



SUMMER TRAINING REPORT

Presented By:

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MBA Hospital and Health Management

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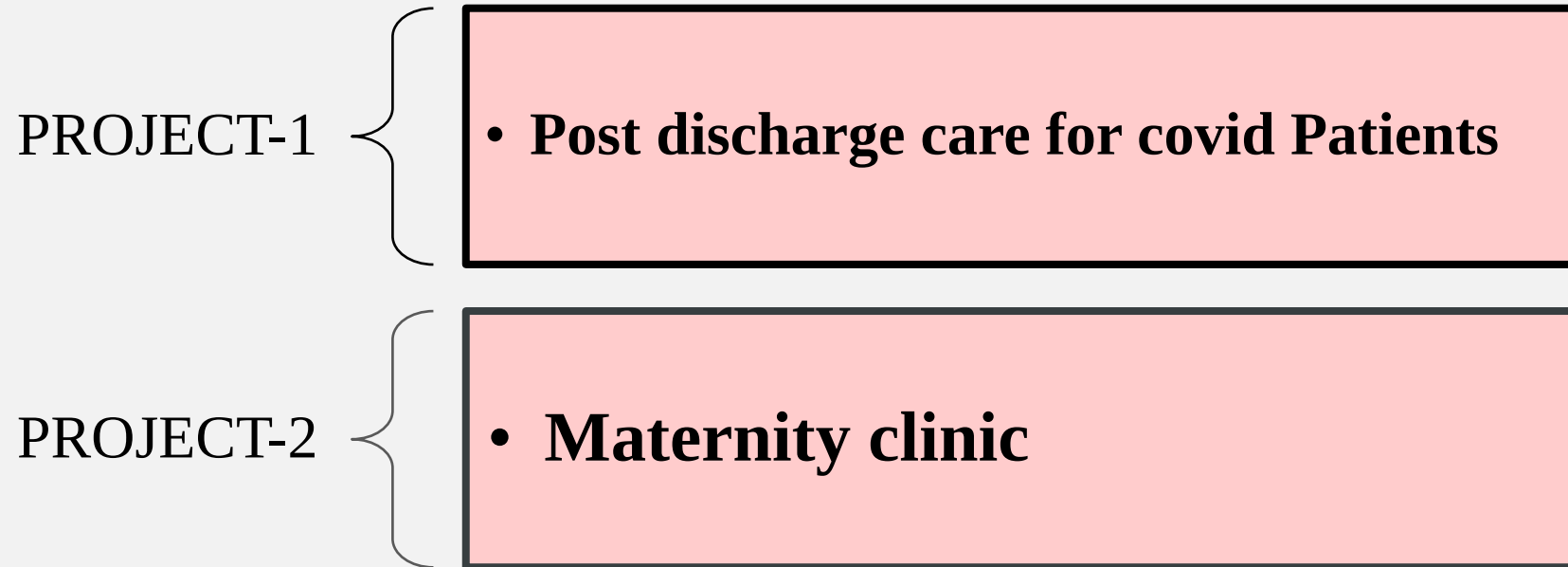
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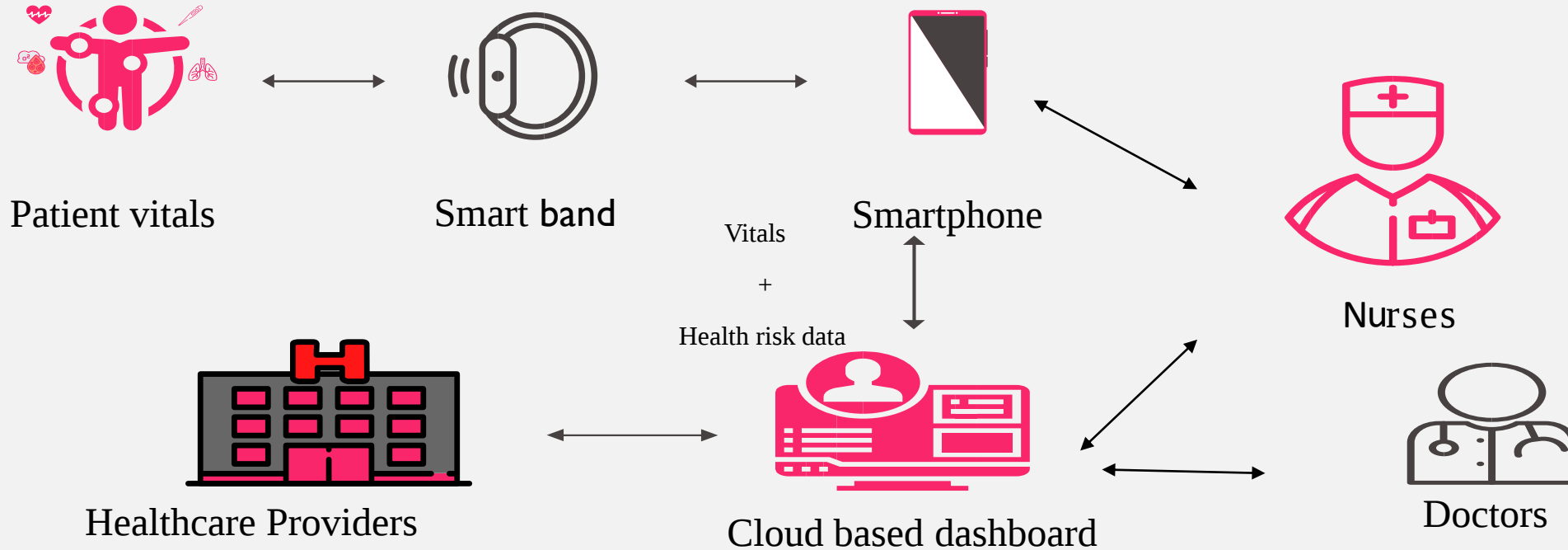
PART-1 ORGANIZATIONAL LEARNING- CAMOMILE HEALTHCARE,CHENNAI



