

SUMMER INTERNSHIP PROGRAM

at

CK BIRLA HOSPITALS, JAIPUR

From 1st May to 15th July

A REPORT BY

Dr. Pranjal Kaundal

Master of Business Administration

Hospital and Health management

2023-25

under the Mentorship of

Dr. Seema Mehta (Professor)



Completion Certification from the Organization

CERTIFICATE

This is to certify that [✓] Dr./Mr./ Ms. Pranjal Kamdar of
HM 28 (batch) of
IIHMR University, Jaipur (Name of the department/institute) has
worked with our organization for his/her summer internship from
1st May, 2024 to
15th July, 2024 (date). The overall
performance shown by him/her during the period was [✓] excellent/good/average. This
certificate is being issued to meet the requirements of the IIHMR University.

Date: 15/07/2024

Sachin
(Signature of organization Mentor)

Name: SACHIN SINGH
Designation: Head Sales & Marketing
Seal/Stamp of the Organization



IIHMR University Faculty Mentor Approval

This is to certify that **Dr Pranjal Kaundal** of academic year **2023-25** of **Institute of Health Management Research** has prepared a poster with respect to his summer internship held during May-July 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 23/07/2024

A handwritten signature in blue ink that reads 'Jeema Mehta'.

(Signature of Faculty Mentor)

Name: Dr Seema Mehta
Designation: Professor

Mission: To establish top tier clinical centres, supported by robust research, education and evidence-based medicine, to ensure the best outcomes for our patients.



1. Collaboration with Ministers, Sarpanch, Mayor is important for the Philanthropy Project by CK Birla.
2. Billing Department: Re-arrangement of Staffing.

Processes Delay

Bill share Time

Financial Clear Time

IN HOSPITAL DELAYS

Bill delay(61%) process

Financial Clear Delay

Secondary delay(15%) department

Settlement delay

better revision 30%

Settlement delay 27%

letter revision 27%

Total Delay by Insurance		N=242
Settlement delay	(1hour 59min)	176
query	(3hrs 51 min)	68
letter revision	(4hrs 34min)	72

In Hospital Reasons

N=119

Bill delay(Bill process)

(1Hour 32min)

176

Financial Clear Delay

(1Hour 55min)

90

Secondary delay

(1Hour 20min)

176

Week-1 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 1

From:1stMay, 2024 to...4thMay, 2024

Activity Done	1. I learnt about the various specialisations in marketing by talking to each manager. 2. Mr Sachin Singh is marketing head there. Other sections are retail marketing, brand marketing, digital marketing, sales and global marketing with innovation and advancement sections. 3. I also learnt about the revenue generation, TPA, Insurance, cash business and credit business. Majority of the revenue generation was from TPA then cash. 4. I also visited the camp in college-LNM-IIT, where the nurse and technician performed thermal scanning for early detection of breast cancer. It was a promotional event.
Linking theory (Classroom learning) with practice at your organisation	During this week of internship, I was able to connect the concepts we learned in class to real-life situations in the hospital. From understanding the hospital's services and products to market research, target audience analysis, promotion, branding, budgeting, revenues, profits, future marketing goals, and digital marketing, I saw how everything fit together. I spoke with each manager, and our discussions were very interactive. I could recall and apply everything you taught us, including the textbook knowledge and the market plan assignment. The Market P's we studied came to life in my experiences here. I shared my knowledge with the managers, and they shared their insights with me.

Gaps identified on the working area.	I encountered some communication barriers that hindered the learning process. A few team members were unapproachable, which made it challenging to gather insights and collaborate effectively. This limited my ability to fully understand certain aspects of the hospital's operations. Additionally, I observed that the TPA (Third Party Administrators) billing process takes approximately 3-4 hours to complete. This lengthy process could potentially impact overall efficiency and patient satisfaction.
Suggestions for improvement	Expand outreach programs and promotional events to raise awareness and promote early detection of diseases, which can ultimately drive more patients to the hospital. Enhance the collaboration between the different marketing sections to create more integrated and cohesive campaigns.
Plan for the next week	I will start working on the project which will be assigned to me on Monday I will be visiting the camps for understanding the promotional events and increasing network. I will understand the roles of TPA and insurance and hospital payments through that mode.



