



EFFECTIVE MANAGEMENT OF HEALTH CAMP TO ENHANCE PATIENT CARE AT CLOUDNINE HOSPITAL

HISTORY

Cloudnine Group of Hospitals, founded in 2007 by renowned neonatologist Dr. R. Kishore Kumar in partnership with Sequoia Capital and True North, has grown to provide top-tier maternal, gynecological, fertility, neonatal, and pediatric care across India. Initially, Dr. Kishore had to juggle multiple roles as CEO, Managing Director, and practicing neonatologist, drawing on his international experience in North America, the UK, Asia, and Australia to establish world-class infrastructure and medical care.

Cloudnine’s proactive approach is reflected in their comprehensive maternity programs, including Prenatal Workshops, the award-winning Management of Baby Affairs program, Prenatal Yoga & Aerobics Sessions, and Baby Shower celebrations. These initiatives offer expectant mothers premium professional guidance and care, essential for a healthy pregnancy.

DESCRIPTION

Cloudnine Hospital, Sarjapur Road in Bangalore, offers top-tier maternal, gynecological, fertility, neonatal, and pediatric care. Key features include 10 Level 3 NICU beds, 3 daycare beds, 2 operation theatres, 1 Lamaze room, and 2 LDR rooms. The hospital provides 18 luxury rooms, 3 presidential suites, and 4 suite rooms. Services include comprehensive prenatal and postnatal care, high-risk pregnancy management, advanced gynecological treatments, and specialized pediatric care. The facility also offers state-of-the-art fertility treatments and cutting-edge radiology services. Cloudnine’s unique programs, such as the Management of Baby Affairs, prenatal workshops, lactation consultations, and baby shower celebrations, ensure premium guidance and care for expectant mothers.

VISION

To be the kind of leader in the space of women and child health that India has not witnessed yet, by providing premier quality healthcare to women and children.

MISSION

Our aim is the pursuit of excellence in providing the best maternal and neonatal care by setting higher standards for ourselves and striving constantly to achieve them.

OTHER PROJECTS

NPS SCORE REVIEW

Competitive Analysis

Google Review Analysis

Mothers Day event organization

INTRODUCTION

Organizing health camps involves a multifaceted approach aimed at bringing essential medical services directly to communities. From securing suitable locations and coordinating with apartment management to managing financial logistics, each step plays a crucial role in ensuring the camps' success. This introduction outlines the comprehensive efforts required to prepare, execute, and follow up on health camps, ultimately fostering better community health outcomes through proactive healthcare initiatives.

OBJECTIVE

- To Study effective management of health camp to enhance patient care at Cloudnine Hospital
- To highlight the role of doctors and nurses in ensuring adequate staffing and smooth operation of camps
- To present data analysis on patient follow-up visit after attending the camps, showcasing the effectiveness of the camp.

METHODOLOGY

Study Area- Apartments Near Cloudnine

Study Population-women, Children, Families, Individual Focusing On Fertility.

Study Design-cross Sectional And Analytical

Study Period-6th May-30th June

Sample Size-200

COMPREHENSIVE HEALTH CAMP MANAGEMENT AT CLOUDNINE HOSPITAL

Planning and Coordination

Location Selection and CoordinationFinancial Management

Preparation

Promotion and RegistrationStaff Coordination

Execution

Setup and ManagementPatient Registration and Services

Follow-up

Post Camp EvaluationFeedback and Improvement

Revenue Generation

Services MonetizationLong Term Engagement

COMPREHENSIVE OVERVIEW OF HEALTH CAMP

Total Number of Patient

Number of patients who visited for different speciality in different Neighbourhood

Legend: Oceanus Vista (red), Brindavan green (orange), Atco sapphire (yellow), Silverwood regency (green), Sjr Palazza (blue)

Specialty	Oceanus Vista	Brindavan green	Atco sapphire	Silverwood regency	Sjr Palazza
Pediatric	22	4	0	6	7
Gynaecology	36	10	5	21	18
Maternity	2	0	0	0	0
Fertility	0	0	0	0	0
Piercing	2	0	0	0	0
Vaccination	1	0	0	1	3
General Health checkup	12	1	2	4	4

PATIENT CONSULTATION BREAKDOWN

Total Number of Patient

Number of Patient visited for different services

Service	Total Number of Patient
Vaccine	4
Consultation	8
Scan	2
Bed Booking	2
Future Appointment	3
Pharmacy	5

Total Number of Camps5

Total Patient Registered205

Patient Attended camp162

Number of patient Visited Hospital after Camp29

Total revenue Generated2,38,000

STRENGTH

Brand Recognition
Experienced and Renowned Doctors

WEAKNESS

Staff Shortages
New Hospital Establishment.

SWOT

OPPORTUNITY

Brand Image for Patient Footfall
Expansion and Growth region

THREAT

Competition from Nearby Hospitals

THEORY KNOWLEDGE

- Most of the learning takes place in classrooms through lectures and discussions.
- Emphasis on developing analytical and critical thinking skills.

PRACTICAL EXPOSURE

- Learning takes place in a real-world setting, with direct involvement in hospital operations
- Development of hands-on skills such as patient interaction, emergency response, and administrative tasks.

CHALLENGES FACED

Managing Everything Single-Handedly
Lack of Proper Resources and Manpower

SUGGESTIONS

Increase Staff
Focus on Quality

LEARNING

Patience and composure
Resourcefulness and adaptability

USEFULNESS

Skill Development
Professional Growth

CONCLUSION

The Wellness Initiative at Cloudnine Hospital successfully increased health awareness, improved access to healthcare services, and received positive feedback from participants. The high community engagement and enhanced relationships highlight the hospital's commitment to community health.