

SUMMER INTERNSHIP PROGRAM

at

(CLOUDNINE HOSPITAL)

From 1st May 2024 to 29th June 2024

A REPORT BY

Richa Singh

Master of Business Administration

MBA (HOSPITAL AND HEALTH MANAGEMENT)

2023-25

under the Mentorship of

Dr. Vinod Kumar SV

Professor IIHMR University & Dean In-Charge SD Gupta School of Public Health



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29th June, 2024

To whomsoever it may concern

This is to certify that **Dr. Richa Singh** has worked as an “Intern” in the “Operations Department” from 1st May 2024 to 29th June 2024.

We thank her for her contribution and wish her all the very best in her future endeavors.

Thanking you,
With best wishes,

For Cloudnine
(A unit of Kids Clinic India Pvt. Ltd.)


Priyanka Baghel
Center Head



IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Richa Singh** of academic year 2023-25 of **INSTITUTE OF HEALTH MANAGEMENT RESERACH** has prepared poster with respect to her summer internship held during May-June 2024.

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

Date-22 July 2024

A handwritten signature in blue ink, appearing to read 'Dr. Vinod Kumar SV', written over a horizontal line.

Dr. Vinod Kumar SV

Professor & Dean

IIHMR University, Jaipur



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.

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

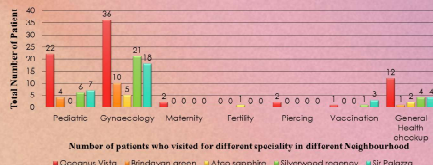
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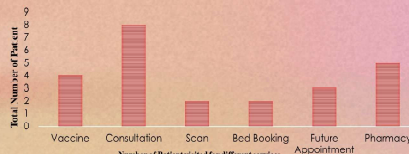
COMPREHENSIVE HEALTH CAMP MANAGEMENT AT CLOUDNINE HOSPITAL



COMPREHENSIVE OVERVIEW OF HEALTH CAMP



PATIENT CONSULTATION BREAKDOWN



Total Number of Camps	Total Patient Registered	Patient Attended camp	Number of patient Visited Hospital after Camp	Total revenue Generated
5	205	162	29	2,38,000

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.

**WEEKLY REPORT
(8 REPORT FOR 8
WEEK)**

1st WEEK REPORT

(6th MAY- 11th MAY)

Reporting Format

(Weekly)

Name of the Organisation: Cloudnine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no: 1794

Stream: MBA HM

Week no: 1st

From: 6th May 2024 to 11th May 2024

Activity Done	<u>6th May:</u> Visited the LDR Department to familiarize myself with admission procedures and departmental functions. Posting in the IPD Department. Received an overview of the hospital's billing procedures. Gathered Google reviews for further analysis. <u>7th May:</u> Delved into detailed billing procedures, understanding the hospital's billing system intricacies. Explored AMS and LT systems. Explored Ayu Health, the hospital's insurance partner. Learned about various scans offered, focusing on early pregnancy, NT, anomaly, IV scans. <u>8th May:</u> Initiated a project for Mother's Day celebrations. Interacted with 6 patients in the IPD Department, gathering valuable feedback. Made 80 calls to patients for event participation. Acquired knowledge about the range of tests conducted in the hospital, including HB%, RBC. Deepened understanding of billing. <u>9th May:</u> Conducted 150 patient calls for event coordination. Learned about the hospital's home service offerings. Furthered understanding of billing intricacies and available package options. <u>10th May:</u> Confirmed event participation with patients. Managed IPD billing, laboratory billing, and scan billing procedures. Meeting with the central head to discuss event logistics.
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	Conducted feedback calls for process improvement. Orchestrated the Mother's Day event, overseeing everything from refreshments to activities and prize distribution. 11th May: Launched the Mother's Day event, extending a warm welcome to the chief guest. Facilitated patient registration and ensured the seamless execution of the event. Assisted with billing procedures in the afternoon session.
Linking theory (Classroom learning) with practice at your organization	Healthcare Operations Management, Healthcare Marketing and Strategy, Leadership and Human Resource Management Healthcare Quality and Patient Safety, Contingency theory, Human Relations Theory
Gaps identified on the working area.	Absence of Canteen Facilities, Extended Waiting Times, Few Tests are not available, Malfunctioning Equipment in the IPD.
Suggestions for improvement	• Explore options to establish a canteen within the hospital. • Conduct a thorough analysis of patient flow and appointment scheduling processes. • Assess the demand for additional tests and prioritize the introduction of new tests based on clinical relevance. • Establish a system for regular maintenance.
Plan for the next week	• PCPNDT Training • EDT Capture • Marketing management