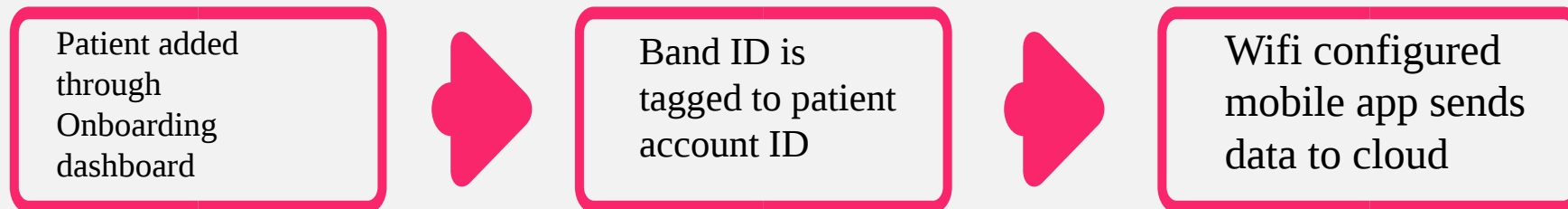
POST DISCHARGE CARE FOR COVID PATIENTS

- A holistic technology integrated approach to provide post discharge care to Covid Patients facilitating a quick hassle-free recovery by early detection and interventions for post discharge complications.
- Over 1700 patients have directly signed up for the services.
- Packages are based on the services and time period.

Technology Data Flow



Data Process Flow



Other Findings and learning

- Secondary Research on Mental Health Yoga
- Secondary Research on Meditation Apps, their use and functionality
- Post Discharge Care and side effect Management Survey
- Mental Health Yoga Providers in Chennai and Bangalore
- Calling for Patient Onboarding and improvement
- Market Research on Critical Medicine supply
- Research on Post Discharge Patient Engagement Program
- Research on Physiotherapist and Dietician in Bangalore and Chennai

MATERNITY CLINIC

Secondary Research About the Hospital Providing Maternity Services and Their Tariff Plans

1. Cloud nine Bangalore
2. Rainbow Hospital
3. Vasavi
4. Motherhood
5. The Sanctum
6. The Birth Home
7. Ovum Hospital

Research was done with respect to competitor standard delivery packages pricing like single room, deluxe, Executive, Luxury etc. Tariff Plans as per packages , Volume of Deliveries in Bangalore Hospitals , Customers of these hospitals and reason for their preference, Actual Patient cost and how much its different from actual cost.

