

SUMMER INTERNSHIP PROGRAM
at
VASUNDHARA HOSPITAL, JODHPUR

From 19th May 2025 to 19th July 2025

A REPORT BY

Prachi Jain

Master of Business Administration

Hospital and Health Management

Roll No. - 2023

2024-26

under the Mentorship of
Prof. Nutan P. Jain





VASUNDHARA HOSPITAL LIMITED

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VHL/INTERN/CER. /2025-26/07/12

Date: July 19, 2025

TO WHOM IT MAY CONCERN

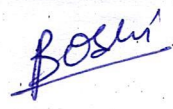
This is to certify that **Ms. Prachi Jain** student of **MBA, Batch-29** from **IIHMR University, Jaipur** has successfully completed her Internship under the curriculum of **Healthcare Management** at **Vasundhara Hospital Limited, Jodhpur**.

The duration of Internship was **from May 19, 2025 to July 19, 2025**. During her internship she successfully complete the project "Health Awareness Survey & Health Packages Analysis". We found her sincere, hardworking, technically sound and result oriented.

Wishing her the very best in her future endeavors.


Shalu Panwar
Director- Human Resources


Vishal Bhatnagar
Manager-Business Development
Project Guide


Priyanka Mattar
Coordinator- Health Packages
Project Co- Guide

IIHMR University Faculty Mentor Approval

This is to certify that **Prachi Jain** of academic year 2024-26 of **Institute of Health Management Research** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 29/07/25

A handwritten signature in blue ink, appearing to read 'Nutan', written over the printed name.

Dr. Nutan Prabha Jain

Professor

THE GENERAL HEALTH AWARENESS SURVEY AND HEALTH PACKAGES ANALYSIS

Presented by- Prachi Jain (HM-29)
Under the guidance of Prof. Nutan P. Jain (University mentor) and Mr. Vishal Bhatnagar (Org. mentor)

Roll No.- 2023

INTRODUCTION

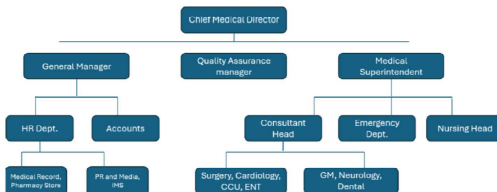
Established in 1996, Vasundhara Hospital began its journey as a 10-bedded facility focused on IVF and mother-child care. Over the years, it has grown into a 100-bedded multispecialty hospital, offering advanced services in heart care, IVF, and more – continuing its legacy of compassionate and quality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

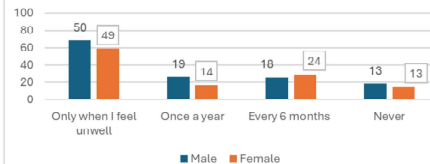
OBJECTIVES

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

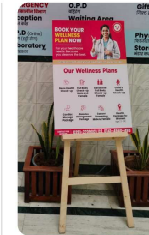
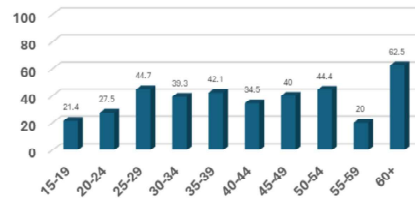
METHODOLOGY

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

Reporting Format (Week 2)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 2

From: 19th May 2025 to 24th May 2025

Activity Done	• Understood the scope and objectives of the health awareness and health packages. • Collected the set of questionnaires based on the target demographics for conducting the survey. • Conducted the kind of sample survey among the staffs to improve the form by their suggestions. • Made a form and creative poster to motivate people to fill in the survey form.
Linking theory (Classroom learning) with practice at your organization	• Applied research methodology like in health awareness survey (descriptive study) and health packages analyses (comparative or analytical study). • Applied business communication while preparing the possible questions for survey and behavior communication while conveying the message among patients.
Gaps identified on the working area.	• People may lack knowledge about non- communicable diseases like diabetes, hypertension or thyroid. • Awareness level might be differentiated by age, location or education. • Lack of awareness in patients about health packages.
Suggestions for improvement	• Aware people by organizing campaigns by collaborating with media using their local language. • Also train staff to inform patients during consultations regarding the health packages.
Plan for the next week	• Collecting the data from the patients through the health camps organizing by the hospital. Because the target is to store the data of 250 people for the further analyses

