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BRIEF HISTORY

Brief History: RBH began as Kolkata's first private hospital in 1969, founded by B M Birla and Y B Chavan. Over the decades, it expanded its specialties, introduced cutting-edge technology, and established a renowned cardiac center. By 2016, RBH launched a progressive healthcare facility in Jaipur, becoming a benchmark for medical excellence in North India. The hospital's journey is marked by innovation, quality care, and a commitment to serving all sections of society.

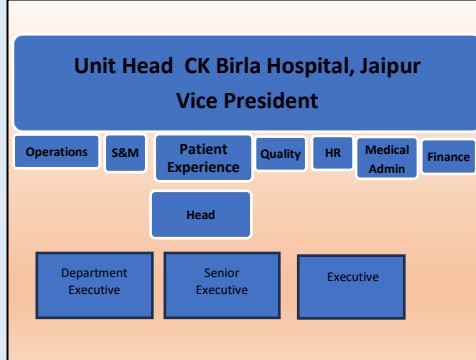
Introduction: The CK Birla Group, with over 52 years of pioneering advancements in India's healthcare industry, now brings its expertise to Jaipur with the Rukmani Birla Hospital.

RBH: This 230-bedded multi-specialty hospital offers comprehensive inpatient and outpatient services, grounded in clinical excellence, ethical practices, and a patient-centric approach.

The facility ensures the well-being of patients and their families through a dedicated team of efficient doctors, caring nurses, organized housekeeping, and effective back-office management.

Committed to sustainable positive impact, the CK Birla Group allocates significant resources to philanthropic initiatives in science and technology, art and culture, and heritage preservation, while also working to improve the livelihoods of rural and underprivileged communities.

ORGANISATION STRUCTURE



Vision: To deliver exceptional patient care and achieve clinical excellence.

Mission: To establish top tier clinical centres, supported by robust research, education and evidence-based medicine, to ensure the best outcomes for our patients.

ORGANISATION PHOTO



Learning and Value Additions: Developed data analysis skills, Gained insights into patient service optimization and Improved communication and problem-solving skills.

PATIENT EXPERIENCE DEPARTMENT-CK BIRLA HOSPITALS, JAIPUR

Project

Reasons of delayed patient attendants' orders than given TAT.

Objectives

To identify and analyse the primary causes of delayed patient attendants' orders beyond the given Turnaround Time (TAT) in order to implement effective solutions that enhance operational efficiency and patient satisfaction at CK Birla Hospitals.

Analysis

Process of Patient Experience



Number of Orders (sample size)
239

On analysis it was found that the **peak duration** of orders was from **11:30a.m.-13:30p.m** which was **35%** of the total no. of orders.



Peak hour of delays:



INTERPRETATION:
It was found that the **peak duration** of delays was **12:00-13:29** i.e. **24%** cases of delays were observed during this duration.
And the **minimum** no. of delays were observed during **16:00-16:59** during the evening which was only **7%** of the total delays.

STRENGTH

- Dedicated Team
- Existing Data
- Leadership Support
- Technology Infrastructure

WEAKNESS

- Resource Constraints
- Resistance to Change
- Data Quality
- Communication

SWOT ANALYSIS

OPPORTUNITIES

- Training Programs
- Process Standardization
- Technology Upgrades
- Patient Satisfaction

THREATS

- Unforeseen Challenges
- Compliance and Regulation
- External Factors
- Competitor Actions

Difference Between Practical Exposure at SIP Organization and Theoretical Understanding from IIHMR University:

Practical Exposure:

- Real-time data handling
- Direct patient interaction

Theoretical Understanding:

- Framework for analyzing healthcare operations
- Strategies for patient satisfaction improvement

WORKING AREA



Challenges Faced During Internship:

- Adapting to the fast-paced healthcare environment
- Managing patient expectations and complaints
- Coordinating with multiple departments

Learnings During Internship:

Enhanced ability to analyze and interpret data. Improved patient interaction and communication skills. Gained understanding of operational workflows
Usefulness of Internship: Provided real-world healthcare management experience Bridged the gap between theoretical knowledge and practical application. Contributed to personal and professional growth

Suggestions for the Organization:

- Implement a real-time tracking system for patient attendants' orders
- Conduct regular training sessions to improve staff efficiency
- Enhance inter-departmental communication to reduce delays
- Develop a feedback mechanism for continuous improvement