

**“REDUCING DROPOUTS AND IMPROVING PATIENT RETENTION:  
A STUDY AT A MATERNITY HOSPITAL”**

***Organisation: Cloudnine Hospital***

Internship Submitted to



**The IIHMR University, Jaipur**

for the partial fulfilment for the award of the degree of

Master of Business

Administration (MBA) in

Hospital and Health Management

By

Dr. Manya Tripathi

Under the Supervision and Guidance of

Dr. Sanjay Gupta

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## **INTRODUCTION-**

This report outlines the experiences and insights I gained during my three-month internship at Kids India Clinic Limited (Cloudnine group of hospitals) in Bengaluru, conducted from March 10, 2025, to May 31, 2025. This internship was a crucial component of my MBA in Health and Hospital Management. My time at Cloudnine Hospital was a transformative journey that offered me an in-depth understanding of the healthcare industry. The initial induction phase helped me get acquainted with the hospital's culture, safety measures, and operational protocols. Throughout the internship, I was exposed to a range of methods and strategies aimed at tackling complex challenges in hospital operations and patient care.

## **OBJECTIVES OF INTERNSHIP-**

- Gain practical experience and deepen expertise in hospital administration.
- Understand the day-to-day operations of various hospital departments.
- Contribute to projects aimed at improving operational efficiency.
- Strengthen skills in documentation, data analysis, and administrative management.
- Enhance patient satisfaction and streamline hospital workflows through strategic initiatives.

## **ORGANISATIONAL PROFILE-**

Dr. R. Kishore Kumar, the Founder-Chairman and Senior Neonatologist, is the visionary behind Cloudnine. His extensive international experience in neonatology inspired him to establish a world-class facility dedicated to women and child healthcare in India. In collaboration with his co-founders, he launched Cloudnine in 2007. Since its inception, Cloudnine has worked diligently to meet the growing demand for high-quality maternity care across the country. With branches now spread throughout India, it has made advanced healthcare accessible to people from diverse backgrounds. To date, Cloudnine has facilitated the safe delivery of over 100,000 healthy newborns, bringing immense joy to countless families. The numerous awards and recognitions it has received stand as a testament to the excellence of its services. True to its mission, Cloudnine strives to create a truly magical experience for every family as they welcome their little one into the world.

**Vision-** “To be the kind of leader in the space of women and child health that India has not witnessed yet, by providing premier quality healthcare to women and children.”

**Mission-** “Our aim is the pursuit of excellence in providing the best maternal and neonatal care by setting higher standards for ourselves and striving constantly to achieve them.”

## **SERVICES PROVIDED BY ORGANISATION-**

**Maternity and Gynecology:** Comprehensive services including prenatal and postnatal care, labour and delivery, gynecological surgeries, and consultations.

**Pediatrics:** Pediatric consultations, vaccinations, growth and development monitoring, and specialized pediatric care.

**Fertility Treatments:** In vitro fertilization (IVF), intrauterine insemination (IUI), and other advanced fertility treatments.

**Neonatology:** Neonatal intensive care unit (NICU) services for premature and critically ill newborns.

**Home Care Services:** Nursing care, ear piercing, pediatric vaccination, lab sample collection provided in the comfort of the patient’s home.

**Diagnostic Services:** Comprehensive diagnostic services including laboratory tests, imaging, and other diagnostic procedures.

## **KEY ACTIVITIES UNDERTAKEN OTHER THAN DISSERTATION-**

### **1. Understanding the Process Flow of a Maternity Hospital**

- **Objective:**
  - To learn how a maternity hospital functions from the time a customer arrives until they leave, including its management.
- **Key Processes:**
  - Facility rounds
  - Hospital Management Information System (HMIS)
  - Customer journey across 9 months

### **2. Learning and Observation of All Departments Including OPD & IPD**

- **Objective:**
  - To understand the hospital's business operations department-wise.
- **Key Processes:**
  - Observation of patient flow

### **3. Queue Management**

- **Objective:**
  - To optimize patient flow
  - To minimize patient waiting times
- **Key Processes:**
  - Managing the waiting area
  - Monitoring queues and staff allocation

#### 4. Home care Services-

- **Service Coordination:** Managed and coordinated home care services, ensuring timely and efficient delivery of nursing care, physiotherapy, and medical support.
- **Patient Interaction:** Communicated with patients and their families to understand their needs and provide appropriate home care solutions.
- **Quality Assurance:** Ensured the quality of home care services met the hospital's standards, addressing any issues or concerns promptly.

### **KEY LEARNINGS FROM INTERNSHIP-**

- Developed a comprehensive understanding of the operational flow in a maternity hospital from patient admission to discharge.
- Gained insights into the use of Hospital Management Information System (HMIS) for streamlining hospital operations.
- Observed the full patient journey over a 9-month period and how various departments coordinate throughout.
- Understood the functioning and interrelation of different hospital departments, including OPD and IPD.
- Learned how patient flow is managed efficiently across departments to ensure timely care and discharge.
- Acquired skills in managing and optimizing queue systems to reduce patient wait times.
- Understood the importance of effective staffing and communication in maintaining smooth hospital operations.
- Gained hands-on experience in managing home care services, including nursing, physiotherapy, and medical support.
- Learned how to interact with patients and families to assess needs and deliver personalized home care.
- Developed an understanding of quality assurance processes to maintain high standards in both in-hospital and home care services.