

ABOUT THE ORGANISATION

RUKMANI BIRLA HOSPITAL in Jaipur is a state-of-the-art multispecialty facility offering extensive inpatient and outpatient services. Since its inception, RBH has been dedicated to delivering comprehensive medical care to the patients, including gynecology , neurosurgery , gastroenterology, renal science, cardiology, orthopedics, joint replacement, and more.

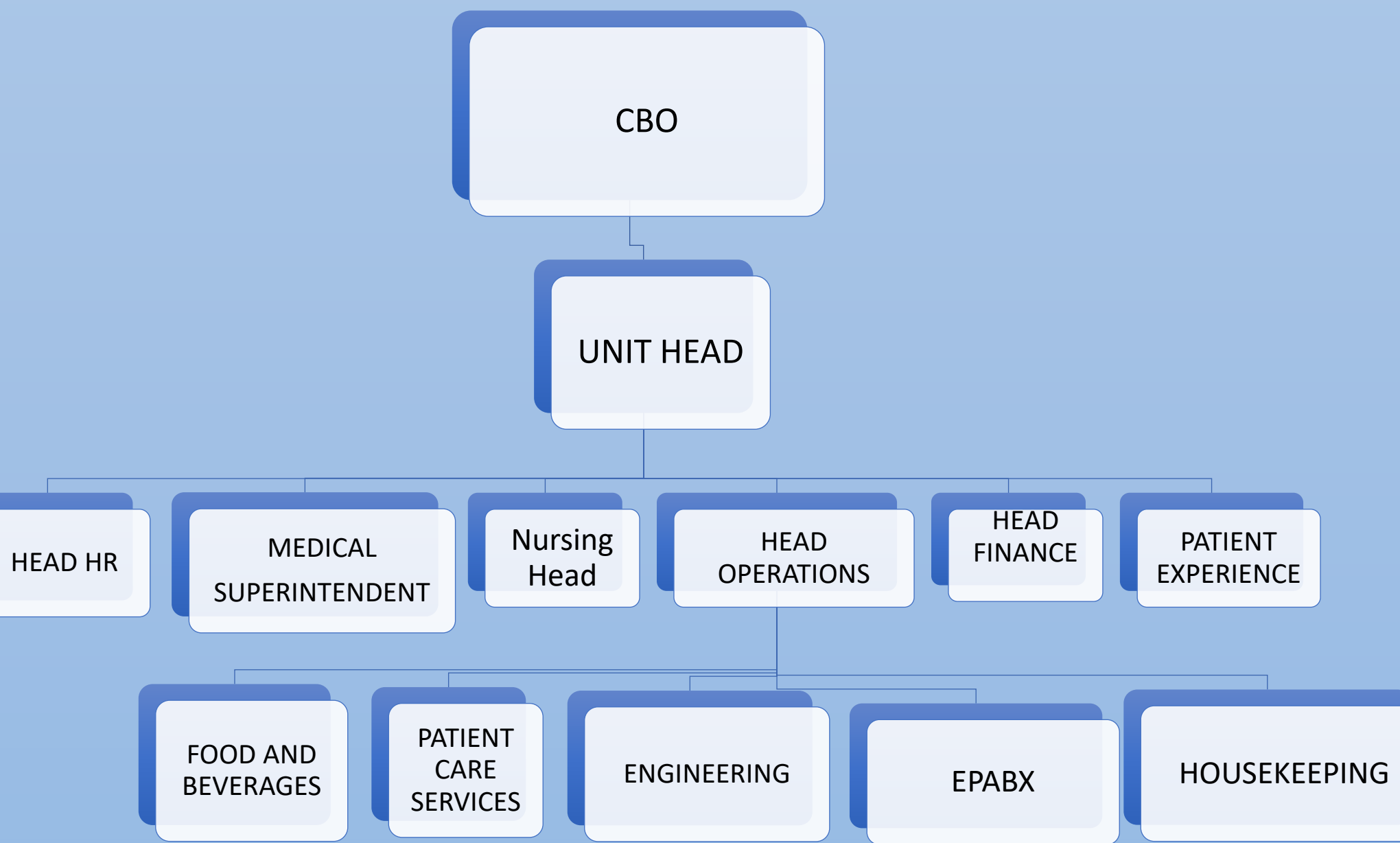
HISTORY-As the first private hospital in the city, Rukmani Birla Hospital was founded by the late B M Birla and Y B Chavan. The hospital was established with the guiding principle of integrating research into clinical practice and providing high-quality medical care to all segments of society.

