



History

Fortis Healthcare expanded in Manesar, Gurugram, by acquiring Medeor Hospital from VPS Group. This move is part of Fortis's strategy to grow in the Delhi NCR region. The hospital, now part of Fortis, will have 350 beds and offer many medical services. This acquisition strengthens Fortis's presence in Gurugram, alongside its main facility, Fortis Memorial Research Institute (FMRI).

About

Fortis Hospital, Manesar, Gurugram, is Fortis Healthcare's second multispecialty hospital in the city. It has 350 beds, including 100 ICU beds, 15 emergency beds, 2 Cath Labs, and 9 operating theatres (OTs). The hospital features the latest technology and a team of skilled professionals focused on excellent patient care.

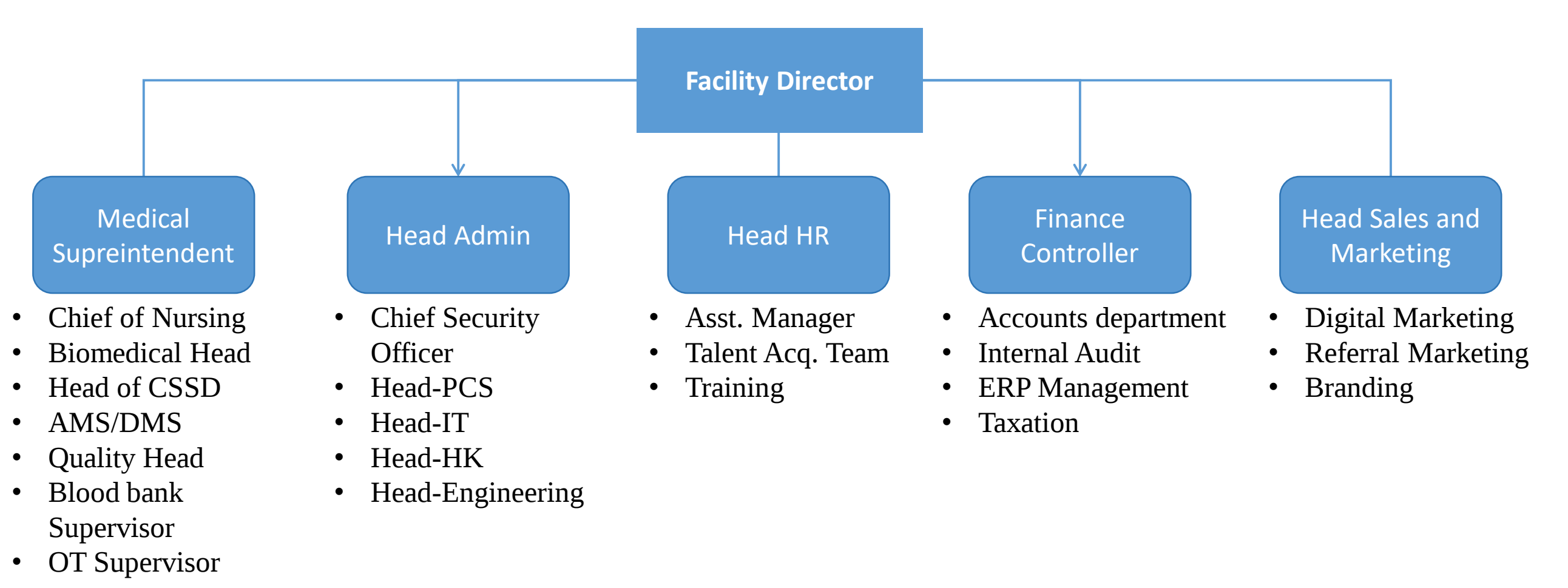
Vision

To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.

Mission

To be a globally respected healthcare organization known for Clinical Excellence and Distinctive Patient Care.

Organisation Structure



Theoretical Knowledge	Practical Knowledge
Understanding recruitment strategies and onboarding procedures.	Conducted market analysis and candidate screening; used platforms like Naukri.com.
Knowledge of interview techniques and negotiation strategies.	Assisted in interviews and salary negotiations; verified documents.
Steps involved in onboarding and ensuring compliance.	Coordinated onboarding; documented paperwork and compliance.
Hospital geography, department allocation, and internal infrastructure.	Gained insights into hospital placement, types of ICUs, and department allocations.
Staff hierarchies, roles, and pay structures.	Studied staff roles and pay structures; learned about allowances and deductions.
Statutory compliance requirements (PF, ESI, gratuity).	Understood compliance requirements for employees.
HRMS tools and platforms for managing employee information.	Utilized ORACLE CORE and conducted online interviews and tracked activities.

