

Organization brief history and description

- Cloudnine Maternity Hospital has a well-defined organizational structure that ensures efficient operation and high standards of patient care. The structure includes experienced and skilled medical professionals, dedicated nursing staff, and a supportive administrative team, all working collaboratively to provide exceptional healthcare services.

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.

STRENGTH

- Established Reputation:** Strong brand in maternity and neonatal care.
- Skilled Workforce:** Experienced and well-trained medical staff.
- Advanced Infrastructure:** State-of-the-art facilities and technology.

WEAKNESS

- High Costs:** Premium pricing may limit accessibility.
- Staff Shortages:** Insufficient nursing and support staff.

OPPORTUNITIES

- Medical Tourism:** Potential to attract international patients.
- Growing Healthcare Market:** Increasing demand for quality healthcare services.

THREATS

- Competition:** Presence of other reputed hospitals like Apollo, Fortis, and Medanta.
- Regulatory Challenges:** Compliance with evolving healthcare regulations.

SWOT ANALYSIS

- QUALITY:** Achieve clinical excellence by inculcating a culture of continuous quality improvement across all domains with the center of focus being patient safety.



THEORETICAL INSIGHTS AND PRACTICAL OBSERVATIONS

- Service Efficiency:** Efficient appointment scheduling and queue management reduce waiting times and improve patient flow.
- Healthcare Provider Behavior:** Empathy and professionalism in healthcare providers significantly enhance patient satisfaction.
- Physical Environment:** A clean, comfortable, and accessible hospital environment is crucial for patient comfort and satisfaction.
- Admission and Discharge Delays:** Delays in admission and discharge processes due to insufficient staffing and unclear instructions were noted.
- Patient Safety Protocols:** Adherence to safety protocols is observed, but regular audits and continuous staff training are necessary.

LEARNING

- Gained insights into patient admission and discharge processes.
- Observed the implementation of patient safety protocols and audits.
- Learned about the importance of effective communication and use of Hospital Management Information Systems (HMIS).

USEFULNESS OF INTERNSHIP

- Practical exposure to various hospital departments.
- Enhanced communication skills, professionalism, and teamwork.
- Better understanding of patient reactions and ways to manage stressful situations.

CHALLENGES FACED DURING INTERNSHIP

- Initial difficulties in data collection due to the large organizational size.
- Hesitation from staff to cooperate due to unfamiliarity.
- Managing patient queries and support requests during encounters.

- PROJECT:** Improve patient Satisfaction Level in OPD.
- OBJECTIVE:** Increase overall patient satisfaction scores, Reduce average waiting times.
- SAMPLE:** OPD EMPLOYEES
- SAMPLE SIZE:** 10
- STUDY INTERVAL:** 10:00AM TO 6:00PM
- POPULATION:** OPD
- SAMPLING METHOD USED:** SIMPLE RANDOM SAMPLING

Distribution of Feedback Categories



Patient Satisfaction Scores



GAPS IDENTIFIED

- Staff Shortages:** Insufficient nursing and administrative staff impacting service efficiency.
- Admission Delays:** Unclear instructions and insufficient signage leading to confusion during the admission process.
- Discharge Delays:** Late assessments and delayed pharmacy responses slow down the discharge process.

PROPOSED SUGGESTIONS AND SOLUTIONS

- Increase Staffing:** Hire additional nurses and administrative staff to better manage patient flow.
- Clear Signage:** Install clear and visible signs to guide patients to the admission desk efficiently.
- Streamline Discharge Process:** Improve coordination between nursing staff and pharmacy to expedite the discharge process.

