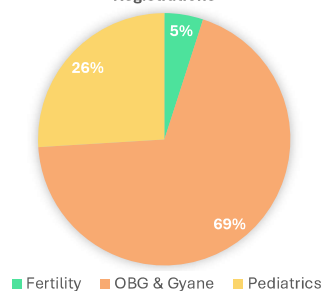
Summary of Findings

Primary Sources: Walk-in appointments, Referrals from family & friends Online reviews

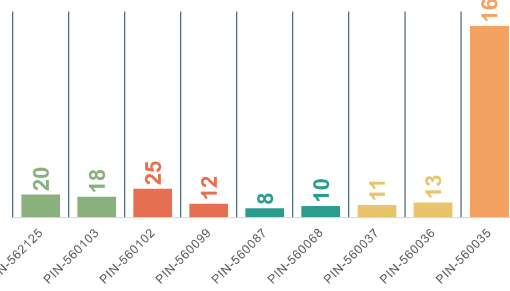
Digital Channels: Hospital's app, website, and Practo.

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)

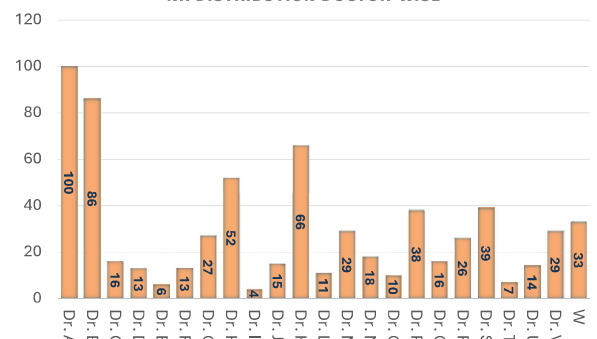
Department wise Distribution of New Registrations



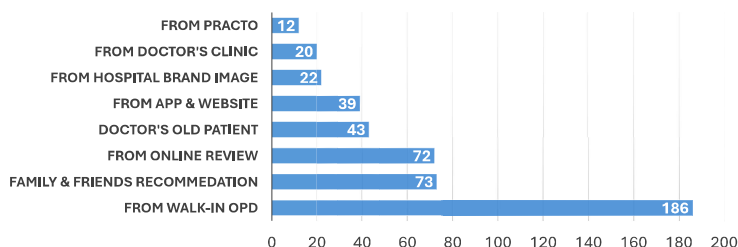
DEMOGRAPHIC DISTRIBUTION OF NEW REGISTRATIONS



NR DISTRIBUTION DOCTOR-WISE



LEAD SOURCE ANALYSIS



Learning

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

Suggestions

1. Reduce waiting times in OPD and billing by improving appointment scheduling and registration processes.
2. Conduct regular sessions to improve interdepartmental coordination and usage of digital tools like electronic prescriptions.
3. Increase resources in critical areas like OPD, pharmacy, and nursing departments, addressing staffing and equipment needs.
4. 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

Submitted By- Khushal Sharma

MBA Hospital & Health Management (2023-25)
Roll Number – 1730

Faculty Mentor- Associate Professor Mr. Susmit Jain
Organisation Mentor- Mrs. Priyanka Baghel

SIP Weekly Report-1

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Roll no: 1730
Management

Stream: MBA Hospital & Health

Week no:1

From:06/05/24 To:11/05/24

Activity Done	• Visited the LDR Department for admissions process insight. • Compiled Google reviews for department analysis. • Explored hospital billing policies and LT/AMS systems. • Investigated the hospital's insurance partner, Ayu Health. • Studied available scans: IV, NT, Anomaly Scan, and early pregnancy. • Initiated Mother's Day project preparation. • Spoke with six IPD patients for feedback. • Made 80 patient calls for event invitations. • Learned about hospital tests like RBC, and HB%. • Coordinated 150 patient calls for the event. • Discovered the hospital's home services. • Verified patient involvement in the event. • Oversaw IPD, lab, and scan invoicing. • Planned event logistics with the central head. • Improved event method post-feedback. • Managed all aspects of the Mother's Day celebration. • Welcomed special guests at the event opening. • Ensured smooth patient registration. • Assisted with afternoon billing processes.
Linking theory with practice in your organization	• Healthcare Operations Management • Healthcare Marketing and Strategy, Leadership • Human Resource Management Healthcare Quality and Patient Safety • Contingency theory • Human Relations Theory.
Gaps identified	• Absence of Canteen Facilities • Extended Waiting Times • Few Tests are unavailable • Malfunctioning Equipment in the IPD.