- Brand Perception of Maternity Survey in India
- Comparison of costing of the above components with the help of Application like 1mg, Thyrocare, Med life and Metropolis

PART 2 PROJECT REPORT

A project report on:-

To Assess the Knowledge & Awareness Among Pregnant Women Regarding Maternity Care Services in Bengaluru



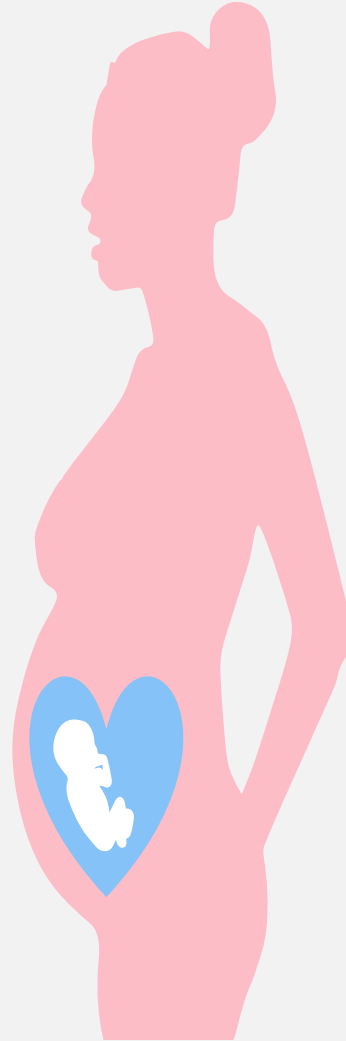
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INTRODUCTION

➤ Maternal health refers to the women health during pregnancy, childbirth, and postpartum period. Each stage during pregnancy is equally crucial to ensure women and their babies reach their full potential for health and wellbeing. To achieve this woman should aware and have knowledge about maternity services required during pregnancy

➤ Most of the maternal deaths more than 70% are the result of complications that require facility based care such as postpartum haemorrhage, sepsis and complications related to pregnancy



➤ Global evidence has proven that of better quality of services and care at childbirth could avert up to 1.49 million maternal and death of new-born and stillbirths annually and significantly improves maternal and new-born survival

➤ Educating community in context of Maternity care, it helps to educate, motivate, and encourage pregnant women to use the services by proving or acknowledging them with the information that helps them to make informed decisions.

OBJECTIVES

01

To assess the knowledge and awareness of pregnant women regarding maternity services

02

To Identify Birthing decisions related to place, Travel time.

03

To identify preference for C-section and reason behind that.

04

To find out educational status and Year Gap between two consecutive children..

METHADODOLOGY

RESEARCH DESIGN

- Descriptive study(cross sectional).
- 106 pregnant women based In Bangalore

SAMPLING TECHNIQUE

Pregnant women age above 18 are targeted through various social media groups like Moms of Bangalore, Bangalore ladies' association, Bengaluru moms club were selected purposefully for the study.

MODE OF DATA COLLECTION

- A structured questionnaire was used as a Primary source of Data collection
- .Google form was created and circulated on social media platform like, Facebook, WhatsApp, and Instagram

DATA ANALYSIS

- The Responses from the questionnaire are collected and analysed with excel
- Frequency and percentage analysis was done.
- Cross tabulation have been used to describe data in terms of combination of background variables.

RESULT

Socio- Demographic characteristics of women.

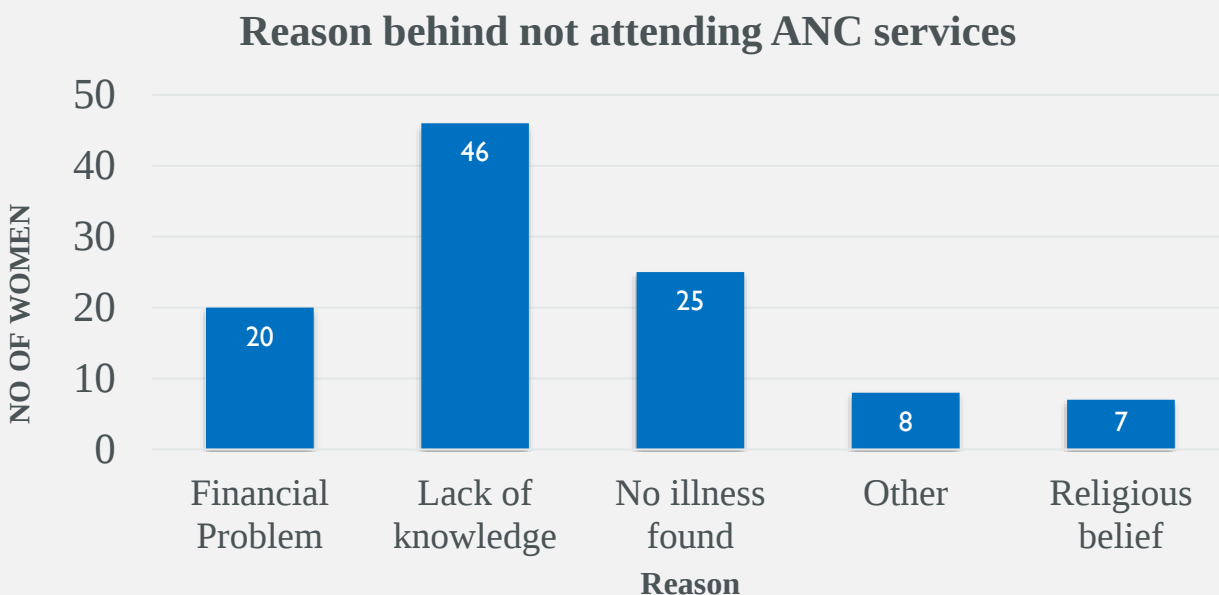
Age	Frequency	Percentage
18-25	25	23.00%
25-35	59	56.00%
>35	22	21.00%

