

ABOUT APOLLO

Apollo Hospitals was founded in 1983 by Dr. Prathap C. Reddy, marking the beginning of corporate healthcare in India. It is now Asia's largest integrated healthcare provider, with:

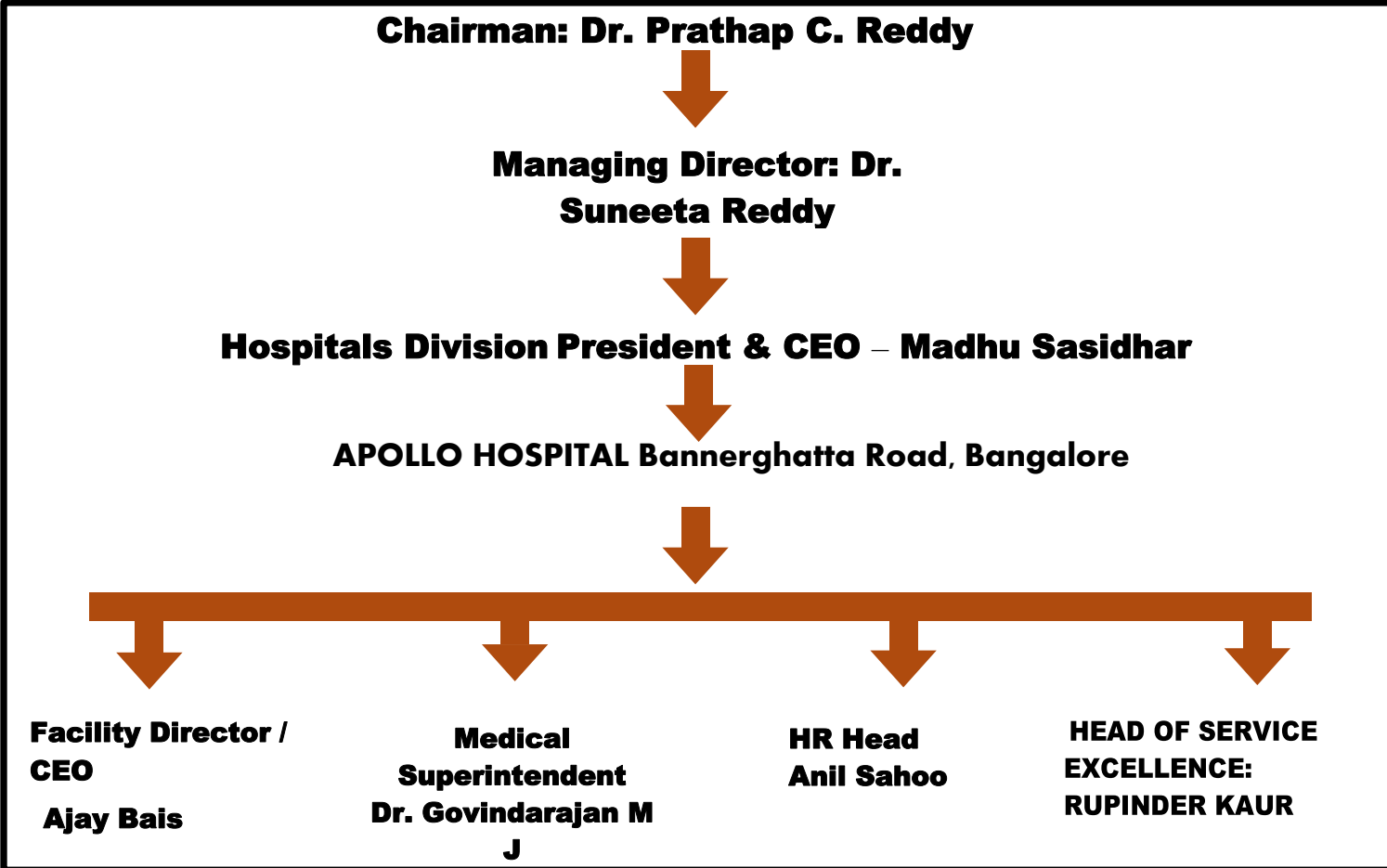
- Over 10,000 beds across 70+ hospitals
- 6,000+ pharmacies
- 2,500+ clinics and diagnostic centers
- 500+ telemedicine centers across 13 countries

MISSION/VISION

Mission: "Our mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity"

Vision: Apollo envisions expanding its reach and impact through accessible, high-quality healthcare, aiming to serve a billion people globally.

ORGANOGRAM OF APOLLO



SWOT ANALYSIS

Strengths:

- Hands-on exposure to hospital operations.
- Strong mentorship and collaborative work environment.
- Application of academic concepts in real settings.

Opportunities:

- Skill enhancement in communication
- problem-solving, audit & Networking

Weaknesses:

- Limited decision-making authority as an intern.
- Focused exposure to service excellence only.

