

INTERNSHIP REPORT

While pursuing my internship from The Mission Hospital, Durgapur, from 1st April 2024, to 30th June 2024, I performed the following activities:

- Charted proposals for business expansion, performed market research, analysed gap areas in patient satisfaction, and suggested interventions.
- Oversaw the Quality Control process and ensured Quality standards of ICUs and Laboratories at The Mission Hospital, Durgapur, according to the 5th Edition of NABH guidelines.
- Monitored Key Performance Indicators of the Emergency Department.
- Worked on Inventory Management of supplies required for the laboratories. Researched on, and improved Supply Chain Management of the laboratories.

SWOT Analysis of The Mission Hospital, Durgapur

Strengths:

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

Weaknesses:

- Treatment/test prices are relatively higher than peers.
- Slow discharge and insurance claim process.
- Lack of digitalization, relative to current market standards.
- High staff turnover.

Opportunities:

- One of the largest and reputed standalone hospitals in Durgapur.
- Scope for expansion into a chain of hub & spoke model.

Threats:

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