

INTERNSHIP REPORT

Apollo Multi-speciality Hospitals, Kolkata.

By

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Internship Report submitted in partial fulfilment of the requirements of the degree MBA-Hospital and Healthcare Management

Academic Year- 2020-2022



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Introduction

Business in Healthcare: A profitable business is what healthcare industry is known to be all about. However it has its own struggles of rising costs, overworked employees and clinicians. Incremental issues such as reducing errors, enforcing practical guidelines and maintaining electronic records. However what the consumer i.e. the patient is looking for is maximum benefit with minimum cost. Thus, focusing on a patient centric system from a volumetric and a profit parameter will not only help healthcare grow as an industry but also build faith in the enterprise. It is very important to restructure and organize the way the healthcare is perceived and delivered in the present scenario as a profit driven enterprise will make an individual or a consumer retract from your doorsteps whereas a value based system will empower an organization. Thus it increases the efficiency and at the same time the growths in market share. The primary game changer in converting this model is primarily a Clinician as the value based, ethical medical practice is provided by them however it has to be supported by healthcare employers as they need to stop pressuring the employees with targets and profitability based incentives which will ultimately over time result in unethical practices leeching in.

Objectives of the Internship

1. To understand the profile of the organization and functioning of the organization.
2. To observe various protocols of the organization and try to acquire skills to accomplish them.
3. To familiarize with different departments, staffing and modern devices used in them.
4. To observe work culture of the organization.
5. To learn various business models adopted by the organization.
6. To implement the management principle in the practical field.
7. To give valuable inputs and suggestions in different aspects of the business.

Organization Profile:

Apollo Hospitals was established in 1983 by Dr. Prathap C Reddy, renowned as the architect of modern healthcare in India. As the nation's first corporate hospital, Apollo Hospitals is acclaimed for pioneering the private healthcare revolution in the country.

Apollo Hospitals has emerged as Asia's foremost integrated healthcare services provider and has a robust presence across the healthcare ecosystem, including Hospitals, Pharmacies, Primary Care & Diagnostic Clinics and several retail health models. The Group also has Telemedicine facilities across several countries, Health Insurance Services, Global Projects Consultancy, Medical Colleges, Medvarsity for E-Learning, Colleges of Nursing and Hospital Management and a Research Foundation. In addition, 'ASK Apollo' - an online consultation portal and Apollo Home Health provide the care continuum.

Apollo Hospitals, Kolkata has been recognized by **The Week Hansa Research Best Hospital Survey** as the No. 1 Private Hospital in the entire eastern and north eastern region of India for the 12th year in a row. It (The hospital is one of the most advanced Multi-Speciality Tertiary Care facilities in the region. Apollo Hospitals, Kolkata offers comprehensive and integrated super speciality services in three buildings in the same premises, including a dedicated, advanced oncology facility and a gastro sciences and liver transplant facility. The hospital boasts of distinguished consultants whose skills enable them use the latest technologies for precise diagnosis and treatment. The facility is accredited by Joint Commission International (JCI) and National Accreditation Board for Hospitals and Healthcare Providers (NABH). The labs of the hospital are accredited by National Accreditation Board for Testing and Calibration Laboratories (NABL), a Constituent Board of Quality Council of India. It has also put together personalized health check programs customized for individual lifestyle requirements that use artificial intelligence to pre-empt non-communicable diseases that someone is predisposed to (sentence too complex. Needs to be rephrased). The hospital's blood bank has NABH accreditation while the lab is NABL accredited. Other accreditations include ISO accreditations for F&B, Information Security management and Environment Management System. The Ethics Committee of the hospital also has NABH accreditation, as well.

Clinical Excellence – The leading doctors of the city who form a formidable team at Apollo Hospitals, Kolkata has led to its recognition for pioneering work. The focus is also on high-quality patient experience in all aspects, to ensure which regular checks are in place. Clinical outcomes achieved by Apollo Hospitals, Kolkata are comparable to the top institutes of the world.