Signature of the Student: Prachi

Approved by the IIHMR University's Mentor

Reporting Format (Week 3)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 3

From: 26th May 2025 to 31st May 2025

Activity Done	• Collected the valid responses by approaching people to fill the general awareness google forms via general health camps organizing by the hospital and visiting the OPDs for collecting data. • Attended the health packages patients to understand the system.
Linking theory (Classroom learning) with practice at your organization	• Behavior communication • Essentials of hospital services in understanding the types of departments. Cross - sectional studies in collecting data from the population
Gaps identified on the working area.	• Effective health communication is missing. • Casual attitude towards the patients especially in case of health packaged ones.
Suggestions for improvement	• Set up a feedback system like suggestion boxes and feedback forms to understand patient satisfaction regarding health packages. • Making multilingual awareness materials to improve understanding in health awareness.
Plan for the next week	• Analyzing the collected data to identify the gaps and the level of awareness.

Signature of the Student: Prachi

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Reporting Format (Week 4)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 4

From: 2nd June 2025 to 7th June 2025

Activity Done	• Developed a marketing plan for selling health packages. • Finalized the costing structure for different health check-up packages. • Designed and created brochures to promote the packages. • Relate the brochure content with the overall strategy for better outreach.
Linking theory (Classroom learning) with practice at your organization	• Applied marketing management concepts such as the 4Ps (Product, Price, Place, Promotion) in structuring the marketing plan. • Implemented pricing strategies to finalize cost-effective rates. • Used communication and promotional theories to design brochures for more engagement
Gaps identified on the working area.	• Limited clarity in understanding customer point of views at the start. • Initial lack of coordination between departments (design, pricing, and promotion).
Suggestions for improvement	• Conduct a quick target audience survey to better understand preferences and expectations. • Organize short team meetings for clarity before launching any campaign.
Plan for the next week	• Distribute brochures through both offline and online platforms. • Monitor customer interest and collect feedback. • Going to reach outside public for the general health awareness survey.

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Reporting Format (Week 5)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 5

From: 9th June 2025 to 14th June 2025

Activity Done	• We conducted a general health awareness camp in a nearby village and collected health surveys. • Attended patients enrolled in health packages. • Trained coordinators about the updated hospital health packages. • Finalized and designed brochures and posters for package marketing. • Performed passive audit of discharged files and participated in a clinical reaudit in the ICU with the coordinator.
Linking theory (Classroom learning) with practice at your organization	• Applied concepts of public health outreach, communication strategies, clinical auditing and marketing in real-time field settings. • The training session bridged the theory of health education with practical coordination and patient interaction.
Gaps identified on the working area.	• Lack of clarity among some coordinators regarding recent updates in health packages. • Inconsistent format in discharged patient documentation noted during file audit. • Limited awareness in village about preventive checkups.
Suggestions for improvement	• Regular training workshops for coordinators on new packages. • Standardize the discharge file process. • Increase frequency of rural awareness camps to improve public engagement.
Plan for the next week	• Follow up on training impact among coordinators. • Begin digital promotion of finalized health package brochures. • Start analysis of collected health survey data. • Participate in clinical case discussion meetings.