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor

2nd WEEK REPORT
(13th MAY- 19th MAY)

Reporting Format

(Weekly)

Name of the Organisation: Cloudnine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no:1794

Stream: MBA HM

Week no: 2nd week

From:13th May to 19th May

Activity Done	13th May Got a project on neighbourhood activity. Learned in depth about the billing system, including how to handle billing cancellations. Studied various packages. 14th May Assisted with OP packages for counselling. Learned about the PCPNDT Act in detail, including how to register patients on the portal. Studied tests and their prices. Learned detailed billing procedures, such as scheduling for scans. 15th May Learned about ear piercing in the hospital and at-home piercing, including stud selection. Studied IPD billing. 16th May Learned about scans billing, including the need for ID proof and photocopies of prescriptions. Visited the IPD room for counselling about packages. Learned about various surgeries performed at the hospital. 17th May Created a PPT for the neighbourhood activity project. Studied OPD billing. 18th May Started the neighbourhood activity project. Visited a nearby apartment and talked to the society head about the project. Continued studying OPD billing. 19th May Completed the neighbourhood activity project
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Linking theory (Classroom learning) with practice at your organization	Project Management Healthcare Operations Management Healthcare Compliance and Regulations Financial Management in Healthcare Patient Care Services Healthcare Information Systems Diagnostic Services Management Patient Counselling and Education Surgical Services Management Marketing and Community Health Healthcare Finance Community Health Management Revenue Cycle Management Project Evaluation and Reporting
Gaps identified in the working area.	TAT is high. Some doctors arrive late. Patients are unwilling to wait. There are communication issues between staff.
Suggestions for improvement	<u>Reduce TAT</u> <u>Ensure Punctuality</u> <u>Enhance Patient Experience</u> <u>Improve Staff Communication</u>
Plan for the next week	Visit OT Visit NICU Labor and delivery unit Infection control Patient Quality

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor

3rd WEEK REPORT
(20th MAY - 25th MAY)

Reporting Format

(Weekly)

Name of the Organisation: Cloudbine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Dr.Richa Singh

Roll no: 1794

Stream: MBA HM

Week no: 3rd

From: 20th May to 25th May

Activity Done	20th May: Gained in-depth knowledge about Outpatient Department (OPD) procedures. Visited the Labor, Delivery, and Recovery (LDR) department; learned about mobile X-ray, incubators, neonatal resuscitation devices, and warmers. Explored the Neonatal Intensive Care Unit (NICU) and studied the use of crash carts and Embrace warmers. 21st May: Visited the scan room; acquired understanding of various scanning machines and probes, including volume, curvilinear, linear, and transvaginal probes, as well as the application of sound waves in diagnostics. Shifted to the OPD department for hands-on experience. 22nd May: Assigned a hospital project to organize a neighborhood outreach activity single-handedly. Continued with OPD shift duties. Assisted in a patient counseling session. 23rd May: Worked in the OPD and learned the process of laboratory billing. Visited various apartments to promote the neighborhood outreach activity. Created advertisements for the neighborhood activity. 24th May: Attended a soft skills training session conducted by a senior. Finalized the location and the doctor for the neighborhood outreach activity. Circulated posters and messages in the apartment group to promote the event. 25th May: Successfully organized the neighborhood outreach activity, with approximately 90 patients
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	visiting. Continued with OPD shift responsibilities. Followed up with patients who were unable to attend the camp.
Linking theory (Classroom learning) with practice at your organisation	Healthcare Operations Management Healthcare Quality Management Healthcare Marketing and Communication Healthcare Human Resource Management Healthcare Financial Management strategic Management in Healthcare Health Information Systems Patient Care Management
Gaps identified on the working area.	• Billing can be more through app that can save time • More human power needed in OPD • Separate Biomedical department • Emergency department Can be improved more
Suggestions for improvement	An app-based billing system can automate billing processes, reduce errors, and speed up transactions. Additional staff in the Outpatient Department can reduce wait times, improve patient care, and enhance overall service efficiency. Improving the Emergency Department can lead to better patient outcomes, reduced mortality rates, and higher patient satisfaction during critical situations. Streamlining patient flow can reduce bottlenecks, enhance service delivery, and improve the overall patient experience.
Plan for the next week	Laboratory Services Nursing administration Visit OT Night Shift