Infrastructure – A 700-bedded multispecialty tertiary care hospital – Apollo Hospitals, Kolkata, is a perfect blend of technological excellence, complete infrastructure, competent care and heartfelt hospitality – this is how the people, whom we have been fortunate to serve, define the hospital.

The hospital has 13 OTs, advanced laboratory and diagnostics, 180 ultra-modern I.C.U. beds including N.I.C.U. & P.I.C.U. manned round the clock by critical care specialists. The state-of-the-art emergency has 20 beds.

Technology – Apollo Hospitals Group has always embraced the latest technology. Apollo Hospitals, Kolkata, has scored many firsts on this count in eastern India state-of-the-art technologies. The

hospital has adopted the model of identifying super-specialities as centres of Excellence (COE) and equipped them as individual hospitals within the ambit of Apollo Hospitals. The best of the technologies available are:

- Novalis Tx Radio Therapy for IGRT, IMRT, Stereo tactic Radio surgery & therapy
- Halcyon E Radio Therapy for IGRT, IMRT
- TARE (Trans arterial radio embolism)
- TACE (Transcatheter arterial chemoembolization)
- Bone Marrow Transplant Unit
- Co2 Laser in ENT
- Intravascular Ultrasound assisted complex Angioplasty
- Transplant Medicine
- Dual SPECT Gamma Camera
- Pentero Microscope
- Brain Lab Navigation System assisted minimally invasive Neuro Surgeries
- Robotic Surgeries (Da Vinci Surgical System)
- HIPEC surgeries
- Sentinel Lymph Node Biopsy
- 128 slice PET CT with Time of Flight (TOF) technology
- 3 Tesla MRI
- 500 MA & 800 MA Digital X-Ray
- Holmium Laser Enucleation of Prostate (HoLEP)
- Minimally Invasive Cardiac Surgery (MICS)
- Optical Coherence Tomography (OCT)
- Intravascular Ultrasound (IVUS)
- Cellvizio
- Transcranial Doppler
- Spy Glass
- Platelet Rich Plasma Therapy (PRP)
- EBUS
- 3D EP Lab
- OCT (Optical Coherence Tomography)
- Interventional Diagnostic and Therapeutic Radiology

- Leadless Pacemaker Implantation
- Voice Clinic (Stroboscopy)

Apollo Hospitals in Kolkata offers the following super-specialities:

- Apollo Personalized Health Check™
- Anaesthesiology
- Back Pain Clinic
- Bariatric Surgery
- Bone Marrow Transplant
- Breast Surgery
- Cardiology
- Cardiovascular & Thoracic Surgery
- Child Development Centre
- Cosmetic & Plastic Surgery
- Dentistry
- Dermatology
- Dialysis
- Emergency Medicine
- Endocrinology
- Endoscopy & Bronchoscopy
- Gastroenterology (Medical & Surgical)
- General Medicine
- General Surgery
- Hemato-Oncology
- Hepato-Pancreato-Biliary
- Infectious Diseases
- Intensive & Critical Care
- Interventional Radiology & Neuro-Radiology
- Knee Clinic
- Lithotripsy
- Maxillofacial Surgery

- Nephrology
- Neurology & Neurosurgery
- Obstetrics & Gynaecology
- Oncology (Medical, Surgical & Radiation)
- Ophthalmology
- Organ Transplant (Kidney, Liver, Heart)
- Orthopedics & Joint Replacement
- Otolaryngology (ENT)
- Pediatrics & Neonatology
- Pediatric: Cardiology, Endocrinology, Gastroenterology, Hematology, Neurology, Ophthalmology, Pulmonology, Psychology, General Surgery, Genetics, Orthopedics, Neurosurgery.
- Psychiatry (on out-patient basis)
- Pulmonary Medicine
- Rehab Services
- Rheumatology
- Robotic Surgery
- Spine Surgery
- Sports Medicine
- Urology
- Vascular Surgery
- Vaccination Centre

LOGO



VISION

Apollo's vision for the next phase of development is to 'Touch a Billion Lives'.

MISSION

"Our mission is to bring health care of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellent in education, research and health care for the benefit of humanity".

