

SUMMER INTERNSHIP PROGRAM
at
APOLLO HOSPITALS, JUBILLE HILLS, HYDERABAD.

From 12th of May 2025 to 25th of July 2025

A REPORT BY
B. Srinivasa reddy
MASTER OF BUSINESS ADMINISTRATION
(HOSPITAL AND HEALTH MANAGEMENT)
2024-2026

Under the Mentorship of

Dr. Varsha Tanu

Associate Professor

IIHMR UNIVERSITY, JAIPUR



Regd. Office: Apollo Hospitals Enterprise Limited, No. 19, Bishop Gardens, Raja Annamalaipuram, Chennai - 600 028.
Corporate Identity Number (CIN): L85110TN1979PLC008035

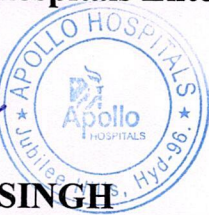
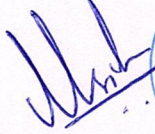
25th July 2025

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. B Srinivasa Reddy** of IIHMR University, Jaipur done his internship from 12-May-2025 to 25-Jul-2025 in International business department at Apollo Health City, Hyderabad. During the period we found his performance to be good and regular in his duties.

We wish all success in him future endeavors.

For **Apollo Hospitals Enterprise Limited**



MAMTHA SINGH
MANAGER
HUMAN RESOURCES



Organization Accredited
by Joint Commission International

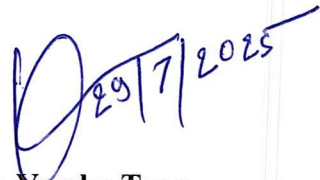


IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Bachireddy Srinivasa Reddy** of academic year 2024-26 of **Institute of Health Management Research** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date : 28/07/2025

A handwritten signature in blue ink, appearing to be 'Dr. Varsha Tanu', with the date '28/7/2025' written next to it.

Dr. Varsha Tanu

Associate Professor

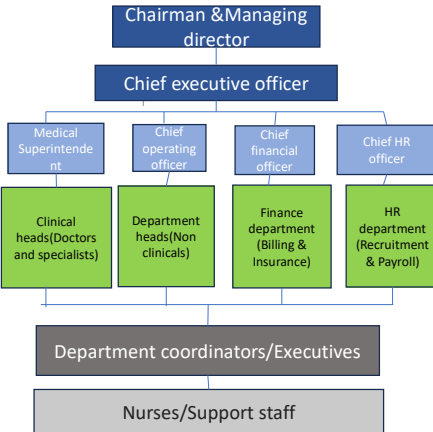
ABOUT THE ORGANISATION:

Apollo revolutionized healthcare when Dr. Prathap Reddy opened the first hospital in Chennai in 1983. Apollo was introduced in Hyderabad in 1988. Today, Apollo is the world's largest integrated healthcare platform with over 10,000 beds across 73 hospitals as well as 500+ telemedicine centers. Since its inception, Apollo has emerged as one of the world's premier cardiac centers. Apollo continues to invest in research to bring the most cutting-edge technologies, equipment and treatment protocols to ensure that patients have best care in the world.

VISION: Apollo's vision is to "Touch a Billion lives".

MISSION: Bring healthcare of international standards within reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity.

ORGANISATION STRUCTURE:



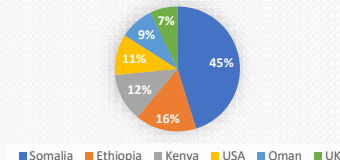
LEARNINGS:

- Comprehensive exposure to registrations, Visa extensions and admissions of the international patients.
- Insights into the structure and functioning of various hospital departments (Neurology, Cardiology, Radiology, Oncology).
- Use of invitation forms and consent forms for ward changes post-surgery.
- Coordination with Ministries of health(MOH) for government sponsored patients.
- Detailed learning on CRM systems, such as,
 - Lead generation, tracking and follow-up of International patients.
 - Role of relationship officers assigned to each patient to ensure personalized care.
 - Understood the importance of visa process after interacting with FRRO officials.

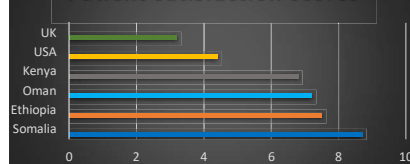
CHALLENGES FACED :

- Encountered issues with duplicate patient registrations due to software glitches and power outages.
- The international front desk was frequently disturbed by general visitors asking for directions, reducing the ability to focus on daily tasks.
- Dealing with international patients involved communication difficulties due to language barriers.
- Interacting with FRRO officials posed a great challenge regarding patient's behavior towards living in India.