VISION AND MISSION

VISION - To provide best of Patient Service & Clinical Excellence.

MISSION - To create Clinical Centers of Excellence on a strong backbone of research, academics and evidence-based medicine *for best clinical and patient outcomes*.

ORGANISATION STRUCTURE



THEORETICAL UNDERSTANDING	PRACTICAL EXPLOSURE
In theory, we learned that effective communication and professional behavior among staff members significantly influence patient decisions.	Practical observations confirmed that appropriate communication and desired conduct positively impact patients' decision-making processes.
Theoretically, we learned that efficient resource utilization is essential for increasing productivity.	Practically, we observed how high-quality care can still be delivered to patients even in situations where resources are limited.
Theoretically, we gained knowledge about various research methods and study designs	In practice, we applied this knowledge by implementing the study design in this project.

STRENGTHS

- Potential increase in revenue by understanding and addressing barriers to IPD admission.
- Understanding patients’ reasons for refusing IPD admissions, allows the hospital to address their concerns, improving patient satisfaction and care quality

WEAKNESSES

- Preference for medicinal treatment over surgical intervention.
- Long waiting time for doctors’ consultation and lab/radio reports

SWOT ANALYSIS

OPPORTUNITIES

- Overall operational efficiency by streamlining the hospital processes.
- Expanding the financial assistance programs
- Enhanced hospitals’ reputation through improved processes.

THREATS

- Competition from other corporate hospitals in the city
- Competition from alternative medicinal treatment
- Economic factors affecting patients’ stability.

AIM

To increase the proportion of patients transitioning from outpatient department (OPD) to inpatient department (IPD) ,as evidenced by a decrease in the percentage of patients opting against inpatient admission after receiving recommendations, subsequently leading to measurable growth of hospitals’ revenue.

