

BRIEF DESCRIPTION ABOUT ORGANIZATION

Manipal hospitals is one of India’s foremost multi speciality healthcare providers. Manipal hospitals currently India’s second largest hospital chain . Manipal hospitals Jaipur is a 225 bedded facility equipped with state to art infrastructure and advanced medical technologies. It is NABH and NABL accredited tertiary care centre offering a comprehensive procedures in Rajasthan top among private hospitals . The Manipal cancer care centre is the only private centre in Rajasthan offering end to end oncology services

MISSION & VISION

“to enhance “ growth, differentiation and people” and to serve the patients with a smile

“To be destination of choice for healthcare in the communities they serve”
To become the most preferred and respected healthcare organization

THEORETICAL AND PRACTICAL KNOWLEDGE

Studied hospital departmental structure and their interrelationships in hospital management

Learned about patient flow models like input throughout output and bottlenecks in health services

Understood the importance of KPIs like TAT, BOR , HAI , ALOS

Studied the factors influencing patients satisfaction such as environment clarity of communication wait time and staff responsiveness

Witnessed real time interdepartmental coordination, between OPD pharmacy billing and diagnostic

Mapped out patient movement across departments in real time , identified common pain points.

Tracked patient discharge delays and staff dependency in IPD .

Gather real patient feedback data through Zykrr and noted common issues affecting patient satisfaction

MAJOR LEARNING

- First- hand exposure of hospital operations
- Understanding of healthcare challenges
- Enhance analytical and observational skills
- Professional growth and work ethics

CHALLENGES

- Data accessibility constraint
- Limited interaction with patients
- Managing Multiple tasks
- Communication gap with department heads

OBJECTIVES

- To asses the current patient flow process in the department
- To identify bottlenecks and pain points for the patients
- Recommend actionable strategies to optimize flow and improve patient overall experience

SCOPE OF STUDY

- Modalities covered: x ray CT scan, MRI PET scan, USG
- Total data points collected: 230+ patients
- Focused modalities Xray and MRI

METHODOLOGY

- Study design: Observational + process mapping
- Sample size: 160+ patients
- Data collection tool; Time motion study, Staff interview, Patient feedback form

KEY OBSERVATION

Parameter	observation
X ray TAT	9-13 minute per patient
MRI TAT	25 -30 min (basic case)
Peak days	150+ x ray cases 25+ MRI cases
Patient dropout	Avg 3 -5 patient (MRI) a few patients (X-ray)

GAP IDENTIFIED

- Long waiting time
- Only single MRI and single CR x ray modality
- Delay in image acquisition and film process
- No fan and ventilation in x ray room

EXPECTED BENEFITS

Metrics	Before	after (estimated)
X ray TAT	9 – 13 min	3 -4 minutes
MRI patients	20 patients	35 - 40 patients
Dropout	3 – 5 cases (MRI) a few patient (X-ray)	Rare chances can perform more than 250+ x rays per day

SWOT ANALYSIS

Strength	Weakness
➤ Strong brand reputation ➤ Advanced technology (robotic surgery . linac machine) ➤ One of the highest revenue generating unit in Manipal chain ➤ Highest reach and footfall to rural patients approx 70%	➤ Less Cash patient ➤ Patient nurse ratio is not adequate ➤ Poor outer infrastructure reduces visual appeal for walk in patients ➤ inconsistent doctor availability leading to increased waiting time and patient dissatisfaction
Opportunities	Threats
➤ Hire more trained and skilled nursing staff ➤ Including one more MRI modality to retain the patients and improve efficiency ➤ Collaboration with institute and corporate companies to expand the market reach ➤ Expansion of infrastructure and space to improve patient convenience	➤ Lack of Parking space create rush during peak days ➤ Patient leakage to competitors due to delay and high occupancy ➤ Regulatory risk for government scheme patients ➤ Competitors like CK Birla EHCC and apex attracts patients with prime locality and better infrastructure

SUGGESTION FOR IMPROVEMENT

A help desk with designated staff to assist patient and issue

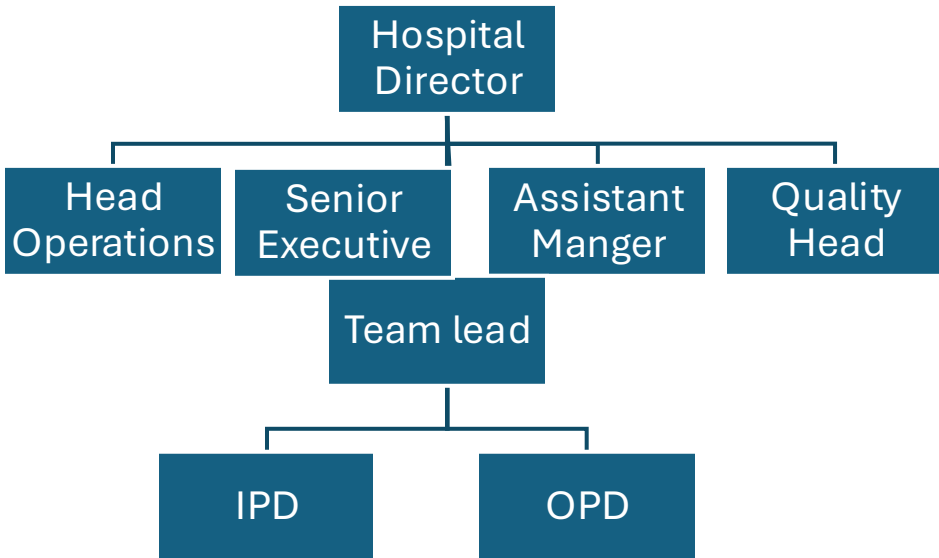
Streamline interdepartmental coordination

Adding one more MRI machine or Upgrading the existing one can help to retain the patients and improve efficiency,

Change CR x ray modality with DR X ray System to reduce total procedure time and perform more cases

Redesign X ray room with radiation safety protocols and necessary measures

ORGANOGRAM



Other project undertaken

- Parking Utilization
- Revenue leakage analysis