

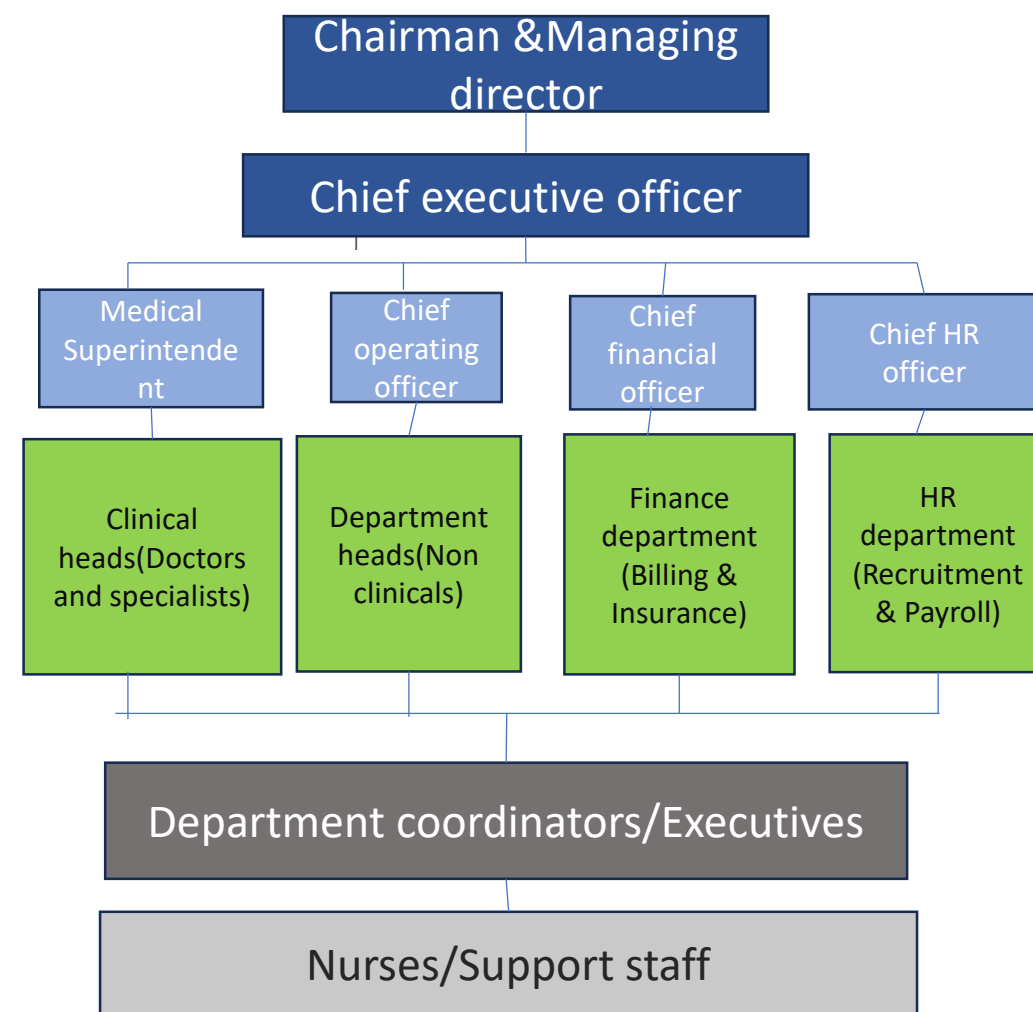
ABOUT THE ORGANISATION:

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 the 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:

