Summer Training

At

Motherhood Hospital, Kharghar

From 10-05-2021 to 02-07-2021

A Report

by

Nadar Mercy Sam

MBA-HM25

(2020-2022)

2nd July 2021

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Internship Letter

This letter is to certify that **Ms. Nadar Mercy Sam** of **IIHMR University of Jaipur,** has successfully completed her internship in **Customer Experience Department** at Rhea Healthcare Pvt Ltd.

Her internship tenure was from **10th May 2021** to **02nd July 2021**, at **Motherhood Hospital, Kharghar, Navi Mumbai Unit.**

Please note that this period of internship, can in no way be construed as an offer of Employment.

Wishing you all the best in your future endeavours.

For **Rhea Healthcare Pvt Ltd,**

Lisha Mohanty

MOTHER HOOD
Kharghar
Navi Mumbai
410210
Rhea Healthcare Private Limited

Lisha Mohanty
Facility Director

Acknowledgment

Summer Training has been a wonderful learning session for me and I thank **IIHMR UNIVERSITY, Jaipur** for granting me this opportunity to work with Motherhood Hospital, Kharghar.

I would like to express my sincere gratitude to **Mrs. Lisha Mohanty** (Unit Head of Motherhood Hospital, Kharghar) who has given his valuable time and wonderful opportunity to learn something despite of busy schedule and **Ashish Bandhu**, Assistant Professor, IIHMR University for his guidance throughout the summer training.

I am also thankful to Ms. **Sharvari Ubhare** (Customer Relations Manager) and other staff members for their cooperation, support and presenting an opportunity for me to have a practical experience in this organization. I would like to thank the HRM of Motherhood, Kharghar **Mr. Pankaj Acharya** for providing this opportunity to work in this prestigious institution.

I am also grateful to all members of Motherhood Hospital for providing several documents, data required and services as well as sharing their experience with me and helping me to understand hospital culture and environment.

Lastly, I would like to thank my family and friends for continuous support and keeping me motivated.

Sincerely,

Nadar Mercy Sam

MBA-HM25

IIHMR University

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Abbreviations

MH	Motherhood
EDD	Expected Date Of Delivery
LMP	Last Menstrual Period
Obs	Obstetrics
Gyn	Gynecology
ICU	Intense Care Unit
NICU	Neonatal Intense Care Unit
GRM	Guest Relations Manager
GRE	Guest Relations Executive
SLM	Sales Line Manager
HRM	Human Resource Manager
OPD	Outpatient Department
IPD	Inpatient Department

Observational Learning

Introduction

Best in women and maternity care

Motherhood offers a wide range of women in the health care services that are focused on women from adolescence to adulthood. It is the specialist in the diagnosis and treatment of diseases of women, and the reproductive system, and all of the typical and complex gynecologic surgery, including laparoscopic surgery for women of all ages, as well as uterine fibroids, bladder, and uterus, an ectopic pregnancy, ovarian cysts, uterine, etc.

The Obstetrics and Gynecology team has a wealth of experience and can provide the patients with the best medical care for women during pregnancy, pregnancy, birth, and postpartum. They can provide basic medical care to mothers and children, so there are no complications that may be encountered in the delivery room.

Neonatal and Child care

Being a mother involves the diagnosis and treatment of the entire life cycle of the children in the age range of newborn babies, children and young people, including growth monitoring, vaccination, and treatment of diseases that are often seen in the case of individual diseases. qualified pediatricians. Motherhood Hospital covers all areas of a child's life-of-control growth, vaccination, and treatment of the most common diseases, in particular diseases. International neonatologists care for the newborn, particularly those with sick or premature babies, as well as a number of well-equipped intensive care units compliments the service provided.

National network of hospitals

Motherhood National Hospital Network is located in Bangalore (Indranagar, Sarjapur Road, Hebbal, Hrbr-Maket, Banashankari), Chennai (Alvarpet), Pune (Haradi), Mumbai (Hargar), Coimbatore, Indore and Kolkata.

The main areas of MH include obstetric care, infertility treatment, gynecology, advanced laparoscopic surgery, neonatology, pediatrics, fetal medicine, cosmetics and radiology(1).

Vision

To be the leading network of women & children's & hospitals in India.

Mission

Motherhood aims to deliver an exceptional healthcare experience for women, children and their families. Steered by the highest standard of service excellence competence and care.

Values

1. Positivity

Driven by caring and inspiring service opportunities, Motherhood seeks peace and safety, and the best of them will perform well in the most difficult situations.

2. Passionate

Motherhood is passionate about serving women, children and their families, and creating an atmosphere of listening, participation and care.

3. Going Beyond

Motherhood is a highly motivated, always ready to provide excellent service for the next mile. The unremitting pursuit of excellence enables us to reach a higher level and set new standards in all aspects.

4. Leadership

Motherhood demonstrates ownership, determination & integrity. It transforms individual efforts into high-performance teams who embrace and drive change. Motherhood accepts that growth and progress are a result of an agile leadership(2).

