

INTERNSHIP REPORT

Dr. Sanya Kawatra

Guided by – Dr. Seema Mehta, Professor, IIHMR University, Jaipur

From March to April 2024, I pursued my internship from SR Kalla Hospital, Jaipur.

I was posted in Marketing & Media and HR department. I performed the following roles in the organization:

- Contributed to recruitment process by managing job postings, filtering resumes, and arranging interviews.
- Managed social media handles of the hospital including Instagram, Facebook, YouTube etc.
- Tracked Google business profile and reviews.
- Created and curated engaging content for hospital's social media platforms.
- Charted proposals for business expansion, performed market research, analysed gap areas in patient satisfaction, and suggested interventions.

From April to June 2024, I pursued my internship from Prem Niketan Hospital, Jaipur.

Contribution in the creation of new hospital website, focusing on developing an intuitive user interface and enhancing information accessibility.

- Aided in optimising internal operations, such as Biomedical Waste Management (BMW) and housekeeping to boost hospital eZiciency.
- Developed clear and detailed job descriptions for various roles within the hospital to streamline the hiring process.
- Executed patient satisfaction surveys and analyzed the data to pinpoint improvement opportunities, in order to develop better patient care strategies.
- Oversaw the Quality Control process and ensured Quality standards of ICUs and Laboratories, according to the 5th Edition of NABH guidelines.
- Monitored Key Performance Indicators of ICUs and the Emergency Department.

SWOT Analysis of Prem Niketan Hospital, Jaipur

Strengths:

- Existing patient/client base.
- Large pool of reputed doctors.
- Brand image.

Weaknesses:

- Infrastructural deficiency.
- Client/patient base belongs to weaker sections of the society.
- Slow discharge and insurance claim process.
- Lack of digitalization, relative to current market standards.
- High staff turnover.

Opportunities:

- One of the largest and reputed charitable/trust-based hospitals in Jaipur.
- Scope for expansion into a chain of hub & spoke model.

Threats:

- Availability newer options for patients – new services provided by competitors.