

About Manipal Hospitals

Manipal Hospitals, part of (MEMG) Manipal Education and Medical Group, is committed to clinical excellence and patient-centric care with ethical practices. They offer comprehensive healthcare services, including advanced clinical care and personalized home-care, supported by state-of-the-art facilities. Operating over 9500 beds, they strive to create a compassionate environment, serving patients in India and globally. When it comes to the technological advancement of medical practice, they provide the highest quality of treatment starting from the most basic ailment and going as far as the most complicated disease one can imagine. They attend to thousands of patients across the chain of hospitals every day, and provide standard health facilities to the citizens of India and the internationals.

Vision & Mission

VISION

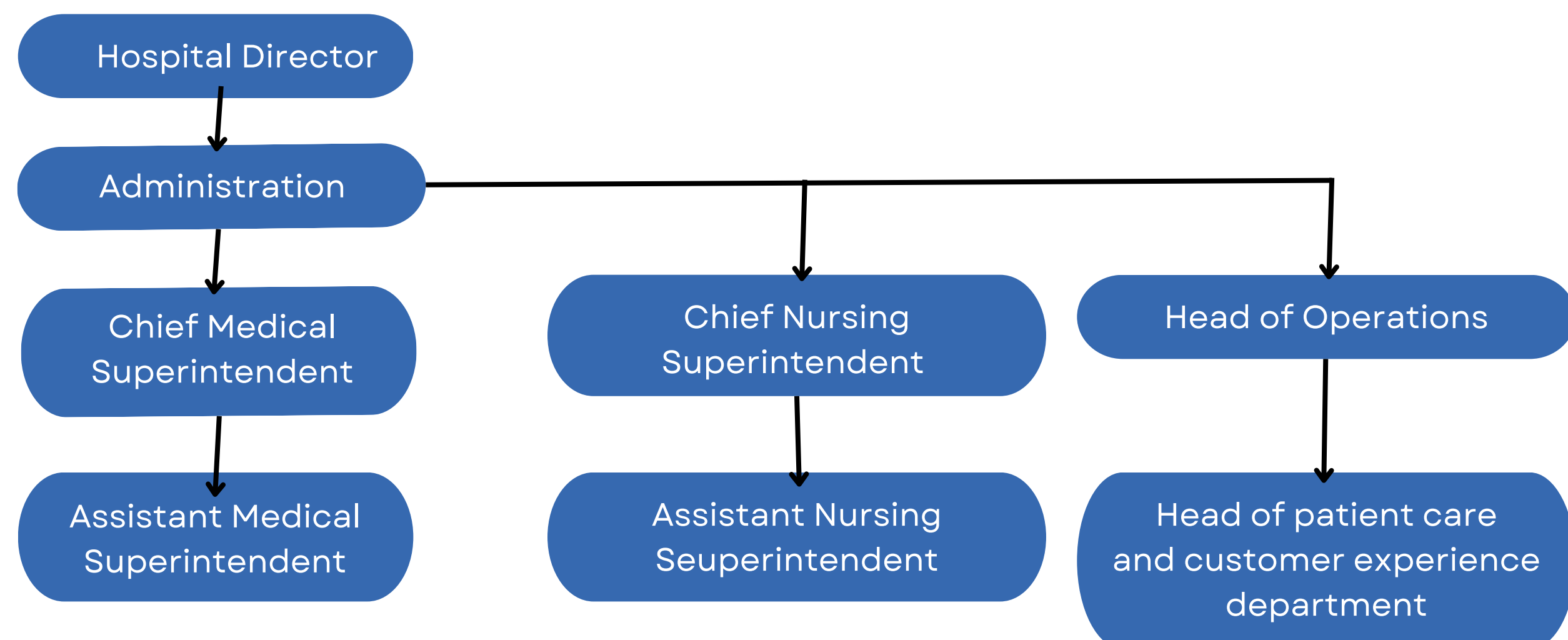
TTheir goal is to provide Quality and Cost-Effective, yet appropriate healthcare solutions to every class of the population without any discrimination.

It is a transformation from a dream of one man to transforming the face of health care today, they are proud to be the face of the new generation with clinical competency, patients' advocacy and ethical practice as pillars of health care.

MISSION

It is to offer a sensitive and caring atmosphere for the patients and their families /care givers. Their values have always stood by them to make them one of the best hospitals in Gurugram.

Organizational structure



Usefulness & learnings of internship

- **Real-world Experience:** This mentored internship helped acquire first-hand experience in how to conduct an analysis of patients' feedback necessary in hospital enhancement.
- **Interdepartmental Exposure:** Observed multiple departments ranging from billing to intensive care unit management, increase patient's understanding of hospital operations.
- **Exposure to Healthcare Industry:** As long as the general understanding of the sector was provided, especially in the area of hospitals and patients' perception.
- **Application of Classroom Knowledge:** Allowed the use of understanding in real life situations which from time to time helped in enhancing the understanding of the concepts.
- **Networking Opportunities:** Engaged in meetings with healthcare personnel where one gets information on how he or she can be of assistance and or can find employment.
- **Understanding Patient Perspectives:** Facilitated in the area of identifying the patients' expectation as this is vital in enhancing the service delivery.