Specialties Provided

· Maternity Care
· Gynecology
· Fertility
· Pediatrics
· Neonatology
· Fetal Medicine
· General Surgery
· Internal Medicine
· Cosmetology
· Nutrition
· Laboratory

Facilities Provided

1. Labor Delivery and Recover Room (LDR)

The labour room also called the labour, delivery, and recovery room (LDR) is the most versatile place at the hospital. It is used for women who do not want to take medication or want to receive epidural anesthesia. The maternity clinic has a modern delivery room, fully equipped, and strictly disinfected to ensure a comfortable and safe delivery process(3).

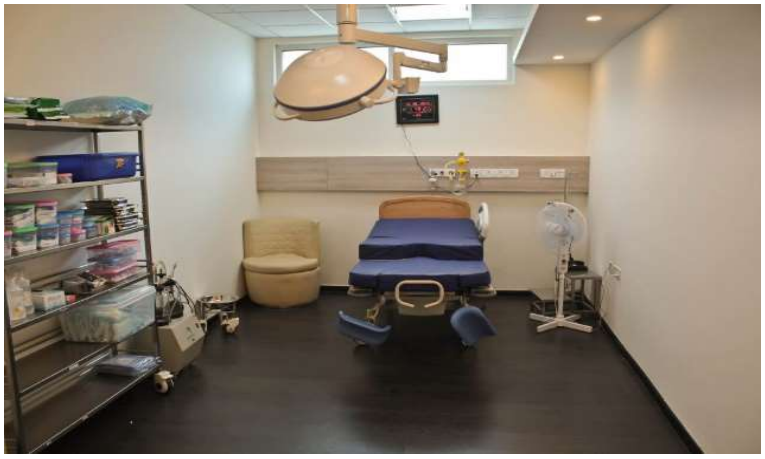


Figure 1 Labor and Delivery Room

2. Operating Theatre

has a fully equipped, modern and sterile operating room. Patient safety in the operating room begins before the patient enters the operating room. OT temperature and humidity are adjusted from time to time to ensure a healthy environment and rapid recovery. All operating rooms in all rooms follow strict aseptic measures and maintain a sterile atmosphere through special filters.

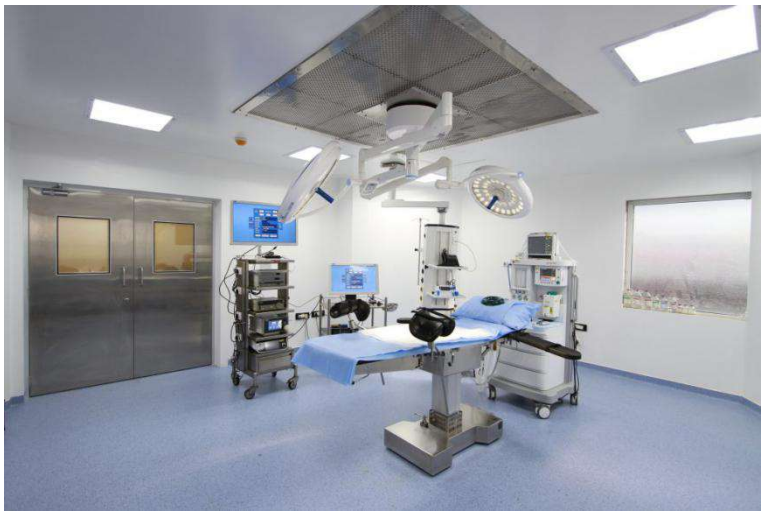


Figure 2 Operating Theatre

3. Level 3 NICU

The neonatal intensive care unit (NICU) of MH is a level 3 ward. MH provides state-of-the-art care for premature babies and critically ill newborns. MH also provides improved ventilation in the form of High Frequency Oscillation Ventilation (HFOV), Nitric Oxide Inhalation (INO), which is an advanced therapy used to treat infants.

4. Neonatal Ambulance

Motherhood's baby Transport Service provides swift service for neonates in would like of specialised essential care services capable grade three NICU. Neonates are safely transported in our automobile that's extremely equipped with the intensive-care surroundings.

5. Blood Bank

Blood is that the precious life yielding resource. kinship Hospitals guarantee to preserve and broadcast this resource with utmost care and precaution. All our have spacious & dedicated Blood

Storage facility as per NABH Standards with high-end instrumentation like Deep Freezers, thawing bathtub & thrombocyte Agitators & dedicated & intimate with introduction Assistant (BTA)round the clock.

6. Pharmacy

Pharmacy is operated by trained pharmacists to make sure that each one the medicines are well organized, equipped and distributed to the patients properly and on time. The pharmacists are sophisticated in providing details and recommendation on avoiding any attainable drug interactions.

7. Laboratory

Motherhood introduces the AMPATH Laboratories, an automatic pathology and diagnostic answer supplier operative beneath the clinical oversight of pathologists from University of city Medical Centre (UPMC). offers the foremost advanced tests with 100 percent reliable performance, manufacturing correct, precise results on each check, every time.

8. Ultrasound Radiology Scans

Regular diagnostic scanning plays a significant role throughout physiological condition which are often handily scheduled Hospitals.

- Nuchal Translucency (NT) Scan
- Anomaly Scan
- Growth Scan
- BPP Scan
- Early Pregnancy Scans
- First-Trimester Scan

9. Rooms and Suites

According to the comfort and luxury needed the rooms are divided into-

- Twin-sharing room
- Executive room

- Suite room

9 Divine Delivery Package

Maternity Pack 9divine is a complete 9-month package for prenatal care for 3 months postpartum. The top 9 package takes care of all or other maternal medical needs, including delivery. From all prenatal consultations to any radiology scan and newborn test, this comprehensive package ensures that the journey from conception to conception with your baby can be free and comfortable (4).

