

INTRODUCTION

Since 2005, most of the healthcare capacity added has been in the private sector, or in partnership with the private sector. The private sector consists of 58% of the hospitals in the country, 29% of beds in hospitals, and 81% of doctors. According to National Family Health Survey-3, the private medical sector remains the primary source of health care for 70% of households in urban areas and 63% of households in rural areas. The study conducted by IMS Institute for Healthcare Informatics in 2013, across 12 states in over 14,000 households indicated a steady increase in the usage of private healthcare facilities over the last 25 years for both Out-Patient and In-Patient services, across rural and urban areas. In terms of healthcare quality in the private sector, a 2012 study by Sanjay Basu et al., published in PLOS Medicine, indicated that health care providers in the private sector were more likely to spend a longer duration with their patients and conduct physical exams as a part of the visit compared to those working in public healthcare. However, the high out of pocket cost from the private healthcare sector has led many households to incur Catastrophic Health Expenditure, which can be defined as health expenditure that threatens a household's capacity to maintain a basic standard of living. One study found that over 35% of poor Indian households incur such expenditure and this reflects the detrimental state in which Indian health care system is at the moment. With government expenditure on health as a percentage of GDP falling over the years and the rise of private health care sector, the poor are left with fewer options than before to access health care services.

The largely unorganised and unregulated Indian home-healthcare market is at a tipping point. According to a recent Nathealth study titled 'Indian Home Healthcare 2.0 – Redefining the Modern Care Continuum' released on Tuesday, the home healthcare market is expected to grow to \$19.9 bn market by 2025. The study estimated that the market has a potential to grow an additional \$5 bn with the right impetus. The Indian home healthcare market has evolved and grown to a \$5.4 bn market today. The study by healthcare industry body Nathealth highlighted: "India has multiple home healthcare players providing healthcare across preventive, promotive, chronic, acute rehabilitative and palliative care in the comfort of the patient's home. Traditionally, 60–80 per cent demand for home care has been driven by senior citizens seeking supportive long-term care at home." However, the second wave of the Covid-19 pandemic in India, has highlighted Indian Home Healthcare, as a sturdy pillar of support to the Indian Healthcare continuum, by providing advanced and safe care at home, it said. Designing a framework of regulations, however, holds key for the future of this segment in India, said experts. Siddhartha Bhattacharya, Secretary General, Nathealth said that annually around 20mn cases are handled by home-healthcare, but around 98 percent of this industry is unregulated. "Formalising a regulatory framework, setting down standards, and enrolling providers based on who meet these basic standards – are key to the growth and long-term prospects of this industry," he said.

OBJECTIVES OF INTERNSHIP

The Objectives of my internship at Onelife home healthcare can be divided into the primary and secondary objectives.

Primary objective of my internship at Onelife home healthcare was to understand the functions of each department of the organization. The organization consisted of 11 departments which work with one another correlatively. The departments had its own set of SOP's and had pivotal role in overall operations of the organization. The major activities of each of these departments were covered during my internship period

The Secondary objective of my internship was to observe and study the niche activities which are the day to day operational and supportive activities. Here I had the chance to observe and understand the working of each department at the lower levels and its impact on the grassroots level (here the customer).

ORGANIZATION PROFILE

One Life Home Healthcare:

One Life Home Healthcare, Chennai is a leading private home healthcare service provider with the first flagship home healthcare started in 2014. It is a 5-year-old organization specialized in critical care at Home. One Life Home Healthcare has also been expanding its services across pan India and have covered cities like Chennai, Pune, Bangalore and Coimbatore. The organization is specialized in providing highly skilled nursing and medical services and is best in handling post discharge care for heart, lung & intestine transplant cases. The organization has 24x7 backend support with trained Doctors and Nurse Managers. The doctors & nurses are on Payrolls of the Company and Background verified. Top Private hospitals have been referring their critical cases on preferential basis to One Life. The organization Follows JCI and NABH standards in healthcare delivery.



Tattva Group:

Tattva Group is a professionally managed business group pursuing business in Oil & Gas Engineering & Project management consulting and Home Healthcare. The Group was formed in

March 2010 and is headquartered in Chennai, India. Tattva Group was born out of the vision of Mr N Ramachandran, Promoter Chairman, and an accomplished industrialist with more than three decades of diverse industry experience in Cement, Sugar, Shipping, Education, and Power. One Life Home Healthcare is a Tattva Group Company the CEO and Director is Mr. T R Narayanaswamy, who instituted the organization with the vision to be a preferred integrated home healthcare provider for the patients.