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor

4th WEEK REPORT

(27th MAY- 1st June)

Reporting Format

(Weekly)

Name of the Organisation: Cloudnine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no: 1794

Stream: MBA HM

Week no: 4th Week

From: 27th May to 1st June

Activity Done	27th May-Counseling Session: Conducted a counseling session for a patient regarding the surgery package. Emergency Department Visit: Learned about various processes, including pediatric care and patient admission. Familiarized with the doctors present in the Emergency Department. Understood the registration and code of triage. Fertility Department Visit: Learned about the main types of areas and processes needed. Gained insight into the overall processes of OI (Ovulation Induction), IUI (Intrauterine Insemination), and IVF (In Vitro Fertilization). 28th May-OPD Shift Started a project on NPS (Net Promoter Score) review in the IPD (Inpatient Department). Began taking reviews from IPD patients regarding the overall service of the hospital, including nursing, housekeeping, consultants, and overall experience. Called patients from prior healthcare camps to schedule appointments. 29th May-Laboratory Department Visit: Learned about various processes, including transportation and billing. OPD Shift Continued working on the next healthcare camp. 30th May-Healthcare Camp Preparations: Visited various apartments to organize healthcare camps and confirmed the locations. Continued the project on NPS score review.
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	31st May-Health Camp Advertising:Started advertising the health camp and created posters. Made a report on the NPS score review of IPD patients. Collected 20 Google reviews. Planned the health camp with a doctor, central head, and physiotherapist. 1st June-OPD Shift (Morning) Attended the health camp from 12 PM to 4 PM. Conducted some NR (No Response) callings and gained insights about it.
Linking theory (Classroom learning) with practice at your organisation	Patient Counseling and Communication Operations Management in Healthcare Specialized Healthcare Services Quality Management and Patient Satisfaction Patient Flow and Scheduling Laboratory and Diagnostic Services Management Community Health and Outreach Program Strategic Planning and Marketing in Healthcare Continuous Quality Improvement (CQI) Healthcare Marketing and Strategic Communication Data Analysis and Reporting Field Experience and Practical Application
Gaps identified on the working area.	While reviewing NPS scores, several gaps were identified, including a shortage of nurses, untrained staff, lack of follow-up after package counseling, and insufficient communication between staff members.
Suggestions for improvement	For improvement, I communicated with the central head, sending daily reports. I also discussed the issues with the head of nursing and the person in charge of counseling.
Plan for the next week	Pharmacy department visit OT Department Visit Learn about nursing administration Work on the project

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor

5th WEEK REPORT

(3rd June- 8th June)

Reporting Format

(Weekly)

Name of the Organisation: Cloudnine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no: 1794