Percentage of International patients



Patient satisfaction scores

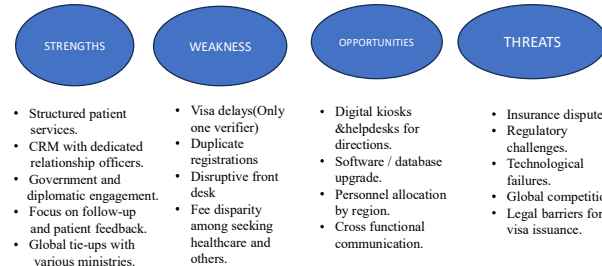


- Observing patients in departments like oncology, neurology and cardiology in patient departments was emotionally intense, specially those who are experiencing life threatening problems.

RECOMMENDATIONS :

- Minimum 2 personnel should be allotted for verifying the visa process and this will save time for the patients.
- Proper one on one discussion needs to happen between doctors and staff about visa extension.
- Separate personnel should be allotted for some countries to carefully follow-up the patient and tend to their doubts and needs regarding treatment.
- All the registration cost should be same for everyone regardless their visit is for master health check up or other processes.
- Update of the database regularly is necessary, and new techniques should be brought to counter the power cuts and software glitches that is leading to loss of the data.
- Separate helpdesks and digital kiosks need to put up at every entry of the hospital to guide the patients to their wanted location. And, if possible, there should be an app or google forms telling the direction for the patients.

SWOT ANALYSIS :



CONCLUSION :

- My Internship at Apollo Hospitals, Jubilee Hills, offered valuable insights into the work of the International Patient Services (IPS) Department. I worked alongside the staff and received hands-on learning activities related to patient registration, visa extension, admitting patients, CRM systems, and dealing with international insurance.
- The experience of understanding the nuances of global partnerships and how Apollo approaches and deals with international insurance policies was exceptional for me. It demonstrated to me the need for financial and logistical planning necessary to support the international medical tourism market.
- This internship helped me relate what academics have taught me such as hospital's operations, strategic planning and organizational behavior. The experience has helped me to expand my knowledge and develop my skills related to work in the hospitals.

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services Department.

Name of the Student: B. Srinivasa reddy

Roll no: 1922

Stream: HM-29

Week no: 1 From:12/05/2025 to 17/05/2025

Activity Done	Learnt about registration process, Admission process and Visa extension process for International Patients coming from their respective countries or living here in Hyderabad.
Linking theory (Classroom learning) with practice at your organisation	I learnt about Organizational communication in this week i.e. how various departments function interlinking with each other, regarding patient safety, their well-being and the treatments necessary.
Gaps identified on the working area.	Regarding visa extension process, there is only one person authorizing and verifying the process and that is leading to wastage of time for the patients.
Suggestions for improvement	Admission process of international patients is tedious and time taking. That must be learned by minimum 2-3 personnel. But currently, there is only one person doing that.
Plan for the next week	Do the processes that I have learnt in this week i.e. registration, admission process, Visa extension and submitting summary of patient's origin countries in a fast-paced manner and to learn new processes along the way.

Signature of the Student: B. Srinivasa reddy.

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services Department.

Name of the Student: B. Srinivasa reddy

Roll no: 1922

Stream: HM-29

Week no: 2 From:19/05/2025 to 24/02/2025

Activity Done	There are few learnings in this week such as consent form for patients to change their wards in hospitals after surgery. Registrations and admissions along with Visa extensions are being done on regular basis.
Linking theory (Classroom learning) with practice at your organisation	Strategic planning is very important in functioning and improvement of any department in hospitals, and it became a integral part in development of international business department as well.
Gaps identified on the working area.	After registration, many patients or their relatives or friends come later asking for their UHID (Universal health ID) which is valid once taken for lifetime in Apollo Hospitals.
Suggestions for improvement	Proper communication needs to be established at the start, that UHID is not given for second time even if they lost it and should be clearer about that.
Plan for the next week	Customer Relationship Management is the one I'm looking forward to learning in the coming week.

Signature of the Student B. Srinivasa reddy.

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills.

Area/ Department/ Project of Summer Internship Program: International Patient services department.

Name of the Student: B. Srinivasa reddy.

Roll no:1922

Stream: HM 29

Week no: 3 **From:** 26/05/25 to 31/05/25.

