



Presented by – M.AYUSHEE
MBA – HHM, Batch – 2023-25
Roll No – 1737

FACULTY MENTOR – DR. SEEMA MEHTA
ORGANIZATION MENTOR – DR. ARPITA KAR

ABOUT MANIPAL HOSPITALS

Manipal Hospitals is the name of a network of hospitals in India with a range of specialties. It has grown into one of the top healthcare organizations in the country since its inception in 1953. The hospital network is owned by the Manipal Education and Medical Group (MEMG), a healthcare conglomerate that also has ownership over a number of other healthcare and educational organizations.

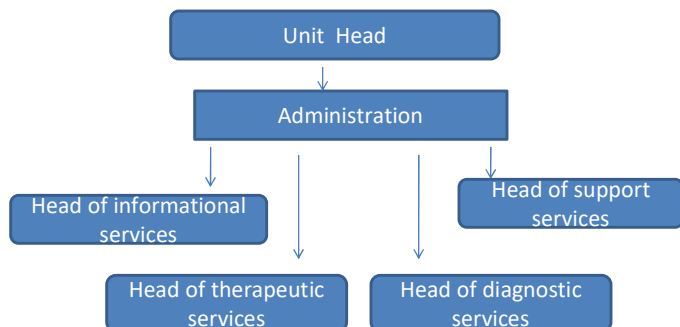
VISION

1. Be the destination of choice to the communities we serve
2. Be the most preferred and respected health care organization in every location that we operate

MISSION

To Enhance “**GROWTH, DIFFERENTIATION & PEOPLE**” & To serve our patient with smile.

•ORGANISATIONAL STRUCTURE



SWOT ANALYSIS

STRENGTH

- Experienced Staff Member
- Enhanced Patient Care & Satisfaction
- Advanced Technology
- Super specialist and expertise • Accredited NABH, NABL.

WEAKNESS

- There should be more manpower.
- Sitting area should be increased
- missing files and data.
- Files are not updated on time.

OPPORTUNITIES

- Increasing brand and services awareness.
- New Technology
- Innovation in Healthcare
- Investment in R&D

THREATS

- Rising Costs of medical supplies, advanced medical technology.
- Competition from other multispecialty hospitals.
- Economic slow down •

USEFULNESS OF THE INTERNSHIP

- Gained a comprehensive understanding of hospital quality assurance, including the functioning of all the departments
- Gain Confidence
- • Enhanced communication and coordination skills by interacting with healthcare professionals and staff.
- Developed a deeper insight into the workflows and patient care processes in a hospital environment.
- Gain valuable work experience.

LEARNING DURING THE INTERNSHIP

1. Visited various departments for audits.
2. Assisted the floor manager during rounds to ensure patient satisfaction and care.
3. Became familiar with hospital systems
4. Worked on improving patient satisfaction and identified major issues faced by patients during their stay

PRACTICAL VS THEORITICAL EXPOSURE

- **Market Research** – SWOT analysis, Competitive analysis, Market analysis taught in Marketing class proven helpful during making the pitch deck.
- **Secondary Research** – Searching the existing data about the hospitals and companies.
- **Sales and Marketing** – Communication planning proven helpful in giving a presentation.
- **Human Resource Management** – Knowledge about Job Description and specification help in preparing the hiring process smooth.

ABOUT MY WORK

- I did my internship work in Quality Department under the guidance of Quality HOD and Quality Executive and the task assigned to me was to collect data for Audits from the various departments such as: Quality Indicator audit, Emergency audit, Initial assessment audit, Surgical file audit of active and discharge file & CQI audits, etc.
- I took rounds with the Quality Officer and Quality Executive in various departments of the hospital.
- I also actively participated in all the organizational activities during my internship.
- Since the NABH Surveillance Audit was also scheduled during my internship period, I got the opportunity to participate in various documentation processes, internal audits, mock drills, safety rounds facility rounds and committee meetings. I also observed the closing and opening meeting of the assessment.
- This has helped me to familiarize myself with various NABH 5th edition standards. Additionally, I also got to be a part of internal audits for kitchen and stores during preparation for ISO 22000:2018 and HACCP audit. This has enhanced our understanding of the processes and workflow of the kitchen.

SUGGESTIONS AND RECOMMENDATIONS

- Implement a user-friendly feedback system that allows patients to provide their feedback, suggestions, and complaints.
- Conduct regular inspection and audits to monitor the quality of cleaning
- Each floor will be equipped with a microwave for food warming purposes
- All rooms, wards, lobbies & washrooms must be cleaned & examined on a regular basis.
- Canteen food quality should be improved to reduce the food complaint.
- Every single data needs to be kept safely in a proper documentation.
- Nurses should be trained well with the life saving equipments.

CHALLENGES FACED DURING MY INTERNSHIP

- **Missing files during the NABH surveillance.**
- **No proper data is been maintained by the departments.**