

SUMMER INTERNSHIP PROGRAM

at

**SRI AUROBINDO INSTITUTE OF MEDICAL SCIENCE
(SAIMS), INDORE**

From 06/05/24 to 05/07/24

A REPORT BY

SAKSHI DASHORA

Master Of Business Administration

(Hospital And Health Management)

2023-25

under the Mentorship of

Dr DHINENDRA KUMAR





INTERNSHIP COMPLETION CERTIFICATE

. This is to certify that Miss **SAKSHI DASHORA** of (batch MBA HM-28) of IIHMR UNIVERSITY has got Training of Marketing Department in our organization for her summer internship from 06.05.2024 to 05.07.2024. The overall performance shown by her during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.

Date: 05.07.2024

MR. RAJEEV SINGH
General Manager
(Hospital Administration)
SRI AUROBINDO INSTITUTE
OF MEDICAL SCIENCE



Seal/Stamp of the Organization

IIHMR UNIVERSITY FACULTY MENTOR APPROVAL

This is to certify that Ms. SAKSHI DASHORA of the academic year 2023-25 of INSTITUTE OF HEALTH MANAGEMENT has prepared a poster with respect to his/her summer internship held during May-June 2023.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22/07/2024



(Signature of Faculty Mentor)

Name: Mr. Dharendra Kumar, Ph.D

Designation: Professor at IIHMR University

Under the guidance of
Organization Mentor- Mr. Rajeev Singh.
Faculty Mentor- Mr. Dharendra Kumar.

Name: Sakshi Dashora
Roll No.: 1807
Stream: MBA-HM28



BRIEF INTRODUCTION & HISTORY OF ORGANIZATION

Sri Aurobindo Hospital in Indore is a premier healthcare institution in central India that provides high-quality medical care to patients from across the region. The institute was established by Dr Vinod Bhandari in 2003. It is named after the Indian yogi and philosopher Sri Aurobindo. SAIMS also has the largest campus among medical colleges in Madhya Pradesh.

VISION

To become a premier institute of quality of education & provision of health care services in India.

VALUES

1. Innovation & striving for continuous improvement.
2. Communication and patient Satisfaction.
3. Transparency for ethical practices.

MISSION

To achieve optimization & flexibility in utilizing the available resources as well as harnessing modern education technology tools to facilitate quality education and pedagogy to the students to achieve patient focused care, provide community service & engagement in research.

USEFULNESS OF INTERNSHIP

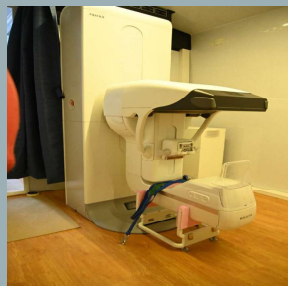
1. Gain experience by applying theoretical knowledge in mega health camp.
2. Able to conduct camp with its essential needs.
3. Seek guidance from experienced professionals to enhance my inter personal skills.

LEARNING DURING INTERNSHIP

1. Conducted mega health camp in which I counsel patient, maintain the data from OPD's, crowd management, manage all accommodation facility for medical staff
2. In marketing department. I helping forming internal marketing strategies for improve awareness

CHALLENGES FACED DURING INTERNSHIP

1. I struggled with tasks because they lack prior experience or familiarity with the industry.
2. Proper signages was not there for patients in the camp.
3. Hospital was overcrowded because of patients and attendants, so it was difficult to manage them as we were not having sufficient man power to manage them.



SWOT

STRENGTH

- 1 - The camp's main draws were special buses for cancer, women's health, and dental care.
2. Many kinds of doctors were available, offering a wide range of treatments.
3. The camp was well-promoted, attracting 8,000 people, far more than the 5,000 expected.

WEAKNESS-

- 1.The camp was crowded because there wasn't enough space.
2. There were issues with bringing enough medical equipment, limiting some services.

