

THE GENERAL HEALTH AWARENESS SURVEY AND HEALTH PACKAGES ANALYSIS

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INTRODUCTION

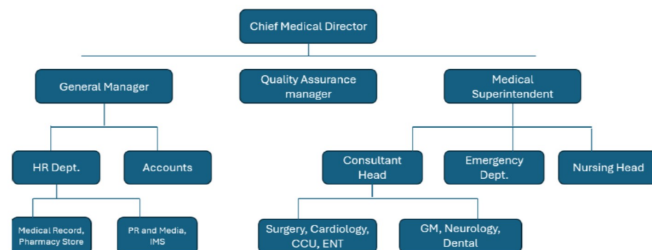
Established in 1996, Vasundhara Hospital began its journey as a 10-bedded facility focused on IVF and mother-child care. Over the years, it has grown into a 100-bedded multispecialty hospital, offering advanced services in heart care, IVF, and more – continuing its legacy of compassionate and quality healthcare.

VISION & MISSION

Vision- A compassionate healthcare for enriching lives with consistent quantitative service.

Mission- Restore Health! Deliver a healing touch through a caring, compassionate, committed and competent team. With the help of advanced state-of-art facilities to ensure efficient, affordable and sustainable delivery for the collective well-being of the community.

VHL- ORGANOGRAM



LEARNINGS

- Theoretical:**
 - Designed health awareness materials
 - Analysed patient feedback & package usage
- Practical:**
 - Interacted with patients and staff
 - Observed behavior at reception
 - Assisted in data handling and package promotion.

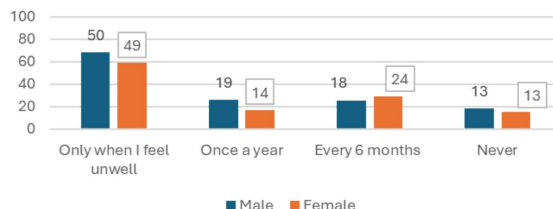
OBJECTIVES

- To study the awareness of available health packages among the general population.
- To understand their perception of preventive healthcare services offered by the hospital.

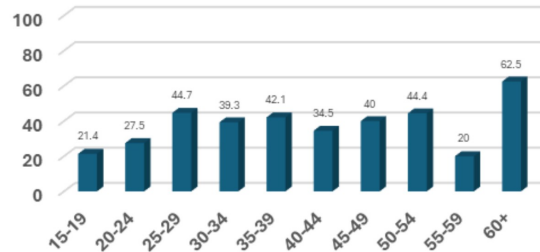
METHODOLOGY

A descriptive observational study was conducted through:
Sample size- 257 patients.
(Male- 155 i.e. 59% : Female- 102 i.e. 40%)
Surveys among OPD patients and attendants to assess awareness of general health and hospital health packages.
Hospital Data Review of package sales and utilization trends.
The study included a diverse group from OPDs, diagnostics, health camps, and nearby communities. Data was compiled and analyzed in Excel to identify awareness levels and usage patterns.

Percent distribution of the respondents by their routine health check up frequency (men=137; women= 120)



Percent distribution of the respondents who were aware of the health packages by age group (n=103)



SWOT ANALYSIS

STRENGTHS

- 25 years of experience.
- Supportive staff and consultants.
- NABH accredited.
- Specialized in IVF and Gynaecology.

WEAKNESS

- Limited geographical reach.
- Low public participation.
- Lack of digital promotion.

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OPPORTUNITIES

- Use of social media, mobile apps, and websites to promote packages and book check-ups online.
- Awareness activities in OPDs and camps

THREATS

- Government regulations affecting pricing
- Competing hospitals offering cheaper packages

CHALLENGES

- Adapting to hospital SOPs required time and guidance
- Patient hesitancy in answering health-related questions
- Difficulty in explaining terms to low-literacy patients

LEARNINGS

- Community education through visuals and interaction
- Improved data collection and analysis using Excel
- Understanding teamwork and hospital operations

SUGGESTIONS

- Regular updates on website & app with new packages
- Train staff to promote packages
- Organize awareness sessions in OPDs, colonies & camps