



HISTORY AND DISCRIPTION OF ORGANIZATION

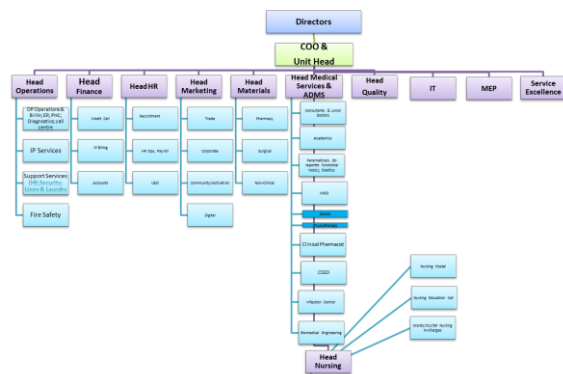
Apollo SAGE Hospital, Bhopal, inaugurated in January 2023, is a joint venture between The SAGE Group and Apollo Hospitals. Founded to bring world-class healthcare to Central India, it offers 350+ beds and over 25 specialties including cardiology, oncology, and critical care. The hospital features advanced technology like robotic surgery, modular OTs, MRI/CT, and a Cath lab. NABH-accredited and patient-focused, it combines Apollo's clinical excellence with SAGE's regional legacy to deliver high-quality, accessible care.

VISION and MISSION

VISION: Apollo Sage Hospital envisions improving the health and well-being of the community by providing world-class patient care, medical education, and training. We work to be trusted by the people who need healthcare, valued partners in the community, and creators of positive change.

MISSION: We are committed to providing patient-centered, quality medical care and services to people in a highly efficient environment. Apollo Healthcare has a robust presence across the healthcare ecosystem. From routine wellness & preventive health care to innovative life-saving treatments and diagnostic services, Apollo Hospitals has touched more than 120 million lives from over 120 countries, offering the best clinical outcomes. Sharing the larger vision with Apollo, The SAGE Group is joining hands with the largest network of the world's finest and brightest medical experts who provide compassionate care using outstanding expertise and advanced technology.

Organization Structure



THEORETICAL v/s PRACTICAL EXPOSURE

Theoretical learning presents an ideal setup; however, real hospital settings during my SIP revealed practical challenges such as delays, coordination gaps, and staff-related issues. Theoretical concepts are well organized, actual hospital operations are heavily influenced by human behavior and real-time decision-making.

OBJECTIVE : to assess and improve the inpatient patient experience at Apollo Sage Hospital by systematically collecting and analyzing patient feedback on various aspects of their hospital stay.

METHODOLOGY

Study Area: Inpatient Department (IPD), Apollo Sage Hospital, Bhopal

Study Type: Descriptive study

Study Duration: 2 months

Sample Size: 50 IPD patients

Inclusion Criteria:

- Patients admitted in the IPD for more than 2 days and are going to be discharged within next 24 hours
- Patients or their attendants willing to participate and provide feedback.
- Patients from general, semi-private, and private wards.

Mode of Data Collection: Structured patient satisfaction survey using a questionnaire.

ANALYSIS

Fig. 1- Timelines of Services (n=50)

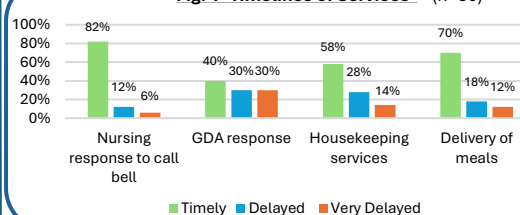


Fig. 2-Room Facilities and Comfort (n=50)

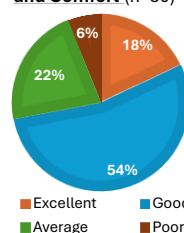


Fig. 3- Staff Behavior (n=50)

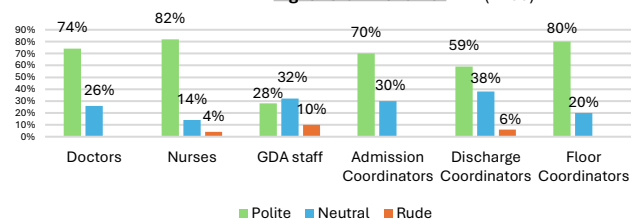


Fig. 4- Food Quality (n=50)

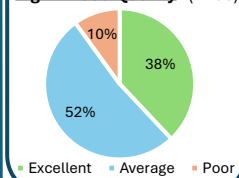


Fig.5- Time taken for discharge (n=50)

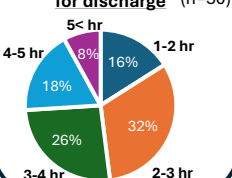
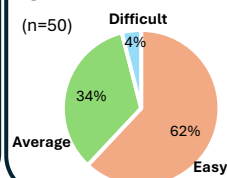


Fig.6- Admission Process (n=50)



KEY LEARNINGS

1. Learned how floor operations are managed through structured staff roles, shift handovers, and daily task coordination.
2. Understood the importance of timely, respectful, and holistic patient care in enhancing overall hospital experience.
3. Observed that effective interdepartmental coordination is essential to avoid delays in services like billing, radiology, and discharge.

STRENGTHS

1. Well equipped (private and semi-private) patient rooms and suites for luxury.
2. The hospital is staffed with top medical professionals in Bhopal.
3. Offers 350+ beds, with 100+ critical care beds

WEAKNESSES

1. Services are considered costly.
2. It is a relative newcomer in Bhopal versus legacy hospitals in the region.
3. Lapses in ground staff performance such as GDA, housekeeping, F&B attendants etc.

SWOT ANALYSIS

OPPORTUNITIES

1. Growing disease burden.
2. Surrounding regions of Bhopal still lack good medical services.
3. Demand for specialized post-operative care

THREATS

1. Growing competition from other private hospitals providing cheaper services.
2. Any negative publicity, medical errors, or patient dissatisfaction can severely damage the hospital's reputation.
3. Shortage or unavailability of staff.

STRENGTHS & OPPORTUNITIES

Capitalize on luxury rooms, top medical talent, and extensive bed capacity to attract patients from underserved regions and medical tourism seeking specialized, intensive post-operative care for complex and growing disease burdens.

WEAKNESS & OPPORTUNITIES

Drive patient acquisition by offering premium, value-added packages that justify costs and aggressively marketing specialized care to underserved areas. Improve ground staff performance to boost reputation and attract more patients

TOWS ANALYSIS

STRENGTHS & THREATS

Ensure exceptional patient care with expert staff and well-equipped facilities to prevent negative publicity. Attract and retain skilled personnel by leveraging the hospital's reputation for quality, combating staff shortages.

WEAKNESS & THREATS

Combat high-cost perceptions and competition by transparently showcasing the value of premium care and optimizing operations. Address ground staff issues through rigorous training to prevent negative publicity and build trust. Implement robust recruitment and retention strategies for all staff, focusing on excellent patient outcomes to overcome newcomer status and strengthen reputation.

CHALLENGES FACED

1. Lack of structured guidance from the mentor and senior staff led to confusion and delays.
2. Hospital protocols restricted access to patient data and hospital software systems affecting project data collection and hands-on learning.
3. Patients and attendants were hesitant to participate in surveys as the hospital already had a feedback form, and they were often not in the right frame of mind to engage in additional paperwork or formalities.

SUGGESTIONS

1. Implement Better Staff Rotation Practices.
2. Conduct regular training programs for under-skilled staff and introduce reward based incentives or recognition to motivate performance and encourage adherence to protocols.
3. Actively value patient feedbacks and address them seriously.