
INTERNSHIP REPORT

NAME: Dr Trisha Sharma

ROLL NO: 1645

BATCH: MBA-HEM-27

DISSERTATION LOCATION: Cloudnine Group of Hospitals – Thanisandra Branch, Bengaluru.

TENURE: 3 Months (1st of April 2024 to 30th of June 2024)

POSITION: Assistant Manager Operations

DEPARTMENT: Operations

INTRODUCTION:

During my immersive three-month internship at Cloudnine Hospitals in Bangalore within the Operations Department, I was immersed in the dynamic world of healthcare management. Working alongside dedicated professionals, I actively participated in streamlining operational processes, from scheduling patient appointments to optimizing inventory management. I gained firsthand experience in the intricate coordination of hospital resources and personnel, ensuring smooth daily operations and patient satisfaction. This opportunity not only refined my organizational skills but also deepened my understanding of the crucial intersection between healthcare efficiency and patient care quality. My time at Cloudnine Hospitals was instrumental in shaping my career aspirations in healthcare management, highlighting the significance of operational excellence in delivering superior healthcare services.

OBJECTIVES:

The primary objectives of my internship can be summarised as follows:

- ❑ **Enhance Patient Satisfaction:** Implement initiatives to improve patient experience through streamlined processes, personalized care approaches, and regular feedback mechanisms to ensure high satisfaction levels.

- ❓ **Increase Customer Base:** Develop targeted marketing strategies and promotional campaigns to attract new patients, focusing on highlighting unique services like maternity packages and emphasizing the hospital's strengths in maternal healthcare.
- ❓ **Strengthen Doctor Relations:** Foster strong relationships with healthcare providers by organizing regular meetings, addressing their concerns promptly, and collaborating on patient care strategies to enhance clinical outcomes and satisfaction.
- ❓ **Optimize Inpatient Flow:** Analyse current admission and discharge processes to identify bottlenecks and implement efficient solutions, ensuring smoother transitions and maximizing hospital bed utilization.
- ❓ **Promote Maternity Packages:** Design and execute marketing campaigns specifically aimed at promoting maternity packages, emphasizing their benefits and value propositions to expecting mothers and families.
- ❓ **Monitor and Improve Operational Efficiency:** Utilize data analytics to assess operational metrics, such as patient wait times and resource allocation, and implement improvements to enhance overall hospital efficiency and patient throughput.
- ❓ **Conduct Patient Outreach Programs:** Organize community health events and outreach programs to raise awareness about Cloudnine Hospitals' services, engaging with potential patients and establishing the hospital as a trusted healthcare provider in maternal and child healthcare.
- ❓ **Gain Insight into Operations Management:** Deepen understanding of hospital operations by observing and participating in daily activities, from patient admissions to discharge processes, under the guidance of departmental mentors.
- ❓ **Hands-On Experience in Hospital Operations:** Engage in administrative tasks such as scheduling, record-keeping, and inventory management, aiming to enhance organizational efficiency and accuracy.
- ❓ **Coordination and Collaboration:** Observe interdepartmental coordination to ensure seamless patient care delivery, focusing on effective communication and teamwork between clinical, administrative, and support staff.
- **Contribute to Operational Improvement:** Participate in projects aimed at analysing operational metrics and implementing process improvements, aligning with hospital goals to increase customer base through enhanced service offerings and patient experience

ORGANIZATIONAL PROFILE

ABOUT CLOUDNINE GROUP OF HOSPITALS – UNDER THE REGISTERED NAME OF KIDS CLINIC INDIA LIMITED:

Cloudnine Hospitals is a renowned healthcare institution dedicated to maternal and childcare services, distinguished by its commitment to excellence and compassionate care. With multiple locations across India, including Bangalore, Cloudnine Hospitals has earned a reputation for providing comprehensive maternity care, neonatal services, and paediatric care. The hospital prides itself on integrating advanced medical technology with personalized patient care, ensuring mothers and their newborns receive the highest standards of treatment and support. Beyond medical expertise, Cloudnine Hospitals fosters a supportive environment for families, offering educational programs, parenting workshops, and postnatal services to promote holistic wellness. As a leader in maternal healthcare, Cloudnine Hospitals continues to innovate and expand its services, setting benchmarks in healthcare delivery and patient satisfaction.

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 care by setting higher standards for ourselves and striving constantly to achieve them.

SERVICES PROVIDED BY CLOUDNINE HOSPITAL:

- **Maternity Care:** Comprehensive antenatal care, delivery services (including normal and caesarean deliveries), and postnatal care for mothers.
- **Neonatology:** Specialized care for newborns, including premature babies, neonatal intensive care (NICU), and treatment for neonatal disorders.
- **Paediatrics:** Paediatric consultations, vaccinations, and treatments for children up to adolescence.
- **Fertility Care:** Fertility assessments, treatments, and assisted reproductive technologies (ART) to help couples conceive.
- **Gynaecology:** General gynecological consultations, screenings, and treatments for women's health issues.
- **Specialty Clinics:** Specialized clinics such as lactation clinics, high-risk pregnancy clinics, and adolescent clinics.