Educational Status	Frequency	Percentage
Homemaker	40	38.00%
Working Professional	38	36.00%
Self Employed	17	16%
Student	11	10.00%

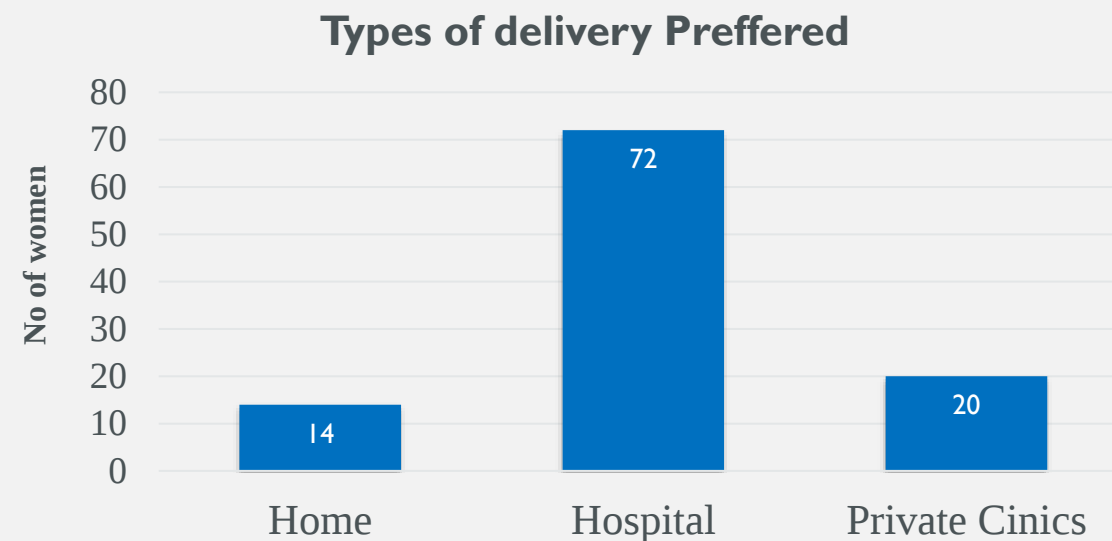
Types of Family	Frequency	Percentage
Nuclear	63	59.00%
Joint	43	41.00%

Household Income	Frequency	Percentage
5L-10L	56	53.00%
10L-15L	33	31.00%
15L-20L	14	13.00%
>20L	3	3.00%

Decision Maker of the family Regarding Health	Frequency	Percentage
Husband	47	44.00%
You	26	25.00%
Friends	4	4.00%
Other Close Friends	16	15.00%
Others	13	12.00%