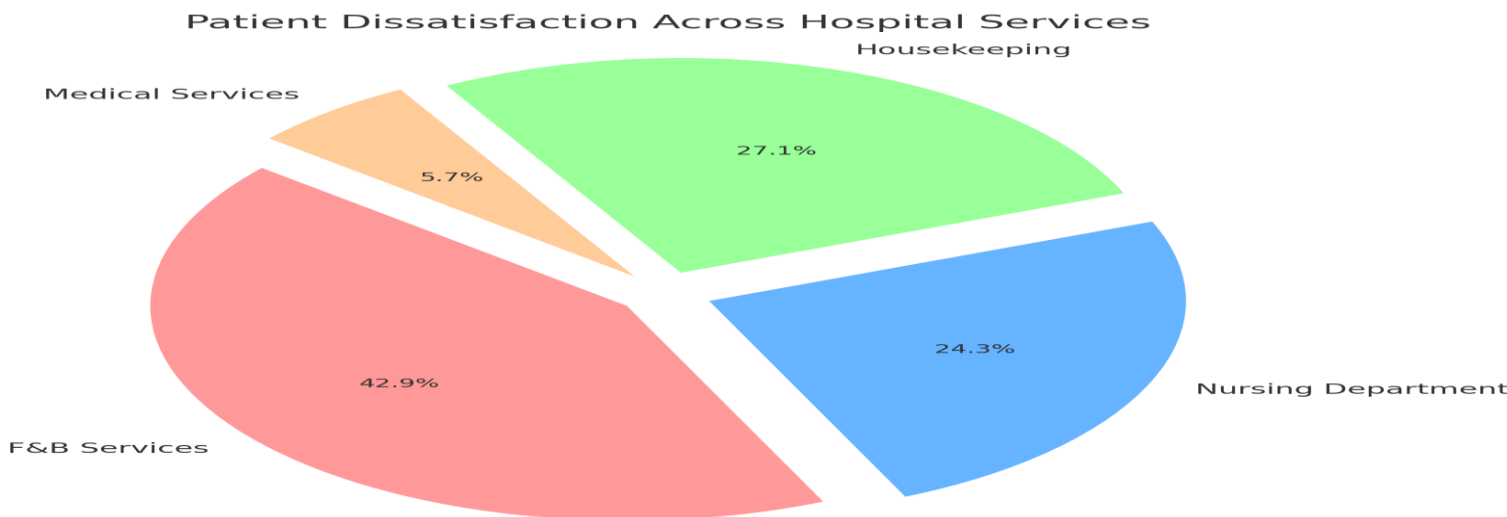
Threats:

- Institutional limitations
- Sensitive nature of patient complaints.

APOLLO HOSPITAL BANGLORE



DATA ANALYSIS



Patient Dissatisfaction Overview (Compact)

- F&B Services (60%):** Issues with food quality and delivery delays.
- Nursing Department (34%):** Concerns about staff behavior and delayed call bell response.
- Housekeeping (38%):** Complaints on room cleanliness and hygiene standards.
- Medical Services (8%):** Dissatisfaction with doctor behavior and treatment quality.

CHALLENGES FACED DURING INTERNSHIP

Limited authority to implement observed changes.

Communication gaps across departments slowed issue resolution.

Handling sensitive patient complaints requires emotional maturity.

Encountered technical issues (e.g., call bell failures, room delays).

Complex SOPs demanded continuous learning and adaptability.

Short internship duration, limited scope for deep process engagement

THEORY vs PRACTICAL

Theory (Classroom Learning)

- Learned about **Net Promoter Scores**
- Taught **Lean Healthcare** methodologies.
- Explored **communication models**, patient counselling, and **conflict resolution**.

Practical (Internship Experience)

- Engaged in **live feedback collection**
- Identified and reported **service gaps** in F&B, nursing, and housekeeping departments.
- Noted **communication breakdowns** leading to dissatisfaction and recommended **staff training**.

USEFULLNESS OF INTERNSHIP

Provided real-world exposure to hospital service workflows and patient experience management.

Strengthened understanding of how theory (TQM, SOPs, Lean) translates into hospital operations.

Improved communication, problem-solving, and auditing skills through patient interaction and service evaluation.

Enhanced awareness of interdepartmental dynamics and the importance of coordinated service delivery.

Developed a practical mindset for identifying service gaps and proposing feasible improvements.

SUGGESTIONS TO ORGANISATION

Strengthen Interdepartmental Communication:

Conduct regular coordination meetings to reduce delays and miscommunication.

Introduce Staff Communication Training:

Train frontline staff in empathetic, patient-centric communication.

Implement Centralized Helpdesk System:

Establish a single point of contact for addressing patient service requests efficiently.

Upgrade and Audit Call Bell Systems:

Regularly check and maintain call bells to ensure timely patient assistance.

Improve Escalation Mechanism:

Define clear accountability and timelines for resolving unresolved complaints.