Stream: MBA HM

Week no: 5th Week

From: 3rd June to 8th June

Activity Done	3rd June Patient Calls: Contacted all patients regarding the health camp, encouraging them to visit the hospital again. OPD Shift: Worked in the OPD department. IPD Rounds: Conducted rounds for the NPS (Net Promoter Score) review project. 4th June OPD Shift: Worked in the OPD department. OT Shift: Observed a C-section procedure, including the use of a warmer and an anesthesia machine. NPS Project: Reviewed NPS scores. 5th June Google Review Project: Started the project by collecting 50 Google reviews. NPS Project: Continued reviewing NPS scores. OPD Shift: Worked in the OPD department. 6th June Neighborhood Activity: Began searching for apartments for neighborhood activities. NPS Project: Continued reviewing NPS scores. OPD Shift: Worked in the OPD department. 7th June Marketing for Neighborhood Activity: Conducted marketing activities for the neighborhood project. OPD Shift: Worked in the OPD department. NPS Project: Continued reviewing NPS scores. Project Report: Worked on the report for the project. 8th June OPD Shift (Morning): Worked in the OPD department in the morning. Health Camp: Attended the health camp from 12 PM to 4 PM.
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Linking theory (Classroom learning) with practice at your organisation	Customer Relationship Management (CRM) in Healthcare Operations Management Quality Management: Healthcare Service Delivery Reputation Management Community Health Management
Gaps identified on the working area.	While organising health camp no proper resources provided. Shortage of nurses. No proper orientation of staff.
Suggestions for improvement	For improvement, I communicated with the central head, sending daily reports. I also discussed the issues with the head of nursing and the person in charge of counseling. Also tried to solve problem during camp.
Plan for the next week	Pharmacy department visit Infection control Finance

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor

6th WEEK REPORT

(10th June- 15th June)

Reporting Format

(Weekly)

Name of the Organisation: Cloudbine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no:1794

Stream: MBA HM

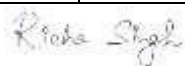
Week no:6th Week

From: 10th June to 15th June

Activity Done	June 10th: Visited the Nursing Department. Learned about competency assessment for nurses. Gained insights into: Nurse roles in OPD (Outpatient Department) Different levels of nurses in the department HCS tracker (likely Hospital Care System tracker) Indent process in nursing Electronic Medical Records (EMR) Inpatient Department (IPD) files Administration charts for patient care Importance of multidisciplinary collaboration in healthcare June 11th: Explained healthcare packages to patients. IPD rounds Successfully converted a patient to a delivery package. June 12th: Initiated work on the "Neighborhood Activity" project. Searched for suitable apartments to host the activity. Participated in IPD rounds. Collected patient feedback for the NPS (Net Promoter Score) project review. Worked an OPD shift. June 13th: Worked on the "Master of Baby Affairs" project. Completed enrollment for the "Master of Baby Affairs" project. Secured an apartment to host the neighborhood activity. Began marketing the neighborhood activity. Participated in OPD and IPD rounds. Continued work on the NPS review project. June 14th: Successfully completed the "Master of Baby Affairs" project. Developed marketing strategies for the neighborhood activity project.
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	Worked an OPD shift. Participated in IPD rounds. Reviewed and analyzed NPS scores. June 15th: Worked an OPD shift. Hosted the neighborhood activity (from 12 PM to 4 PM). Continued work on the NPS review project.
Linking theory (Classroom learning) with practice at your organisation	Human Resource Management (HRM) Healthcare Operations Management Healthcare informatics and data-driven decision making. supply chain management Patient care coordination Healthcare marketing and patient communication skills Patient satisfaction and Quality improvement methodologies. Community outreach and potentially patient engagement strategies
Gaps identified on the working area.	Identified a need for more staff in OPD, the indent process, and potentially the fertility department. Lack of proper signage within the hospital. Absence of a cafeteria Separate pharmacy for inpatients Separate labs for IPD and OPD Dedicated biomedical department might be beneficial. Ways to optimize staff work schedules to improve efficiency and employee satisfaction.
Suggestions for improvement	Discussed with operation head regarding signage and cafeteria Biomedical manager informed about need of biomedical department.
Plan for the next week	Pharmacy department visit Work on the project Starting with new project of scan conversion Finance Department

Signature of the Student



Approved by the IIHMR University's Mentor

7th WEEK REPORT

(17th June- 22nd June)

Reporting Format

(Weekly)

Name of the Organisation: Cloudnine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no:1794

