

A study on identify strategies for repositioning of chartable hospital

Presented by: Suneet Mukherjee

Stream: MBA (HM)

IIHMR-U/01/2022-24/1631



INTRODUCTION- Prem Niketan hospital

The prem Niketan hospital established in 2003 by Manav Seva Sangh.

A multi specialty hospital consist of appropriate number of Doctors, para medical staffs, diagnostic services.

The services offered in our hospital include the following specialties Orthopaedic, Gynaecologic, General surgery, Urology, Paediatrics, dental, physiotherapy/ rehabilitation Outpatient Department (OPD) and in-patient department.

Even after being situated in a prime location in Jaipur city and providing services like panchkarma and ayurvedic treatment and one of the best Jaipur's geriatric care services, even after all this the awareness about the hospital is very less.



PURPOSE OF THE WORK

This dissertation explores identity strategies for the repositioning of a charitable hospital, through enhancing its operational effectiveness and market presence. The study aims to explore the existing framework of working of hospital, available resources, and uncovers critical issues. Further the study inform about strategic recommendations to competitive positioning.



Research question:

How the optimization of the available resources can help repositioning the charitable hospital?



Objectives –

- To identify the existing scenario of resources with respect to marketing, human resource, operations, quality, clinical services and finance department
- To suggest the suitable repositioning strategies wrt each deptt



Methodology

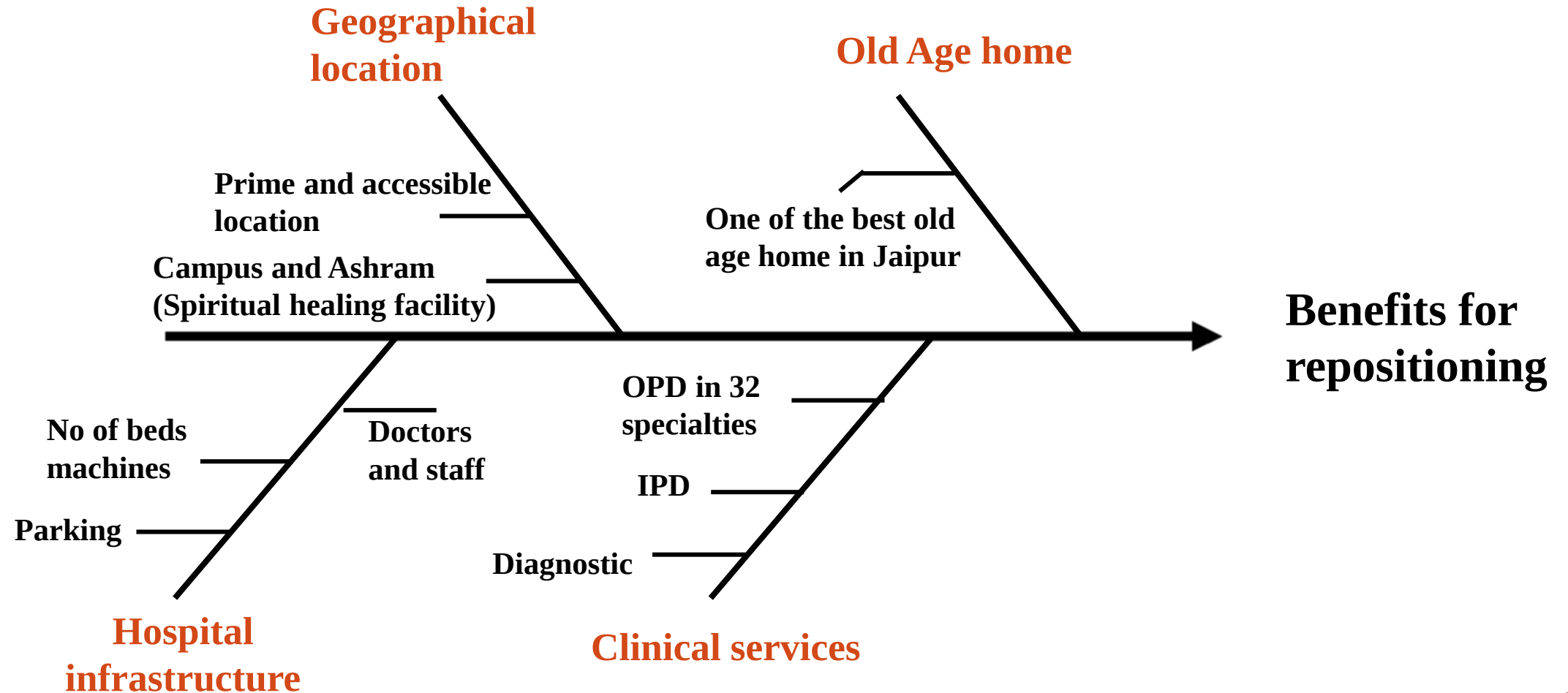
Study design: A observation study was done. This approach involved analysing existing information to understand the current situation and developed a strategic plan for improvement.