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Reporting Format (Week 6)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 6

From: 16th June 2025 to 21st June 2025

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Activity Done	• We conducted a general health awareness camp in a nearby village and collected health surveys. • Attended patients enrolled in health packages. • Trained coordinators about the updated hospital health packages. • Finalized and designed brochures and posters for package marketing. • Performed passive audit of discharged files and participated in a clinical reaudit in the ICU with the coordinator.
Linking theory (Classroom learning) with practice at your organization	• Applied concepts of public health outreach, communication strategies, clinical auditing and marketing in real-time field settings. • The training session bridged the theory of health education with practical coordination and patient interaction.
Gaps identified on the working area.	• Lack of clarity among some coordinators regarding recent updates in health packages. • Inconsistent format in discharged patient documentation noted during file audit. • Limited awareness in village about preventive checkups.
Suggestions for improvement	• Regular training workshops for coordinators on new packages. • Standardize the discharge file process.
Plan for the next week	• Start analysis of collected health survey data. • Participate in clinical case discussion meetings.

Signature of the Student: Prachi

Approved by the IIHMR University's Mentor

Reporting Format (Week 7)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 7

From: 23rd June 2025 to 28th June 2025

Activity Done	• Informed the consultants of the hospital about health packages. • Performed passive audit of the latest discharged files coming to the MRD room. • Started the analyses of collected data.
Linking theory (Classroom learning) with practice at your organization	• Applied communication skills while informing consultants about hospital health packages. • Used knowledge of health information management during passive audits of discharged files in the MRD. • Applied biostatistics and data analysis concepts to start analyzing collected health data.
Gaps identified on the working area.	• Incomplete or inconsistent documentation found during passive audit of discharged files.
Suggestions for improvement	• Regular visits in every department for checking the records and documents.
Plan for the next week	• Completing the data analysis.

Signature of the Student: Prachi

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Reporting Format (Week 8)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 8

From: 30th June 2025 to 5th July 2025

Activity Done	• Informed the consultants of the hospital about health packages. • Performed passive audit of the latest discharged files coming to the MRD room. • Started the analyses of collected data.
Linking theory (Classroom learning) with practice at your organization	• Applied communication skills while informing consultants about hospital health packages. • Used knowledge of health information management during passive audits of discharged files in the MRD. • Applied biostatistics and data analysis concepts to start analyzing collected health data.
Gaps identified on the working area.	• Incomplete or inconsistent documentation found during passive audit of discharged files.
Suggestions for improvement	• Regular visits in every department to check the records and documents.
Plan for the next week	• Completing the data analysis. • Starting a new survey study.

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Reporting Format (Week 9)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 9

From: 7th July 2025 to 12th July 2025

Activity Done	• Completed the data collection of passive MRD files. • Attended the health packages patients. • Coordinate with marketing team in shooting the video regarding the topic health hygiene for patient safety.
Linking theory (Classroom learning) with practice at your organization	• Applied theoretical knowledge of medical records management in collecting data of passive files. • Used concepts of health communication while coordinating with the marketing team for a patient safety video. • Implemented learnings from hospital administration and patient care management by engaging with patients.
Gaps identified on the working area.	• Lack of completeness of some MRD files. • Not giving the priorities to the health package patients. • Inadequate use of hygiene education tools for patient safety in some departments.
Suggestions for improvement	• Conduct regular audits and staff training for proper documentation in MRD. • Improve visibility of health packages through digital platforms and in hospital displays.
Plan for the next week	• Analyze the data of MRD files to identify common concerns. • Participating in the NABH connect competition by preparing and doing the nuked Natak on patient safety.