Stream: MBA HM

Week no:7th Week

From: 17th June to 22nd June

Activity Done	June 17th: Conducted IPD rounds. Reviewed NPS scores of admitted patients. Managed OPD billing. Followed up with all camp patients. June 18th: Worked an OPD shift. Counseled patients on the MTP package. Reviewed NPS scores during IPD rounds. June 19th: Worked an OPD shift. Searched for apartments for upcoming health camps. Reviewed NPS scores. June 20th: Finalized an apartment for the health camp. Got an overview of IPD billing, including patient admission details by department, ward, and location. June 21st: Started marketing for the health camp. Coordinated with doctors. Created and sent posters for the camp. June 22nd: Worked an OPD shift. Hosted a neighbourhood activity from 12 PM to 4 PM. Compiled data for both NPS scores and the impact of the health camp project.
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Linking theory (Classroom learning) with practice at your organisation	Healthcare Operations Management Strategic Planning and Marketing Financial Management Patient Care and Quality Management Health Policy and Ethics
Gaps identified on the working area.	Miscommunication Between Staff Resource Limitations for Health Camp Projects Ongoing Shortage of Nurses
Suggestions for improvement	Discussed with central head regarding IOD issue. Tried to solve patient issues as soon as possible.
Plan for the next week.	Visit departments which are left. Report and ppt submission.

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor

8th WEEK REPORT

(24th June- 29th June)

Reporting Format

(Weekly)

Name of the Organisation: Cloudnine Hospital

Area/ Department/ Project of Summer Internship Program: Operations

Name of the Student: Richa Singh

Roll no:1794

Stream: MBA HM

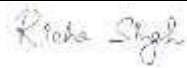
Week no:8th Week

From: 24th June to 29th June

Activity Done	June 24th: Compiled report for the project. Created a PPT for department analysis. Worked an OPD shift. Called patients for follow-up related to the camp. June 25th: Presented to the central head. Worked an OPD shift. Started searching for apartments for the camp. Visited housekeeping department to understand staff numbers, shifts, and purchase orders. June 26th: Worked an OPD shift. Learned about hospital waste management (color coding: red, blue, green, yellow). Visited dietary department to learn about various nutrition services and MBA sessions. Reviewed report. Continued searching for an apartment for the camp. June 27th: Finalized an apartment for the camp. Conducted marketing for the camp. Visited HR department to learn about HR recruitment, Zing HR, and payroll. Visited Accounts department to understand LT reports, payment reports, etc. Visited MRD department to learn about MRD functioning, consent, and procedures. Reviewed NPS scores during IPD rounds. Worked an OPD shift. June 28th: Conducted competitive analysis of nearby hospitals.
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	Obtained report approval from the central head. Delivered a PPT presentation. Conducted IPD rounds. Worked an OPD shift. June 29th: Submitted reports. Completed documentation for the end of the internship.
Linking theory (Classroom learning) with practice at your organisation	Healthcare Operations Management Strategic Planning and Marketing Financial Management Patient Care and Quality Management Health Policy and Ethics Quality and patient Care
Gaps identified on the working area.	In presentation shown all the gap identified and discussed with manager
Suggestions for improvement	Told about major issues such as shortage of staff and also a shortage of CRE to central head
Plan for the next week.	Report Submitted

Signature of the Student



Approved by the IIHMR University's Mentor

COMPILED REPORT

COMPILED REPORT

Name of the Organisation: **CLOUDNINE HOSPITAL**

Area/ Department/ Project of Summer Internship Program: **OPERATIONS**

Name of the Student: **Dr.Richa Singh**

Roll no: **1794**

Stream: **MBA HM**

Activity Done	<u>Departmental Visits and Learning:</u> LDR Department: • Observed admission procedures and patient management during labor and delivery. • Familiarized with mobile X-ray machines, neonatal resuscitation devices, and warmers. • Assisted in patient monitoring and emergency protocols during childbirth. IPD Department: • Managed billing processes and interacted with patients for feedback collection. • Understood patient admission details by department and ward. • Assisted in coordinating patient discharges and follow-up appointments. OPD Department: • Conducted patient counseling sessions, explaining outpatient packages. • Managed billing processes and handled patient flow efficiently. • Explored outpatient package options for early pregnancy, NT, anomaly, and IV scans. • Assisted in appointment scheduling and patient record management. Emergency Department: • Gained insights into pediatric care and emergency patient admission processes. • Learned about triage registration and the functioning of emergency equipment. • Assisted in stabilizing emergency cases and managing critical situations. Laboratory and Scans: • Gained insight into diagnostic services, including transportation and billing of laboratory tests. • Familiarized with the use of various scanning machines and probes.
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- Assisted in sample collection and processing procedures.

