

Internship

At

One Life Home Healthcare, Chennai

By

Dr. Anumeha Prateek

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Introduction

Healthcare is one of a country's fastest growing and most essential industries. Healthcare spending in affluent countries ranges from 8% to 9% of GDP, whereas healthcare spending in underdeveloped countries such as India is currently 2.1 percent of GDP ^[1]. It is expected to rise to 2.5 percent of GDP in 2023. The need to develop healthcare infrastructure, cope with the problems of expanding chronic and infectious diseases, and penetration of health insurance, which remains crucial for volume growth, are three critical pivots that govern India's landscape. Since 2016, India's healthcare industry has grown at a compound annual growth rate of roughly 22%. It is estimated to reach USD 372 billion in 2022 at this rate ^[2].

In the year 2014, One Life Health Care was established at Chennai, India. It is a major private home healthcare business that is part of the Tattva Group of Companies, with the goal of providing complete care to people of all ages in the privacy of their own homes. The breadth of services includes everything from post-hospitalization care, senior care, chronic disease management, skilled nursing care, and doctor visits to diagnostic, pharmacy, chemotherapy, and end-of-life care. The most essential component of the organisation is specialist nursing care, which includes four specialised cadres of services ranging from patient care assistants (PCAs) to senior registered nurses (Sr. RNs), all of whom provide basic activities of daily living care to specialised nursing care. It has been establishing a world-class healthcare system aligned with the organization's vision as part of the goal of providing a comprehensive, clinically focused premium home healthcare provider with best-in-class client experience. One Life Home Healthcare has gained critical mass and credibility in pursuit of the objective, and is now widely acknowledged as a preferred integrated home healthcare provider for patients, caregivers, and healthcare professionals.

Objectives of Internship

- i. To comprehend the organization's business model.
- ii. Provide targeted insights based on internal and external knowledge.
- iii. Assist the organisation in the preparation of internal and client-facing documents.
- iv. Disseminate best practises and tactical information across offices, practise areas, and the team as a whole.
- v. To learn departmental functions and roles and to perform them in the appropriate departments.
- vi. To comprehend the complexities of the home healthcare industry.

Organizational Profile



Fig. No.1 Logo of One Life Home Healthcare

One Life Home Healthcare is an integrated home healthcare delivery service provider in India. The company was founded by N. Ramachandran and T.R. Narayanaswamy, GMD and CEO of Tattva Group. The company operates its healthcare delivery services in Chennai, Coimbatore, Bengaluru, Pune and Hyderabad. The company intends to provide professional competence and new thinking to this rapidly increasing industry. They are thriving to become India's first Integrated Specialty Home Health Care Company to deliver services on a PAN India level. Brand Philosophy of the company is "Live Well Always". The company strives to be a reminder of the good aspects of healing during such times. One Life is a trusted partner helping individuals by delivering the highest quality of care services. Mission of the company is to serve the people by providing world class home healthcare services through their clinical experience and innovation. Their vision is to be the preferred home healthcare provider for patients, caregivers, and healthcare professionals, delivering seamless service and best-in-class clinical outcomes so that they can "Live Well Always."

Patient centricity, evidence-based practise, uncompromised quality, trusted partner to hospitals and doctors, clinically driven, no compromise on employee safety, integrity in care, focus on longevity, focus on unit economics, teamwork, openness and trust, honest and fair to patients, their staff and organisation, and compassion for patients and colleagues are some of the company's core values.



Fig. No.2 Logo of Tattva Group

Tattva is a professionally managed business organisation that specialises in oil and gas engineering, project management consultancy, and home healthcare. The organisation was founded in March of 2010 and is based in Chennai, India. Mr. N. Ramachandran, Promoter Chairman and an accomplished industrialist with over three decades of diversified industry experience in cement, sugar, shipping, education, and electricity, founded Tattva Group. One Life Healthcare is part of the Tattva Group. Mr. T. R Narayanaswamy, the CEO and Director, founded the company with the goal of being the chosen integrated home healthcare service for consumers.

Services provided by the Organization

- ✓ Specialized nursing at home
- ✓ At home doctor visits
- ✓ Physiotherapy
- ✓ Diagnostic services at home
- ✓ Nursing care at home
- ✓ ICU care and end of life care

Various departments in the organization are- sales and marketing, operations, clinical- MO NM, human resources, MRD, Training, quality, finance and accounts, IT and administration and procurement.

Key activities/ Projects other than dissertation

As a Management Trainee at One Life Home Healthcare in Chennai, I had excellent opportunities to observe the working and flow of numerous processes, which contributed in expanding my understanding and perception of the organization's work process. Working for this organisation provided me with the opportunity to put what I had learnt in school into practise. This internship also improved my cognitive abilities by supporting me in learning the principle of learning by observation, administration skills, and the need of working together to complete a goal. I was able to analyse and understand the market landscape during my internship at One Life Home Healthcare through field visits, office hours, and secondary research. Rotary training was conducted in many areas through hands-on experience and virtual training to ensure that employees were equipped with the information and abilities necessary to perform the jobs allocated by the company. Field visits with sales managers to various hospitals assisted in learning about the company's stakeholders, clients, marketing tactics, and so on. Training in the operations department assisted in learning about the numerous processes involved in patient care as well as the managerial aspects of operations, as well as the difficulties and solutions that they face on a daily basis. MRD training helped me understand the value of documentation and the protocols that must be followed while doing so. Training in the quality department aided in the comprehension of the organization's quality parameters.

Other than this, during these three months of internship, I worked on few small internal projects including PDD (Probable Date of Drop) analysis, Evolution index analysis and other small assignments.

Key Learnings from Internship

This 3-months of internship at One Life Home Healthcare has been an extremely enriching experience. During these 3 months exposure was gained in various departments of the organization. During this internship hands-on experience was obtained about the functioning and protocols of the various departments of the company. I also learnt about the functions of human resources of the company.

Company's marketing strategies, potential clients, processes involved in lead (patients) generation as well as lead conversion and market analysis process were also gained. Apart from that, organization's operations' departmental functions and role of field staff and nurse managers and their importance in smooth functioning of the process were learnt. During this internship interdepartmental co-ordination and conflict management within the organization, importance of work ethics was observed and also learnt to work in team. Organization introduced us to real life work problems which instilled in the problem-solving skills.

References

1. Current health expenditure (% of GDP) - India | Data [Internet]. Data.worldbank.org. 2022 [cited 28 June 2022]. Available from: <https://data.worldbank.org/indicator/SH.XPD.CHEX.GD.ZS?locations=IN>
2. Harris tests negative for Covid w, abroad..., unvexed..., centres..., SC..., hospitals... et al. Covid-19 pandemic pushes India's health expenditure to 2.1% of GDP [Internet]. Deccan Herald. 2022 [cited 28 June 2022]. Available from: <https://www.deccanherald.com/business/union-budget/covid-19-pandemic-pushes-indias-health-expenditure-to-21-of-gdp-1076641.html>