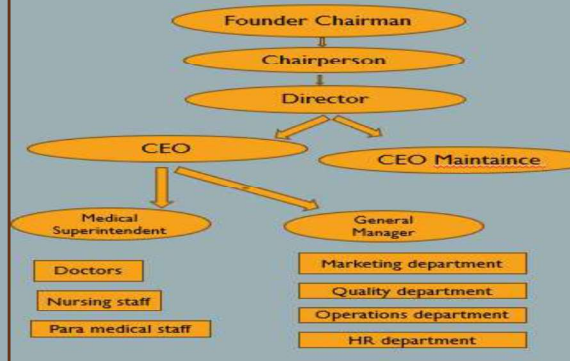
1.THREAT -

- 2.Many patients didn't come back because the camp was too far-
- 3.The long distance also made it hard for new patients to attend for ongoing treatments.

1.OPPORTUNITES -

- 2.- Working with government health programs could make it easier to perform surgeries at the camp.-
- 3.Solving transport problems could help more patients come back for follow-up treatments.

ORGANISATION STRUCTURE



THEORETICAL UNDERSTANDING

- Marketing Principles and Strategies.
- Healthcare Marketing Specifics
- Consumer Behavior and Psychology

PRACTICAL EXPOSURE

- Campaign Development and Execution
- Event Planning and Coordination
- Communication and Public Relations
- Patient Engagement and Satisfaction



Sri Aurobindo
Hospital, Indore

AIM

Improving awareness of cancer among female

Objective

Requirements of this project is to reduce mortality and morbidity of females due to cancer

STRATEGY

1. For institutional patients –
Counselling
Awareness
2. For population –
Camp
Print media

BRIEF OF THE PROJECT

The project aims to significantly improve cancer awareness among females, both within the hospital and in the surrounding community. Effective counseling, informative materials, and targeted outreach will collectively enhance knowledge, encourage preventive measures, and facilitate early detection. This comprehensive approach not only benefits patient health but also strengthens the hospital's internal and external marketing efforts.



SUGGESTION

- Implement comprehensive training programs to enhance staff proficiency with modern medical technologies.
- Establish clear communication to ensure seamless information exchange.

WEEKLY REPORT - 1

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM: MBA HM (SEC B)

WEEK NO: 1

FROM: 06/05/2024

TO: 11/05/2024

ACTIVITY DONE	-Interacted with the heads of the marketing department -Join marketing department under Rajeev sir and Ankita mam -Visited the infrastructure and actively participated in the ongoing mega camp project at joura, providing valuable insights and contribution to its progress and operations.
LINKING THEORY WITH PRACTICE AT ORGANISATION	Implemented effective communication strategies to ensure seamless coordination between team members and stakeholder during the visit to the infrastructure and project involvement at the joura mega camp. Applied the principle of management by actively engaging in project planning, delegation and supervision to optimize resource utilization and achieve project milestone efficiently
GAP IDENTIFIED ON THE WORKING AREA	A potential gap identified during the hospital visit and project involvement was in the coordination between different department and teams involved in the mega camp project at joura. This gap hindered efficient communication and collaboration, resulting in delays or misalignment of tasks.
SUGGESTIOM FOR IMPROVEMENT	To address the coordination issue and improve public convenience at the overcrowded departments, it is suggested to implement a structured crowd management plan. This plan should include the provision of additional facilities such as water stations washroom strategically placed throughout the department to better accommodate the needs of the visitor
PIAN FOR THE NEXT WEEK	Continuation of the planning and management of the mega camp



SIGNATURE OF THE STUDENT

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APPROVED BY IIMMR MENTOR

WEEKLY REPORT – 2

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM: MBA HM (SEC B)

WEEK NO: 2

FROM: 13/05/2024

TO: 18/05/2024

ACTIVITY DONE	Continued preparation for the mega camp by organizing the travel arrangement for participants, creating date wise excel lists for accommodation and travel, and ensuring availability of necessary materials for the whole week Coordinate with department professionals for each task, providing detailed lists in advance, ensuring smooth execution.
LINKING THEORY WITH PRACTICE AT ORGANISATION	Implemented effective communication channels to coordinate with department professionals for organizing travel arrangement and accommodation lists for the Joura mega camp participants. Applied principles of management by efficiently delegating tasks and ensuring timely submission of reports to the mentor. Demonstrated positive organizational behavior by fostering collaborations and team work among team members to achieve common goal.
GAP IDENTIFIED ON THE WORKING AREA	A potential gap identified in the working area is the lack of centralized coordination and communication between department responsible for organizing travel arrangement and accommodation for participants of the mega camp. This gap could lead to inconsistencies in the preparation of lists and material needed for the event ,potentially causing delays or oversights in ensuring a smooth experience for participants
SUGGESTION FOR IMPROVEMENT	To create a central system to handle the travel and accommodation for the mega camp. We can make a shared document where all the department can see and edit the information instantly
PIAN FOR THE NEXT WEEK	Visiting to the joura monera camp. Preparing FAQ'S for the project