- **Parenting Programs:** Educational programs, workshops, and support groups for parents on topics related to pregnancy, childbirth, and child development.
- **Diagnostic Services:** Advanced diagnostic services including ultrasound, fetal medicine, and genetic testing.
- **Emergency Services:** 24/7 emergency services for maternity and paediatric emergencies.
- **Support Services:** Psychological counselling, nutritional counselling, and lactation support services

KEY ACTIVITIES

- **Patient Flow Management:** Coordinate patient admissions, transfers, and discharges to optimize bed utilization and ensure efficient use of resources.
- **Appointment Scheduling:** Manage scheduling systems to ensure smooth patient consultations, surgeries, and diagnostic tests, prioritizing patient convenience and efficient use of doctor's time.
- **Inventory Management:** Oversee stock levels of medical supplies, pharmaceuticals, and equipment to ensure adequate availability and minimize wastage.
- **Quality Assurance:** Monitor adherence to hospital protocols and regulatory standards, conducting audits and implementing corrective actions to maintain high-quality patient care.
- **Process Improvement Initiatives:** Participate in projects to analyze operational workflows, identify inefficiencies, and implement improvements to enhance overall departmental efficiency.
- **Staff Coordination:** Collaborate with nursing staff, doctors, and administrative personnel to facilitate interdisciplinary communication and teamwork, ensuring seamless patient care delivery.
- **Patient Relations:** Address patient inquiries, feedback, and complaints promptly and professionally, striving to enhance patient satisfaction and loyalty.
- **Data Management and Reporting:** Maintain accurate records of patient admissions, treatments, and outcomes, generating reports for management review and strategic planning.
- **Emergency Response Coordination:** Assist in coordinating responses to emergency situations, ensuring swift and effective management of critical incidents within the hospital setting.
- **Training and Development:** Facilitate training sessions for new staff members on departmental processes and procedures, fostering a culture of continuous learning and improvement.
- **Facility Management:** Oversee maintenance and upkeep of hospital facilities, ensuring a safe and comfortable environment for patients, visitors, and staff.
- **Budget Management:** Assist in budget preparation and monitoring expenditures within the Operations Department, optimizing resource allocation while adhering to financial constraints.

- **Vendor and Supplier Management:** Liaise with vendors and suppliers to negotiate contracts, procure goods and services, and ensure timely delivery while maintaining cost-effectiveness.
- **Patient Safety Initiatives:** Implement and monitor safety protocols and infection control measures to safeguard patient well-being and minimize healthcare-associated infections.
- **Technology Integration:** Support the integration and utilization of healthcare information systems (HIS) and other technology platforms to enhance operational efficiency and data management.
- **Community Outreach:** Participate in community health initiatives and educational outreach programs to promote health awareness and engage with local communities.
- **Regulatory Compliance:** Ensure compliance with healthcare regulations, accreditation standards, and licensing requirements, collaborating with regulatory bodies and internal compliance teams.
- **Disaster Preparedness:** Contribute to disaster preparedness planning and drills, ensuring the hospital is equipped to handle emergencies and maintain continuity of operations.
- **Research and Analysis:** Conduct research and analysis on healthcare trends, patient demographics, and operational benchmarks to support strategic decision-making and departmental planning.
- **Leadership and Supervision:** Provide leadership and supervision to departmental staff, fostering a supportive work environment, and promoting professional growth and development.

KEY LEARNINGS

- **Understanding Healthcare Operations:** Insight into the day-to-day functioning of a hospital, including patient flow management, administrative tasks, and interdisciplinary collaboration.
- **Patient-Centered Care:** Importance of patient satisfaction and the impact of efficient operations on overall patient experience and outcomes.
- **Teamwork and Collaboration:** Experience in working closely with healthcare professionals, administrative staff, and support teams to deliver coordinated care.
- **Problem-Solving Skills:** Development of critical thinking and problem-solving abilities in a dynamic and high-pressure healthcare environment.
- **Process Improvement:** Application of theoretical knowledge to identify operational inefficiencies and contribute to implementing solutions for enhanced efficiency.
- **Healthcare Regulations and Compliance:** Understanding of regulatory requirements and compliance standards governing healthcare operations and patient care.
- **Leadership and Responsibility:** Exposure to leadership roles and responsibilities within the department, including decision-making and supervisory skills.

- **Adaptability and Flexibility:** Ability to adapt to changing circumstances in healthcare delivery and the importance of flexibility in managing operational challenges.
- **Professional Growth:** Opportunities for personal and professional growth, including learning from mentors, attending workshops, and acquiring new skills relevant to hospital operations.
- **Quality Improvement:** Knowledge of quality improvement initiatives and methodologies aimed at enhancing patient care outcomes and operational efficiency.
- **Healthcare Technology:** Exposure to healthcare information systems (HIS), electronic health records (EHR), and other technological tools used in hospital operations.
- **Financial Acumen:** Basic understanding of healthcare finance, including budgeting, cost containment strategies, and financial management within the hospital setting.
- **Crisis Management:** Experience in handling emergencies and crisis situations within the hospital, including disaster preparedness and response protocols.
- **Interpersonal Skills:** Further development of interpersonal skills, including empathy, active listening, and conflict resolution techniques, essential for patient care and teamwork.

TIMELINE OF THE ALLOTTED INTERNSHIP:

1ST APRIL 2024 TO 12TH APRIL 2024 – Induction Program at Bellandur Corporate Branch of Cloudnine.

13th APRIL 2024 – Joining at Thanisandra branch of Cloudnine

13TH APRIL 2024 TO 30TH APRIL 2024 – Induction and introduction to various departments of the hospital.

1st MAY 2024 – Joined as a full-time employee along with responsibilities and department allocation.

CONCLUSION

In conclusion, my internship experience at Cloudnine Hospitals has been incredibly enriching and insightful, providing me with a deep understanding of healthcare operations and management. I am grateful for the opportunity to have been part of a team dedicated to delivering exceptional patient care and for the mentorship that has shaped my professional growth. The hands-on experience, coupled with the guidance from skilled professionals, has equipped me with valuable skills in teamwork, problem-solving, and patient-centred care. I am confident that the knowledge gained during my time at Cloudnine Hospitals will serve as a solid foundation for my future career endeavours in the healthcare industry. I extend my sincere thanks to Cloudnine Hospitals for this invaluable learning experience and for fostering a supportive environment conducive to learning and personal development.