Signature of the Student

Approved by the IIHMR University's Mentor

Week2 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 2

From:...6thMay, 2024 to...11thMay, 2024

Activity Done	1. I visited camps. JCB, BOSCH, Future First were the corporate offices I visited, there PFT testing was done by team, other tests like BMI and ECG too. 2. I am working on the project-PHILANTHROPY in which the hospital provides free lifesaving surgeries to needy people. 3. I searched for the NGOs and other offices through which I can interact and connect hospital to them to provide patients 4. I made ppt for the project and hoping for bringing the patients to hospital as an intervention project by bringing patient to the hospital as my referral.
Linking theory (Classroom learning) with practice at your organisation	During this week of internship, I was able to connect the concepts we learned in class to real-life situations in the hospital. From understanding the hospital's services and products to market research, target audience analysis, promotion, branding, budgeting, revenues, profits, future marketing goals, and digital marketing, I saw how everything fit together. I spoke with each manager, and our discussions were very interactive. I could recall and apply everything you taught us, including the textbook knowledge and the market plan assignment. The Market P's we studied came to life in my experiences here. I shared my knowledge with the managers, and they shared their insights with me.

Gaps identified on the working area.	There are also internal issues such as billing and summary delays that need attention. I plan to detail these gaps in my next report to explore possible solutions and improvements. Addressing these issues could enhance communication and streamline operations, ultimately benefiting the hospital and its patients.
Suggestions for improvement	Strengthen partnerships with corporate offices by offering regular health camps and follow-up services to build long-term relationships.
Plan for the next week	I have started working on the project which was assigned to me last Monday, will continue working on it I will be visiting the camps for understanding the promotional events and increasing network. I will understand the roles of TPA and insurance and hospital payments through that mode.



Signature of the Student

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Week 3 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 3

From:...13thMay, 2024 to...18thMay, 2024

Activity Done	1. I went for field trip to different NGO's and Bajaj Alliance 2. I am working on the project-PHILANTHROPY in which the hospital provides free life-saving surgeries to needy people. 3. I went for interacting with the NGOs and other offices through which I can interact and connect hospital to them to provide patients. 4. I started making ppt for the project TPA also.
Linking theory (Classroom learning) with practice at your organisation	Branding at CK Birla Hospital can be closely connected to what we learn in the MBA program at IIHMR University, especially in hospital and healthcare management and marketing. The course teaches us about strategic management, marketing, and focusing on patients, which are key to building a strong hospital brand. This connection between what we learn and how we apply it shows the importance of a well-rounded approach to healthcare branding. Promotional events are always round the corner which are beneficial for building the brand.
Gaps identified on the working area.	NGOs are not responding to our calls, emails, and WhatsApp messages, even though we offer free surgeries to those in need. This lack of communication is a major obstacle, as it prevents us from reaching potential beneficiaries who could greatly benefit from our services. Despite our efforts to provide free surgeries and reach out

	through multiple communication channels, we are facing a persistent issue. The NGOs, who are crucial partners in connecting us with people in need, are not responding. This gap in communication undermines the effectiveness of our philanthropy project.
Suggestions for improvement	Effective communication is crucial, especially as an intern in a learning process. To gain valuable experience, I need to engage in open dialogue and gather insights from my colleagues. I will make an effort to communicate more actively and seek their input to enhance my learning. I will also identify and share any other areas for improvement and gaps in my next week's report.
Plan for the next week	I will be working on the project philanthropy, hoping to bring patients through my referral and I have been assigned one more project on TPA and insurance process- from admission to discharge.