Suggestions for improvements	• Examine your possibilities for opening a hospital canteen. • Perform a detailed examination of scheduling appointments and patient flow. • Evaluate the need for more testing and rank the introduction of new tests according to their clinical applicability. • Create a routine maintenance schedule.
Plan for next week	• PCPNDT Training. • EDD Capture (Expected Delivery Date) • Marketing management • NR Analysis for Customer analysis (New Registration)

Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report-2

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Roll no:1730

Stream: MBA Hospital & Health Management

Week no:2

From:13/05/24 To:19/05/24

Activity Done	• Got a project on the patient retention process which is used by the organization named new registration calling. • Learnt the OPD billing in depth. • Studied various packages of hospitals to provide multiple services like prenatal care, child vaccination, and mother delivery. • Learned about the PCPNDT Act in detail, including how to register patients on the portal. • Learned about the IPD billing in brief, how the total bill is created, and how discounts and advance amount is settled in the final billing. • Got an understanding of the hospital's coordination with the insurance system how different reimbursement process works and how cashless services are given to the patient.
Linking theory with practice in your organization	• Project Management • Healthcare Operations Management • Healthcare Compliance and Regulations • Patient Care Services • Healthcare Information Systems • Diagnostic Services Management • Patient Counselling and Education • Surgical Services Management • Marketing and Community Health • Community Health Management • Project Evaluation and Reporting
Gaps identified	• Waiting time for the patient is high. • Need separated counters for billing scans only on Saturdays especially. • Working teams lack the coordination among them. • patients who are willing to pay with cash find difficulties while paying.
Suggestions for improvements	• Waiting time for the patient must be reduced. • Regular evening meetings are required to increase the coordination among the team. • Patient quality care must be the priority of every member. • Utilize an existing empty counter for scanning only on Saturdays to reduce stress.

Plan for next week	• Visit NICU • Visit OT • Data mining for the NR project. • Understanding the doctor's prescription in depth.
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Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report-3

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Rollno:1730

Stream: MBA Hospital & Health Management

Week no:3

From:20/05/24 To:25/05/24

Activity Done	- Started Working on the project patient retention from the new registration data sheet. - Understood firstly how raw data is found from the EHR system of the Hospital. - To Provide services again or to attract feedback call is made. - Understood the significance of the NR calling process. - Analysed the previously created Datasheet of the NR calling for April month. - Visited NICU and learned in depth the importance of the bio-medical department in building the NICU. - Started reading patient prescriptions in depth to improve raw data collection. - Learned how the packages are pitched to patients.
Linking theory with practice in your organization	- Hospital Project management - Data analysis - Data mining - Organization behavior - Leadership styles of different leaders - Importance of EHR & EMR in modern-day healthcare facilities - Utility of digital prescription
Gaps identified	- Necessity of human resources in the OPD department for more smoother billing process. - Wrong data taken at reception disrupts the NR calling. - All doctors not giving Digital Prescription. - NICU not properly settled as per the guidelines. - Insufficiency of equipment in case of emergency. - Untidiness complaints at the entrance of the hospital.
Suggestions for improvements	- Patient registration should be done more carefully. - NICU needs to be properly designed as per the basic framework. - The outer environment of the hospital at the entry gate must be improved affecting the image of the hospital regarding hygiene.
Plan for next week	- Explore the supportive services of the hospital. - Explore the utility services of the hospital. - Understanding the nursing care facilities of the hospital. - Utilization of NR calling data for marketing purposes

Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report-4

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Rollno:1730

Stream: MBA Hospital & Health Management

Week no:4

From:24/05/24 To:29/05/24

Activity Done	• Got an understanding of patient prescription and its utilization in the NR calling Data project. • Read around 300+ patients' prescriptions to collect the necessary data. • Also Called 300+ patients to get their feedback for data collection purposes and to solve their major issues for the betterment of the hospital. • Visited the Hospital sample collection department and got an understanding of how the sample is collected, updated in the system, and transferred to the Lab for understanding. • Visited the emergency department of the hospital to understand the functioning process of the department from initiation to the transferring of patients to the ward. • Visited the Scan room to learn and understand the technicality of the scanning process. • Coordinated with doctors regarding their appointments.
Linking theory with practice in your organization	• Data Collection • Data processing • Patient quality care • Patient grievance solution • Day to Day faced operational problem-solving • Communication skills • Organisation Behaviour & Culture • Different types of leadership
Gaps identified	• Less Coordination among staff • Fewer resources in OPD departments • Doctor's irregular timings • Patient waiting time due to delay • Lack of all 2 medications at the pharmacy • All Doctors not utilizing digital prescriptions even after availability.
Suggestions for improvements	• Doctors must be requested to use all forms of technology, if not then should address the problem and provide a solution. • More of resources should be provided at the reception immediately and sales pitches should be done separately to the patient, not at the reception. • Should investigate Supplies of pharmacy. • Regular Staff meetings should happen and all the problems among them must be addressed.

Plan for next week	• NR Data Analysis for May month. • Initiate the next month's data collection. • Getting the knowledge about nursing facilities of the hospital. • Getting an understanding of the marketing events of the hospital.
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Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report-5

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Roll no:1730

Stream: MBA Hospital & Health Management

Week no:5

From:03/06/24 To:08/06/24

Activity Done	• Completed the Whole NR sheet project Data Collection. • Finalised the sheet and closed the May month for no further data collection. • Prepared the Data collection for future analysis like compilation, and systematic management. • Looked into the EHR system of the organization in more depth to see the utility of all available functions and access. • Visited the IPD department to collect the review of all patients who are using facilities. • Coordinated with other staff to resolve the problems of the patient. • From NR project collected the major problems that patients face in the hospital and communicated with the concerned persons. • Got a brief idea of all department coordination during the discharge of the patient like IPD billing, pharmacy, nursing department, and TPA. • Pitched pre-natal care packages of the hospital to patients and got a positive response from them. • Visited the Operation Theatre of the hospital and saw all the required processes while witnessing the C-section surgery of the patient. • Read in the description about the whole OT procedure and the role of the admin in the OT. • Also understood the patient shifting process of the hospital from OT to different departments
Linking theory with practice in your organization	• Essential of Hospital management – OT, Sale, and Communication style • Roles of Ethics and principles in a manager • Digital health- EHR & Data collection, analysis • Data Processing • Importance of Government rules and regulations in hospital and implementation • Health & development – prenatal & antenatal care.
Gaps identified	• Major Nursing facility complaints in IPD. • Slow admission process. • Weak Staff management & coordination. • OT needs more spacing. • To continue the important projects hospitals along with services not enough human resources are available.

Suggestions for improvements	• For smooth admission process, the normal process should day before admission by communicating with the patient. • Nursing Complaints should be solved with the patient individually. • The human recruitment process should be faster to avoid minor complaints
Plan for next week	• Nursing department and the meeting with the nursing manager. • Laboratory department of the hospital. • Learning Data Analysis techniques and tools from Operation manager

Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report-6

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Roll no:1730

Stream: MBA Hospital & Health Management

Week no:6

From:10/06/24 To:15/06/24

Activity Done	• Learned tools and techniques from the operation manager to analyze the data. • Completed the Whole NR sheet project Data Analysis. • Finalised the sheet and closed the May month for no further data analysis. • Utilised multiple other data collection sheets and understood their importance to complete the analysis. • Visited the Nursing department to understand their work and the process and their way of managing the nurses in the hospital. • Also learned about the rating, recruitment, and hierarchy system of the nurses from the nursing manager. • Got an understanding of how nurses prepare the medical records digitally and on paper before shifting documents to the MRD. • Learned F&B person's role in the hospital and their work in a hospital. • Participated in the code management system of the hospital. • Practiced a mock code in the hospital and observed everybody's role and reaction. • Visited the Laboratory department of the hospital and learned about the sample collection process and sample safety process
Linking theory with practice in your organization	• Essential of Hospital management –Code management, Management of Medication • Importance of the Nursing Department and role of the nursing manager • Data Analysis tools and technique • Laboratory protocols in hospital • Importance and utility of MRD • Market analysis and importance to plan marketing activities.
Gaps identified	• Delay in lab reports delivery. • Hospital personalized lab is yet to be established. • Less trained lab manager to make the process smooth and to complete required projects. • Coordination issue between pharmacy and nursing staff. • Untrained Nursing staff is more than the trained staff. • Staff has no proper training for code management.
Suggestions for improvements	• Training to lab manager • A personalized communication system should be between the lab and the patients. • Small IPD pharmacy to improve coordination with the Nursing department.