Strengths

- Well established
- Skilled workforce
- Government collaborations
- Patient centric approach

Weaknesses

- Staffing Challenges
- Financial constraints

Oppurtunities

- Technological advancements
- Specialised services
- Direct accessibility
- Renovated with exceptional exterior infrastructure
- Strategic Launch

Threats

- Premium and Costly
- Rising Competition
- Negative critics
- Financial constraints



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Insights and Learnings from the New Project at Fortis Hospital Manesar

Comprehensive Understanding of Recruitment:

Developed a thorough understanding of the recruitment lifecycle from market analysis to onboarding.

Effective Communication and Negotiation Skills:

Enhanced communication and negotiation skills through interactions with potential candidates and stakeholders.

Hospital Operations Insight:

Gained valuable insights into the internal workings, department hierarchies, and operational processes of a hospital.

Compliance and Compensation Management:

Understood the intricacies of salary management within the healthcare sector.

Coordination and Process Management:

Improved coordination skills through managing induction processes and training programs for new employees.

Gaps Identified

- Additional HR personnel are needed, particularly for facility visits and onboarding processes.

- Budget expectations for nursing and paramedical roles often do not meet candidates' expectations.

- Lack of systematic bifurcation between walk-in and online interviews.

- Only one platform used for CV screening.

- Documentation and feedback forms need face-to-face explanations to minimize errors.

- Refreshments should be provided for candidates during the onboarding process.

- More HR personnel are required for the onboarding process.

Recommendations

- Increase HR Manpower
- Align Budget Expectations
- Enhance Interview Process
- Improve Onboarding Process
- General Improvements

Learnings

- Enhanced communication and interpersonal skills through candidate interactions and onboarding processes.

- Improved organizational abilities by managing recruitment tasks and maintaining documentation.

- Gained experience in salary negotiations and candidate discussions.

- Adapted to a dynamic environment, handling various HR roles and responsibilities.

- Conducted market analysis for candidate screening, using platforms like Naukri.com, LinkedIn to improve recruitment quality.

Challenges:

- Rejection from candidates who are currently employed elsewhere or do not want to join.
- High candidate turnover due to competitors offering higher salaries or better positions.
- Difficulties convincing candidates to accept lower salaries or positions.
- Low conversion rate despite calling many candidates.
- Maintaining documents in chronological order for each candidate is challenging.
- Enduring harsh weather conditions in Manesar while taking doctors for hospital visits.

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Roll Number: 1864

Batch: 28th (2023-2025)

Faculty Mentor: Dr. P.R. Sodani

Organisation Mentor: Mr. Rahul Khandelwal

Study of customer preferences in the neighborhood to develop a market plan for a new hospital in Manesar, Gurugram

