

Conversion of Diagnostic Revenue in the Endocrinology, rheumatology Department

Organization Mentor-

Dr. FAZIL K (Head- Operations)

Faculty Mentor-

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Brief history of the organization

The flagship hospital of Manipal Health Enterprises, Manipal Hospital HAL Airport Road, is a **600-bed** quaternary care facility set up in 1991. Situated in the heart of Bangalore, Manipal Hospital HAL Airport Road provides care in over **60 specialties** under one roof.



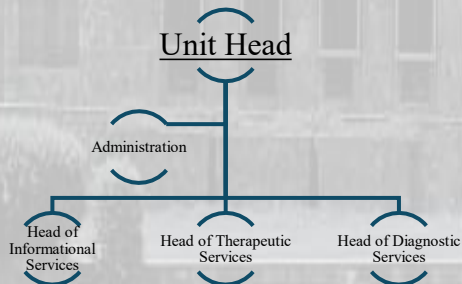
Vision

- Be the Destination of choice for the communities we serve.
- Most preferred and respected healthcare organisation in every location where we operate.



Mission

To Enhance **"GROWTH, DIFFERENTIATION & PEOPLE"** and to serve our patients with a smile



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Strength



- 1) Experienced Staff Member
- 2) Enhanced patient Care & Satisfaction
- 3) Advanced technology

Weakness



- 1) There should be more manpower
- 2) Sitting area should be increased
- 3) High-cost treatment not affordable by some people

Opportunity



- 1) Increasing brand and services awareness
- 2) New Technology
- 3) Investment in R&D

Threats



- 1) Rising costs of medical supplies, advanced medical technology
- 2) Competition from other multispecialty hospitals
- 3) Economic slowdown



THEORETICAL LEARNING

- Workflow Management:** Knowing hospital's environment and processes, as well as the key theories of patient management.
- Healthcare Management Principles:** Therefore, the knowledge of the fundamental objectives, principles, and theories of health care management and patient care.
- Basics of communication:** Mode and tone of communication was taught.



PRACTICAL LEARNING



- Real-World Problem Solving:** Scope and application of theoretical knowledge for managing real life problems in a hospital.
- Implementation of Solutions:** Concerning patient satisfaction, the modern healthcare organizations have to work on strategies designed based on the research findings
- Implementation of communication:** Gained practical experience in effectively communicating with both patients and staff.

Project taken: Daily conversion of diagnostic revenue in endocrinology rheumatology department.

- Introduction:** this project was conducted to identify. percentage of patients availing diagnostic services within the hospital premises.
- Objective:** To identify the conversion rate of patients. Availing the services.
- Types of research:** evaluation research.
- Sample type:** non-randomized convenience sample of 119 patients
- Data collection methods:** surveys
- Findings:** 55%. Of patients availed lab services while 58% of patients availed radiology. Services.
- Conclusion:** Thus, we find that almost more than 46% of patients do not avail the diagnostic services and solving the issue while help in revenue generation.

Usefulness of the Internship

- Exposure to diverse hospital management aspects.
- Enhanced communication and teamwork skills.
- Hands-on experience in decision-making and resource allocation.
- Preparation for future hospital management careers.
- Personal and professional growth through overcoming challenges

Conversion rate of patients