VALUES:

1. Compassionate Care
2. Pioneering Attitude
3. Trustworthy
4. Spirited Proactive Involvement.
5. World Class Healthcare.

Services Provided

LEVEL PLAN

MAIN BUILDING:

LEVEL	DEPARTMENTS
MEZZANINE FLOOR:	Medical Records Department Biomedical Department Clinical Trials Department Housekeeping Department HR Department Business Development Department
FIRST FLOOR:	OT OT Store Cath-Labs Cath-Lab Store Critical Care Units (ICU, CCU, NICU, ICU Ext, RT, CTVS 1 & 2, SICU)

	Cath Lab Counseling Room CSSD OT Patient Attendant Waiting
SECOND FLOOR	Interventional Pulmonology Department (Bronchoscopy) Cardiology Cath HDU & Ward Respiratory ITU HDU 1 & 2 Nephrology Ward Cardiac Ward Apollo Multispeciality Children Centre (Pediatric ICU, Private, Semi Private, Standard Beds) Labour Room NICU (level 1, 2 & 3) In-Patient Wards (Private, Semi Private Standard Beds) Procedure Room Pantry
THIRD FLOOR:	Platinum Wing (Private Deluxe, Deluxe, Suite & Maharaja Suite Beds) Sleep Lab NS Office Project Office Pantry In-patient Wards (Private, Semi Private Standard Beds) Isolation Room In-patient Billing desk
FOURTH FLOOR	In-patient Wards (Private, Semi Private) Housekeeping Office In-patient Wards (Private, Semi Private Standards Beds) Housekeeping Desk Transport Department
FIFTH FLOOR	In-patient Wards (Private, Semi Private Standards Beds) Isolation Room & Stroke Unit (Stroke HDU, Stroke Standard) Neuro-Sonology Lab

ANNEXURE BUILDING

GROUND FLOOR:	Report Dispatch Desk Office DGM Engineering & Maintenance Maintenance Office IT Desk Photocopy & Time Office AC Plant Laundry Patient Attendant Waiting Area
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FIRST FLOOR	Blood Bank Lab Services (Microbiology, Serology, Biochemistry, Cytology, Hematology, Histopathology, Immunology) Lab Reception
SECOND FLOOR	CEO Office CFO Office Auditorium Annex Board Room DGM Corporate Affairs DON Office DMS Office Office of GM-operations MS Office AMS Office COO Office Legal Office CS Office Administrative Block IT Department IT Head Purchase Department Finance Department Public Relations Department Guest Relation Office Medical Department Quality Office Academics Office

DAY CARE BUILDING

GROUND FLOOR	Orthopedic OPD & Procedure Room CT Room Digital X-ray Room 1No Service Lift 1No Staff Lift Daycare OT OT store Post OT Recovery CSSD Daycare Ward Tele Medicine OP Pharmacy MRI Apollo Homecare Desk Apollo Munich Desk Service Lift No 2
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	Gastro lift-1 Gastro Lift-2 Engineering Dept-Daycare Centre Security Office-Daycare Centre Snacks Counter
FIRST FLOOR	Apollo Health Check Up Phlebotomy X-ray USG Pulmonary Function Lab Cardiological Investigations of ECG ECHO TMT Gynae- Procedure Room Consulting Chamber Medicine OP Department Pulmonology OP Department Urology OP Department Ophthalmology OP department Biometry Room Lithotripsy Procedure Room Uroflometry / Uro Dynamic Study Room Kitchen (Khabar-The Eatery)
SECOND FLOOR	Obstetrics & Gynecology OPD Pediatric OPD Department Doctor's Lounge Dermatology OP Department General & Laparoscopic OPD Procedure Room for Gynecology & Pediatrics Smoking Zone OP Sample Collection Area General & Plastic Surgery OPD Food Distribution Area Department of Foetal Medicine Procedure Room for Plastic Surgery Procedure Room for General Surgery CTG Room Pediatric Surgery OPD Department
THIRD FLOOR	Neurology OPD Neuro-Surgery OPD Psychiatry Endocrinology (Sugar Clinic) Neuro-diagnostics Department (EEG, EMG, NCV) CDC Credit Cell ENT OPD Department ENT Procedure Room Endoscopy & Voice Lab Audiometry & Speech Therapy Dental Department