Motherhood Hospital, Kharghar

Origin: 2018

Number of beds: 25

Facility Director: Lisha Mohanty

Floor plan

Floor	Facility
Ground Floor	OPD Ultrasound Pharmacy Triage Front-desk / Billing. Feeding Room 9 Divine Lounge Sample Collection
1st Floor	Laboratory Cafeteria Biomedical and Maintenance Server Room UPS Room IP Pharma Admin Office

	Stores
2nd Floor	OT Complex LDR Complex NICU MICU Day Care CSSD Baby Nursery Counselling Room
3rd Floor	Suite Room Executive Rooms Twin Sharing Lamaze Room Nurse Station Waiting Lounge

Organogram

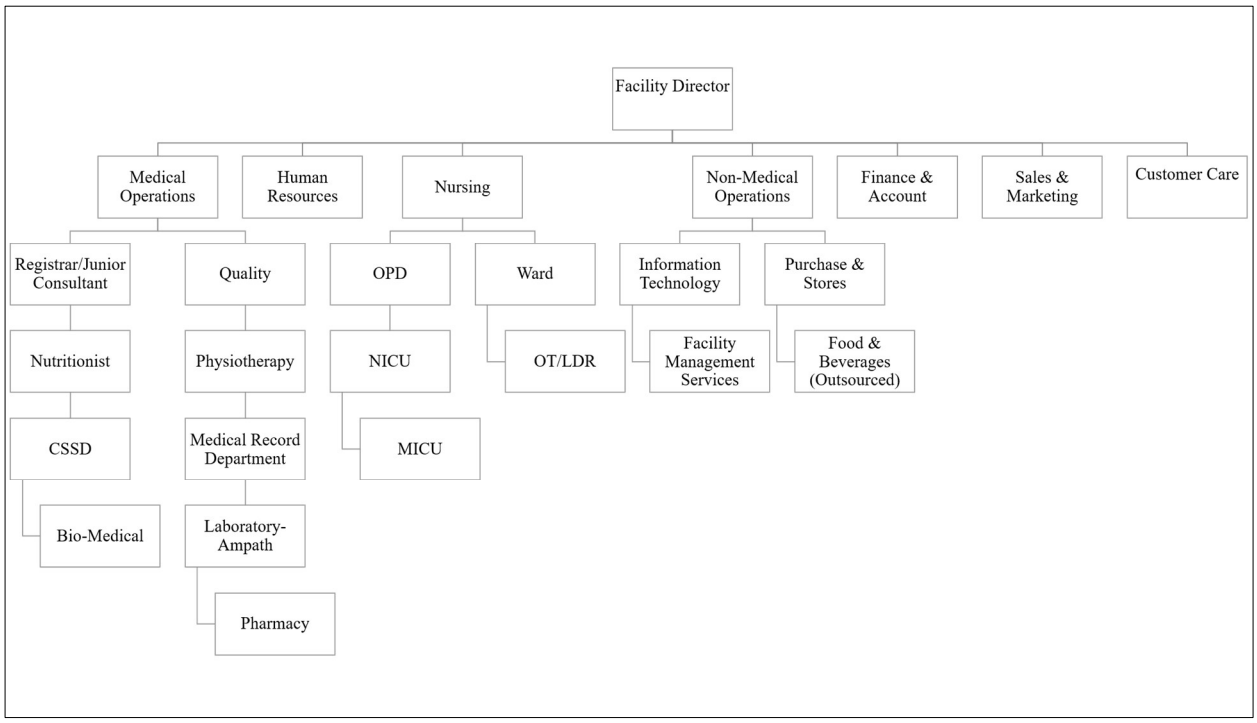


Figure 3 Organogram of Motherhood units

Functional flow of the patients in Outpatient Department (OPD)

Enquiry→ Registration→ Billing→ Waiting→ Consultation room→ Dressing room/Injection Room→ Diagnostics (Lab/USG) → Pharmacy→ Exit

Guest Experience Department

The Guest experience Team is that the first point of contact in Motherhood hospital for the patients or their relatives. This team is liable for the patient's overall experience from booking appointments to billing and other enquiries.

This team comprises of-

- Guest Relations Manager (GRM): Head of the Department
- Sales Line Managers (SLM)

  SLM is in-charge of improving the bed utilization of the hospital. They play a serious role within the improving the hospital business. They find leads and sell the birthing packages and other comprehensive packages to the patients. They work closely with the GREs and collect the OPD data and with the assistance of the Expected date of delivery (EDD) they contact the patients and convince them to perform their birthing and other medical procedures in Motherhood.

- Guest Relations Executives (OPD Billing)

  GREs in the billing department are responsible for the completing the billing procedures, booking appointments. They remind both the doctors as well as the patients about their consultations to avoid any hassle and reduce the waiting time.

- Guest Relations Executives (IPD Billing and Third-Party Assurance TPA)

  TPA team works as a mediator between the hospital and the Insurance companies that cover the patients' medical expenses when a patient chooses for cashless mode of payment. They also prepare the discharge documents of the In-patients.