Activity Done	During the week, I was actively involved in key administrative processes, including patient registrations, admissions, and visa extensions for international patients. I gained practical experience in handling documentation and coordinating with relevant departments to ensure smooth processing.
Linking theory (Classroom learning) with practice at your organisation	I got to know about medical tourism. How the patients came to know about Apollo Hospitals and an Invitation letter is sent by one of the members working and through that, the respective government gives permissions.
Gaps identified on the working area.	Communication barrier exists between doctors and the staff working in international department regarding to Visa extensions.
Suggestions for improvement	Proper one on one discussion needs to happen between doctors and staff about visa extension.
Plan for the next week	I have to start Customer relationship management and know about the process of it. I am planning to ask to my mentor about going to Operation theatre or critical care centre, if time permits.

Signature of the Student: B. Srinivasa reddy

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services Development

Name of the Student: B. Srinivasa reddy

Roll no: 1922

Stream: HM 29

Week no: 4 From 02/06/2025 to 07/06/2025

Activity Done	Registrations and visa extensions are done daily. Nothing new activity is being done in this week. Started reading Literature review and articles about medical tourism.
Linking theory (Classroom learning) with practice at your organisation	N/A
Gaps identified on the working area.	Once registration got over, the patient's relatives or known persons are coming for changing mobile number. This results in receiving vital notifications and messages regarding to treatment and others to their phone.
Suggestions for improvement	Streamlined process is necessary for smooth process pf the work. Regular checking is necessary regarding changing of details of patients.
Plan for the next week	Customer relationship management should be the target for next week.

Signature of the Student B. Srinivasa reddy.

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services development.

Name of the Student: B. Srinivasa reddy.

Roll no: 1922

Stream: HM-29

Week no: 5 From: 09-06-2025 to 14-06-2025

Activity Done	Learnt in brief about Customer relationship management (CRM). How the patient flow occurs from the initiation from their country to the departure of the patients from India. Leads are designated regard of each patient, and they will be followed up by different individuals at different positions.
Linking theory (Classroom learning) with practice at your organisation	N/A
Gaps identified on the working area.	International insurance is not ensured in a smooth process. One of the patients came and argued with the management about not taking up their international insurance plan and the process is still on going.
Suggestions for improvement	Transparency in communication is very necessary in between patient and doctor. In regard of the insurance also, the management has to tell the patient about the insurance and how that works.
Plan for the next week	Learn more about Customer relationship management and the whole process of it.

Signature of the Student B. Srinivasa reddy.

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services development.

Name of the Student: B. Srinivasa reddy.

Roll no: 1922

Stream: HM

Week no: 6 From: 16-06-2025 to 21-06-2025

Activity Done	Registrations, Visa extensions and Admissions done for the international patients. Also learnt about Customer relationship management and got to see the emergency department of the apollo hospital.
Linking theory (Classroom learning) with practice at your organisation	N/A
Gaps identified on the working area.	Follow up of the patients is lacking the structure. Every patient is not followed up and this is leading to future less patient satisfaction scores.
Suggestions for improvement	This can be rectified by allotting Personnel to few nations like, Pacific Ocean countries to one and African countries to other and likewise.
Plan for the next week	Learning about whatever left in the Customer relationship management.

Signature of the Student B. Srinivasa reddy.

Reporting Format (Weekly)

Name of the Organisation: Apollo jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services development.

Name of the Student: B. Srinivasa reddy

Roll no: 1922 **Stream:** HM

Week no: 7 **From:** 23.06.2025 to 28.06.25

Activity Done	Registrations, Visa extensions and Admissions done for the international patients. Learnt more about Customer relationship management and got to know about IT department and how it works in the hospital.
Linking theory (Classroom learning) with practice at your organisation	N/A
Gaps identified on the working area.	International Patients who come for medical health checkup, usually their registration fee is free of cost compared to Indian patients.
Suggestions for improvement	All the registration cost should be same for everyone regardless of their nation and the hospital can be benefitted from these policies.
Plan for the next week	I am planning to go to other departments as well to learn something new.

Signature of the Student B. Srinivasa reddy.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services department.