Nursing Department:

- Understood competency assessment and the roles of nurses in OPD and IPD.
- Learned about different levels of nurses and their responsibilities.
- Gained knowledge about the HCS tracker, indent process, and Electronic Medical Records (EMR).
- Observed the importance of multidisciplinary collaboration in patient care.

Pharmacy Department:

- Explored medication management and prescription processes.
- Understood the need for a separate pharmacy for inpatients.
- Assisted in inventory management and medication dispensing.

Dietary Department:

- Learned about different types of nutrition services and meal planning for patients.
- Assisted in planning and managing MBA (Master of Baby Affairs) sessions.
- Gained insights into dietary requirements for various patient conditions.

Housekeeping Department:

- Understood staff numbers, shifts, and purchasing orders.
- Gained knowledge about hospital waste management practices, including color coding for waste segregation.
- Assisted in maintaining cleanliness and hygiene standards.

HR Department:

- Gained insights into HR recruitment, payroll management, and the Zing HR portal functionalities.
- Assisted in onboarding new staff and managing employee records.
- Observed the process of performance appraisals and employee engagement activities.

Accounts Department:

- Studied LT reports, payment reports, and overall hospital financial management.
- Gained knowledge about budgeting, financial reporting, and expense tracking.
- Assisted in preparing financial statements and reports.

MRD Department:

- Learned about MRD functioning, consent procedures, and medical record management.
- Assisted in organizing and maintaining patient records.
- Gained insights into data privacy and security measures.

Waste Management:

- Analyzed hospital waste management practices and proposed improvements for efficient disposal.
- Gained knowledge about the categorization and disposal of medical waste.
- Assisted in implementing waste segregation protocols.

CSSD (Central Sterile Supply Department):

- Learned about sterilization processes and the management of sterile supplies.
- Assisted in sterilizing surgical instruments and medical equipment.
- Gained insights into infection control measures.

Infection Control Department:

- Gained knowledge on infection prevention protocols and measures.
- Assisted in conducting infection control audits and implementing protocols.
- Observed the importance of hygiene and sanitation in preventing infections.

Finance Department:

- Learned about budgeting, financial reporting, and the hospital's financial management processes.
- Gained insights into financial analysis and cost management.

Marketing Department:

- Explored healthcare marketing strategies, patient engagement, and promotion of hospital services.
- Assisted in planning and executing marketing campaigns.
- Gained knowledge about digital marketing and social media strategies.

Projects and Events

Mother's Day Celebration:

Coordinated patient participation, organized activities, and ensured smooth execution of the event.

Assisted in planning and managing event logistics.

Collected feedback from participants to improve future events.

Neighborhood Outreach Activity:

Planned and executed outreach activities to promote hospital services.

Engaged with apartment residents and marketed healthcare camps. Collected feedback and suggestions from the community to improve services.

Health Camps:

Organized and attended health camps, managed patient interactions, and collected feedback for service improvement.

Assisted in planning health camp logistics and managing medical staff.

Promoted health camps through community outreach and marketing efforts.

NPS (Net Promoter Score) Review Project:

Assessed patient satisfaction and identified areas for improvement through patient feedback.

Analyzed NPS scores and provided recommendations for service enhancement.

Assisted in implementing feedback-driven changes.

Google Review Project:

Collected and analyzed Google reviews to enhance the hospital's online presence and reputation.

Assisted in responding to patient reviews and addressing concerns.

Provided recommendations for improving online patient engagement.

Competitive Analysis:

Conducted competitive analysis of nearby hospitals to identify areas for improvement and strategic opportunities.

Analyzed strengths and weaknesses of competitors.

Provided insights and recommendations for improving hospital services.

Enrollment for MBA Sessions:

Managed enrollment for the "Master of Baby Affairs" project and facilitated patient participation.

Assisted in planning and conducting MBA sessions.

Collected feedback from participants to improve future sessions.

Marketing Strategy Development:

Created marketing strategies for various health camps and neighborhood activities to increase patient engagement and hospital visibility.

Assisted in planning and executing marketing campaigns.

Provided recommendations for improving marketing efforts.