 Signature of the Student

Approved by the IIHMR University's Mentor

Week 4 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

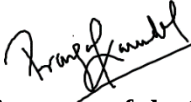
Stream: MBA HHM BATCH 28

Week no: 4

From:...20thMay, 2024 to...25thMay, 2024

Activity Done	1. I went for field trip to Reliance Industries Limited and Rambagh Palace, Jaipur 2. I am working on the project-PHILANTHROPY in which the hospital provides free life-saving surgeries to needy people. 3. I went for interacting with the NGOs and other offices through which I can interact and connect hospital to them to provide patients. 4. I had an interactive session with 350+ people of Azad Community members where I talked about my philanthropy project 5. NAYA Sawera NGO is preparing another session for me, date, time and place will be decided by them 6. I have total 6 leads yet and overall contacted with 15 NGO's
Linking theory (Classroom learning) with practice at your organisation	At CK Birla Hospitals, the core market strategy revolves around two fundamental pillars: patient satisfaction and community outreach and connection. These elements are essential for building a strong, trust-based relationship with our patients and the communities we serve. By providing exceptional care, ensuring comfort and convenience, actively seeking feedback, and maintaining transparency, we enhance patient satisfaction. Simultaneously, our community outreach includes participating in events, collaborating with NGOs, offering free services, and focusing on health education, which builds trust and loyalty. This strategy aligns perfectly with the marketing principles taught in the MBA program at IIHMR University, where we learn the importance of customer-centric approaches, strategic partnerships,

	and community engagement in building a strong brand and achieving sustainable growth.
Gaps identified on the working area.	Tapping and converting the patient have lots of barrier as community takes step back after realising that the hospital is private and NGOs don't actively revert back.
Suggestions for improvement	Communication barrier should be a little less. As an intern it's a learning process for me so to obtain some experience communication is required. I will try to communicate and get their insights for learning process. Other improvements and gaps will be shared by the next week report. Networking and communication is important.
Plan for the next week	I will be having a mid-term evaluation by Vice President


Signature of the Student

Approved by the IIHMR University's Mentor

Week 5 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

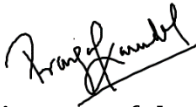
Stream: MBA HHM BATCH 28

Week no: 5

From:...27thMay, 2024 to...1stJune, 2024

Activity Done	1. There was mid-summer internship evaluation by vice president. It went well, I made the ppt and showed everything I did in the last month. 2. Now I am working on the new project -TPA- gap analysis in hospital. 3. I observed and collected the live data of patient's admission to discharge and will analyse in the end the gaps due to which there is delays in TAT.
Linking theory (Classroom learning) with practice at your organisation	During this week of internship at the Hospital, I used the marketing concepts from classes to focus on doctors and patients as target audiences. The hospital does detail market research to understand what both groups need and tailors its services and promotions accordingly. They run targeted campaigns and branding to build trust with doctors and patients. Budgeting and revenue management help allocate resources for initiatives that appeal to both. Future goals include expanding services and using digital marketing to engage them. I also encountered challenges like communication barriers and TPA billing delays, which showed the need for better processes. This experience helped me see how our coursework applies in real-world settings and highlighted the importance of meeting the needs of doctors and patients.

Gaps identified on the working area.	Delays in Claim Processing. Average coordination between hospital staff and TPA representatives. Miscommunication and errors in claim approvals or denials. Tapping and converting the patient has lots of barrier as community takes step back after realising that the hospital is private and NGOs don't actively revert back.
Suggestions for improvement	Develop a structured plan for implementing improvements, monitoring their impact over time, and effectively communicating your findings and recommendations to hospital management for enhanced TPA efficiency.
Plan for the next week	I will be working on the TPA. I will be visiting the TPAs and insurance companies and talk regarding the delays and corrective measures taken by the companies to reduce TAT time. I will be visiting the NAYA SAWERA NGO for discussions regarding the philanthropy project.


Signature of the Student

Approved by the IIHMR University's Mentor

Week 6 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 6

From:...3rd June, 2024 to...8th June, 2024

Activity Done	1. Now I am working on the new project -TPA- gap analysis in hospital. 2. I observed and collected the live data of patient's admission to discharge and will analyse in the end the gaps due to which there is delays in TAT. 3. I was able to acquire both live data of the discharge and also the secondary data of previous months 4. I went to PARAMOUNT TPA PVT LTD. For the talks regarding the delays and the procedure of how the TPA and hospital's TPA work together. 5. I am working on the TPA project.
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Linking theory (Classroom learning) with practice at your organisation	From service to market research, target audience, analysis, promotion, branding, budgeting, revenues, profit and future marketing goals and digital marketing, I was able to relate them, the way you taught us in the class. I talked to each manager and the talks with them were two-way process, I was able to recall everything taught by you in the class, I have the text book knowledge and the market plan assignment given to us by you, I can observe them being implemented here. All the P's you taught us in the class, I shared my knowledge to them and vice versa. marketing process revolves around patient satisfaction and doctors as primary market target in Hospital environment.
Gaps identified on the working area.	At CK Birla Hospitals, I observed and collected live data on patient journeys from admission to discharge, identifying several key gaps causing delays in Turnaround Time (TAT). These incomplete information by patients, and sometimes staff shortages during peak hours.
Suggestions for improvement	By addressing these areas—streamlining administrative processes, enhancing communication, increasing staff levels, upgrading equipment, and improving discharge planning—we can significantly reduce TAT and improve patient satisfaction and overall hospital efficiency.
Plan for the next week	I will be working on the TPA. I will be visiting the TPAs and insurance companies and talk regarding the delays and corrective measures taken by the companies to reduce TAT time. I will be completing my projects as the internship end is coming.

