Name: Risha Chattaraj **Roll No:** 2056

Duration: 2.5 months

Organization Mentor: Minakshi Popli Chopra **IIHMR Mentor:** Dr. Deepti Sharma

Topic: Enhancing Service Efficiency in PHC: A trend based evaluation of Patient footfall.

Brief History

Fortis Hospital, Manesar, established in 2024, Fortis Healthcare Network, is a part of state-of-the-art and a major multi-super speciality hospital and is known for advance technology and extraordinary patient care. It offers various specialties including cardiology, neurology, oncology, which creates a major healthcare destination for the region.

Vision

To create a world-class integrated healthcare delivery system in India, combining medical excellence with compassionate care.

Mission

To be a globally respected healthcare organisation, known for clinical excellence and distinctive patient experience.

Theoretical understanding vs Practical Exposure

Theoretical	Practical
1. Hospital operations and workflow management	1. Managed PHC activities, ensuring proper patient flow and coordinating with diagnostic departments
2. Communication and inter departmental coordination	2. Coordinated between PHC, OPD, Pathology, Radiology, NIC t reduce delays and proper report dispatch resulting in internal communication improvements
3. Health care analytics and data visualization	3. Used excel to compile PHC footfall data, visualize corporate - wise service utilization and derived insights from trends

Organisation Structure

Facility Director

- Medicial Superintendent
- Head Admin
- Head HR
- Finance Controller
- Head Sales and Marketing

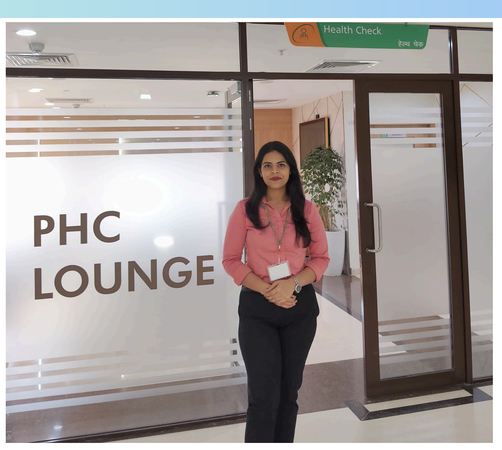
- Chief of Nursing
- Biomedical Head
- Head of CSSD
- AMS/DMS
- Quality Head
- Blood bank Supervisor
- OT Supervisor

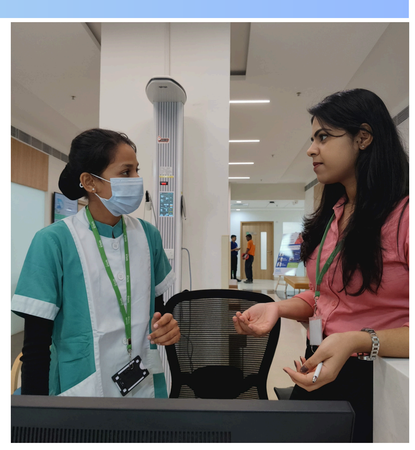
- Chief Security
- Officer
- Head-PCS
- Head-IT
- Head-HK
- Head-Engineering

- Asst. Manager
- Talent Acq. Team
- Training

- Accounts department
- Internal Audit
- ERP Management
- Taxation

- Digital Marketing
- Referral Marketing
- Branding





SWOT Analysis

S — Strengths

- Strong brand presence and reputation across India
- Wide networkof 28+ hospitals and diagnostic centers
- Expertise in multiple specialties like cardiology, oncology, orthopaedics
- Leadership in medical tourism(patients from 50+ countries)

W — Weaknesses

- High dependence on urban and metro locations
- Limited presence in rural healthcare delivery
- High operational costs due to premium infrastructure
- Limited scalability in government- funded health programs

