

Internship at Cloudnine Hospital, Bangalore

By

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INTERNSHIP REPORT

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INTRODUCTION

As a part of the academic requirements of the MBA in Hospital and Health Management program, I undertook a two-and-a-half-month internship at Cloudnine Hospital, Bangalore. Cloudnine is a reputed chain of specialty hospitals that focuses on maternity, fertility, gynaecology, paediatrics, and neonatal intensive care. It is known for its clinical excellence and high standards of patient care.

The internship provided a practical exposure to various operational and administrative aspects of hospital management. Working in a live hospital setting enabled me to understand how patient services, marketing initiatives, and departmental coordination contribute to quality care and organizational efficiency. The internship experience was instrumental in bridging the gap between theoretical knowledge and real-world healthcare practices.

Objectives of the Internship

The primary objectives of the internship were:

- To gain hands-on experience in hospital operations and administration.
- To understand the workflow of departments such as front office, OPD, IPD, and customer relationship management.
- To analyse the trends in patient registrations and deliveries
- To identify reasons for dropouts in expected deliveries and propose possible interventions.

- To apply academic learning in a practical environment and develop managerial competencies.
- To observe and participate in the planning and execution of marketing and patient engagement strategies.

Roles and Responsibilities

During the internship, I was placed in Hospital Operations and was assigned the following roles and responsibilities:

- Collected and analysed data on patient registrations and deliveries from December 2024 to May 2025 to assess patterns and dropout rates which was a retrospective, descriptive study.
- Prepared weekly reports tracking trends in estimated delivery dates (EDD) and actual deliveries.
- Conducted follow-ups with patients who dropped off after registration to understand reasons and assess satisfaction levels (for the Month of March-May)
- Coordinated with the CRM team to improve patient engagement and enhance service delivery.
- Participated in internal meetings and assisted in preparing promotional materials for hospital services.
- Supported the front office team in handling patient queries, gathering feedback, and resolving minor issues.

Organization Profile

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.

Quality:

Achieve clinical excellence by inculcating a culture of continuous quality improvement across all domains with the centre of focus being patient safety.

Services provided by:

1. Maternity
2. Fertility
3. Paediatrics

Key Activities:

1. Data collection and analysis
2. Trend analysis project
3. Follow up with the dropout cases.
4. Coordination with CRM and Front office team.
5. Documentation and Reporting

Key Learnings:

1. Customer centric approach
2. Understanding of Hospital Operations
3. Collaboration and Team work
4. Time Management
5. Problem Solving
6. Leadership skills
7. Delivering Quality care
8. Adaptability