Ravi Khandelwal

Signature of the Student

Approved by the IIHMR University's Mentor

Week 7 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 7

From:...10th June, 2024 to...15th June, 2024

Activity Done	1. I am working on the new project -TPA- gap analysis in hospital. 2. I observed and collected the live data of patient's admission to discharge and will analyse in the end the gaps due to which there is delays in TAT. 3. I was able to acquire both live data of the discharge and also the secondary data of previous months. 4. With the use of Advanced excel I was able to identify and extract the data in proper order 5. I was assigned to make the FINANCIAL YEAR ANALYSIS FROM FY 21 TO FY 24. Application of excel advanced excel helped me out. I made the doctor wise revenue and volume FY analysis, month wise panel wise- tpa and sponsors wise. 6. I tapped the Udaipur and Chittorgarh NGO'S too.
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Linking theory (Classroom learning) with practice at your organisation	From service to market research, target audience, analysis, promotion, branding, budgeting, revenues, profit and future marketing goals and digital marketing, I was able to relate them, the way you taught us in the class. I talked to each manager and the talks with them were two-way process, I was able to recall everything taught by you in the class, I have the text book knowledge and the market plan assignment given to us by you, I can observe them being implemented here. All the P's you taught us in the class, I shared my knowledge to them and vice versa. marketing process revolves around patient satisfaction and doctors as primary market target in Hospital environment.
Gaps identified on the working area.	NGO are not the correct market for philanthropy project as they are not willing to work without having something in store for them. None of them are interested in working on the philanthropy project as they either ignore calls, WhatsApp, emails or they don't revert back at all.
Suggestions for improvement	The market for Philanthropy can be Referral doctors, Minister, mayors and village panchayat.
Plan for the next week	I will be working on the TPA. I will be visiting the TPAs and insurance companies and talk regarding the delays and corrective measures taken by the companies to reduce TAT time. I will complete both my projects.



Signature of the Student

Approved by the IIHMR University's Mentor

Week 8 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 8

From:...17th June, 2024 to...22nd June, 2024

Activity Done	1. I have contacted 75 NGO's for the Philanthropy project. 2. I have analysed the TPA Project from Marked for discharge to Financial discharged 3. I was able to acquire both live data of the discharge and also the secondary data of previous months. 4. With the use of Advanced excel I was able to identify and extract the data in proper order. 5. I have also started working on the report of all the activities I did till now and have started preparing the posters and presentations.
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Linking theory (Classroom learning) with practice at your organisation	During this week of internship at the Hospital, I used the marketing concepts from classes to focus on doctors and patients as target audiences. The hospital does detail market research to understand what both groups need and tailors its services and promotions accordingly. They run targeted campaigns and branding to build trust with doctors and patients. Budgeting and revenue management help allocate resources for initiatives that appeal to both. Future goals include expanding services and using digital marketing to engage them. I also encountered challenges like communication barriers and TPA billing delays, which showed the need for better processes. This experience helped me see how our coursework applies in real-world settings and highlighted the importance of meeting the needs of doctors and patients.
Gaps identified on the working area.	I have connected to over 75 NGOs over the 2 months and 20-25 NGO's showed interest with never a call back from any of them, 1-2 NGO's reverted back to ask for the details. But no queries came from that end too.
Suggestions for improvement	Billing department has issues as according to the analysis, they have delayed TAT. Re arrangement of staff in the billing department is necessary, quick actions should be taken when the queries are raised.
Plan for the next week	I will be completing the reports and presentations and posters.