Study Tool: Fishbone Analysis was used to find existing resources and gap areas in each department .

Study Setting: The study is set in a charitable hospital.



Mapping of Existing resources

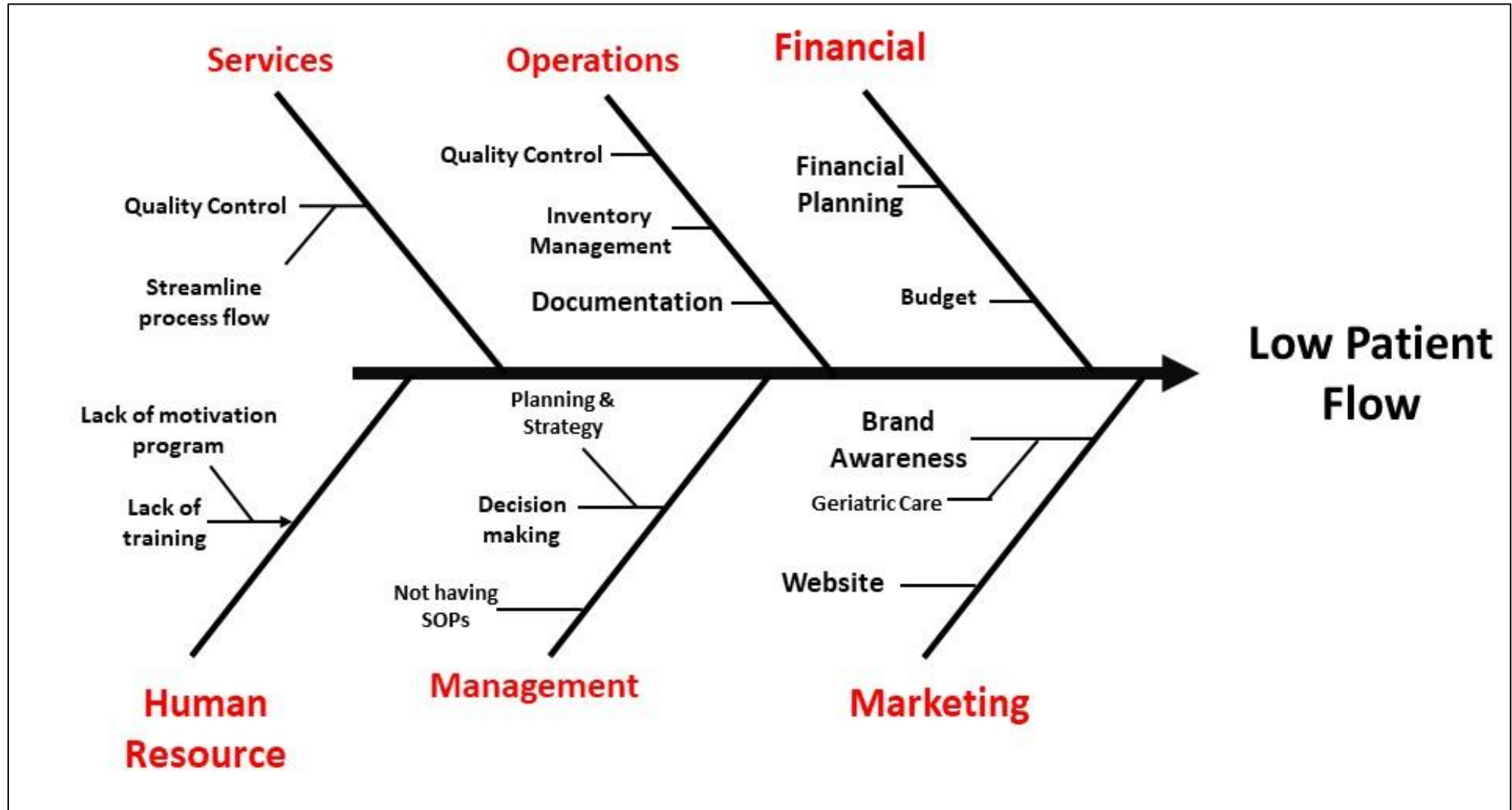


Key Benefits for repositioning of the hospital:

- Prime Location in Jaipur.
- Well managed hospital Campus.
- Geriatric care and old age home are USP
- Efficiently working OPD, IPD, and diagnostic service.
- 50 bedded
- Almost 26 specialties treatment option
- Well structured wellness setup.



Gaps in existing resources



Key gaps in functional areas to be addressed in repositioning

1. SOPs to use the resources with respect to clinical services is not designed and communicated to the staff that results in inefficiencies in processes and impacting patient flow and patient experience.
2. The process of funds allocation is lengthy and sometimes causes delay.
3. The spending on infrastructure is low due to unavailability of funds .
4. Due to budget constraints, the number of staff is less and their skills of documentation is also not up to the mark.
5. Lack of motivation to take responsibility among staff.