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IIMR MENTOR**

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APPROVED BY

WEEKLY REPORT – 3

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM: MBA HM (SEC B)

WEEK NO: 3

FROM: 20/05/2024

TO: 26/05/2024

ACTIVITY DONE	Visited the mega camp and performed various activities including patient counseling, crowd management, and coordination of departments including staff and doctors. Collected daily OPD information from all departments, prepared attendance lists, and compiled various lists to ensure the camp's success. Received appreciation from seniors for our efforts. Upon returning from the camp, gathered all reports, analyzed the data, and contacted patients who required further referral to hospitals
LINKING THEORY WITH PRACTICE AT ORGANISATION	Communication Theory was exemplified through clear patient counseling, departmental coordination, and data collection, promoting mutual understanding and task efficiency. Principles of Management, including planning, organizing, leading, and controlling, guided effective crowd management, departmental coordination, and data analysis, ensuring optimal resource utilization and camp success. These activities directly contributed to the Essentials of Hospital Services by providing patient-centered care, efficient management, and quality assurance.
GAP IDENTIFIED ON THE WORKING AREA	A potential gap identified in the working area is the need for improved coordination and communication channels between departments during the mega camp activities. While effective communication and coordination were demonstrated in patient counseling, data collection, and departmental coordination, there may still be room for enhancement. Secondly the imbalance between patient flow and staff availability. The reports indicate a higher patient influx compared to the available staff, resulting in potential challenges in providing timely care and managing patient needs effectively. This imbalance can lead to increased wait times, compromised patient satisfaction, and potential strain on staff resource
SUGGESTION FOR IMPROVEMENT	Improve coordination during mega camp activities, implementing a comprehensive communication strategy is recommended. This strategy could include regular meetings or briefings to ensure all departments are aligned on objectives and tasks. Additionally, assigning clear roles and responsibilities to team members and establishing protocols for feedback and information dissemination can further improve coordination
PIAN FOR THE NEXT WEEK	Starting for a new project .



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WEEKLY REPORT – 4

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM-MBA HM (SEC B)

WEEK NO: 4

FROM: 27/05/2024

TO: 1/06/2024

ACTIVITY DONE	Created a spreadsheet to track attendance of all staff and submitted it to the HR department. Developed a separate list detailing the incentives awarded to staff, ensuring clarity on the different incentives provided. Following my mentor's suggestion, I created a comprehensive summary of the Joura Morena mega camp, detailing the entire process from start to finish including what are challenges we faced Prepared a set of FAQs for my cancer project and discussed them with my mentor. Compiled detailed notes based on the discussion to refine and improve the project.
LINKING THEORY WITH PRACTICE AT ORGANISATION	Attendance tracking and incentive management reflect HRM practices focused on monitoring staff performance, recognizing efforts, and ensuring clarity in reward systems, which boost morale and productivity. Promotional activities for the Joura Morena camp aligned with marketing management theories, utilizing strategic promotion to attract participants and ensure the camp's success. Effective planning, organizing, leading, and controlling were demonstrated in tracking attendance, managing incentives, and summarizing the mega camp. These principles ensured efficient resource utilization and project success.
GAP IDENTIFIED ON THE WORKING AREA	While creating attendance and incentive lists, developing project summaries, and preparing FAQs were effectively managed, the process highlighted potential inefficiencies in information sharing. This gap can lead to delays in updating records, miscommunication of staff incentives, and slower response times in addressing challenges and refining projects. Strengthening these aspects can further streamline operations and improve overall project execution and team collaboration.
SUGGESTION FOR IMPROVEMENT	Implement a centralized digital platform for tracking attendance and incentives to streamline data management and enhance accessibility for HR and staff members. This will improve efficiency and reduce manual errors in data submission and retrieval. Establish a regular feedback mechanism provide ongoing training and development opportunities for staff members
PIAN FOR THE NEXT WEEK	Visting to the Nagda camp