Pranav Khandelwal

Signature of the Student

Approved by the IIHMR University's Mentor

Week 9 Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 9

From:...24th June, 2024 to...29th June, 2024

Activity Done	1. I Completed TPA Gap Analysis Project: Successfully finished analysing TPA processes, compiling findings into presentations and a detailed report. 2. Observed real-time discharge bill and summary processing within the TPA department to understand workflow dynamics. 3. I Gathered both live discharge data and historical data from previous months to comprehensively analyse trends and identify areas for improvement. 4. Report and Presentation Preparation: Currently compiling a comprehensive report detailing all completed activities, while also preparing informative posters and presentations to effectively communicate findings and recommendations.
Linking theory (Classroom learning) with practice at your organisation	I applied the marketing concepts we learned in class to the hospital environment—from understanding our services and conducting market research, to identifying our target audience, analysing data, promoting our brand, budgeting, managing revenues and profits, and setting future marketing goals, including digital strategies. I engaged in two-way discussions with managers, sharing what I learned and gaining valuable insights from them. With the textbook knowledge and market plan assignment from your teachings, I've been able to apply these principles effectively. This experience has shown how fundamental marketing principles (the "P's" of marketing) play out in a healthcare setting, contributing to our team's collaborative efforts.
Gaps identified on the working area.	The analysis indicates that the billing department is facing delays in TAT (Turnaround Time). Internally, there are delays in summarizing information, which contributes to overall process delays. Additionally, delays occur when responding to queries raised by TPA (Third Party Administrators), further prolonging the process.
Suggestions for improvement	Based on the analysis conducted, it appears that the billing department is experiencing delays in TAT (Turnaround Time). It might be beneficial to consider reorganizing staff within the billing department to improve efficiency. Additionally, implementing quicker response protocols for addressing queries as they arise could help streamline operations and enhance overall service delivery. These proactive steps could significantly contribute to reducing delays and improving the department's performance.

Plan for the next week	I will be completing the reports and presentations and posters. I will sit in the TPA department to find all the necessary observations and will add them to the presentation, report and poster



Signature of the Student

Approved by the IIMMR University's Mentor

Week 10 Report

Name of the Organisation: CK BIRLA | RBH, JAIPUR

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no:1780

Stream: MBA HHM BATCH 28

Week no: 10th

From:...1st July, 2024 to...6th July, 2024

Activity Done	1. I sat in the Billing Department and talked with the HOD about the delays and my observations on the project. 2. I made the poster, compiled report and presentations as the internship of 2.5 months is coming to an end. 3. I had the chats with my working department about the networking.
Linking theory (Classroom learning) with practice at your organisation	I applied the marketing concepts we learned in class to the hospital environment—from understanding our services and conducting market research, to identifying our target audience, analysing data, promoting our brand, budgeting, managing revenues and profits, and setting future marketing goals, including digital strategies. I engaged in two-way discussions with managers, sharing what I learned and gaining valuable insights from them. With the textbook knowledge and market plan assignment from your teachings, I've been able to apply these principles effectively. This experience has shown how fundamental marketing principles (the "P's" of marketing) play out in a healthcare setting, contributing to our team's collaborative efforts.
Gaps identified on the working area.	Billing department has issues as according to the analysis, they have delayed TAT. Summary delays internally and query raised by TPA makes the process delay
Suggestions for improvement	Billing department has issues as according to the analysis, they have delayed TAT. Re arrangement of staff in the billing department is necessary, quick actions should be taken when the queries are raised.
Plan for the next week	I will be completing the reports and presentations and posters.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: CK Birla Hospitals, Jaipur

Area/ Department/ Project of Summer Internship Program: SALES & MARKETING

Name of the Student: Dr. PRANJAL KAUNDAL

Roll no: 1780

Stream: MBA HHM BATCH 28

Activity Done**Week 1-2: Marketing Specializations and Revenue Generation****1. Marketing Specializations:**

- Learned about various specializations in marketing by interacting with managers.
- Explored sections like retail marketing, brand marketing, digital marketing, sales, and global marketing under the guidance of Mr. Sachin Singh, the marketing head.

2. Revenue Generation:

- Gained insights into revenue generation through TPA (Third Party Administrator), insurance, cash business, and credit business.
- Identified that the majority of revenue comes from TPA, followed by cash transactions.

Week 3-4: Promotional Events and Field Visits**1. College Camp at LNM-IIT:**

- Participated in a promotional event where thermal scanning for early detection of breast cancer was conducted.