Systems and Procedures

Billing Systems:

Gained detailed knowledge of billing procedures, including handling cancellations and scheduling scans.

Assisted in managing billing processes and resolving billing issues.

	Provided recommendations for improving billing efficiency. AMS and LT Systems: Explored hospital management systems to understand operational efficiency. Assisted in managing patient records and scheduling appointments. Provided recommendations for optimizing system usage. PCPNDT Act: Learned about patient registration and compliance with healthcare regulations. Assisted in ensuring compliance with the PCPNDT Act. Provided recommendations for improving compliance processes. HR Systems (Zing HR): Gained insights into the recruitment process, payroll management, and HR portal functionalities. Assisted in managing employee records and performance appraisals. Provided recommendations for improving HR processes. Financial Systems: Understood the financial reporting processes and how to manage the hospital's budget effectively. Assisted in preparing financial reports and budget forecasts. Provided recommendations for improving financial management <u>Patient Interaction and Feedback:</u> • Conducted patient calls for event coordination and feedback collection. • Worked on the NPS review project to assess patient satisfaction and identify areas for improvement. • Engaged in patient counseling sessions to enhance patient understanding of hospital services and packages.
Linking theory (Classroom learning) with practice at your organisation	• Healthcare Operations Management: Managed departmental shifts, patient flow, and billing procedures. • Healthcare Marketing and Strategy: Organized and promoted health camps, neighborhood activities, and patient events. • Leadership and Human Resource Management: Identified staffing gaps, improved communication between staff, and ensured efficient departmental functioning. • Healthcare Quality and Patient Safety: Conducted NPS reviews, patient counseling, and feedback collection to enhance service quality.

	• Financial Management in Healthcare: Studied billing systems, package handling, and financial processes. • Community Health Management: Engaged in outreach activities to promote hospital services and improve community health awareness. • Infection Control and Waste Management: Applied knowledge of infection prevention and waste management practices to ensure a safe and healthy environment. • Supply Chain Management: Managed the procurement and distribution of sterile supplies in the CSSD. • Project Management: Led various projects from planning to execution, ensuring timely completion and effective results. • Digital Marketing: Implemented digital marketing strategies to increase patient engagement and hospital visibility. • Patient Education: Developed materials to enhance patient knowledge about hospital services and health maintenance.
Gaps identified on the working area.	LDR Department: • Inadequate Patient Monitoring Post-Delivery: There is no proper monitoring of patients post-delivery due to a shortage of nurses. • Limited Availability of Critical Equipment: There is a scarcity of essential equipment, such as mobile X-ray machines, which hinders efficient patient care. IPD Department: • Shortage of Nurses Impacting Patient Care: Patients often call for assistance, but due to the shortage of nurses, their needs may go unmet. • Communication Challenges During Package Sales: There is inadequate communication during the sale of packages, sometimes resulting in overpromising to patients OPD Department: • Long Wait Times and Staff Shortages: Patients face prolonged wait times, especially during peak hours, primarily due to insufficient customer relations executives (CRE) and guest relations executives (GRE). Additionally, conflicts arise as doctors frequently arrive late, sometimes delaying appointments by up to two hours. Emergency Department: • Availability of On-Duty Doctors: There is often unavailability of doctors on duty, leading to delays in attending to emergency cases. Moreover, emergency patients are occasionally redirected to the OPD, causing further delays and inefficiencies in care. Laboratory and Scans: • Delays in reporting diagnostic test results.

- Inadequate maintenance of scanning equipment leading to frequent breakdowns.

Nursing Department:

- Untrained staff
- Staff shortages affecting patient care quality.

Pharmacy Department:

- Stockouts of essential medications.
- Need for improved inventory management practices.

Dietary Department:

- Lack of customized dietary plans for patients with specific medical conditions.
- Limited availability of nutritional counseling sessions.

Housekeeping Department:

- **Infrastructure and Staffing Issues:** The department lacks a dedicated office space, which affects operational efficiency. There is also a shortage of staff, leading to overworking hours for the existing team members.

HR Department:

- Delayed processing of employee grievances.
- Inadequate implementation of employee engagement initiatives.