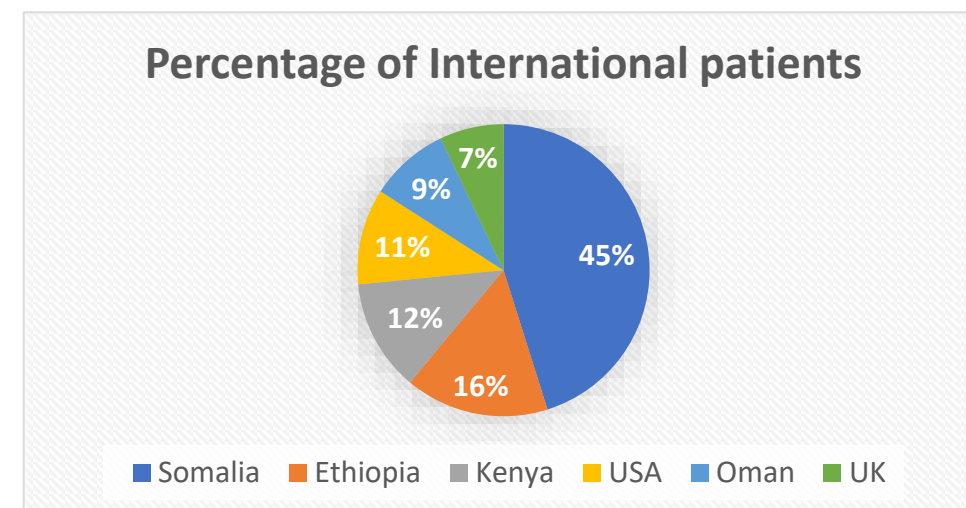


LEARNINGS:

- 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.

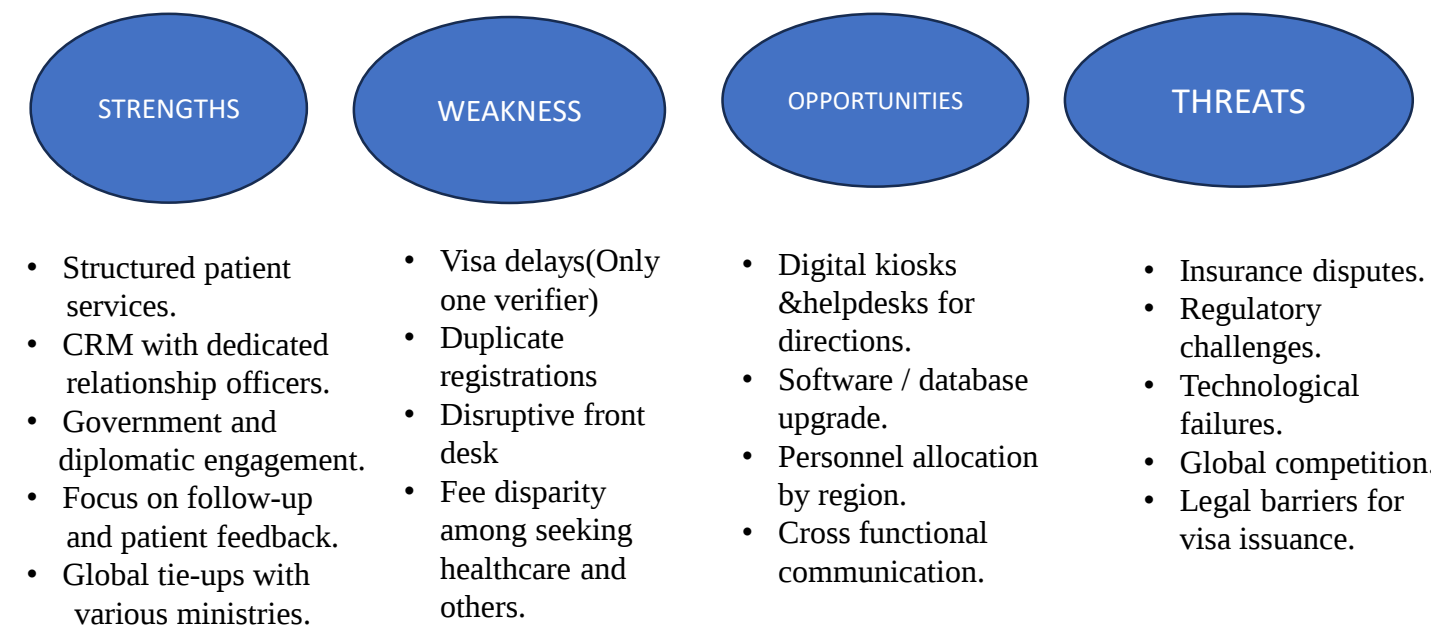


- Observing patients in departments like oncology, neurology and cardiology in patient departments was emotionally intense, specially those who are experiencing life threatening problems.

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 be 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.