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WEEKLY REPORT – 5

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM-MBA HM (SEC B)

WEEK NO: 5

FROM: 3/06/2024

TO: 8/06/2024

ACTIVITY DONE	On Sunday, I visited the nagada camp where I counselled patients and interacted with them...Educated the patient about the importance of mammography and pap smear test, explaining what these test entail and why early testing is crucial. The next day, my mentor asked me to prepare a report on the major reasons why the people are afraid of these tests. Analyzed the strengths and weaknesses of the project listing the pros and cons. Also reviewed the status of the nagda camp for further treatment. Visited the scheme counter to understand the working of various health scheme like ayushman ,ESIC,CGHS and many more which are running in the hospital. Learned about the eligibility criteria for these scheme and the process involved for patients to benefit from them .
LINKING THEORY WITH PRACTICE AT ORGANISATION	The visit to the scheme counter and understanding of health schemes like Ayushman, ESIC, and CGHS provided practical insights into health policy implementation. This aligns with theoretical knowledge about public health programs and patient eligibility criteria. Counseling patients about mammography and Pap smear tests involved clear, empathetic communication, which is essential for patient education and alleviating fears. This practice highlights the importance of effective communication skills in healthcare
GAP IDENTIFIED ON THE WORKING AREA	It is the difficulty in convincing patients to undergo cancer tests, such as mammography and Pap smears. Lack of sufficient human resources in the various scheme department
SUGGESTION FOR IMPROVEMENT	Improve TAT in the ayushman department Pre awareness in the local area for the camp
PIAN FOR THE NEXT WEEK	Prepare project under SIP



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WEEKLY REPORT – 6

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM: MBA HM (SEC B)

WEEK NO: 6

FROM: 10/06/2024

TO: 15/06/2024

ACTIVITY DONE	Conducted research on the project work and consulted with doctors for insights and validation. Visited the hospital with the quality department to check and evaluate the signages for compliance and effectiveness. Additionally, actively participated in the ongoing camp, contributing to various tasks and ensuring smooth operations.
LINKING THEORY WITH PRACTICE AT ORGANISATION	Essentials of Hospital Services: During the hospital visit with the quality department, I applied principles of hospital management and quality assurance. Research Methods: Conducting research on the project and consulting with doctors for insights utilized fundamental research methodologies. This involved gathering data.
GAP IDENTIFIED ON THE WORKING AREA	A significant gap identified is the extended waiting time for patients, which is compounded by poor crowd management. Additionally, the drinking facilities for both patients and attendants are inadequate, leading to inconvenience. There is also poor management of data, which hampers efficiency and organization.
SUGGESTION FOR IMPROVEMENT	Install more drinking water stations at convenient locations throughout the hospital, ensuring easy access for both patients and attendants Deploy additional staff or volunteers specifically trained in crowd control to guide patients and attendants, ensuring orderly movement and minimizing congestion in waiting areas.
PLAN FOR THE NEXT WEEK	Completion of the project and preparing for the next camp



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WEEKLY REPORT – 7

NAME OF THE ORGANISATION: SAMIS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM-MBA HM (SEC B)

WEEK NO: 7

FROM: 17/06/2024

TO: 22/06/2024

ACTIVITY DONE	Visited the IPD and OPD to collect data for my project from patients and their attendants. Discussed and analyzed the collected data with my mentor to progress the project. Additionally, conducted rounds of the hospital with the quality department head in preparation for the NABH visit. Developed IEC material for the upcoming camp. Also discuss framing of the project with the mentor
LINKING THEORY WITH PRACTICE AT ORGANISATION	Research Methods: The visits to IPD and OPD for data collection from patients and their attendants exemplify practical application of research methodologies. This hands-on approach aids in gathering qualitative and quantitative data crucial for advancing the project. Essentials of Hospital Management: Taking rounds of the hospital with the quality department head in preparation for the NABH visit highlights the application of hospital management principles. This activity ensures compliance with standards and improves hospital operations, reflecting the critical elements of quality assurance and patient care in hospital management
GAP IDENTIFIED ON THE WORKING AREA	There is a need for more efficient ways to collect data in IPD and OPD to avoid disturbing patients and their attendants The hospital rounds for NABH preparation highlighted that some areas need improved compliance and documentation to meet quality standards effectively. While taking rounds of the hospital with the quality department head, it was noticed that there are issues with signages.
SUGGESTION FOR IMPROVEMENT	Maintain the updated of the signages. Use digital technologies for patients and its attender engagement. While researching for the project I would have noticed that patients are not proper counsel.
PLAN FOR THE NEXT WEEK	Completion of the project