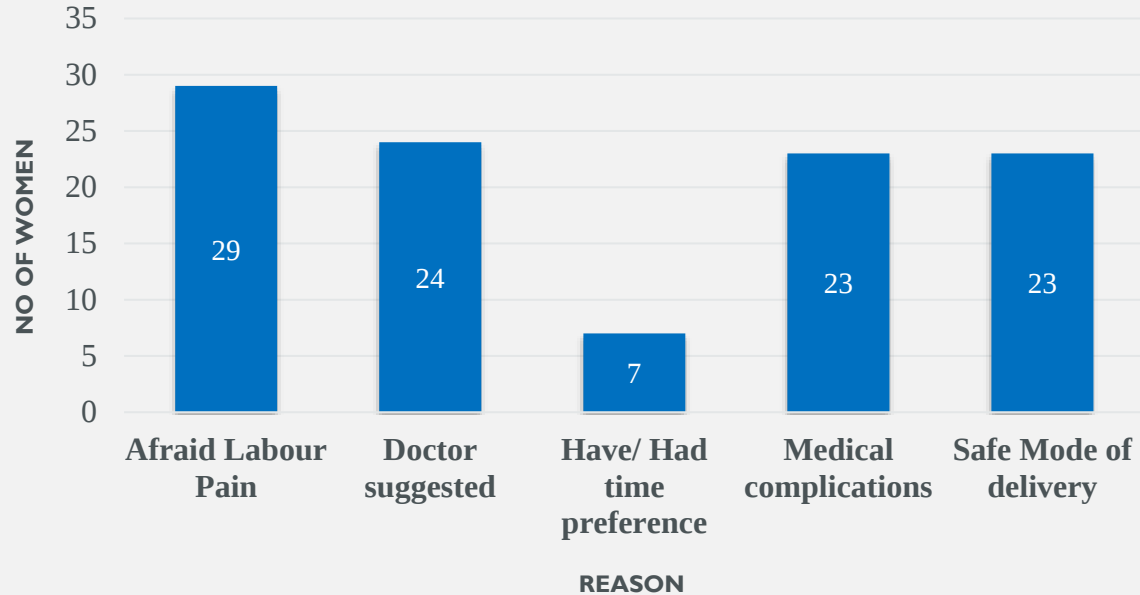


The Primary reason behind not attending ANC services is lack of knowledge (46), Out of 106 respondents 25 women answered that there were no illness found in them.



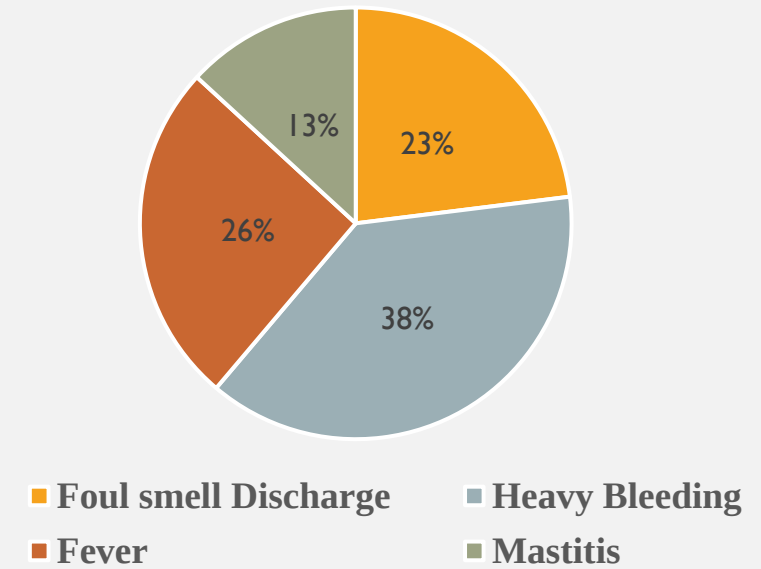
Out of 106 respondents, 72 women prefer hospital delivery, 20 women prefer private clinic, 14 women want to deliver baby at Home