Name of the Student: B. Srinivasa reddy

Roll no:1922

Stream: HM

Week no: 8 From: 30.06.2025 to 05.07.2025

Activity Done	Registrations, Visa extensions and Admissions done for the international patients. Learnt about how the international insurance works in a hospital and who are the insurance companies that are partnered with apollo hospitals.
Linking theory (Classroom learning) with practice at your organisation	Organizational behaviour is the one that I can say I learned and got to know how the institution works.
Gaps identified on the working area.	Due to glitches in the software database of the hospital, while registering a patient, it's not happening, and this is leading to double registrations of the same patient.
Suggestions for improvement	Update of the database is necessary, and new system should be brought place to counter the power cuts that is leading to loss of the data.
Plan for the next week	I am planning to go for different department next week and learn about their daily things.

Signature of the Student B. Srinivasa reddy

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services department.

Name of the Student: B. Srinivasa reddy.

Roll no:1922

Stream: HM

Week no: 9 **From:** 07.07.2025 to 12.07.2025

Activity Done	Registrations, Visa extensions and Admissions done for the international patients. Learnt about how the officials from the apollo hospital go to foreign countries and convince the respective governments to partner with apollo.
Linking theory (Classroom learning) with practice at your organisation	N/A
Gaps identified on the working area.	Work related to international patient's registrations and visa extensions is getting disturbed by the other people who are asking for the directions of the department they want to go.
Suggestions for improvement	Separate helpdesks need to put up at every entry of the hospital to guide the patients to their wanted location.
Plan for the next week	Planning to visit different departments like radiology, Insurance to learn about the workflow.

Signature of the Student B. Srinivasa reddy.

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Apollo Hospitals, Jubilee hills, Hyderabad.

Area/ Department/ Project of Summer Internship Program: International Patient services department.

Name of the Student: B. Srinivasa reddy

Roll no: 1922

Stream: HM

Week no: 10 **From:** 14.7.2025 to 19.7.25

Activity Done	Visited the operation theatre and Emergency department and got to understand the workflow there. Noticed how well the operations are taking place with the help of executives, front desk staff and with cooperation of patients.
Linking theory (Classroom learning) with practice at your organisation	Interdepartmental communication is very important for the functioning of the hospitals.
Gaps identified on the working area.	Sometimes, the patients who are scheduled for surgery do not go through the treatment and this creates a disturbance in the scheduling of the day.
Suggestions for improvement	Patient should be well informed about what to eat, what medication he should take, and doctors should explain each detail before the day of operation so that he/she do not panic.
Plan for the next week	NA

Signature of the Student B. Srinivasa reddy

Compiled Report

Name of the Organisation: APOLLO HOSPITALS, JUBILEE HILLS, HYDERABAD.

Area/ Department/ Project of Summer Internship Program: INTERNATIONAL PATIENT SERVICES (IPS) DEPARTMENT.

Name of the Student: B. SRINIVASA REDDY.