OBJECTIVES

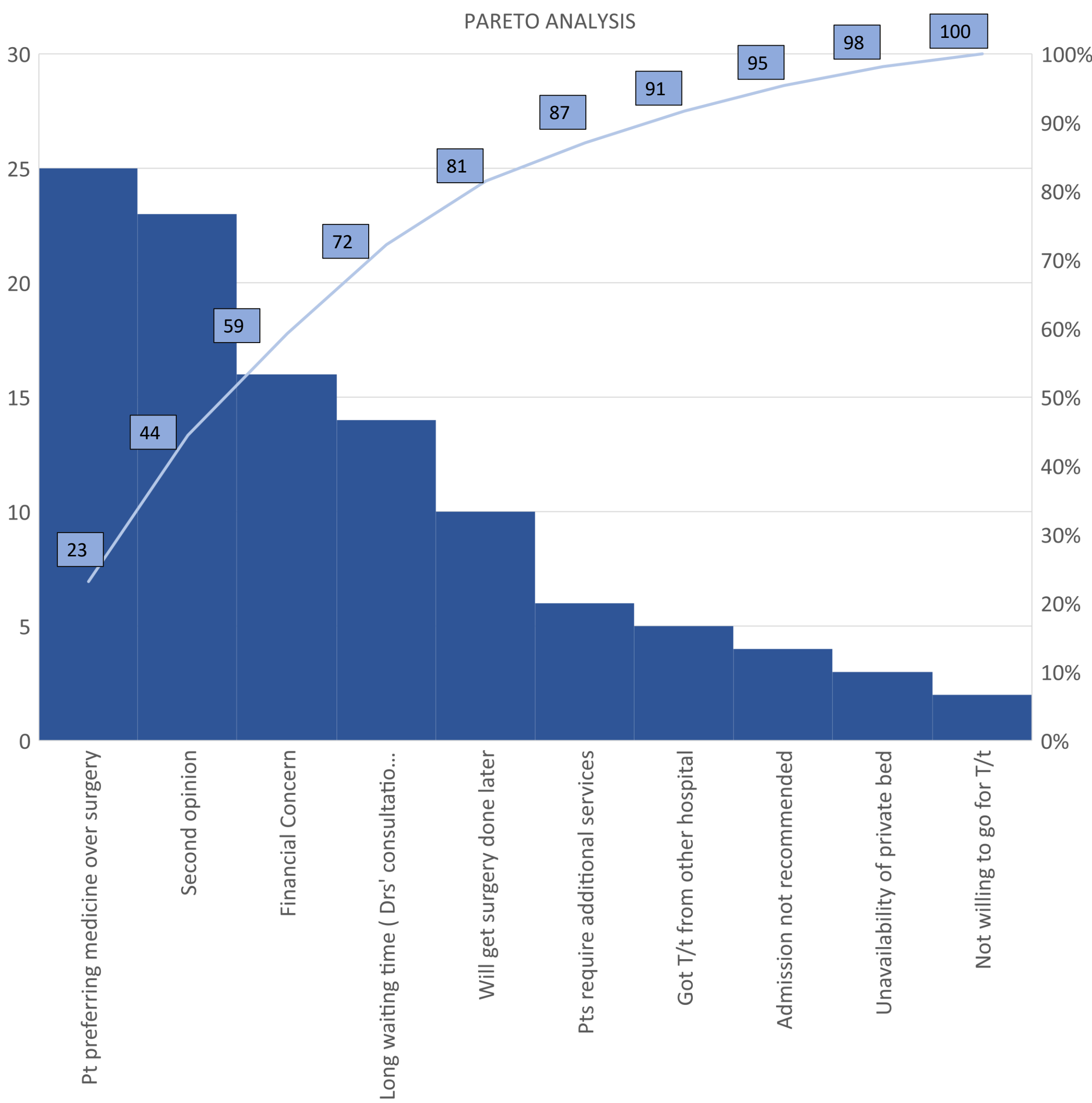
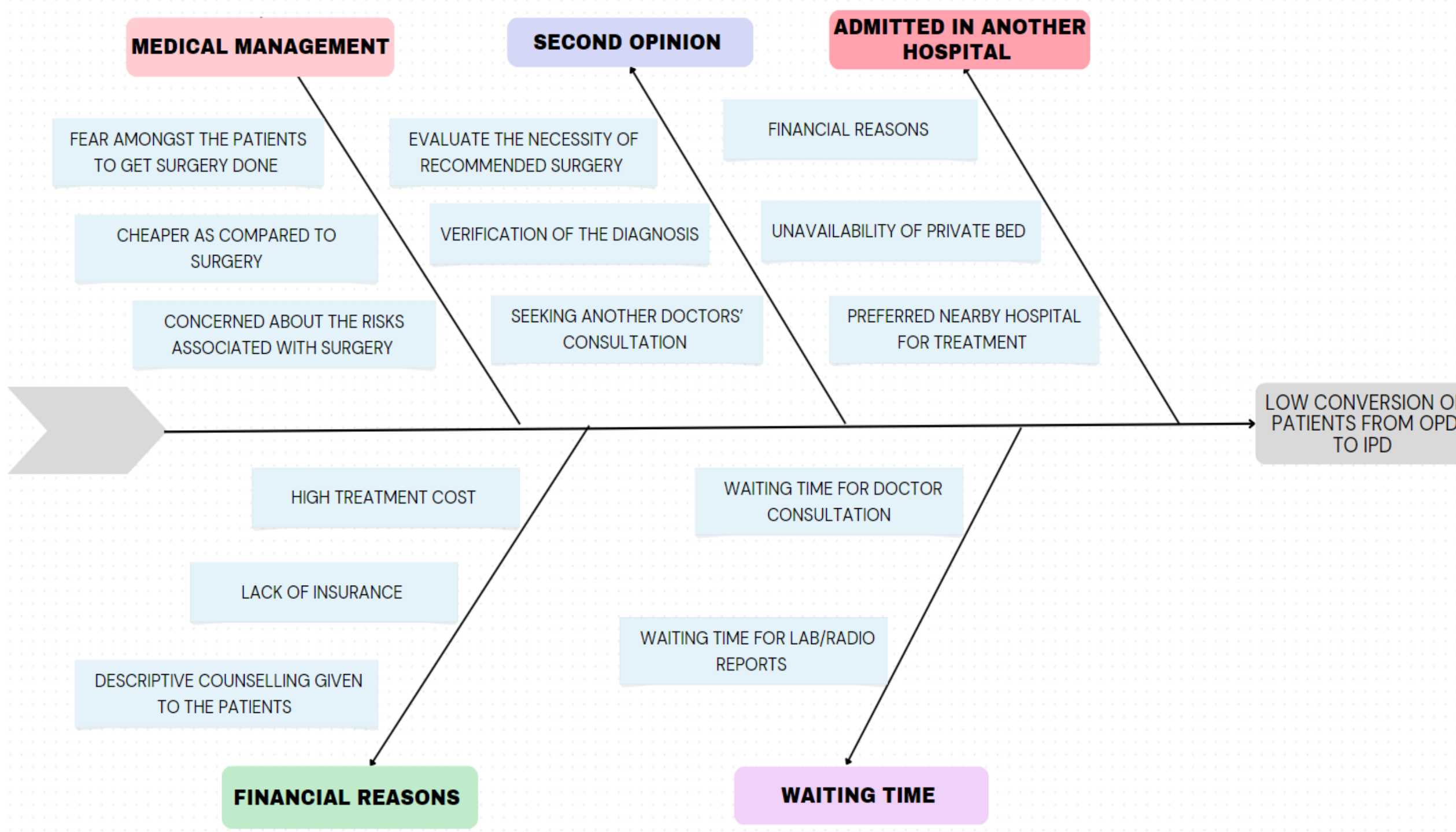
- 1.To conduct an analysis on the proportion of patients transitioning from OPD to IPD
- 2.To Delineate the underlying reasons across various departments
- 3.To increase the conversion of patients from OPD to IPD