Sales and Marketing Team

Marketing team of MH is centrally managed by the Head office in Bangalore. The marketing team of each unit is responsible for establishing the brand name and improving the patient-flow by various tie-ups and other public/patient engagement programs. A part of the team works specifically to acquire and maintain tie-ups with the corporate companies to ensure large patient-flow. Another part of the team works on acquiring patients through doctor referrals and hospital referrals.

Human Resource Management

The human resource (HR) in every unit of MH in generally managed by one Human Resource manager who reports to the Head office. The HR takes care of the payrolls, employee engagement activities, employee grievances. A major challenge the HRM faced during the COVID-19 season was the attrition of the employees due to various reasons.

Biomedical and Maintenance Department

Every unit of MH has a Biomedical Engineer who takes care of the maintenance and repairing of the Biomedical equipment, maintain the documents of every equipment, preparing requisition reports and reporting to the Procurement head accordingly. The BME keeps a check on every equipment by routine checks and

A maintenance team perform their daily routine checks for electricity supplies, generators, medical gas systems, housekeeping (third party vendor) and various other general requisitions.

Project Report

A study on the Obstetrics OPD-IPD conversion rates for birthing based on the Expected Delivery Dates of Outpatients and OPD-Radiology conversions of Obstetrics and gynecology patients in Motherhood Hospital, Kharghar.

Introduction

Motherhood is a special women's hospital best known for its ace services provided during pregnancy. The maternity process contributes to the hospital's huge revenue and therefore a special team is required to operate and manage the same details and related items.

The OPD can be a hospital department designed to be the first point of contact between a patient and a hospital staff. The patient who goes to the hospital for the first time, goes directly to the OPD so the OPD decides which department to go to. The OPD creates and tags a hospital image. In many specialized hospitals, OPD is a type of facility where patients first arrive. support the recommended treatment on OPD records (especially prescriptions), patients can use pharmacy, diagnostics or IP services within the hospital or other external providers. for example, a patient coming to OPD with chronic pain will want to encourage a scan, medication. The patient can do this inside or outside the hospital, however the hospital must make sure that the patients use the services provided within their area, to the benefit of the hospital. The services provided during hospitalization must be communicated to patients and the team concerned must follow the wishes of the patients and take care of that accordingly.

Review of Literature

Branding is critically important, because it increases the patient's awareness of the species and the characteristics of the medical care provided. This, in turn, has an impact on the selection of the hospital for in-patient treatment.

However, it is important to remember that a brand is a living business asset that requires constant monitoring, so as to have the life of all points of contact. Brands are a collection of a variety of forms, from different points of contact.

The hospital's image is based on the observed characteristics, reputation, and reviews, all of which are in a position to influence their patients to take advantage of your status and deliver services when needed(5).

LaQshya has been launched in order to reduce the mother and new-born mortality and morbidity as a result of complications during and immediately after the birth of your child, is to improve the quality of care during labour and post-natal care, and stabilization of the complications, and the current trends and to the creation of a video surveillance system to provide the level of satisfaction of the beneficiaries with a visit to the spa facilities.

The two main objectives of the LaQshya of which are as follows:

- To improve the quality of care during labour and post-natal care, and stabilization of complications, and to ensure the timely referral of patients, and to ensure an effective, two-way, the follow-up.
- To increase the level of satisfaction of the beneficiaries to pay a visit to the health care and the protection of maternity (PCM)for all or any of pregnant women.

Respect-for being a mother to not only promote positive outcomes for mothers and babies, but it also supports the cognitive development of children who are later on in life. The reduction of the period of the work and the need for the use of oxytocin drugs have a negative impact on the natural release of the hormone and the physiological mechanism contributing to cognitive development(6).

A study in was conducted in Canada to assess the burden of ED visits to NTDCs in Ontario by looking at trends from 2006 to 2014., non-invasive dental conditions presented in the emergency department (ED) are handled by non-dentists who are usually not equipped to deal with such emergencies, leading to the efficient use of heath care facilities.

During the study period, an increasing trend of visiting NTDC EDs was observed. About 403 628 people in Ontario visited 482 565 in a nine-year period. On average, 341 visits per 100,000 people, per year. Young children, people living in low-income neighborhoods with a high concentration of immigrants, and people living in rural areas, visited more EDs at the NTDCs during 2006-2014.

The increased and unequal approaches to the use of ED in NTDCs reinforce the recognition of the critical need for both approaches aimed at the primary protection of dental conditions. To improve equitable access to dental care, policy representation is needed to publicly support vital and urgent dental services for all.(7)

The Electronic Health Record (EHR) is increasingly being introduced in many developing countries. this is necessary because of the increase in the level of medical care as well as in the economic dimension. Technology can pose a danger the security of the data in the system, it can be a real challenge. Recent reports of a security breach, did you leave a mark on your technique. In spite of the increased utility and a growing enthusiasm for the setting, not much attention has been paid to the ethical issues that may arise. For the protection of the data, and with the encrypted password may be used. But various other ethical issues may arise from the use of EHR(8).