Methodology used

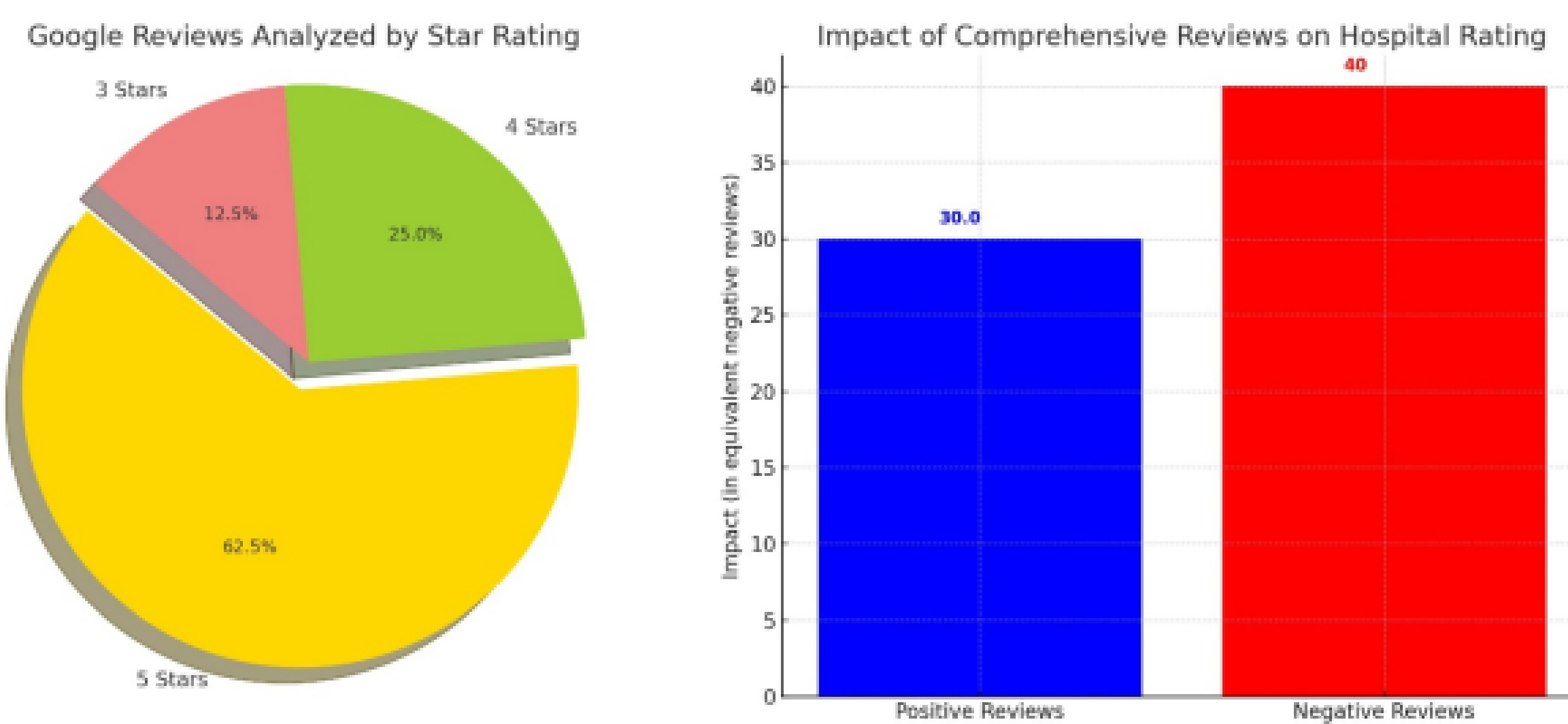