METHODOLOGY

- **Research Design**- Prospective study
- **Duration**- 40 days
- **Sampling technique**- Purposive Sampling
- **Sample Size**- 251 patients
- **Quantitative Data Collection**-
 1. In-patient admission recommendations.
 2. In-patient admission declines
- **Qualitative Data Collection**- Develop and administer questionnaire to the patients who decline in patient admissions.

CHALLENGES FACED

- Technical errors in the new HIS hindered data collection
- Couldn’t gather data from some depts like gynecology as they prefer to maintain the confidentiality of patients’ information.



LEARNINGS DURING INTERNSHIP

- Develop skills in audit processes, including identifying areas for improvement and ensuring compliance with established standards.
- Gained practical experience in standardising recipes, ensuring uniformity and quality in the food served to the patients.
- Gained understanding of the importance of clear guidelines and protocols in maintaining service quality.
- Worked with the F&B dept to ensure that no patient is overlooked during meal service.

USEFULNESS OF INTERNSHIP

- Acquired comprehensive knowledge of the functioning and operations of a hospital setting.
- Gained practical, hands-on experience in specific areas of the Operations Department.
- Facilitated networking and establishment of professional connections.

SUGGESTIONS

- Display testimonials from highly satisfied patients to those recommended for admission, showcasing the quality of services provided to attract their interest
- Offer counselling sessions with experienced healthcare professionals to address patient concerns and alleviate fears.
- Provide sufficient time to the patients during financial counseling to address their concerns comprehensively.
- Regularly follow up with patients seeking second opinions to encourage their return to the hospital if they decide to proceed with the procedure