Consistent with the nature of secondary analysis of existing data, the available data are not collected to address a specific research question or to test a specific hypothesis. It is not uncommon for some third-party variables to be found in the analysis. Similarly, data may not be collected for all groups of interested people or for all regions of interest. Another problem is that to protect respondent privacy, publicly available data sets often remove variable identifiers about respondents, variables that may be relevant to target analysis such as zip codes, basic sample unit names, and race, ethnicity, and age of respondents. This can create resilience left over when the variables left are important covariates that you can control in a second analysis(9).

Rationale

MH served around **18348** patients in the year 2020 out of which **16528** were out-patients. The major set of **10794** patients were for the Gynecology and Obstetrics departments. These numbers help in understanding how important OPD is for Motherhood or for that matter any hospital.

This study tries to understand the OPD-IPD conversion rates specifically for the Birthing procedure in Motherhood, Kharghar. The hospital has witnessed a rising graph with respect to the OPD-IPD

conversion rates, yet in this study we try to understand the reasons for the loss of patients and suggest solutions for the same.

For an Obstetrics patient around 5-6 ultrasound scans are performed throughout their pregnancy namely Early pregnancy scan, Growth scan, Anomaly scan, NT scan, and many more. Also, for a gynecology patient some diagnostic scans are prescribed for investigation purposes. Motherhood, Kharghar owns 2 highly functional Ultrasonography machines which is used by both OPD and Inpatient Department (IPD) and they have contributed to the economy of the hospital largely. Loss of patients with respect to t diagnostic scans has been seen in recent times in Motherhood, Kharghar. This study tries to understand the reason behind this decline and suggests initiatives and measures that can be taken to measure the patient leakage and improve the OPD-Radiology conversion rates.

Research Question

What is the trend of conversion rates of OPD-IPD Obstetrics patients and OPD-Radiology Obstetrics and Gynecology patients in Motherhood Hospital, Kharghar?

What are the factors associated with the conversion rates and suggestions for its optimization?

Research Objectives

- To analyze the current conversion rate of patients to Admission in Inpatient department of Motherhood Hospital, Kharghar
- To observe the changing trends and identify reasons for conversions and loss of patients.
- To analyze the OPD-Radiology conversions.
- To perform an experimental activity to improve OPD-Radiology conversions and analyze the same.
- To suggest initiatives to improve conversion rate at Motherhood Hospital, Kharghar.
- To suggest measures to record the prescribed scans and tests and to track their occurrence or loss.

Methodology

1. **Study Design:** Descriptive Cross-Sectional design

2. **Sampling Method**

   OPD/Radiology conversion : Convenience sampling

3. **Study Period**

   From May to June (6 weeks)

4. **Sample Size**

   - OPD/IPD : 1559 (The number of patients who had their EDD from Jan'20- May'21)
   - OPD/Radiology : 12212 (73 for the experiment)

5. **Inclusion Criteria**

   - OPD Obstetrics patients and patients who did their birthing in Motherhood Kharghar who had their EDDs in the period of January 2020 to May 2021.
   - OPD obstetrics and gynecology patients from May 2020 and May 2021.
   - Obstetrics and Gynecology Out-patients who were advised to get scans done.

6. **Exclusion Criteria**

   - Obstetrics and gynecology patients on Sundays and other holidays for the activity.
   - Pediatrics and other patients

7. **Mode of Data collection**

   Secondary data was collected from the software INSTAHMS used by the hospital.

8. **Process**

   For the study of OPD-IPD conversions the data from the OT/LDR records and the Sales Line Managers were collected and analyzed. This data has been analyzed month-wise based on the EDDs collected from the OPD with respect to the number of the deliveries done in the respective months.

For the Lab conversions around 73 Out-patients who had been suggested to get Diagnostic scans done by the doctors were recorded and they were informed about the Scan appointment booking facility in Motherhood. Data of scans prescribed, and appointments booked were recorded.

9. Ethical Concern

The study was carried out with proper permissions and ethical clearance from the respective authorities. All the key information of the patients had been deidentified.

Data Analysis

From the analysis we found that birthing makes up to 71.59% of the total IP surgeries(procedures) in Motherhood, Kharghar, and 35.5% of the In-patients have visiting for birthing alone which is the highest compared to any other IP medical procedure, in the period from January 2020 to May 2021. Motherhood being a specialty hospital for the women and children earns its major revenue from the Obstetric, Pediatric and Gynecology patients in the decreasing order.

$$\text{OP/IP Conversion rate} = \frac{Total\ no.of\ deliveries\ in\ the\ month}{Total\ no.of\ Obs\ Out\ patients\ hav \quad EDDs\ in\ the\ same\ mont} * 100$$

The consistently rising graph of the Obstetric out-patients being converted into in-patients for birthing is appreciable. In the context of COVID-19, the pandemic has hardly hampered the OP-IP conversions, on the contrary patients considered Motherhood as a safe birthing place since MH has been a covid-free hospital.

The loss of obstetric patients generally mean- either they do their birthing in other hospitals or they undergo miscarriage/MTP/D&C,etc. The SLMs being majorly responsible for the OP/IP conversions keep a record of the reasons for not Birthing in MH.