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WEEKLY REPORT – 8

NAME OF THE ORGANISATION: SAIMS (INDORE)

AREA/DEPARTMENT /PROJECT OF SUMMER INTERNSHIP PROGRAMME: MARKETING DEPT

NAME OF THE STUDENT: SAKSHI DASHORA

ROLL NO. : 1807

STREAM-MBA HM (SEC B)

WEEK NO: 8

FROM: 24/06/2024

TO: 28/06/2024

ACTIVITY DONE	Completed the project and finalized it with the organization mentor. Presented the project and received feedback.Completed the poster and present it to the mentor Check the signage's of each floor. Meet with other faculty member of the hospital and build the connection with them.
LINKING THEORY WITH PRACTICE AT ORGANISATION	Essential of hospital services :Checking the signage on each floor aligns with maintaining a well-organized and accessible hospital environment, crucial for patient and staff navigation.
GAP IDENTIFIED ON THE WORKING AREA	In the developing area,there is no signages. Signage are not effective for illiterate people
SUGGESTION FOR IMPROVEMENT	Proper signages with appropriate font and color. Few more pictorial signages
PIAN FOR THE NEXT WEEK	NIL



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Compiled Reporting Format

Name of the Organisation: SAIMS (INDORE)

Area/Department/Project of Summer Internship Program: Marketing

Name of the Student: Sakshi Dashora

Roll no: 1807

Stream: Health and hospital-MBA

Activity Done	• Interacted with marketing department heads and joined under the guidance of Rajeev Sir and Ankita Mam. • Participated in the Jaura mega camp project, contributing valuable insights and assisting in its operations. • Organized travel arrangements, created accommodation and travel lists, and ensured material availability for the camp. • Conducted patient counseling, managed crowds, coordinated departments, and collected and analyzed OPD data during the mega camp. • Created attendance and incentive lists, developed FAQs for a cancer project, and summarized the Jaura Morena mega camp. • Visited Nagda camp, counseled patients, educated them on mammography and Pap smear tests, and understood various health schemes. • Conducted research on the project, evaluated hospital signages, and participated in camp operations. • Collected data from IPD and OPD, prepared for the NABH visit, developed IEC material, and framed the project with the mentor. Completed the project, presented it for feedback, checked signage on each floor, and built connections with hospital faculty.
Linking theory (Classroom learning) with practice at your organization	• Applied effective communication strategies and management principles to ensure smooth coordination and project success. • Utilized HRM practices for attendance tracking and incentive management. • Demonstrated marketing management theories through promotional activities. • Implemented hospital management principles and quality assurance during hospital visits and NABH preparation. • Applied research methodologies by gathering and analyzing data from various sources.
Gaps identified in the working area.	• Coordination issues between different departments during the mega camp. • Lack of centralized coordination and communication for travel and accommodation arrangements. • Imbalance between patient flow and staff availability. • Extended waiting times for patients, inadequate drinking facilities, and poor data management. • Inefficiencies in data collection from IPD and OPD.

		• Non-compliance and documentation issues highlighted during hospital rounds for NABH preparation.
Suggestions improvement	for	• Implement a structured crowd management plan and additional facilities at crowded departments. • Create a central system for travel and accommodation arrangements. • Establish a comprehensive communication strategy for better coordination. • Deploy additional staff for crowd control and improve drinking water facilities. • Use digital technologies for patient and attendant engagement. • Ensure proper signage with appropriate fonts and colors, and include more pictorial signages. • Maintain updated signage and provide ongoing training and development opportunities for



Signature of the Student

Approved by the IIHMR University's Mentor