	• More training for nursing staff. • Code management training should be done more often
Plan for next week	• Final Project Report preparation. • Visit the Pharmacy department and meet with the pharmacy manager. • Visit the Supportive department of the hospital. • Coordinating with a concerned person for the future to complete NR sheets monthly properly

Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report-7

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Roll no:1730

Stream: MBA Hospital & Health Management

Week no:7

From:17/06/24 To:22/06/24

Activity Done	• Started the June month NR calling Data Preparation • Collected 160+ Patients Data • Simultaneously did the analysis also • Coordinated with the concerned person also for the NR • And told him about the proper procedure by spending the whole day with him • Visited the Supportive Services Department of the Hospital • Data Interpretation of the project initiated, used graphs, tables & other data visualizing tools to explain data • Learnt about the fertility department of the hospital • Understood the patient conversion procedure of the fertility department
Linking theory with practice in your organization	• Organisation behaviour- Adaptability, Communication style • Importance of inter & intra communication • Hospital management – Supportive services importance & role in the hospital • Marketing- Product/Services length, depth & width • Market Analysis & variables for the analysis • Data validation and accuracy of data • Data visualization
Gaps identified	• Inadequate work distribution among supportive staff. • Poor quality work by few people in supportive staff. • Insufficiency of staff to handle important projects of the hospital. • No proper training was provided also about the way of doing some specific personalized tasks of the hospital.
Suggestions for improvements	• Required Training must be provided to people who are concerned with specific work. • Work distribution among supportive staff should supervised properly. • Quality assessment of the work of supportive staff should be done daily.
Plan for next week	• Final Report Submission for the whole project • Will sit with the finance person of the hospital to understand the P&L of the hospital. • Visit the HR department to get a brief idea about the department. • Visit with a hospital planning person to understand how hospital building planning is done from scratch. • Present the final presentation to the Business head of the hospital

Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

SIP Weekly Report -8

Name of Organization: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of SIP: Operations

Name of student: Khushal Sharma

Roll no:1730

Stream: MBA Hospital & Health Management

Week no:8

From:24/06/24 To:30/06/24

Activity Done	- Completed the final report of the NR Calling Project titled "Data-Driven Optimization of Patient Services and Doctor Lead Source Analysis" - Made fewer changes according to the organization's demands. - Made the PowerPoint presentation for the project and presented it to the mentor. - Had a brief discussion with finance about the hospital's finance management. - Talked to HR about her work and the process of doing it. - Discussed with the mentor about the project and its importance in future placement opportunities and got the knowledge to answer in interviews
Linking theory with practice in your organization	- Human Resource Management- Recruitment process, candidate evaluation process, Labour laws, Internal conflict resolving process. - Finance management- Profit & loss. - Bio-statistics- Data Validation, Data representation & visualization & Data Interpretation. - Marketing- Data-driven market analysis, building marketing strategy according to customer demands
Gaps identified	- No major gaps are left to be observed, few are following - Stability of HR in Hospitals is required and needs to be given more authority. - Lack of training for employees who are going to their marketing & data projects
Suggestions for improvements	- More authority & power to stabilize the HR of the organization will resolve many internal conflicts. - Short-term training for Important projects can bring optimum results
Plan for next week	Submitting the final compiled report to the college mentor and having a discussion about the project and its significance for upcoming future opportunities.

