

Internship
Completed at
Chandak Hospital, Katni (M.P)

Topic: The Role of Consumer
Psychology in Pharmaceutical Purchase
Choices: A Study Based in Katni,
Madhya Pradesh

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Intoduction

Internship programs are an essential part of the MBA (Pharmaceutical Managment) curriculum, providing students with hands-on experience in hospital operations, patient care, and administrative functions.

My internship at **Chandak Hospital, Katni**, allowed me to gain practical exposure to hospital , patient interaction, dispensary operations, and healthcare service optimization.

This report outlines my key experiences and learnings from the internship, focusing on **hospital operations, dispensary management, patient care strategies, and administrative workflows**.

Objectives of the Internship

The primary objective of my internship was to understand the **hospital management system** and gain insights into patient care practices and dispensary operations. Specific objectives included:

- Observing **hospital operations**, including patient admission, treatment protocols, and discharge procedures.
- Understanding **healthcare administration**, including billing, insurance processing, and medical record management.
- Learning about **patient care strategies**, including doctor-patient interactions, nursing protocols, and emergency response.
- Analyzing **hospital workflow efficiency** and identifying areas for improvement.
- Developing skills in **healthcare communication**, documentation, and ethical medical practices.
- Gaining exposure to **hospital departments**, including pathology, radiology, surgery, and internal medicine.
- Understanding **dispensary management**, including medicine procurement, storage, and distribution.

Organizational Profile

Chandak Hospital, Katni, was established in **1980** and has grown into a **30-bed multi-specialty hospital**. It provides comprehensive healthcare services, including **general surgery, pediatrics, internal medicine, pathology, radiology, and orthopedics**. The hospital is known for its **patient-centric approach** and commitment to quality healthcare.

Services Provided by the Organization

Chandak Hospital offers a wide range of healthcare services, including:

1. **General Surgery** – Providing surgical interventions for various medical conditions.
2. **Pediatrics** – Specialized care for infants and children.
3. **Internal Medicine** – Diagnosis and treatment of chronic diseases.
4. **Pathology & Radiology** – Advanced diagnostic services.
5. **Orthopedics** – Treatment of musculoskeletal disorders.
6. **Emergency & Trauma Care** – 24/7 emergency medical services.
7. **Dispensary Services** – Providing essential medicines and prescriptions to patients.

Dispensary Process at Chandak Hospital

The **dispensary** plays a crucial role in ensuring patients receive the correct medications efficiently. The process includes:

1. **Prescription Validation** – Doctors issue prescriptions based on diagnosis.
2. **Medicine Procurement** – The dispensary ensures a **steady supply of essential medicines** through reliable vendors.
3. **Storage & Inventory Management** – Medicines are stored under **controlled conditions** to maintain efficacy.
4. **Dispensing & Patient Counseling** – Pharmacists provide **medicines with clear instructions** on dosage and side effects.

5. **Record Keeping & Compliance** – Ensuring accurate documentation of dispensed medicines for regulatory compliance.
6. **Quality Control & Expiry Management** – Regular checks to prevent expired medicines from being dispensed.

Key Activities / Projects Undertaken

During my internship, I was involved in several key activities, including:

- **Assisting in patient admission and discharge processes.**
- **Observing doctor-patient interactions and treatment protocols.**
- **Analyzing hospital workflow efficiency and suggesting improvements.**
- **Understanding medical record management and insurance processing.**
- **Participating in healthcare communication and patient counseling sessions.**
- **Engaging in hospital administration tasks, including inventory management and staff coordination.**
- **Reviewing patient feedback mechanisms to enhance service quality.**
- **Assisting in dispensary operations, including medicine distribution and patient counseling.**

Key Learnings from Internship

My internship at **Chandak Hospital** provided valuable insights into hospital management, patient care, and dispensary operations. Some of the key learnings include:

- **Understanding hospital operations** and the coordination between different departments.
- **Developing patient care skills**, including empathy, communication, and ethical medical practices.

- **Learning healthcare administration**, including billing, insurance, and medical documentation.
- **Observing emergency response protocols** and the importance of quick decision-making in critical situations.
- **Gaining exposure to hospital workflow optimization** and identifying areas for efficiency improvement.
- **Recognizing the importance of patient satisfaction and service quality in healthcare management.**
- **Understanding dispensary management**, including medicine procurement, storage, and distribution.

Conclusion

My internship at **Chandak Hospital** was an enriching experience that provided practical exposure to hospital management, patient care, and dispensary operations. The insights gained during this period will be instrumental in shaping my career in healthcare management.