

Internship Report

SUBMITTED TO



The IIHMR University, Jaipur

Masters Of Business Administration (MBA)

In

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By

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INTRODUCTION

Taking the health insurance market to the next level, general and health insurance companies have resolved to give 100% cashless treatment across the country from January 25. The initiative, started by the Insurance Regulatory and Development Authority of India (IRDAI), is expected to increase insurance penetration in the country and simplify the claim procedure for policyholders and hospitals, minimizing delays and disagreements common in the payment system.

Under the 'Cashless Everywhere' system, the policyholder can receive treatment at any hospital of their choice without paying a fee, and a cashless facility will be provided even if the institution is not in the insurance company's network. This means that the policyholder can be admitted to any hospital without paying any upfront fees, and insurance companies will reimburse the amount on discharge.

Key Features of Cashless Health Insurance in India:

- By eliminating the need to pay hospital expenses out-of-pocket, patients can receive high-quality healthcare at network hospitals without financial concerns.
- Provides peace of mind during medical emergencies by covering the expenses.
- Provides tax savings under Section 80D of the Income Tax Act and facilitates efficient claims processing and payment between insurers and hospitals.

Individuals, families, seniors, and employers can all purchase cashless health insurance plans. To use the cashless facility, policyholders simply present their insurance card at the network hospital.

Some significant aspects to consider while selecting a cashless health insurance plan are the coverage amount, waiting period, network hospitals, co-payment terms, and no-claim bonus features.

Overall, cashless health insurance has become a vital element of India's healthcare landscape, making quality medical treatment more accessible and inexpensive for the ordinary man

OBJECTIVE OF INTERNSHIP

Objective:

To get hands-on experience and full knowledge of the newly introduced "Anywhere Cashless Health Insurance" (January 2024) and study its influence on patients and hospitals.

The study attempts to:

- Understand the cashless health insurance system:
Discover the structure, processes, and operations of the "Anywhere Cashless Health Insurance" system and identify the system's primary features and benefits for patients as well as healthcare providers.
- Evaluate Patient Impact:
Assess the convenience and accessibility of the cashless insurance process for patients. Investigate any potential improvements in patient access to healthcare services, with a focus on timeliness, quality, and affordability. Collect patient feedback through questionnaires and interviews to better understand their experiences and satisfaction levels.
- Analyze impact on Hospital :
Investigate the administrative and operational implications for hospitals participating in the cashless insurance program. Collect feedback from hospital employees and management about their experiences and the program's impact on their workflow.
- Measure financial outcomes:
Evaluate any cost reductions or financial issues that arise as a result of the cashless insurance deployment.
- Identify Best Practices and Opportunities for Improvement:
Based on patient and healthcare provider feedback, make recommendations for system improvements.

ORGANIZATIONAL PROFILE

Mission:

We curate information for our users and allow them to book important services at comparable costs.

Vision.

In an age of huge data, there is a need for curated information.

Plunes' mission is to create India's first utility network, allowing individuals to not only discover services near them but also compare pricing on the packages available.

Plunes' 'AWC PLATFORM' offers a cloud-based technology that drives the cashless service. The infrastructure is intended to be resilient and allow for seamless cashless transactions between patients, hospitals, and insurance companies.

In essence, Plunes' cashless service seeks to make healthcare more accessible and inexpensive by eliminating out-of-pocket expenses, lowering hidden costs, and expediting insurance claims.

This service is an important component of Plunes' objective to improve the healthcare experience in India.

Plunes HealthCare provides a cashless service that allows consumers to receive inpatient care at over 12,000 network hospitals spread across 1,100 locations in India. Plunes' cashless service has several significant characteristics, including:

- 100% cashless claims for medical emergencies.
- Ability to claim individual and business insurance in a single click.
- Instant loans at no-cost EMI for medical expenditures
- There are no hidden charges or additional expenditures when utilizing insurance.

Leading Hospitals with Plunes:

- Artemis Hospital

- Onco Plus Hospital
- Fortis Hospital
- Yatharth Hospital
- Batra Hospital & Medical Research
- Centre Park Hospital
- Vimhans Nayati Super Speciality Hospital
- Saroj Super Speciality Hospital

Various departments with Plunes Healthcare:

- Hospital Operations
- Patients Operation
- Providers network
- Claims Management
- Marketing
- Accounts
- HR
- Patient Relationship management

KEY LEARNINGS

- Gained in depth understanding on cashless health insurance
- Acquired hand on experience in claim processing cycle from filing initial to final on ICIC Lombard portal and Aditya Birla (IHX PORTAL)
- Engaged in negotiation with hospitals to agree on treatment rates.
- Applied GIPSA rates in negotiations
- Participated in the management and expansion of the provider network.
- Assisted in maintaining relationships with healthcare providers to ensure seamless service delivery.
- Conducted research and prepared a dissertation on the impact of cashless health insurance so far. Analysed data and provided insights on the benefits and challenges of cashless health insurance systems.