Possible reason for choosing C-section



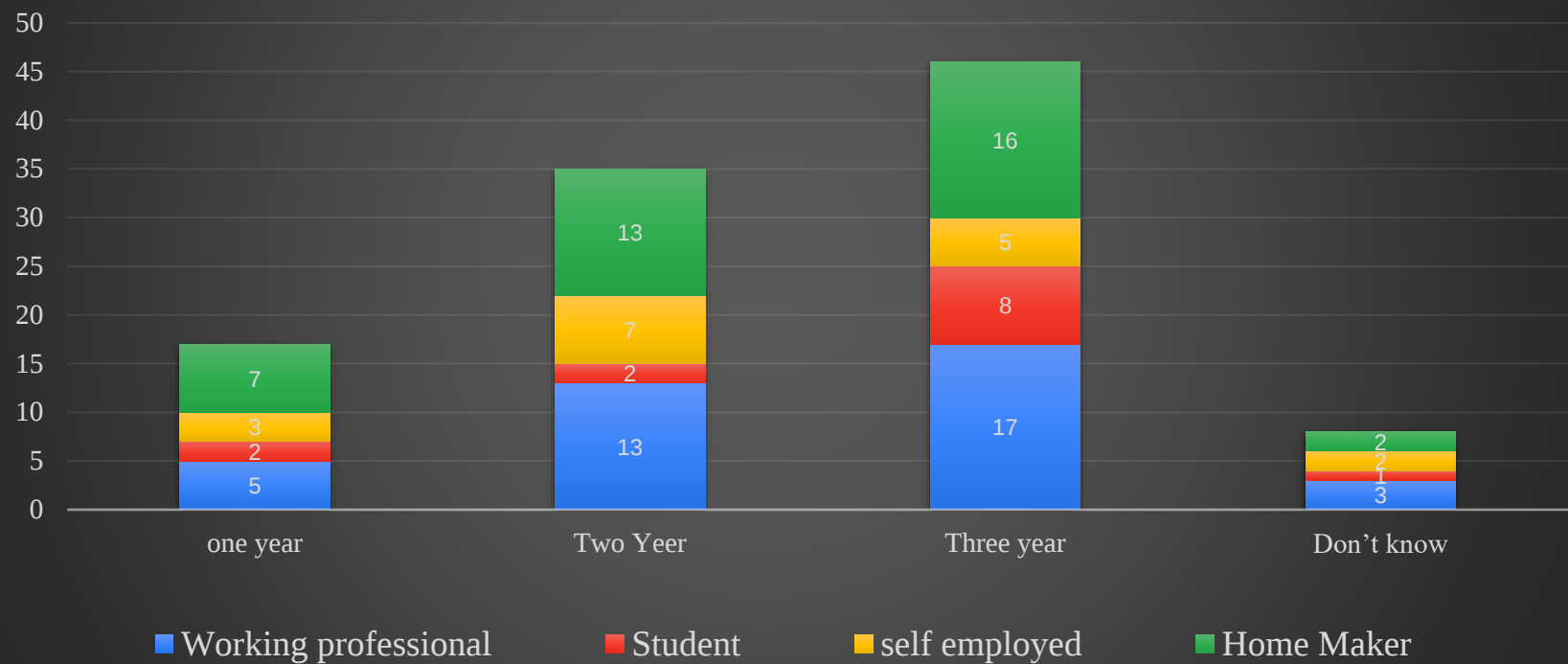
Out of 106 respondents, 26 women think C-section mode of delivery results in less labour pain, followed by second(24) possible reason for opting C-section delivery is the suggestion by the doctor. 23 women reasons for C-section were due to medical complications and safe mode of delivery

Complications After Delivery



Out of 106 women, 58 respondents says that Heavy bleeding is the dangerous symptoms after delivery followed by 35 respondents who says that foul smell discharge is the dangerous symptoms. 39 women says fever is the dangerous symptom after delivery followed by mastitis.

Educational status and year Gap between two consecutive children



From the above Graph, we conclude that Majority of the women(17) who are working professional are correctly answered about the age Gap between two consecutive children which is three years. Respondents who are Homemaker(16) had also correctly answered the question followed by student(8). Only few respondents are not aware about the Gap between two children.

CONCLUSION

- Study shows that the knowledge and awareness regarding maternity services in Bangalore pregnant ladies is Low when it comes to ANC services as most women received only one ANC service care and are not aware about the minimum services during ANC visits. Although awareness regarding TT injection , Jaundice evaluation , Immunization of the baby ,and gap between two consecutive Children is Quite High. Majority women have not received ANC services due to lack of knowledge. More awareness should be spread regarding utilization of these services. Mostly women prefer normal delivery than C-section delivery, and majority women decision for opting C-section was that they are afraid of labour pain. Only few women preferred home deliveries which shows that they are aware about the delivery complications at home as majority of them preferred Hospital for delivery.
- This study shows that the policy makers still have to concentrate on creating and generating awareness programmes and schemes among the community for the proper and efficient utilization of the maternity care services, so that further delivery complications and maternal death can be avoided. Initial pregnancy months are so crucial for the mothers and baby. ANC services awareness programme will provide appropriate information to pregnant ladies for safe child- birth and assistance with deciding future pregnancies to improve delivery outcome.

RECOMMENDATION

- Health promotions and health education for maternity care services can be more effective by using mass media like TV, radio, newspaper, posters.
- Now because of pandemic People are restricted in their homes, and mostly people are active on social media like Instagram, Facebook, and twitter. Message shared on these platforms can spread in relatively short period of time.
- Focus should be given on increasing educational level of women as it affects health of mother.
- Proper counselling of pregnant women can help in creating knowledge ang generating awareness in them.

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THANKYOU