VISION AND MISSION

Vision – “Preferred integrated home healthcare provider for patients, care-givers and healthcare professionals”.

Mission – “We will provide world-class, home healthcare services for the people we serve through clinical excellence and innovation”.

VALUES

- Patient Centricity
- Evidence based practice
- Uncompromised quality
- Trusted partner to hospitals & doctors
- Clinically driven
- No compromise on employee safety
- Integrity in care
- Focus on longevity
- Focus on Unit Economics
- Team work, Openness and Trust
- Honest & fair to patient, our staff & organization
- Compassion for patient & colleagues



OBJECTIVE OF THE ORGANIZATION

- Fully integrated, clinically focused premium home healthcare company
- Achieve Growth and Profitability – hand in hand
- Provide Best in class Customer Experience
- Deliver superior Clinical Quality and Handle Clinical Complexity
- Charge premium pricing
- Hire best in class professionals and have the most motivated workforce
- Have an aligned team working side-by-side unanimously towards this vision

- Organizational Culture- Openness, Transparency, Collective Responsibility, Execution

Excellence & Great place to work

- Build a sustainable business
- Implement robust IT platform

ONELIFE PHYLOSOPHY

“Live Well Always”

SERVICES PROVIDED

- Specialized nursing at home
- Doctor Visits
- Physiotherapy Visits
- Diagnostics at home
- Nursing Care at home
- ICU at home
- End of Life Care
- Pharma at Home
- Corporate Healthcare
- Chemo at Home

DEPARTMENTS

- Sales and Marketing
- Operations
- Clinical- MO, PCC
- Human Resources
- MRD
- Training
- Quality

- Finance and Accounts
- Information & technology
- Administration and Procurement

KEY ACTIVITIES/ PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

During my internship programme at One Life Home Healthcare Chennai, as a Management Trainee I received the chance to witness and function various roles. I had witnessed the functioning and flow of various processes in various departments ranging from sales and marketing to operations. This had given me the knowledge to understand the organization at the grassroot level. Further during my internship period, I got the opportunity to implement what I had acquired through my academic curriculum. This internship opportunity at Onelife Home Healthcare had helped me to amplify my cognitive skills and assisted me to learn through observation. The activities involved by me was diverse in nature and nourished me to attain a clear insight into the organization and its workflow

KEY ACTIVITIES:

- 1) Analysing and understanding the market landscape through practical work and through primary and secondary research at Onelife.
- 2) Rotatory training was done in each department for a brief period of time
- 3) weekly field visits with marketing and sales team to assigned hospitals to the various sales managers where I had learnt about branding and marketing, stakeholders involved and about the proper patient selection.
- 4) operations department training and induction was done. Here we learnt about the operations life cycle of a lead and the managerial work involved with the operations department
- 5) Training in Medical Records Department to learn about the documentation maintenance, protocols to be followed and confidentiality of the records was done.
- 6) Training by the nurse educator to learn about the various standard operating procedures and treatment modalities being followed while treating patients.
- 7) Understanding the roles and activities undertaken by Medical Officers and Patient Care Coordinators during patient visits. To assure that health care rendered to Enrolees is of the appropriate level of continuity and high quality.
- 8) training on quality parameters by the training department was done and the quality parameters were monitored if they are being followed by the organization.
- 9) Induction on role of human resource managers and training was given in terms of interview for the organization.
- 10) Induction on the duties of administration, Finance and IT department was done.

11) Personalised activities and responsibilities were given where in new initiatives certain pivotal responsibilities were given.

KEY LEARNINGS FROM INTERNSHIP

During my internship at Onelife Home Healthcare these are the following key learnings.

1. Learnt about the process of branding and its importance.
2. Learnt about the importance of marketing and the importance of external stakeholders in business.
3. Understood the business model of the organization
4. Learnt about the importance of the operations department and its functions
5. Learnt about the roles and responsibilities of various staffs in the operations
6. Learnt about the inter and intradepartmental coordination and correlation
7. Learnt about conflict management and incident management
8. Learnt about the organization's behaviour and the organization specific ethics.
9. Experienced and learnt about problem solving where I was introduced to real life operations related problems.
10. Team building and team work attitude was garnered
11. General Knowledge on the home healthcare operations was gained.