Signature of Student: Khushal Sharma

Approved by the IIHMR University's Mentor

Compiled Reporting Format



Name of the Organisation: Cloud Nine Hospital, Sarjapur Road, Bangalore

Area/Project of Summer Internship Program: Operations

Name of the Student: Khushal Sharma

Roll no:1730

Stream: MBA Hospital & Health Management

Activity Done	(Week 1: 06/05/24 to 11/05/24) • Visited the LDR Department: Observed the labor and delivery room processes, including patient admissions and discharges, interactions between staff and patients, and the workflow within the department. • Compiled Google Reviews: Analysed feedback from patients to identify common issues and areas of improvement in various departments. • Explored Hospital Billing Policies and LT/AMS Systems: Studied the hospital's billing procedures and the functioning of LT (Lab Technician) and AMS (Admin Management Systems) to understand financial operations. • Investigated Ayu Health Insurance Partner: Explored the hospital's partnership with Ayu Health Insurance, focusing on the processes and benefits for patients. • Studied Available Scans: Gained knowledge about different types of scans offered by the hospital, such as IV, NT, Anomaly Scan, and early pregnancy scans, including their procedures and significance. • Initiated Mother's Day Project Preparation: Began planning for the Mother's Day event, including brainstorming ideas and organizing logistics. • Patient Feedback: Interacted with six IPD patients to gather feedback about their experiences and suggestions for improvement. • Patient Calls for Event Invitations: Made 80 calls to patients inviting them to the Mother's Day event.
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- **Hospital Tests Insight:** Learned about various tests conducted in the hospital, such as RBC and HB%, and their importance in patient care.
- **Coordinated 150 Patient Calls for the Event:** Managed and coordinated patient calls, ensuring a high turnout for the Mother's Day event.
- **Discovered Hospital's Home Services:** Learned about the range of home services provided by the hospital, including home visits and teleconsultations.
- **Verified Patient Involvement in the Event:** Ensured that patients were aware of the event details and encouraged their participation.
- **Oversaw IPD, Lab, and Scan Invoicing:** Monitored the invoicing processes for inpatients, lab tests, and scans to ensure accuracy and efficiency.
- **Planned Event Logistics with the Central Head:** Collaborated with the central head to finalize event logistics, including venue setup and scheduling.
- **Improved Event Method Post-Feedback:** Adjusted event planning based on feedback received to enhance the overall experience.
- **Managed Mother's Day Celebration:** Coordinated various activities during the event to ensure smooth operation and patient satisfaction.
- **Welcomed Special Guests at the Event Opening:** Assisted in welcoming and accommodating special guests during the event.
- **Ensured Smooth Patient Registration:** Managed patient registration processes to ensure efficiency and minimize wait times.

(Week 2: 13/05/24 to 19/05/24)

- **Patient Retention Project:** Initiated a project focused on improving patient retention through new registration calling, aiming to understand patient needs and enhance their experience.
- **In-depth OPD Billing Learning:** Studied the outpatient department's billing procedures, including coding, invoicing, and insurance processing.
- **Studied Hospital Packages:** Analysed various packages offered by the hospital, such as prenatal care, child

vaccination, and mother delivery services, to understand their components and benefits.

- **Detailed Study of PCPNDT Act:** Gained a comprehensive understanding of the PCPNDT Act and its implications on patient registration and compliance.
- **IPD Billing Understanding:** Observed and learned the complete billing process for inpatients, from admission to discharge and final billing settlement.
- **Insurance Coordination:** Studied the coordination between the hospital and insurance providers, focusing on reimbursement processes and cashless services.

(Week 3: 20/05/24 to 25/05/24)

- **Patient Retention from New Registration Data Sheet:** Focused on calling new registrations to understand patient needs and improve retention strategies.
- **Visited NICU:** Observed the Neonatal Intensive Care Unit, learning about the care provided to newborns and the role of the biomedical department in maintaining equipment.
- **Read Patient Prescriptions:** Enhanced skills in understanding and interpreting patient prescriptions to improve data collection accuracy.
- **Learned Package Pitches to Patients:** Practiced pitching various hospital packages to patients, focusing on their benefits and suitability.

(Week 4: 24/05/24 to 29/05/24)

- **NR Calling Data Project:** Analysed patient data collected from new registration calls to identify trends and improve patient retention strategies.
- **Patient Feedback Calls:** Conducted calls to gather feedback from patients, addressing their major issues and concerns.
- **Sample Collection Department Visit:** Visited the sample collection department to understand the process and importance of timely and accurate sample handling.
- **Emergency Department Visit:** Observed the emergency department's workflow, understanding how they handle urgent cases and manage patient care.

- **Scan Room Visit:** Learned about the technical aspects of various scans, including their procedures and importance in diagnostics.
- **Coordinated with Doctors on Appointments:** Assisted in managing doctor appointments to ensure timely consultations and minimize patient wait times.