FOURTH FLOOR	Reception OPD Gastroenterology Phlebotomy Lounge Dietician Room Fibro scan Counselling Room Research Room Endoscopy Room ERCP Recovery Beds Waiting Lounge Academics Office Class Room
FIFTH FLOOR	Critical Care (8-GICU, 8-SICU, 11-GITU, 14-GHCU, 3-LTU) Administrative Office
SIXTH FLOOR	General Ward (18 Male & 18 Female Standard Ward) 7 Nos Semi Private Room 6 Nos Private Room 1 No Isolation Room 1 Suite Room

CANCER BUILDING:

GROUND FLOOR	Main Reception Novalis TX Clarian IX Observation Room
FIRST FLOOR	Director Oncology Services CT Imaging (16 Slice 4D View) Brachytherapy Unit Minor OT Treatment Planning Room (TPR) 13 Bedded Daycare Chemotherapy Unit Consultant Chambers RSO Office RT Billing & Cash Counter VIP Lounge IP Billing Department
SECOND FLOOR	Procedure Room Consultant Chambers Sample Collection Unit Conference Room OPD Billing & Cash Counter Admission Counter Insurance Desk Dedicated Onco Pharmacy

THIRD FLOOR	15 Nos Bedded Male Standard Ward 15 Nos Bedded Female Standard Ward 2 Nos Bedded Semi Private Ward Nursing Office Chemo/Drug Mixing Unit House Keeping Desk F & B Desk
FOURTH FLOOR	Deluxe Room Neutropenic Private Room Bedded Semi Private Room Bone Marrow Transplant Unit 06 Nos Bedded Unit (Private) Liquid Diet Section
FIFTH FLOOR	5 Nos Bedded Male Standard Ward 15 Nos Bedded Standard Ward 10 Nos Bedded HDU Unit 8 Nos Bedded Daycare Ward Nursing Office IP Pharmacy Desk
SIXTH FLOOR	01 No Bedded Deluxe Room 06 Nos Bedded Private Room 16 Nos Bedded Semi Private Ward Dietary Desk

Key Activities/ Projects Undertaken Other than Dissertation

CORPORATE MARKETING DEPARTMENT

1. Handling the Corporate clients and assisting them in the whole procedure of treatment.
2. Ensuring easy and faster patient counselling, treatment and investigations for the corporate patients.
3. Filling up forms and maintaining necessary everyday documents.
4. Acting as a mediator between administration and client relationship.
5. Grievance and complaints handling and working on the feedbacks provided by the corporate patients.

BRANDING AND PUBLIC RELATIONSHIP

1. Keep a count of Google reviews every day from the website.
2. Planning monthly social media events and suggesting probable ideas to develop the.
3. Arranging Press Conferences, banquets booking, preparing press releases and making the process smooth for attending delegates and doctors.
4. Collaboration with media, radio and celebrities for advertisement shoot of the hospital.
5. Recording patient testimonials and for crowd funding assistance.

6. Budget settlement for hoardings, magazines, newspapers and social media platforms with vendors for the Financial Year 2022-2023.

Key Learnings:

1. Corporate Marketing- Corporate patients are one of the main stakeholders. Knowledge was acquired about how to maintain corporate relationship with the clients and handle complaints.
2. Digital Marketing- Encompassing all marketing efforts in the pandemic and post-pandemic era, how digital marketing has enabled hospitals to maintain stable relationship with patients, updating them about the ongoing situations, tele consultations with doctors, etc.
3. Branding- Apollo Hospitals has maintained its brand all over India. It was possible for utmost patient care, treatment procedure by the doctors, staff behaviour, internal working environment and giving the best care experience in the hospital. Its branding is also maintained keeping the balance between standardization and localisation, keeping its content clear to reach out to the patients in both local and international level.