2. Corporate Camps:

- Visited corporate offices like JCB, BOSCH, and Future First.
- Conducted PFT (Pulmonary Function Test), BMI (Body Mass Index), and ECG (Electrocardiogram) tests as part of the promotional activities.

Week 5-6: PHILANTHROPY Project and NGO Engagement**1. PHILANTHROPY Project:**

- Worked on a project aimed at providing free lifesaving surgeries to needy individuals.
- Researched and connected with NGOs and other organizations to identify potential patients.

	○ Created a presentation for the project, focusing on bringing patients to the hospital as an intervention strategy. 2. Field Trips and NGO Interactions: ○ Visited various NGOs and corporate offices like Bajaj Alliance, Reliance Industries Limited, and Rambagh Palace in Jaipur. ○ Interacted with the Azad Community, engaging over 350 members to discuss the PHILANTHROPY project. ○ Coordinated with NAYA Sawera NGO to prepare another session for outreach. Week 7-8: TPA Gap Analysis Project 1. Project Initiation: ○ Started a new project focused on TPA gap analysis within the hospital. ○ Observed and collected live data from patient admission to discharge to identify gaps causing delays in TAT (Turnaround Time). ○ Acquired both live and secondary data from previous months for comprehensive analysis. 2. Field Visits and Data Analysis: ○ Visited PARAMOUNT TPA PVT LTD to discuss TPA processes and delays. ○ Utilized advanced Excel to identify and extract data, creating detailed financial year analyses (FY 21 to FY 24), doctor-wise revenue, volume analysis, and month-wise panel-wise TPA and sponsor analysis. Week 9: Project Completion and Reporting 1. TPA Gap Analysis Project Completion: ○ Successfully completed the TPA gap analysis project, compiling findings into presentations and a detailed report.
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	○ Observed real-time discharge bill and summary processing within the TPA department to understand workflow dynamics. 2. Report and Presentation Preparation: ○ Compiled a comprehensive report detailing all completed activities. ○ Prepared informative posters and presentations to effectively communicate findings and recommendations.
Linking theory (Classroom learning) with practice at your organisation	During My internship at CK Birla Hospital, I effectively applied the marketing concepts we studied in class to real-world scenarios. This experience allowed me to see the practical integration of our classroom lessons into the hospital's operations. I delved into understanding the hospital's services and products, conducted market research, analysed target audiences, and worked on promotions, branding, budgeting, and revenue management. Each interaction with the managers was interactive and insightful, allowing me to recall and apply the textbook knowledge and market plan assignments we discussed in our MBA program. Understanding and Applying Marketing Concepts 1. Services and Products: ○ Gained a deep understanding of the hospital's various services and products. ○ Observed how these offerings are tailored to meet patient needs and preferences.

	2. Market Research: ○ Conducted detailed market research to identify and analyze target audiences. ○ Used research findings to tailor services and promotions effectively. 3. Target Audience Analysis: ○ Focused on understanding the needs of doctors and patients, the primary target audiences. ○ Assisted in developing strategies to address these needs and build trust with both groups. 4. Promotions and Branding: ○ Worked on various promotional campaigns and branding initiatives. ○ Helped in running targeted campaigns to enhance the hospital's brand image. 5. Budgeting and Revenue Management: ○ Participated in budgeting processes to allocate resources effectively for marketing initiatives. ○ Learned about revenue management and how it supports hospital operations. 6. Interactive Learning with Managers: ○ Engaged in interactive and insightful discussions with managers. ○ Applied textbook knowledge and market plan assignments from our MBA program to real-life situations. Core Market Strategy: Patient Satisfaction and Community Outreach 1. Patient Satisfaction: ○ Focused on strategies to enhance patient satisfaction by providing exceptional care. ○ Emphasized the importance of ensuring comfort, convenience, and transparency. ○ Actively sought patient feedback to improve services. 2. Community Outreach: ○ Participated in community events and collaborations with organizations.
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- Helped in offering free services and health education to build community trust.
- These efforts align with marketing principles taught at IIHMR University, emphasizing customer-centric approaches and strategic partnerships.

Digital Marketing and Promotional Campaigns

1. Digital Marketing:

- Implemented digital strategies to enhance the hospital's online presence.
- Utilized online platforms to reach and engage the target audience effectively.
- Focused on driving patient engagement and building the hospital's brand through digital channels.