(Week 5: 03/06/24 to 08/06/24)

- **NR Sheet Project Data Collection Completed:** Completed data collection for the NR sheet project for May and ensured data was accurate and ready for analysis.
- **Prepared Data for Future Analysis:** Collected reviews from IPD patients to understand their experiences and documented their feedback for quality improvement.
- **Staff Coordination:** Worked on resolving patient problems through better staff coordination facilitating communication between departments to address issues.
- **Major Patient Issues:** Communicated major patient issues to the concerned personnel for resolution. And followed up to ensure issues were addressed promptly.
- **Department Coordination During Discharge:** Learned about the roles of IPD billing, pharmacy, nursing, and TPA during patient discharge, ensuring smooth coordination and patient satisfaction.
- **Pitched Pre-natal Care Packages:** Pitched pre-natal care packages to patients and received positive responses. Focused on highlighting the benefits and addressing their concerns and questions to encourage uptake.
- **Operation Theatre Visit:** Observed procedures in the operating theatre, including a C-section surgery, to understand surgical operations and protocols.
- **Patient Shifting Processes:** Learned about the protocols for transferring patients within the hospital, including coordination between departments and ensuring patient comfort and safety.

(Week 6: 10/06/24 to 15/06/24)

- **Data Analysis Tools and Techniques:** Received training from the operations manager on various data analysis tools and techniques to improve data handling and decision-making.
- **NR Sheet Project Data Analysis Completed:** Finalized the analysis of new registration data for May, including identifying trends and preparing insights.
- **Utilized Multiple Data Collection Sheets:** Gained experience in using different types of data collection sheets and understanding their importance in comprehensive data management.
- **Nursing Department Visit:** Visited the nursing department to understand their daily routines, patient care responsibilities, and the challenges they face.
- **F&B Role in Hospital:** Learned about the role of the Food and Beverage (F&B) department in hospital operations, including meal planning and dietary management for patients.
- **Code Management System:** Participated in a mock code management exercise to understand emergency response procedures and the importance of effective code management.
- **Laboratory Department Visit:** Observed laboratory operations, including sample collection, processing, and safety protocols to ensure accurate and timely test results.

(Week 7: 17/06/24 to 22/06/24)

- **June NR Calling Data Preparation:** Collected and analyzed data from new registration calls for June, focusing on improving patient retention and engagement.
- **Final SIP Report Preparation:** Compiled and summarized all findings from the internship into a final report, detailing activities, insights, and recommendations.
- **Visit to the Supportive Department:** Explored the supportive department to understand their roles and how they contribute to overall hospital operations.
- **Patient Feedback:** Continued gathering patient feedback to assess improvements and identify any remaining issues.

- **Communication with Reception Staff:** Addressed and resolved issues related to patient registration and reception services to enhance efficiency.
- **Addressed Major Issues from Staff and Patients:** Worked on resolving significant issues identified by staff and patients to improve overall hospital service quality.

(Week 8: 24/06/24 to 29/06/24)

- **Final Report Preparation:** Finalized the compilation and summarization of the final report, ensuring all sections were completed and reviewed.
- **Presentation Preparation:** Created and rehearsed the final presentation, focusing on effectively communicating findings and recommendations to the management.
- **Submitted the Final Report:** Delivered the completed final report to hospital management, including all relevant findings and suggestions for improvement.
- **Presented the Final Report:** Presented the report to the hospital management, highlighting key insights, achievements, and recommendations.
- **Received Feedback:** Collected feedback from the management on the final report and presentation to understand areas of improvement and success.

Linking theory (Classroom learning) with practice at your organization

- Healthcare Operations Management
- Healthcare Marketing and Strategy
- Finance Management - Profit & Loss
- Leadership and Human Resource Management
- Healthcare Quality and Patient Safety
- Contingency Theory
- Human Relations Theory
- Project Management
- Importance of EHR & EMR in Modern-Day Healthcare Facilities
- Surgical Services Management
- Market Analysis and Importance to Plan Marketing Activities
- Data Analysis and Interpretation
- Diagnostic Services Management
- Patient Counselling and Education

	• Healthcare Compliance with Healthcare Regulations • Patient Care Services • Community Health Management • Project Evaluation and Reporting
Gaps identified in the working area.	(Week 1: 06/05/24 to 11/05/24) • The hospital lacks an on-site canteen. • Patients experience prolonged waiting periods, especially during peak hours in the OPD and during billing processes. • Several essential medical tests are unavailable at the hospital, necessitating referrals to external labs. • Some equipment in the IPD is malfunctioning. (Week 2: 13/05/24 to 19/05/24) • Patients face considerable delays before receiving medical attention. • The hospital lacks dedicated billing counters for scans, particularly on Saturdays. • Lack of coordination among different working teams, and staff, affecting patient care and workflow efficiency. • Certain challenges for cash-paying patients as they encounter difficulties due to the lack of streamlined payment processes. (Week 3: 20/05/24 to 25/05/24) • The OPD is understaffed, resulting in a slower billing process and longer patient wait times. • Errors in data collection at the reception disrupt the New Registration (NR) calling process. • Not all doctors utilize digital prescriptions, despite the availability of the technology. • The NICU is not fully compliant with established guidelines. • The hospital lacks sufficient emergency equipment, which could jeopardize patient safety during critical situations. • The entrance of the hospital has received complaints about untidiness, affecting the hospital's image and first impression.