Roll no: 1922

Stream: MBA-HOSPITAL AND HEALTH MANAGEMENT

Activity Done	• Oriented towards the mission and vision of Apollo hospitals. • Posted in Neurology department for 3 days where I observed, How the patient registrations are made through appointments and walk-ins are managed by the doctors' secretaries. • Learnt about registration process, Admission process and Visa extension process for International Patients coming from their respective countries. And a summary of patients in excel sheet is submitted daily to the senior executive of international department, regarding the origin of countries they come from. • Learnt about Invitation forms through which patients come from their respective countries, after receiving the permission from their government through medical visa. • Came to know about consent form for patients to change their wards in hospitals after surgery depending on their financial status. • MOH and MHC. Two terms that I heard for the first time i.e. Ministry of health and Master health checkup. MHC is where Apollo's pro health program is being carried on and MOH is the ministries of the countries who are giving total financial cost of the treatment of the patients coming from their countries. • Spoke with FRRO officials regarding the strictness about giving Visa extensions to the patients who are living for far too long in India without proper documentation. • Gained practical experience in handling documentation and coordinating with relevant departments to ensure smooth processing. This hands-on exposure enhanced my
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	understanding of the hospital's billing and documentation protocols, especially for international patient services. • Spent a day at the OPD of Cardiology and Neurology and observed how the concerned department's executives deal with both patients and doctors. • Learnt in brief about Customer relationship management (CRM). How the patient flow occurs from the initiation from their country to the departure of the patients from India. Leads are generated related to each patient, and they will be followed up by different individuals at different positions. The patients are tracked up to the time they are in the hospital. • Learnt about how the international insurance works in a hospital and who are the insurance companies that are partnered with apollo hospitals internationally. • Got to know about CRM in detail about how patient data is stored, categorized and how they can schedule consultations with the doctors. • Visited the IT department and noticed about technological infrastructure behind the hospital. • Noted the process on how the officials from the apollo hospital, especially from the international patient services department, go to foreign countries, talk with the concerned authorities there and get their governments to partner with apollo. • Attended a pre surgical counselling session of a patient and understood how the doctors deal with patient's doubts and clarifies them. • Witnessed the role of CRM executives in assigning dedicated relationship officers to each international patient. • Visited Radiology department to observe the workflow. • Investigated the issue of duplicate registrations due to software glitches and power outages and conveyed the same problem to the higher authorities. • Visited the Oncology, ENT and Paediatrics department and saw how the patient workflow occurs. • Saw how cost estimation of treatment is explained by designated person for every patient. • Verified that follow up is utmost necessary for the well-being of the patients and their satisfaction towards the hospital.
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	• Received the feedback from discharged international patients through video testimonials and submitted it into senior manager. • Saw the demographics of the international patients i.e. the origin of the countries they come from. • Noticed that the International front desk is constantly disturbed by many people asking for directions to various departments and thought of a solution involving digital kiosks telling the directions. • Visited the operation theatre and Emergency department and got to understand the workflow there. Noticed how well the operations are taking place with the help of executives, front desk staff and with cooperation of patients.
Linking theory (Classroom learning) with practice at the organization	• Learnt about Organizational communication in this week i.e. how various departments function interlinking with each other, regarding patient safety, their well-being and the treatments necessary. • Strategic planning is very important in functioning and improvement of any department in hospitals, and it became an integral part in development of international business department as well. • Got to know about medical tourism. • Organizational behaviour is the one that I can say I learned and got to know how the institution works. • With interdepartmental communication, hospitals can prosper very well. • Reflected on how service transparency and patient satisfaction apply in real life conflict resolution. • Noted how customer engagement depends on proactive communication. • Realized that follow-up care is critical in retaining international patients. • Reflected on how physical infrastructure and human navigation deeply affect the workflow efficiency in hospitals.

Gaps identified on the working area	• Regarding visa extension process, there is only one person authorizing and verifying the process and that is leading to wastage of time for the patients. • After registration, many patients or their relatives or friends come later asking for their UHID (Universal health ID) which is valid for 15 years in Apollo Hospitals and for changing the patient's mobile numbers. The problem is that we don't know they are really patient's well-wishers or not and this will lead to problems, especially when the treatment cost is covered by the government of their respective countries. • Communication barrier exists between doctors and the staff working in international department regarding to Visa extensions. • International insurance is not ensured in a smooth process. One of the patients came and argued with the management about not taking up their international insurance plan and the process is still on going. • Follow up of the patients is lacking. Every patient is not being followed up and this is leading to less amount of satisfaction from the patients. • International Patients who come for medical health checkup, have their registration fee free of cost compared to others. This is leading to disparity. • Due to glitches in the software database of the hospital, while registering a patient, double registrations of the same patient are happening. • Work related to international patient's registrations and visa extensions is getting disturbed by the other people who are asking for the directions of the department they want to go. • Sometimes, the patients who are scheduled for surgery do not go through the treatment and this creates a disturbance in the scheduling of the day.
Suggestions for improvement	• Minimum 2 personnel should be allotted for verifying the visa process and this will save time for the patients. • Proper communication needs to be established at the start, that UHID is not given for second time even if they lost it and should be clearer about that. • Proper one on one discussion needs to happen between doctors and staff about visa extension. • Rectified by allotting Personnel to few nations like, Pacific Ocean countries to one and African countries to other and likewise.

	• All the registration cost should be same for everyone regardless of what they are coming for. • Update of the database is necessary, and new system should be brought place to counter the power cuts that is leading to loss of the data. • Separate helpdesks and digital kiosks need to put up at every entry of the hospital to guide the patients to their wanted location. • Patient should be well informed about what to eat, what medication he should take, and doctors should explain each detail before the day of operation so that he/she does not panic.
Key learnings	• Got to know about various department's structure and functioning. • Got comprehensive exposure into registrations, visa extensions and admissions of international patients. • Use of invitation forms and consent forms for Ward changes post-surgery. • About International insurances and understanding global tie-ups. • Learnt about how cost estimation of every treatment is explained by the designated personnel of the International patient services. • Interacted with FRRO officials regarding visa processes. • Observed the hospital's technological backbone in the IT department. • Understood how Apollo officials engage in international partnerships by travelling abroad and coordinating with the concerned people. • Observed the importance of follow up for patient satisfaction and long-term care.

Signature of the Student

B. Srinivasa reddy.

Approved by the IIHMR University's Mentor