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Reporting Format (Week 10)

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM

Week no: 10

From: 14th July 2025 to 19th July 2025

Activity Done	• Analyzed the data of MRD files. • Made the final ppt for presenting in the organization. • Presented the ppt in front of all the senior managerial staff.
Linking theory (Classroom learning) with practice at your organization	• Applied data analysis skills learned in academics to interpret MRD files. • Used presentation and communication skills to summarize findings and effectively present them.
Gaps identified on the working area.	• Lack of proper digital record keeping in MRD files.
Suggestions for improvement	• Conduct monthly audits of MRD to identify trends and issues early. • Implement electronic medical record (EMR) systems for better data management.
Plan for the next week	END OF THE INTERNSHIP

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Compiled Reporting Format

Name of the Organization: Vasundhara Hospital, Jodhpur

Area/ Department/ Project of Summer Internship Program: The General Health awareness survey and health packages analysis

Name of the Student: Prachi Jain

Roll no: 2023

Stream: MBA-HM 29

Activity Done	<u>The General Health Awareness Survey and Health Packages Analysis:</u> - comprehended the goals and extent of the health awareness and health packages. - gathered the questionnaires for the survey based on the target demographics. - conducted a staff sample survey to get their feedback on how to make the form better. - created a form and an eye-catching poster to encourage respondents to complete the survey. - gathered 257 valid responses by visiting the outpatient departments to gather information and asking people to complete the Google forms for general awareness during hospital-organized health camps. - visited the patients receiving health packages in order to learn about the system. - created a marketing strategy to sell health packages. - finalized the pricing schedule for various packages of health examinations. - Brochures were designed and produced to advertise the packages. - For improved outreach, connect the brochure's content to the overarching plan.
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	• gathered health surveys and held a general health awareness camp in a nearby village. • attended to patients who were signed up for health plans. • Coordinators were instructed on the most recent hospital health packages. • completed and created posters and brochures for package marketing. • told the hospital's consultants about the health packages. • began analysing the information that had been gathered. • Work with the marketing team to plan the video's production about patient safety and health hygiene. <u>Analysis of Latest Discharge Files of MRD:</u> • conducted a passive audit of files that were released. • accompanied the coordinator on a clinical reaudit in the intensive care unit. • conducted a passive audit of the most recent files that were released and brought into the MRD room. • finished gathering data for the passive MRD files. • examined the information in MRD files. • created the final PowerPoint presentation for the organization. • presented the PowerPoint to the senior management team.
Linking theory (Classroom learning) with practice at your organization	• <u>Research Methodology:</u> Applied research methods, such as descriptive studies for health awareness surveys and comparative or analytical studies for health package analyses. employed cross-sectional studies to gather population data.

- Business and Behavioural Communication:
Business communication was used to prepare potential survey questions, and behaviour communication was used to communicate with patients. Additionally, behaviour communication was used generally. When educating consultants about hospital health packages, communication skills were used. Coordinated a patient safety video with the marketing team using health communication concepts.
- Marketing Management:
When creating the marketing plan, marketing management principles like the 4Ps (Product, Price, Place, and Promotion) were used. Price strategies were put into practice to determine the most economical rates. designed brochures to increase engagement using theories of communication and promotion
- Public Health Outreach:
The application of public health outreach principles in practical field environments.
- Health Education: The training integrated patient interaction and practical coordination with the theory of health education.
- Clinical Auditing: During file reviews, clinical auditing concepts were applied.
- Health Information Management: Passive audits of discharged files in the MRD were conducted using knowledge of health information management. used medical records management theory to gather information from passive files.
- Biostatistics & Data Analysis: To begin examining gathered health data, biostatistics and data analysis concepts were applied. used academically acquired data analysis skills to decipher MRD files.
- Hospital Administration & Patient Care: Through patient interaction, lessons learned from hospital administration and patient care management were put into practice. The types of departments were understood using the fundamentals of hospital services.
- Presentation Skills: To effectively summarize and convey findings, presentation and communication skills were employed.