Accounts Department:

- **Staffing and Operational Challenges:** The department operates with minimal staffing, with only one staff member handling multiple tasks. This results in delays and errors in financial reporting and billing processes. There is a pressing need for improved error resolution mechanisms and streamlined expense tracking procedures to ensure accurate budgeting and financial reporting

MRD Department:

- **Operational Challenges:** The MRD department faces significant operational challenges, including the absence of dedicated personnel and a structured system for managing patient records. This results in inefficient retrieval of patient records during emergencies and impacts overall patient care and management. Addressing these issues requires establishing a robust MRD department with trained personnel to ensure efficient handling and retrieval of patient records, particularly during critical situations

Waste Management:

- Inadequate staff training on hazardous waste disposal.

	• Lack of comprehensive recycling initiatives. CSSD (Central Sterile Supply Department): • Variability in sterilization protocol adherence. • Equipment maintenance issues affecting sterilization effectiveness. Infection Control Department: • Inconsistent hand hygiene practices among staff. • Need for more frequent infection control audits. Finance Department: • Expense Reimbursement Delays: Employees experiencing delays of up to two months in reimbursing expenses exceeding 1000 units further highlight the need for streamlined processes and adequate staffing to ensure timely financial transactions. Marketing Department: • Limited use of data analytics for campaign effectiveness assessment. • Need for targeted marketing strategies for different patient demographics.
Suggestions for improvement	LDR Department: • Inadequate Patient Monitoring Post-Delivery: Allocate additional nursing staff specifically for post-delivery monitoring to ensure continuous patient care. Implement regular training sessions for existing staff on effective patient monitoring techniques. • Limited Availability of Critical Equipment: Prioritize procurement of essential equipment like mobile X-ray machines to meet patient care demands. Establish a maintenance schedule to ensure equipment functionality and reduce downtime. IPD Department: • Shortage of Nurses Impacting Patient Care: Recruit additional nursing staff to address patient needs promptly and enhance overall care quality. Implement a nurse-to-patient ratio policy to optimize resource allocation and improve patient satisfaction. • Communication Challenges During Package Sales: Conduct training programs for staff involved in package sales to improve communication skills and manage patient expectations effectively. Establish standardized communication protocols to ensure clear and accurate information delivery during package discussions. OPD Department:

- **Long Wait Times and Staff Shortages:**

Increase the number of CREs and GREs to manage patient flow efficiently, especially during peak hours.

Schedule staff rotations effectively to minimize conflicts and ensure timely patient appointments.

- **Delayed Doctor Arrivals:**

Implement stricter scheduling and punctuality policies for doctors to minimize appointment delays.

Explore technology solutions for automated appointment reminders and notifications to manage patient expectations.

Emergency Department:

- **Availability of On-Duty Doctors:**

Review staffing levels and schedules to ensure adequate doctor coverage during all shifts, particularly during nights and weekends.

Develop a contingency plan for emergency cases to mitigate redirection to OPD and ensure timely emergency care.

Laboratory and Scans:

- **Delays in Reporting Diagnostic Test Results:**

Implement process improvements to streamline test result reporting, including automation of result delivery where feasible.

Conduct regular maintenance of scanning equipment to reduce breakdowns and ensure consistent availability.

- **Equipment Maintenance:**

Establish a proactive maintenance schedule for scanning equipment to prevent breakdowns and minimize operational disruptions.

Provide ongoing training for technical staff on equipment maintenance and troubleshooting.

What I have done for improvement in Organization?

Addressed issues identified during NPS score reviews promptly:

- Ensured nurses responded promptly to patient needs.
- Expedited food delivery and resolved timing issues.
- Facilitated timely discharge processes and minimized delays.
- Resolved conflicts among staff members through proactive communication.

Conducted thorough documentation and review of patient complaints in IPD:

- Compiled detailed reports on patient feedback and concerns.
- Presented findings to the central head for necessary interventions.

Mitigated conflict and communication issues in OPD:

- Engaged in resolving conflicts related to patient care and scheduling.
- Improved communication channels to address doctor punctuality and appointment delays effectively.

Signature of the Student

Richa Singh

Approved by the IIHMR University's Mentor