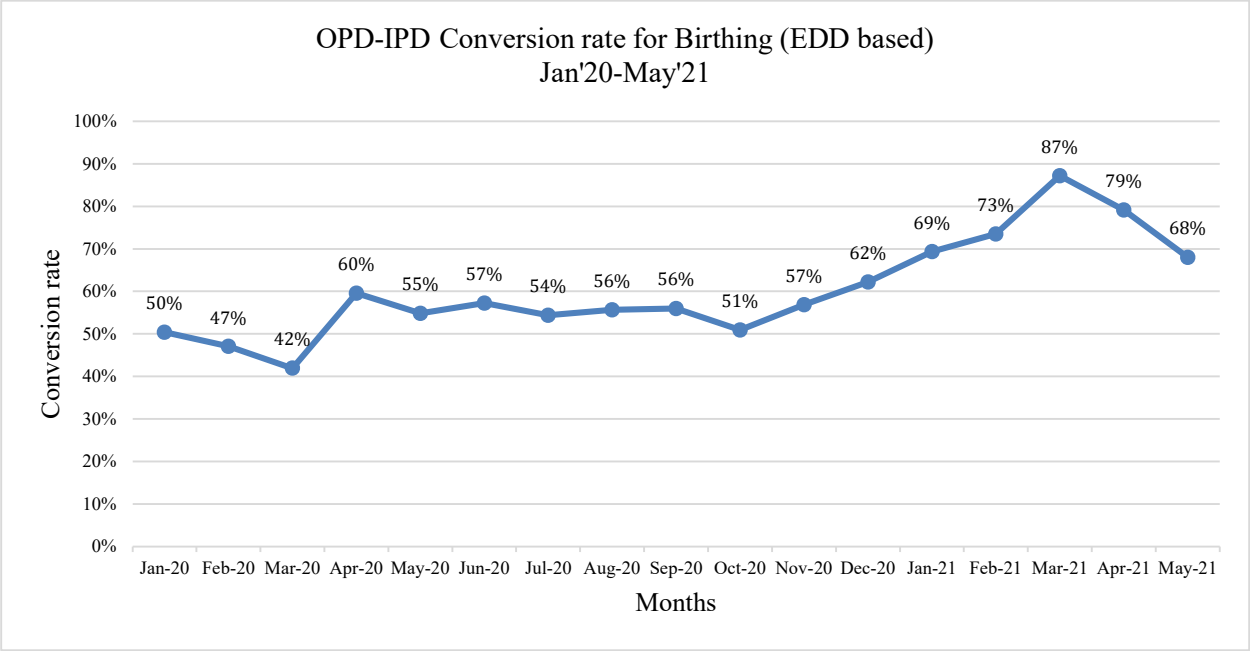
$$\text{(Obs-Gyn)OP/Radiology Conversion rate} = \frac{Total\ no.of\ Obs/Gyn\ OP\ scans\ done\ in\ the\ mont}{Total\ no.of\ Obs/Gyn\ OP\ \ in\ the\ same\ mont} * 100$$

For an Obstetrics patient around 5-6 ultrasound scans are performed throughout their pregnancy namely Early pregnancy scan, Growth scan, Anomaly scan, NT scan, and many more. Also, for a gynecology patient some diagnostic scans are prescribed for investigation purposes.

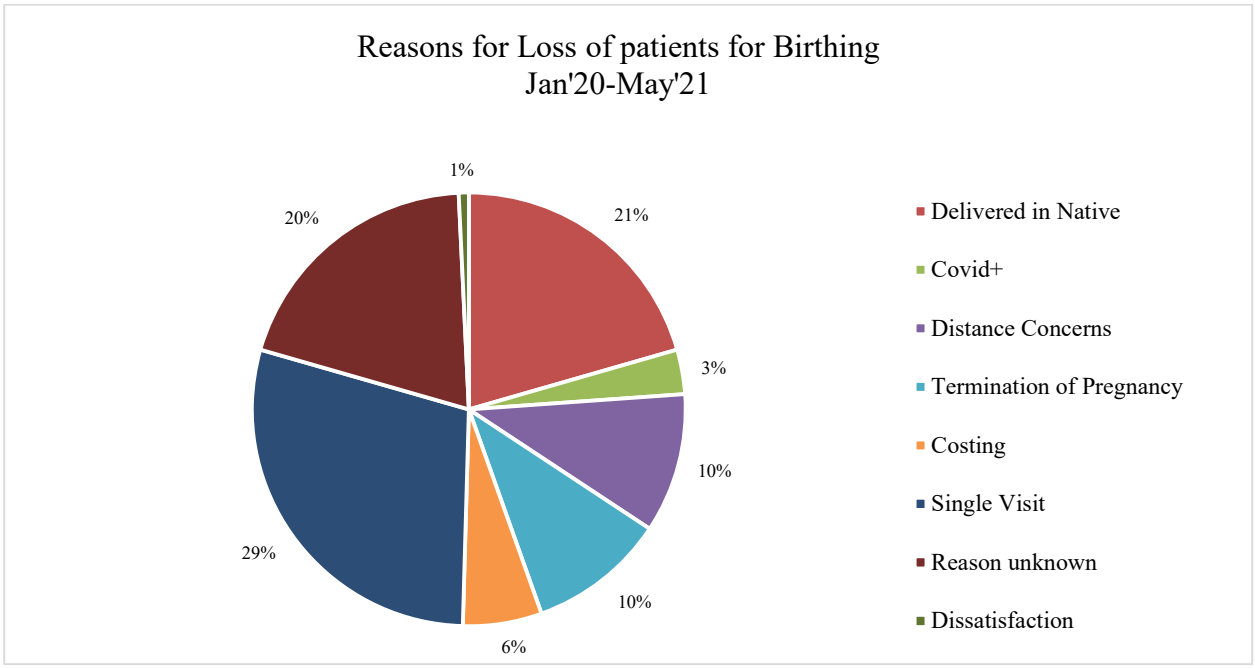
Motherhood, Kharghar owns 2 highly functional Ultrasound diagnostic machines which is used by both OPD and IPD and they have contributed to the economy of the hospital largely. Loss of patients With respect to t diagnostic scans has been seen in recent times in Motherhood, Kharghar.