Research Methodology

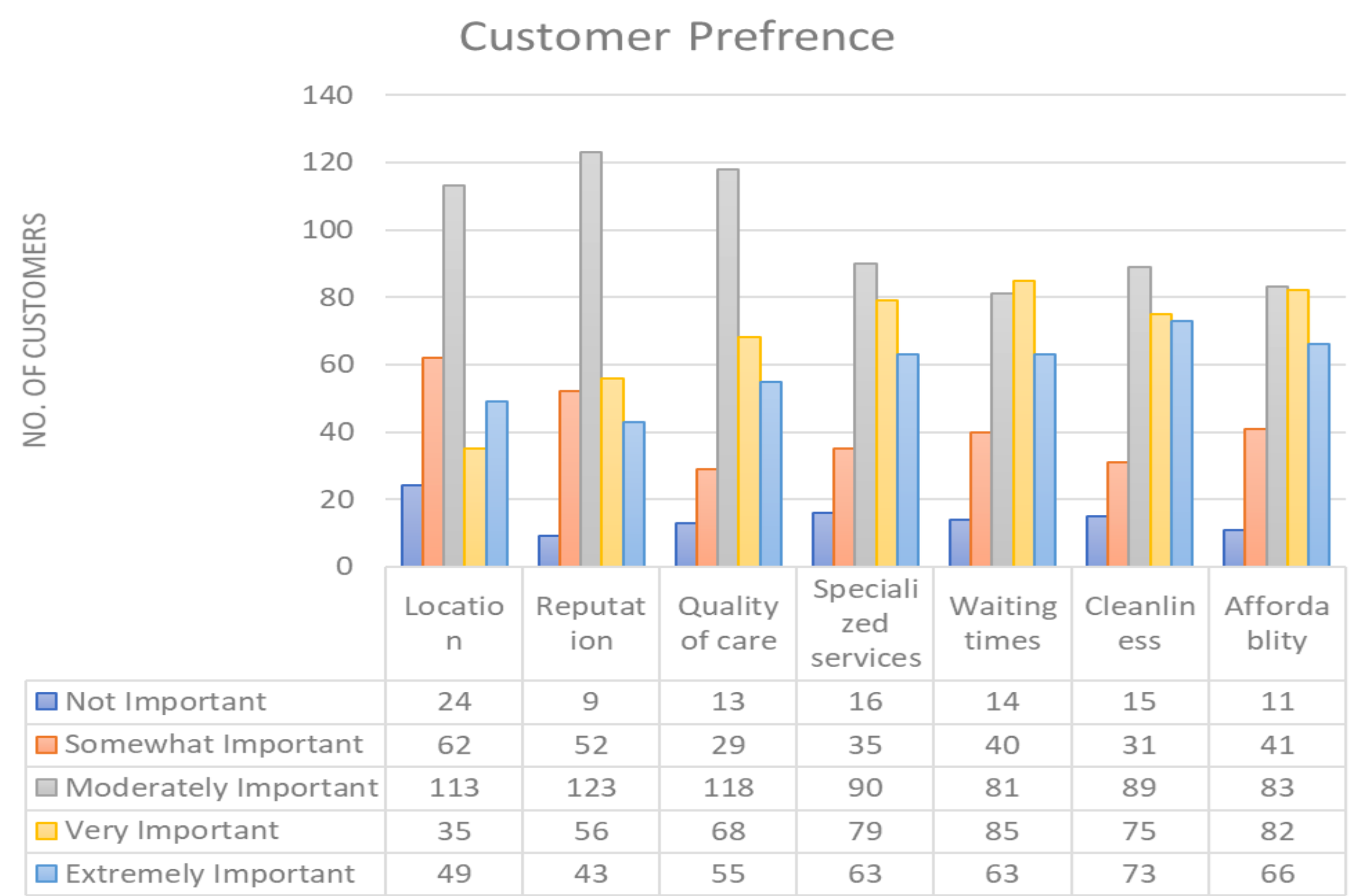
This observational study employs statistical analytical methods to elicit preferences for Fortis Hospital Manesar Gurugram, using a cross-sectional design and an applied qualitative approach. Various attributes, such as the image of the hospital, price of services, geographical preferences, and specialty services, were included in the questionnaire. The first part of the questionnaire gathers demographic information and employment status, while the second part focuses on mapping customer preferences based on the selected attributes.

Study Population and Sampling

In this study, a convenience sampling method was employed to gather data on the preferences for Fortis Hospital Manesar Gurugram. According to the Population census 2011-2030, the population of Manesar is approximately 33,100. The sample size can be determined using Cochran's formula to ensure a reasonable level of confidence in the results Based on this calculation, the sample size for this study is 283

Results

- 30% prioritize location when choosing a new hospital.
- 35% value a hospital's reputation as a prime factor.
- 43% consider quality of care as crucial when selecting a hospital.
- 50% prioritize specialized services in their hospital choice.
- 52% believe waiting time in hospitals is a key consideration.
- 52% emphasize cleanliness when choosing a new hospital.
- 52% factor in cost when making hospital choices.



Conclusion:

The study identifies location, reputation, quality of care, specialized services, waiting times, cleanliness, and affordability as key factors influencing hospital choice in Manesar Gurugram. Open-ended responses further emphasize accessibility, affordability, exceptional facilities, better management, hygiene, technological integration, less waiting time, and more quality staff. Implementing these findings will significantly impact the healthcare industry, demonstrating the interventional nature of this research.

Recommendations/Suggestions:

- Prioritize improving accessibility and affordability.
- Enhance the quality of care provided.
- Develop and maintain exceptional facilities.
- Implement better management practices.
- Ensure high standards of hygiene throughout the hospital.
- Integrate advanced technological solutions.
- Reduce waiting times for patients.
- Hire and retain more quality staff.
- Tailor marketing strategies to emphasize these key factors.
- Continuously monitor and respond to patient feedback for ongoing service improvement.

Usefulness of the Internship:

- Learned to interact and communicate effectively with candidates, employees, and common people during surveys.
- Gained insight into the work culture of the organization.
- Developed punctuality in terms of time management.
- Adapted to different environments.
- Understood the concept of deep learning and the importance of self-study, as advised by my mentor.
- Enhanced task organizing skills, including maintaining documentation and following up with candidates.