

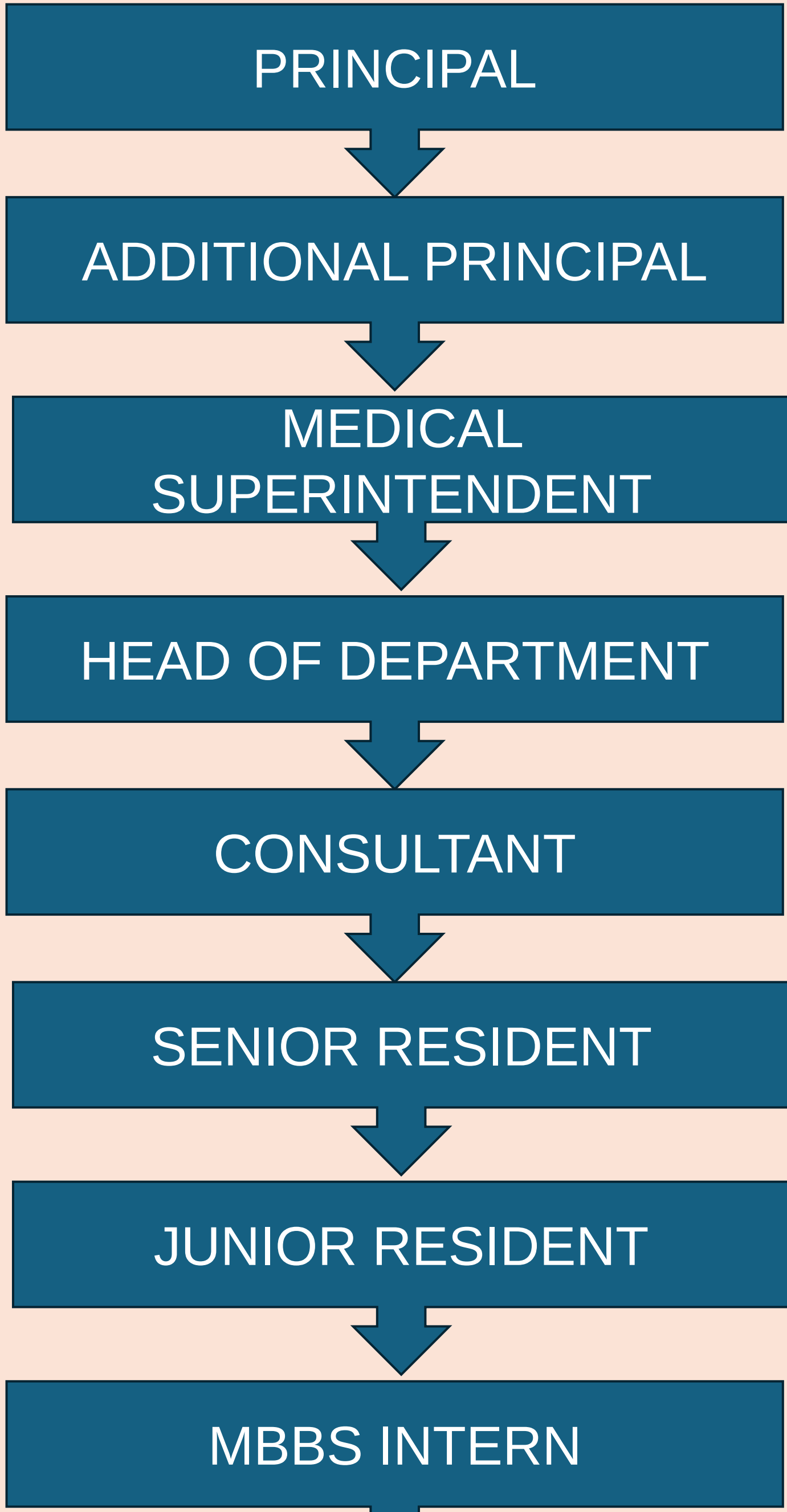


ABOUT:
Prince Bijay Singh Memorial (PBM) Hospital is a major **government tertiary care hospital** in Bikaner, Rajasthan, affiliated with **Sardar Patel Medical College**. It offers a wide range of **multi-specialty services**, including medicine, surgery, pediatrics, cardiology, and critical care. As a **teaching hospital**, it serves both as a treatment center and a clinical training ground for medical students. It is **empaneled under public health schemes** like PM-JAY and RGHS and caters to a high volume of patients from across the region. The hospital plays a key role in **delivering accessible, government-supported healthcare**, with efforts to modernize infrastructure, promote public health awareness, and support clinical education.

VISION:
To be a leading government tertiary care hospital in Rajasthan, delivering accessible, ethical, and advanced healthcare services while promoting medical education and public health excellence.