(Week 4: 24/05/24 to 29/05/24)

- There is a persistent issue of poor coordination among staff members, leading to inefficiencies in patient care and hospital operations.
- The OPD lacks sufficient resources, causing delays and affecting the overall patient experience.
- Doctors' irregular timings contribute to increased patient waiting times and disrupt the scheduling process.
- Patients experience delays in obtaining medications due to the lack of certain medications in the pharmacy.
- Despite the availability of digital prescription systems, many doctors still do not use them, leading to inefficiencies and potential errors in patient records.

(Week 5: 03/06/24 to 08/06/24)

- Patients have raised multiple complaints about the nursing facilities in the IPD.
- The admission process is slow, causing frustration for patients and their families.
- There is a noticeable lack of effective staff management and coordination, affecting the hospital's operational efficiency.
- The OT requires more space to accommodate procedures and equipment efficiently.
- The hospital lacks adequate human resources to manage important projects and provide comprehensive services, leading to operational bottlenecks.

(Week 6: 10/06/24 to 15/06/24)

- Patients experience delays in receiving lab reports, which hinders timely diagnosis and treatment.
- The hospital does not have its personalized lab, relying on external facilities for certain tests, which delays results.

- The current lab manager lacks the necessary training to streamline processes and complete required projects efficiently.
- There is a lack of coordination between the pharmacy and nursing staff, leading to delays and inefficiencies in medication management.
- A significant portion of the nursing staff is untrained, affecting the quality of patient care and increasing the likelihood of errors.
- Staff members have not received adequate training for code management, which is crucial for handling emergencies effectively.

(Week 7: 17/06/24 to 22/06/24)

- There is a lack of proper work distribution among supportive staff, leading to inefficiencies and overburdening certain employees.
- Some supportive staff members deliver subpar work, affecting the overall quality of hospital services.
- The hospital lacks sufficient staff to handle important projects, impacting the ability to maintain high-quality services and complete initiatives on time.
- Supportive staff have not received proper training for specific, personalized tasks, leading to errors and inefficiencies.

(Week 8: 24/06/24 to 29/06/24)

- The HR department lacks stability and authority, which hampers its ability to effectively manage and resolve internal conflicts.
- Employees assigned to marketing and data projects have not received adequate training, affecting the quality and efficiency of their work.

Suggestions for improvement

- Examine possibilities for opening a hospital canteen.
- Perform detailed scheduling and patient flow examination.
- Evaluate the need for more testing and prioritize introducing new tests based on clinical applicability.
- Create a routine maintenance schedule.

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| | <ul style="list-style-type: none"> • Reduce waiting time for patients. • Hold regular evening meetings to increase team coordination. • Prioritize patient quality care. • Utilize an existing empty counter for scanning on Saturdays to reduce stress. • Ensure careful patient registration. • Design NICU according to basic frameworks. • Improve the hospital's outer environment for better hygiene perception. • Encourage doctors to use all available technology. • Provide more resources at the reception. • Investigate pharmacy supplies. • Conduct regular staff meetings to address issues. • Streamline admission processes by pre-admission communication. • Address nursing complaints individually. • Accelerate the human recruitment process to avoid minor complaints. • Train lab managers. • Establish personalized communication systems between labs and patients. • Create a small IPD pharmacy to improve coordination. • Increase nursing staff training. • Conduct more frequent code management training. • Increase staff for smoother OPD billing. • Allocate a separate waiting area for pregnant women. • Ensure doctors adhere to their schedules. • Improve pharmacy resource management. • Develop a structured feedback system for staff. • Implement a continuous improvement plan. • Hold regular feedback sessions. • Increase training programs for new staff. |
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Signature of the Student: Khushal Sharma

Approved by the IIHMR University's Mentor

Khushal Sharma_1730 SIP Report.docx

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