6. While having excellent geographical location, all type of treatment and situated at a very accessible place, the hospital have low brand awareness and limited exposure in terms of patient's footfall ..

7. Inconsistent or incomplete documentation practices were taking place, hindering quality control and smooth patient care coordination.



Stratgies for repositing

Implementing the NABH guidelines for documentation with respect to essential numbers of doctors.

- ✓ Essential number of para medical staff required for a district hospital.
- ✓ Administration staff
- ✓ Documentation



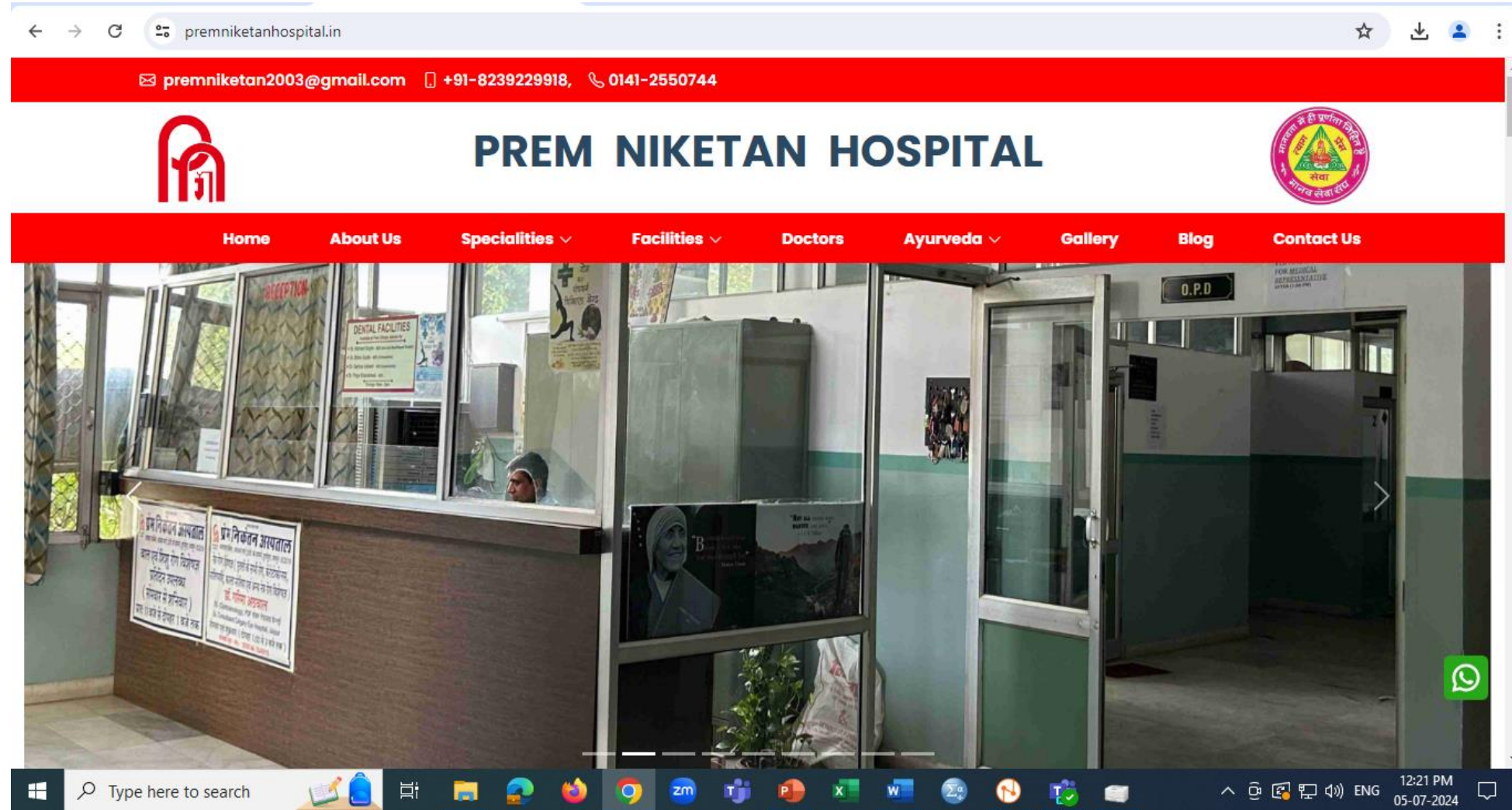
Repositing strategies for clinical services

Allocation of role & responsibilities assigned on paper and circulated by the accreditation board to their:

- Reception staff
- Nursing staff
- Ward staff
- Operation theatre staff
- Nursing Superintendent



For repositioning of the hospital, the initiative to build a new website and to create a digital market presence is taken .



Final Repositioning Strategy For Prem Niketan Hospital

Easy to access
location

Prem Niketan Hospital

A charitable hospital offering value based care with the Combination of Allopathic and spiritual healing for all and specially for geriatric population by loving and companionate staff and customized process.

**Holistic treatment
centre**