Gaps identified on the working area.	• <u>Awareness Deficiencies</u>: Individuals may be ignorant of non-communicable diseases such as thyroid, diabetes, or high blood pressure. A person's level of awareness may vary depending on their age, location, or educational background. Preventive checkups are not well known in the village. • <u>Health Package Awareness</u>: Patients' ignorance of health packages. • <u>Communication Effectiveness</u>: There is a lack of effective health communication. • <u>Patient Attitude</u>: A noncommittal attitude toward patients, particularly when it comes to health packages. • <u>Customer Understanding</u>: At first, there was a lack of clarity regarding the customer's point of view. • Initially, there was a lack of coordination between the departments of design, pricing, and promotion. • <u>Clarity of Coordinators</u>: Some coordinators are unclear about the most recent changes to health packages. • <u>Documentation Inconsistencies</u>: During a file audit, it was discovered that the discharged patient documentation was formatted inconsistently. During the passive audit of discharged files, incomplete or inconsistent documentation was discovered. Some MRD files are incomplete. • <u>Hygiene Education Tools</u>: Inadequate use of hygiene education tools for patient safety in some departments. • <u>Digital Record Keeping</u>: MRD files do not properly maintain digital records.
Suggestions for improvement	• <u>Awareness Campaigns</u>: Raise public awareness by planning campaigns in their native tongue in conjunction with the media. To enhance public participation, hold more rural awareness campaigns. • <u>Employee Education</u>: Teach employees to explain the health packages to patients during consultations. Coordinators receive regular training workshops on new packages.

	• <u>Feedback Systems</u>: To learn about patient satisfaction with health packages, set up a feedback system such as suggestion boxes and feedback forms. • <u>Multilingual Materials</u>: Creating awareness materials in multiple languages to enhance comprehension of health awareness. • <u>Audience Surveys</u>: To learn more about preferences and expectations, quickly conduct a survey of your target audience. • <u>Team Meetings</u>: Prior to starting any campaign, schedule brief team meetings to ensure clarity. • <u>Process Standardization</u>: Make the discharge file procedure uniform. • <u>Frequent Departmental Checks</u>: Frequent trips to each department to examine the documents and records. To spot trends and problems early, audit MRD once a month. • Increase the visibility of health packages on digital platforms and in hospital displays. • <u>EMR Systems</u>: To improve data management, put electronic medical record (EMR) systems into place.
Key Learnings	• The internship served as a reminder of the value of putting classroom knowledge into practice in real-world healthcare problems by applying it to topics such as research methodology, marketing management, communication strategies, health information management, and biostatistics. • <u>Operational insights</u>: Acquired a thorough understanding of the various facets of hospital operations, such as administrative procedures, departmental roles, marketing tactics, and patient flow. • <u>Importance of Effective Communication</u>: Acknowledged the vital role that precise, customized communication plays in interdepartmental coordination, staff training, and patient education in a healthcare setting.

- The need for focused outreach was brought to light by the difficulties in raising public and patient awareness of preventive health and the various health services and packages that are available.
- Documentation and Data Integrity Criticality: Recognized that complete, accurate, and consistent documentation is essential for data integrity, administrative effectiveness, and patient care.
- Healthcare Marketing: Acquired hands-on experience in creating and advertising healthcare services, including knowledge of target markets, pricing, and communication methods.
- Process Improvement & Quality Assurance: Acquired a keen sense of how to spot operational weaknesses and offer fixes, stressing the ongoing necessity of feedback mechanisms, frequent audits, and training to improve service quality.
- Patient Safety & Ethical Considerations: Taking part in patient safety and hygiene-related activities highlighted the moral obligation and pragmatic steps necessary to guarantee patients' well-being.
- Demonstrated problem-solving abilities and adaptability in a dynamic setting by confronting and identifying a variety of operational issues and creating plans to resolve them.
- Teamwork and Collaboration: Acknowledged that early departmental lack of coordination can impede progress, highlighting the necessity of well-planned team meetings and transparent communication.

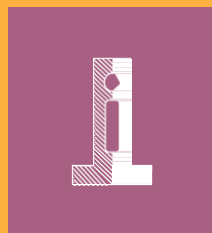
Signature of the Student: Prachi

Approved by the IIHMR University's Mentor

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