

# **Internship Report: Apollomedics Super Specialty Hospital, Lucknow**

**Internship Duration:** March 2025 – May 2025

## **1. Introduction**

As part of the MBA in Hospital and Health Management curriculum, I undertook a three-month internship at Apollomedics Super Specialty Hospital, Lucknow, from March to May 2025. The internship aimed to provide real-world exposure to hospital operations, patient management, and healthcare quality systems, bridging academic learning with hands-on experience.

## **2. Objectives of Internship**

The core objectives of the internship were to:

- Gain practical experience in hospital administration and clinical operations.
- Understand the application of health management principles in a super specialty setting.
- Observe and document CRM (Customer Relationship Management) practices.
- Develop interpersonal and analytical skills through cross-departmental exposure.
- Support healthcare service improvement initiatives through field-based learning.

## **3. Organizational Profile**

**Apollomedics Super Specialty Hospital** is a NABH-accredited, 300+ bedded tertiary care facility located in Lucknow, Uttar Pradesh. It is a joint venture between Apollo Hospitals Group and Medics Super Specialty Hospital. The hospital provides advanced healthcare services across multiple specialties including cardiology, oncology, nephrology, gastroenterology, orthopaedics, and critical care. It is equipped with state-of-the-art infrastructure, modern diagnostic facilities, a 24x7 emergency unit, and an advanced robotic surgery centre.

## **4. Services Provided by the Organization**

Key services at Apollomedics include:

- Outpatient Department (OPD) Services
- Inpatient Department (IPD) Services
- Emergency and Trauma Services (24x7)
- Intensive Care Units (ICU, NICU, PICU, CCU)
- Surgical Services (including Robotic and Laparoscopic surgeries)

- Diagnostic and Laboratory Services (Radiology & Pathology)
- Pharmacy Services (24x7 in-house pharmacy)
- Blood Bank Services
- Preventive and Wellness Clinics
- Teleconsultation and E-health Services
- Physiotherapy and Dietetics
- Health Check-up Packages
- Patient Feedback and Grievance Redressal System
- CRM-enabled Appointment and Follow-up Services
- Health Information Management and Reporting (HIS/CRM integration)

## 5. Key Activities / Projects Undertaken Other than Dissertation

Apart from the dissertation study on CRM and patient satisfaction, I was involved in:

### a. Daily Departmental Rotations

- Observed patient flow and documentation in departments like OPD, IPD, ICU, Pharmacy, Diagnostics, Billing, and Front Desk.
- Understood the integration of hospital information systems (HIS) and CRM in patient journey mapping.

### b. Quality and Compliance Exposure

- Assisted the Quality Assurance team in **documentation for NABH standards**.
- Participated in mock audits and patient safety drills.

### c. CRM Software Observation

- Observed how CRM was integrated with patient appointment systems, SMS reminders, feedback, and follow-up modules.

### d. Feedback and Grievance Handling

- Supported the customer care desk in managing feedback forms, recording grievances, and preparing summary reports for management review.

## 6. Key Learnings from Internship

During the internship, I gained valuable insights into the following areas:

- **Operational Efficiency:** Learned how multi-specialty hospitals manage complex workflows across clinical and non-clinical departments.
- **CRM Systems:** Understood how CRM improves patient communication, retention, and post-care engagement.

- **Quality Standards:** Familiarized myself with NABH compliance processes and the importance of documentation and audits.
- **Patient-Centered Care:** Observed how empathy, promptness, and clarity in communication improve patient experience.
- **Soft Skills:** Enhanced communication, time management, and adaptability through professional interactions with staff and patients.