2. Promotional Events:

- Organized and participated in regular promotional events.
- Used these events to strengthen the hospital's brand image and connect with the community.

Applying Marketing Principles in Healthcare

1. The 7 Ps of Marketing:

- Product: Understanding and improving hospital services and offerings.
- Price: Participating in budgeting and pricing strategies.
- Place: Ensuring the hospital's services are accessible to the target audience.
- Promotion: Running targeted campaigns and branding initiatives.
- People: Engaging with doctors, patients, and the community.
- Process: Streamlining operations to enhance patient satisfaction.

	○ Physical Evidence: Maintaining a professional and welcoming hospital environment.
Gaps identified on the working area.	Some communication Barriers • Unapproachable Team Members during initial days: Some team members were somewhat difficult to approach, making it challenging to gather insights about the hospital's operations. Over the time a good reputation was built and the knowledge I could get was easily transferred to me by my seniors here and the all the members of the team. • NGO Response Issues: Despite our efforts to offer free surgeries and reach out through multiple channels (calls, emails, WhatsApp), many NGOs did not respond. This lack of communication prevented us from connecting with potential beneficiaries for our philanthropy project. TPA Billing Process • Lengthy Billing Process: The TPA billing process takes approximately 3-4 hours to complete. This extended duration can affect overall efficiency and patient satisfaction. • Delays in Claim Processing: There are miscommunications and errors in claim approvals or denials, and average

	coordination between hospital staff and TPA representatives further prolongs the process. Internal Operational Issues • Billing and Summary Delays: Internally, there are delays in summarizing information, which contribute to the overall process delays. The billing department, in particular, faces significant delays in Turnaround Time (TAT). • Incomplete Information: Patients often provide incomplete information, and there are sometimes staff shortages during peak hours, both of which cause delays in the patient journey from admission to discharge. • Community Perception: The community is hesitant to engage with the hospital once they realize it is a private institution. This perception creates barriers in tapping and converting potential patients. •
Suggestions for improvement	Recommendations for Improving Hospital Operations and Marketing 1. Expand Outreach Programs and Promotional Events: ○ Raise Awareness: Organize more health camps and promotional events focusing on early detection of diseases. ○ Drive Patient Traffic: These events can help raise awareness about the hospital's services and drive more patients to the hospital. ○ Community Engagement: Strengthen community ties by offering free health check-ups and educational seminars. 2. Enhance Collaboration Across Marketing Sections: ○ Integrated Campaigns: Foster better collaboration between retail marketing, brand marketing, digital

	marketing, sales, and global marketing teams. ○ Cohesive Strategy: Develop integrated and cohesive marketing campaigns to create a unified brand message. 3. Strengthen Corporate Partnerships: ○ Regular Health Camps: Offer regular health camps at corporate offices, such as JCB, BOSCH, and Future First, to build long-term relationships. ○ Follow-up Services: Provide follow-up services to ensure continued engagement and trust with corporate partners. 4. Improve Communication: ○ Engage Actively: As an intern, I will make a concerted effort to communicate more actively with my colleagues and seek their insights. ○ Open Dialogue: Foster an environment of open dialogue to enhance learning and gather valuable experience. ○ Identify Improvements: In my next report, I will share any additional areas for improvement and gaps identified. 5. Enhance TPA Efficiency: ○ Structured Improvement Plan: Develop a structured plan for implementing improvements and monitoring their impact over time. ○ Effective Communication: Communicate findings and recommendations effectively to hospital management to enhance TPA efficiency. ○ Address Gaps: Focus on streamlining administrative processes, enhancing communication, increasing staff levels, upgrading equipment, and improving discharge planning. 6. Billing Department Enhancements: ○ Rearrange Staff: Rearrange staff in the billing department to address delays in Turnaround Time (TAT).
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	○ Quick Actions: Ensure quick actions are taken when queries are raised to reduce delays. ○ Monitor and Adjust: Continuously monitor the billing processes and make necessary adjustments to improve efficiency. By addressing these areas—expanding outreach programs, enhancing collaboration, strengthening corporate partnerships, improving communication, and making specific improvements in the billing department and TPA processes—we can significantly improve patient satisfaction and overall hospital efficiency.
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Signature of the Student

Approved by the IIHMR University’s Mentor