Results

OPD/IPD Conversion for Birthing



Graph 1 OPD- IPD Conversion Rate Trend for Birthing



Graph 2 Reasons for Loss of patients for Birthing

- A paramount 21% loss of patients is due to their choice to perform their birthing in their hometown which is an obstacle for the hospital.

- MH is located in Navi-Mumbai, so accessibility is a critical issue for patients from Central Mumbai and other regions which has caused a loss of over 10%.

- To maintain the stature of COVID-free hospital , the patients are first screened for COVID-19 before being admitted for Birthing or any IP procedure for that matter. COVID-19 positive patients are requested to move to any other nearest hospital.

- Medical termination of pregnancy (MTP), Dilation and curettage(D&C) has caused over 10% loss of patients from birthing.

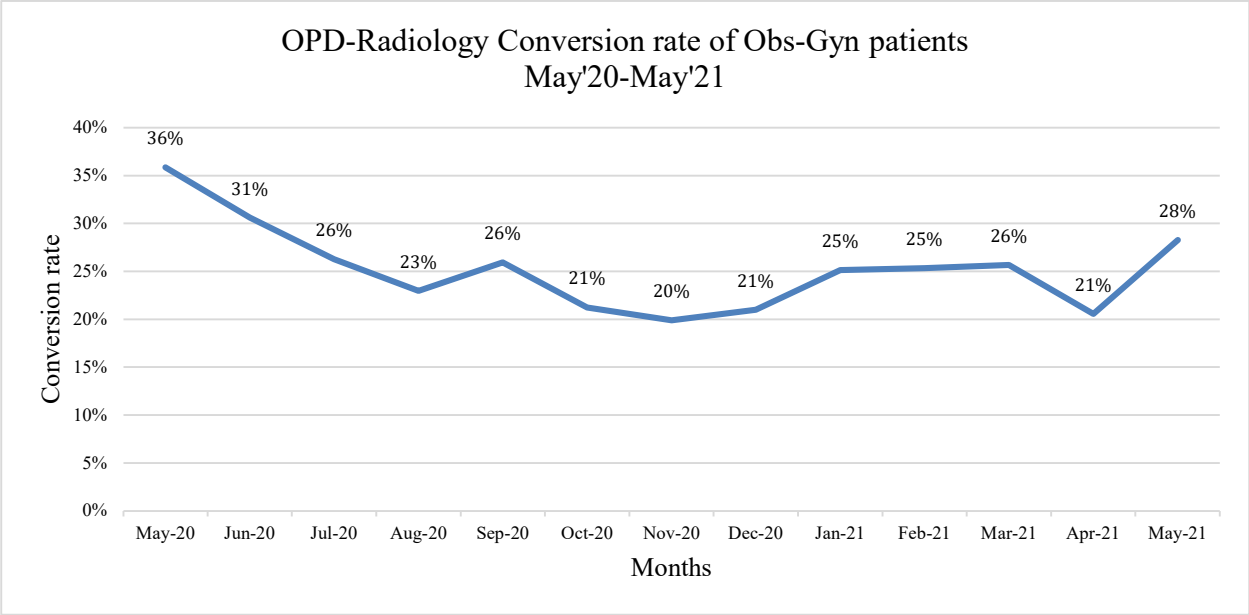
- Affordability is also a reason due to which around 6% patients opted to do birthing outside Motherhood.

- The major set of patients lost were those who visited MH only once for consultation.

- Lack of satisfaction amongst a small part of the lost patients has been recorded.

- There is no record of reasons for over 20% of the lost patients.