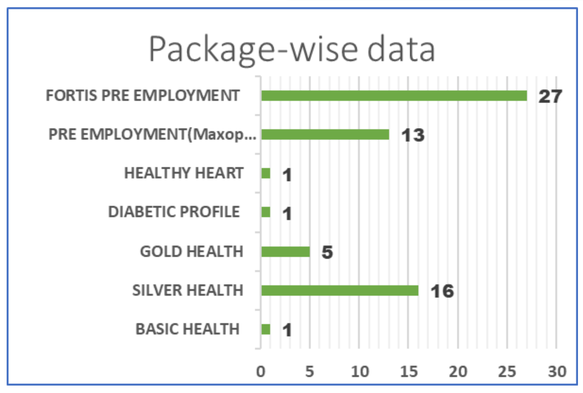
O — Opportunities

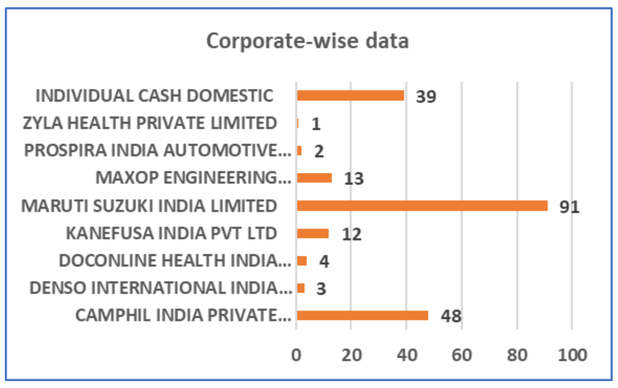
- Growing demand for privatehealthcare and preventive services
- Expanding telemedicine and digitalhealth platforms
- Rising medical tourism in Asia
- Potential expansion into tier-2 and tier-3 cities

T — Threats

- Intense competition from other hospital chains (e.g., Apollo, Max)
- Changing government policies and healthcare regulations
- Economic downturns impacting patient affordability
- Technological disruptions from new health-tech startups

Data Analysis and Findings

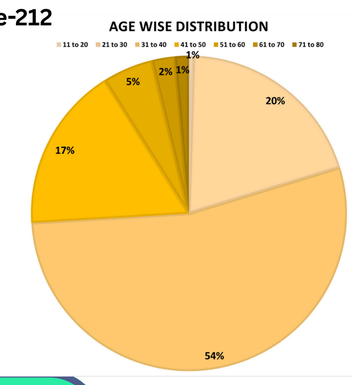




Data of patients from 1st - 30th May of sample size-212

Findings

- Silver Health(16 patients) and Gold Health(5 patients) are the most preferred comprehensive packages
- Basic Health,Healthy Heart and Diabetic Profile packages had minimal uptake(1 patient each)-indicating low awareness or targeted need
- Maruti Suzuki had the highest organizational tie-up(91 patients)
- Majority of patients (114) fall in the 31 to 40 years age bracket - indicating this is the most health - conscious or corporate screening group
- 2nd highest group is 21 - 30 years (42 patients), possibly new employees undergoing pre employment checkups.
- Senior age groups (51 - 80) years showed very low engagement



Learning during internships

- Gained first hand exposure to the end to end process and coordination of PHCs
- Observed how large-scale corporate tie ups and how they drive preventive healthcare
- Understood the commercial aspect of B2B healthcare services especially in pre employment screening
- Learned how pricing, awarnes and relevance affect package uptake

Challenges Faced

- Handling patient flow and managing time became challenging during rush hours or bulk corporate checkups.
- The fast-paced protocol driven healthcare environment was overwhelming in the first few days.
- Due to insufficiency of staff there was pressure on individual personnel. For example: I had to manage 20-25 patients at a time single handedly

Suggestions for improvements

- Deploy additional support staff during peak morning hours to manage high patient volumes efficiently.
- Provide comprehensive training to all hospital staff to ensure smooth process execution and seamless patient handling, even in the absence of assigned PHC personnel.
- Ensure availability of PHC consultants in the evening post-report dispatch to facilitate same-day consultations and reduce the need for repeat visits.
- Need for elderly focused awareness programs.