

INTERNSHIP

At CK BIRLA HOSPITAL, JAIPUR

Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business

Administration (MBA) in

Hospital and Health Management

by

Bhawana Prakash Naware

Under the Supervision and Guidance of

Dr. Seema Mehta

Professor IIHMR University Jaipur

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1. Introduction

During my internship at CK Birla Hospital, Jaipur, I worked in the Patient Experience Department, assisting with operational activities, quality audits, emergency preparedness programs, and patient feedback management under the guidance of a mentor. Throughout the internship period, I contributed to day-to-day tasks, completed assignments within given timelines, and participated in various service improvement initiatives.

This internship provided me with real-world exposure to healthcare service management. I gained hands-on experience in handling patient feedback, conducting audits, analysing service data, supporting leadership tasks, participating in emergency drills, and contributing to quality enhancement projects. I also developed crucial professional skills such as working effectively with coworkers, collaborating in teams, supporting departmental leaders, adapting to organizational culture, improving documentation and analytical capabilities, and maintaining high standards of integrity while dealing with sensitive hospital operations.

2. Objectives of the Internship

The primary objectives of my internship at CK Birla Hospital, Jaipur, were as follows:

- To gain an in-depth understanding of the operational functioning of the Patient Experience Department and its role in enhancing patient care quality.
- To assist the department in managing daily quality assurance activities, service audits, feedback collection, and operational support tasks.
- To develop essential professional skills, including teamwork, effective communication, documentation accuracy, and analytical thinking for healthcare service improvement.
- To learn and apply quality improvement methodologies such as Corrective and Preventive Actions (CAPA) and Root Cause Analysis (RCA) for addressing service-related concerns.
- To become familiar with patient satisfaction measurement tools, including Patient Satisfaction (PSAT), Net Promoter Score (NPS), Patient-Reported Experience Measures (PREM), and Patient-Reported Outcome Measures (PROM).
- To understand and adapt to the organizational culture, ethical standards, and core values followed within a professional healthcare setting.

- To actively participate in hospital safety initiatives and emergency preparedness activities, including mock drills for various hospital emergency codes.

3. Organizational Profile

Rukmani Birla Hospital (RBH), Jaipur, is a part of the CK Birla Group, now known as the CK A Birla Group, one of India's leading diversified conglomerates. The hospital is a private, 230-bedded multi-specialty healthcare facility that is fully accredited by the National Accreditation Board for Hospitals and Healthcare Providers (NABH).

RBH offers a wide range of services across specialties including Maternity, Orthopaedics, Cardiology, Oncology, Neurology, Paediatrics, Emergency Care, and Diagnostic Services.

The hospital's mission is to bring global standards of clinical expertise and compassionate care to patients and their families. With a strong focus on clinical excellence, ethical practices, and patient-centric care, RBH aims to deliver world-class healthcare services. The hospital's vision is to provide the highest quality patient services and achieve excellence in clinical outcomes.

4. Services Provided by the Organization

The hospital provides a wide range of healthcare services, which include:

Anaesthesiology	Cardiac Sciences
Dental Sciences	Dermatology
Dietetics	Emergency Medicine
Gastro Science	General Surgery
Internal Medicine	Laboratory Medicine
Neurosciences	Obstetrics and Gynaecology
Orthopaedics & Amp: Joint Replacement	Osteopathy
Pharmacology	Physiotherapy
Pulmonology	Radiology
Robotic Surgery	Critical Care Medicine
Diabetes and Endocrine Sciences	ENT - Otolaryngology

Immunology and Rheumatology

Medical Oncology

Ophthalmology

Paediatrics

Plastic, Cosmetic and

Renal Sciences

Reconstructive surgery

5. Key Activities and Projects Undertaken

- Conducted daily inpatient rounds in wards and ICUs to collect feedback on doctor consultations, nursing care, food and beverages, housekeeping, ICU services, and discharge processes using a 10/10 rating scale (Poor, Fair, Good, Very Good, Excellent).
- Collected discharge feedback from patients focusing on doctor consultations, nursing care, food and beverages, housekeeping, ICU services, and the discharge process.
- Collected OPD feedback covering services such as admission, front desk handling, nursing care, doctors' consultation, laboratory services, radiology services, pharmacy, and other ancillary services.
- Conducted mystery audits through mystery calls to the hospital call centre to assess politeness, information accuracy, and problem-solving ability.
- Performed topographical induction audits by daily checking staff familiarity with the hospital layout, department locations, emergency exits, and key service points.
- Carried out wheelchair handling audits ensuring that GDAs, and not attendants or relatives, assisted patients and that seat belts were properly used during transfers.
- Segregated and analysed patient feedback department-wise to identify service gaps and prioritize quality improvement areas.
- Conducted patient callback surveys to evaluate post-discharge patient satisfaction and service experience for both IPD (Inpatient Department) and OPD (Outpatient Department) patients.
- Initiated and worked on the IV Drip Monitoring Project to audit nursing staff adherence to IV drip management protocols based on patient complaints.
- Actively participated in emergency mock drills for Code Grey (external disaster), Code Red (fire emergency), Code Violet (combative person management), Code

Yellow (internal disaster/mass casualty), and Code Blue (cardiac arrest response) to strengthen emergency preparedness skills.

6. Key Learnings from the Internship

- Developed strong communication skills by interacting daily with inpatients, outpatients, and hospital staff during feedback rounds and audits.
- Enhanced patient handling and empathy skills through direct feedback collection at critical points like inpatient stay, OPD visits, and discharge.
- Gained experience in conducting structured feedback surveys using a standardized 10/10 rating scale and service evaluation parameters.
- Improved analytical skills by segregating and analyzing patient feedback department-wise to identify trends, service gaps, and focus areas for improvement.
- Strengthened auditing skills through active participation in mystery audits, evaluating call centre services and frontline service compliance.
- Learned the importance of operational knowledge by conducting topographical induction audits ensuring staff awareness of hospital layout and emergency pathways.
- Built awareness about patient safety practices through wheelchair handling audits, emphasizing GDA responsibility and use of seat belts during patient transfers.
- Gained project management exposure by initiating and executing the IV Drip Monitoring Project focused on process compliance and complaint resolution.
- Strengthened understanding of hospital emergency protocols through active participation in emergency mock drills for Code Grey, Red, Violet, Yellow, and Blue.
- Improved teamwork and coordination skills by working closely with cross-functional teams (nursing, housekeeping, front desk, call centre) during various operational activities.
- Developed a high sense of integrity, professionalism, and confidentiality while handling sensitive patient feedback and operational audits.

7. Conclusion

My internship at CK Birla Hospital, Jaipur, was a transformative learning experience where I developed essential skills in healthcare service auditing, feedback analysis, quality improvement, emergency preparedness, teamwork, and professional ethics. Participating in operational tasks, patient experience initiatives, and emergency mock drills gave me a well-rounded exposure to hospital management practices.

Learning to use tools like CAPA, RCA, PSAT, NPS, PREM, and PROM enhanced my analytical and problem-solving skills. The experience has laid a strong foundation for my future career in healthcare management and service quality enhancement.