OPD/ Radiology Conversion

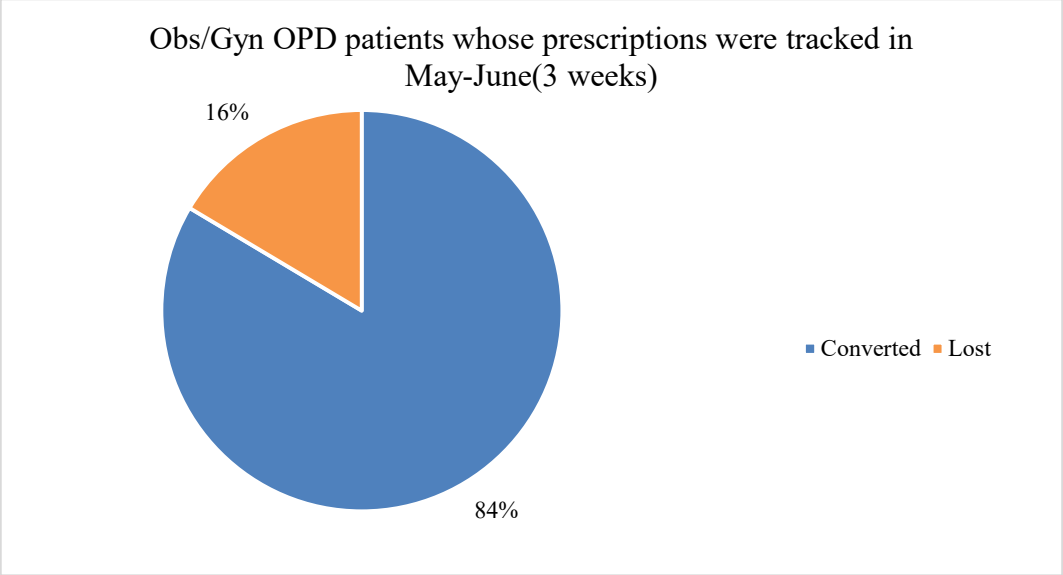


Graph 3 OPD-Radiology Conversion rate Trend

- Through observation, the cause of this loss is unavailability of the Radiologist in the morning and afternoon timings. The Radiologist who used to work in that schedule was on maternity leave. From June the radiologist has joined the duty, so it is predicted to regain the same conversion rate as before.

- Obstetric patients are advised to get scans done on a particular date, so unavailability of radiologists on the specific dates is also a critical reason for loss of Radiology conversion.

- Patients often plan their OPD visits in a manner that they get their scans done and simultaneously meet their Consulting doctor with their reports, which saves time for the patients. But when the scheduled appointments are not favorable to their schedule, they get their scans done outside MH.



Graph 4 Result of experimental activity

- An experimental activity was done to track the patients who were advised to get Radiology scans done. The experiment helped in improving the patient traffic for the Radiology scans and thus proved that tracking the patients helps the hospital to optimize the facilities for the patients as well as improve the revenue for the hospital.

Conclusion

Motherhood Hospital has a well organized team working towards the improvement of conversions and optimization of bed utilization. Certain loss of data of miscommunication can be worked upon. MH, Kharghar has been showing a rising graph in terms of IP/OP conversions for birthing. However, there is always a scope of improvement by curbing the loss by some of the above mentioned ways. OPD/Radiology conversion has a vast scope of improvement and it can contribute well to improve the revenue of the hospital.

Recommendations

OPD/IPD Conversion for Birthing

- Registration of new Obstetrics patients without recording the information about their last menstrual period (LMP) and very importantly EDD, leads to increased workload- to update the EDDs and sometimes even loss of track of pregnant patients and ultimately leading to missed conversion cases. Staff must be well informed about the importance of EDDs, since patient conversion is very much based on them.

- According to the data analysis, major set of lost Obstetric patients had planned to do their birthing in their hometowns. This loss can be diminished by enabling the patients to access the Motherhood unit nearest to their hometown and convincing them to do their birthing there. However, patients from regions where no Motherhood unit is located are likely to be lost.

- Loss of patients with distance concerns is inevitable. However, patients within Navi-Mumbai and it's proximity can be convinced by informing about the free ambulance service.

OPD/ Radiology Conversion

- When prescriptions were investigated by a non-medical staff for tracking the scans or tests prescribed, many patients felt intrigued and were hesitant to reveal their prescriptions. Though this activity improved the patient traffic in the Radiology department and the Laboratory usage to some extent, it might also harm the image of the hospital in general and feel unsafe or have privacy concerns in the long run.
- Plan the schedule of the radiologists in such a way that everyday a radiologist is available to perform the scans.

- Use of e-Health Records can be implemented to track the prescribed scans, tests, medicines, etc. so as to inform the patients about the same and to ensure that they use the facilities of the Hospital itself. So

- when the same is done in an ethical and professional manner by a Medical staff, we can avoid the hassle for the patients.

- Separate counter can be arranged for booking appointments and billing for the Diagnostics tests and Radiology scans same to avoid chaos.

By encouraging the patient feedback and working on complains can also help in making the strong relationship with the patients, this will help to enhance the quality of care and customer satisfaction.

Limitations

- Reasons of not opting radiology services were the observations of the staff and myself, since the data related to it was not available.
- For data collection contacting the patients was prohibited, since that might affect the image of the hospital.
- With respect to EDD 20% of the total OPD data couldn't be traced for the reason of loss.

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Annexure

Time Schedule

Sr.no	Name of the Department	Date of Visit (2021)	% Time Spent	Interacted with (Name and designation)	
1	OPD Nursing Department	10-11 May	5%	Deepa	Head Nurse
2	Guest Relationship (Outpatient Department)	13- 21 May 01-03 June 06-10 June 12 June-2 July	85%	Pranali Kajal	GRE GRE
3	Guest Relationship (Sales Line)	22-24 May 27-31 May	17.5%	Sharvari Sarita	GRM SLM
4	Biomedical & Maintenance	25 May	2.5%	Mithilesh	BME
5	Guest Experience (TPA Department)	26 May	2.5%	Shekhar Hemalatha	GRE GRE
6	Sales and Marketing Department	05 June	2.5%	Nikitha Tusshar	Corporate Marketing Head Referral Sales Head
7	Human Resource Department	11 June	2.5%	Pankaj	HRM