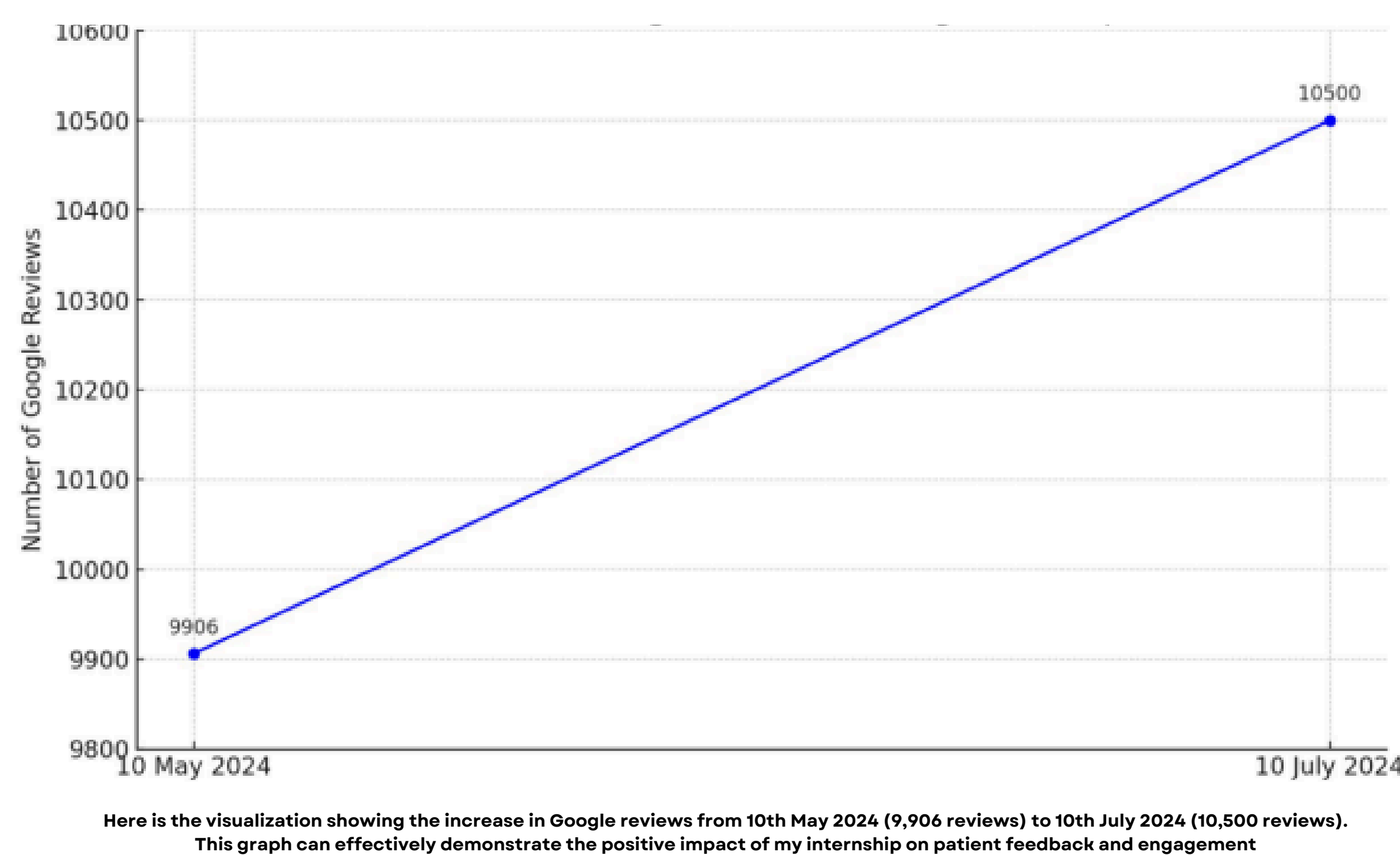
Sentiment analysis of Google reviews

