

INTERNSHIP REPORT

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MBA-HEM (1742)

Introduction

This report presents an overview of my internship at Chauhan's Dental Solutions, a prominent multispecialty dental clinic situated in Kanpur, Uttar Pradesh. The primary objective of this internship was to gain practical insights into the administrative and operational aspects of a dental healthcare facility while concurrently conducting research for my MBA dissertation.

As part of my academic endeavors, I focused on a dissertation titled "Cultural Barriers Influencing Dental Care Utilization in India." This internship offered a unique opportunity to merge theoretical research with practical applications. I was able to observe the impact of cultural perceptions on patient behaviors in a dental context and to understand how healthcare managers can devise strategies to enhance accessibility and awareness. Additionally, I played an active role in the planning and execution of dental outreach camps, which provided me with hands-on experience in health event coordination, patient mobilization, and community engagement.

Description of the Organization

Chauhan's Dental Solutions is a leading multispecialty dental clinic in Kanpur, offering a comprehensive array of oral healthcare services under one roof. The clinic is outfitted with modern dental technology and adheres to the highest standards of clinical practice and infection control. Staffed by a team of qualified dental professionals, including surgeons, assistants, and administrative personnel, the clinic caters to a diverse patient demographic from both urban and semi-urban areas.

The clinic is committed to ethical care delivery, personalized treatment plans, and patient education. In addition to in-clinic services, it actively

engages in community outreach through dental camps, addressing the needs of underserved populations.

Vision

To be identified as a center of excellence in dental care, providing accessible and compassionate services while promoting preventive oral health practices within the community.

Mission

- To deliver high-quality, patient-centered dental services with an emphasis on safety, hygiene, and innovation.
- To enhance awareness of oral hygiene through educational initiatives.
- To implement effective management practices aimed at improving clinical efficiency and patient satisfaction.
- To continually adapt to evolving healthcare needs through ongoing training and system enhancements.

Services Provided

The clinic offers a diverse range of services, including:

- General Dentistry
- Cosmetic Dentistry (whitening, veneers, smile design)
- Orthodontics (braces, clear aligners)
- Endodontics (root canal treatments)
- Prosthodontics (crowns, bridges, dentures)
- Pediatric Dentistry
- Periodontics (gum care and surgery)
- Oral Surgery

Internship Objectives

1. To acquire practical experience in clinic administration, patient flow management, and service delivery systems.

2. To comprehend and evaluate cultural influences on dental care utilization through field observations and data collection.
3. To engage in the planning and implementation of community outreach activities, including dental camps.
4. To observe the integration of healthcare operations with patient engagement and education.
5. To identify best practices in clinic workflow, infection control, and resource utilization.
6. To apply health management principles to enhance patient satisfaction and operational efficiency.

Internship Responsibilities and Activities

1. Dissertation Research

- Developed and executed a field study titled “Cultural Barriers Influencing Dental Care Utilization in India” utilizing structured questionnaires and informal interviews.
- Collected data from patients attending dental camps organized by the clinic to evaluate their oral health beliefs, care-seeking behaviors, and cultural perceptions.
- Identified significant trends, such as fear-based avoidance, treatment-seeking primarily during pain, and limited awareness of preventive care.

2. Clinic Administration and Management

- Observed and assisted in the management of daily clinic operations, including appointment scheduling, patient registration, and billing processes.
- Analyzed patient flow and proposed minor workflow enhancements to minimize wait times.
- Engaged in inventory management and coordination with dental suppliers.

- Assisted in the implementation of electronic recordkeeping for improved data accessibility and reporting.

3. Dental Camp Organization

- Contributed to the planning and execution of community dental camps in surrounding areas.
- Fostering community engagement through collaboration with local organizations.
- Collected on-site data for dissertation analysis while directly observing community health challenges.

4. Patient Communication and Feedback

- Engaged with patients to clarify post-treatment instructions, solicit feedback, and provide education on oral hygiene practices.
- Assisted in the design and dissemination of patient satisfaction surveys to pinpoint areas for service enhancement.
- Identified gaps in communication and advocated for the inclusion of pamphlets and visual aids in the waiting area.

Key Learnings

- **Operational Insight:** Acquired knowledge regarding clinic workflow, front-office management, and the critical roles of scheduling and resource allocation in enhancing service quality.
- **Community Engagement:** Gained insights into the intricacies of organizing health camps, managing teams in field settings, and facilitating effective health communication.
- **Cultural Competency:** Developed a deeper awareness of how cultural beliefs and misconceptions can serve as barriers to dental care, underscoring the necessity of patient education.

- Healthcare Marketing: Comprehended the significance of outreach, visibility, and the cultivation of patient relationships in sustaining a clinic's reputation and expanding its reach.
- Ethical and Hygienic Practices: Observed exemplary standards of sterilization, documentation, and professionalism in clinical operations.
- Research Integration: Effectively applied research methodologies in a practical setting, enriching both my dissertation and managerial outlook.