Analysed 400 Google reviews to identify key themes and propose strategies for improving patient satisfaction and hospital ratings.

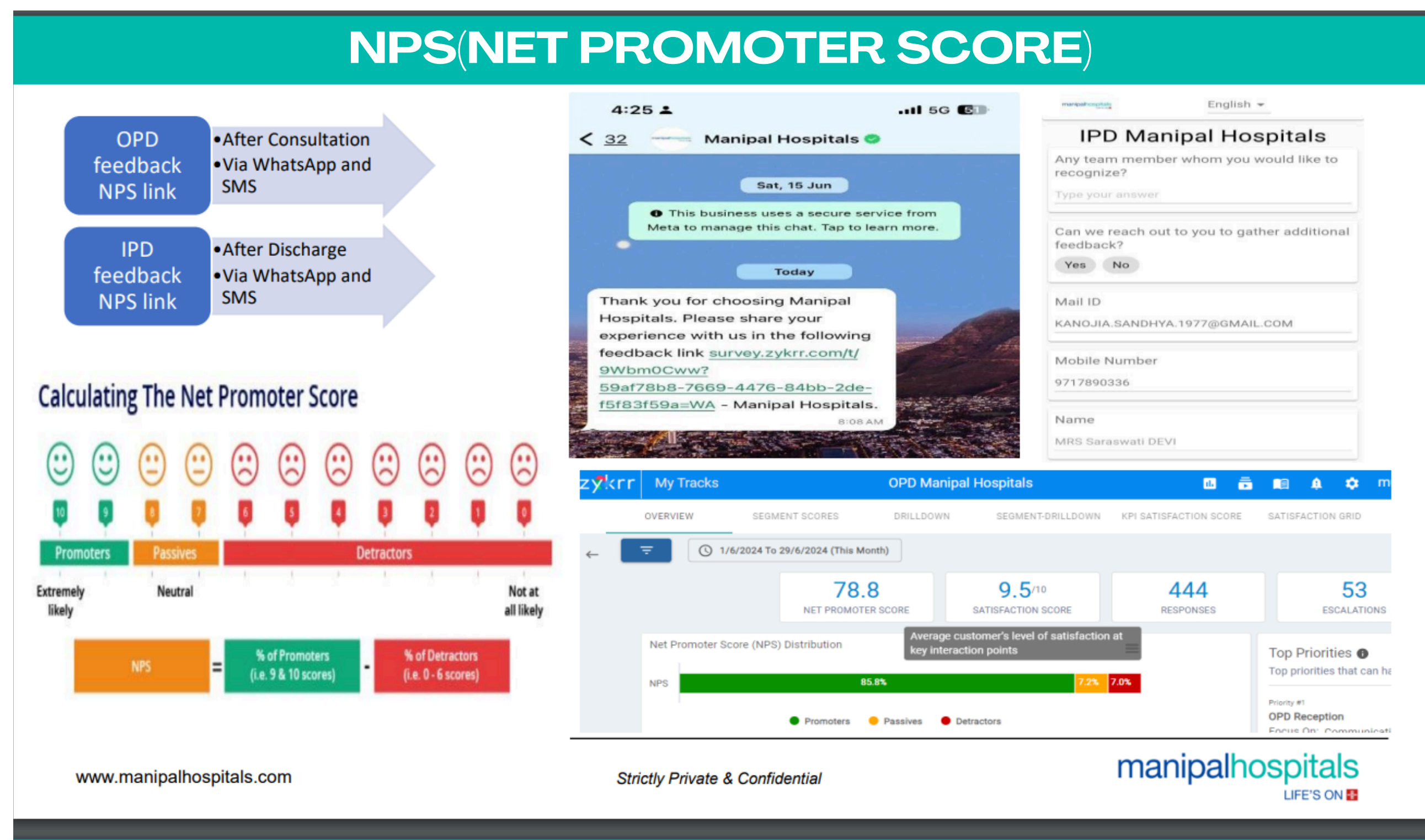


Example of one of the many comprehensive google reviews collected from patients during the internship period.

Data prepared and analysed during internship



- o This pie chart shows the distribution of the analyzed reviews: 62.5% are 5-star reviews, 25% are 4-star reviews, and 12.5% are 3-star reviews.
- 2. Bar Chart: Impact of Comprehensive Reviews on Hospital Rating
- o This bar chart illustrates the impact of comprehensive reviews on the hospital's rating. It shows that positive reviews have a significantly greater impact compared to negative reviews, with a ratio of 12 positive reviews equating to the impact of 1 negative review.



Practical exposure V/S Theoretical understanding

THEORETICAL LEARNING

- **Workflow Management:** Knowing hospital's environment and processes, as well as the key theories of patients' management.
- **Healthcare Management Principles:** Therefore, the knowledge of the fundamental objectives, principles, and theories of health care management and patients care.
- **Data Analysis Techniques:** The topic of the analysis of various techniques and tools used in healthcare in order to gain more knowledge.
- **Patient Satisfaction Models:** Exploring various approaches to the evaluation of the patient satisfaction and factors influencing it.

PRACTICAL LEARNING

- **Data Collection and Analysis:** Practical experience in business and market feedback data collection and analysis of patient reviews on Google.
- **Real-World Problem Solving:** Scope and application of theoretical knowledge for managing real life problems in a Hospital.
- **Implementation of Solutions:** Concerning patient satisfaction, the modern healthcare organizations have to work on strategies designed based on the research findings.

SWOT Analysis



Challenges during internship

- **Data Collection Issues:** Problems of achieving coherence and consistency of feedback data from multiple feedback sources.
- **Resistance to Change:** Some staff members were very resistant and showed a lot of reluctance when trying to implement or introduce some new changes supported by data analysis.
- **Resource Limitations:** Lack of working material and time constrains also posed a limitation to the extent to which they could analyze the problem and the extent to which they could actually put those solutions into practice.

Suggestions for improvement

- **Enhanced Industry Collaboration:** Increase the collaboration with hospitals intending to be more involved doing practical placements and getting real life experience.
- **Skill Development Workshops:** Introduce workshops in subjects which are currently rapidly developing, for instance, healthcare analytics, and improvement methods.
- **Structured Feedback Systems:** Introduce methods of patient rating to capture additional and detailed patient feedback on the services received.
- **Regular Training Programs:** It means staff should be trained on how to relate and communicate with patients and how to make them comfortable.