MISSION:

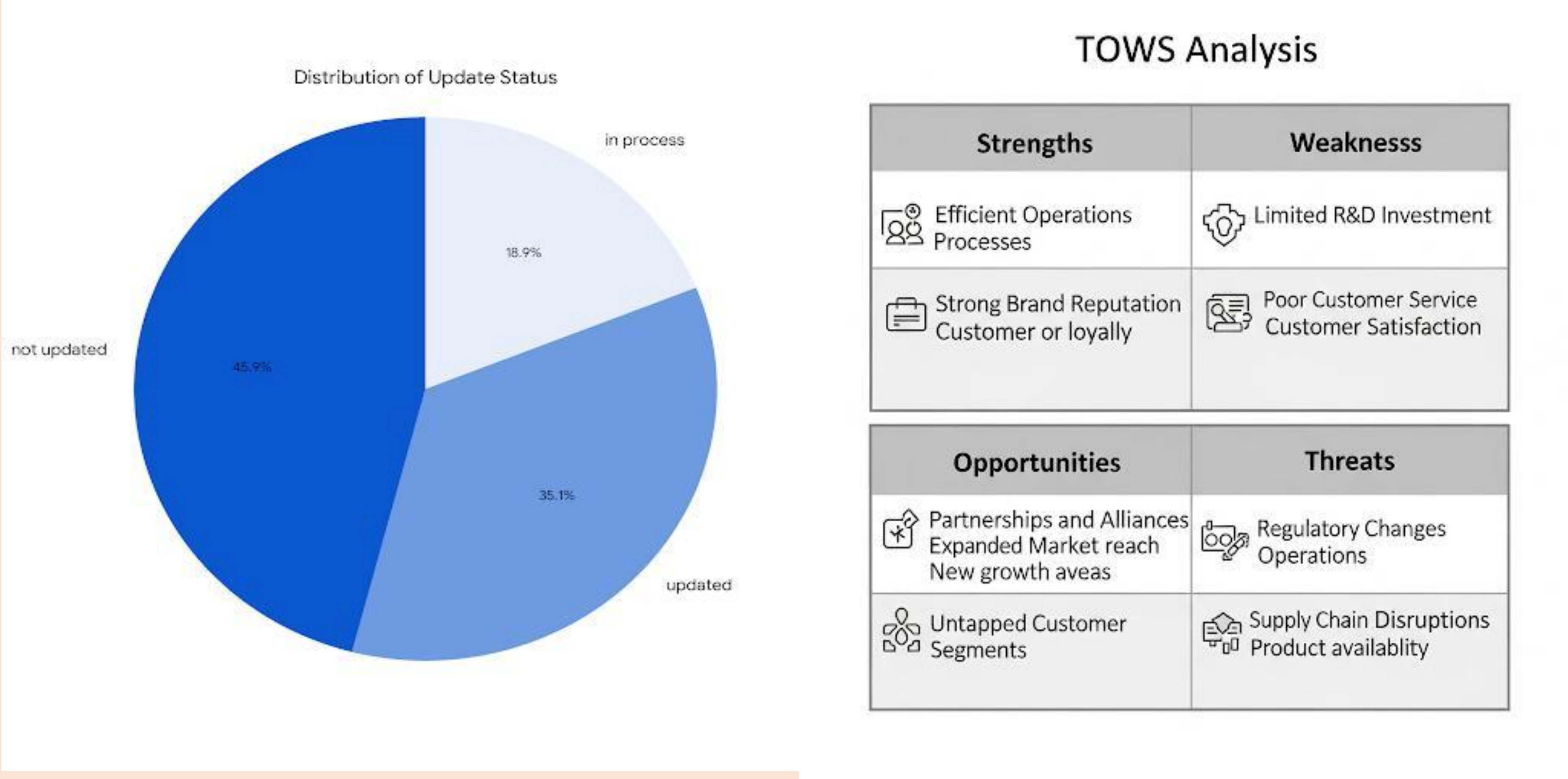
- Provide affordable and quality to all.
- Serve as a medical center for medical education and clinical training.
- Support governmental schemes like PMJAY and RGHS.



ENHANCING HOSPITAL EFFICIENCY WITH DIGITAL SIGNAGE

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OBSERVATIONS AND FINDINGS:
Some of the TVs were in proper working condition but most of them were found either non-functional or had technical issues like screen freezing, flickering or no display .
Certain signage still displayed outdated names, which were corrected and updated .
The current content is mostly limited to public health awareness such as dengue prevention and anti tobacco messages.



•Practical Exposure at SIP (P.B.M Hospital Bikaner)

- Observed patient care processes in OPD, IPD, Emergency, and Radiology departments.
- Understood hospital administration, including billing, registration, and insurance claims.
- Gained exposure to digital health systems like e-Hospital and biometric tools.

Theoretical Understanding at IIHMR University for the Project

Gained foundational knowledge in **healthcare systems and hospital management**. Studied **healthcare delivery models** – primary, secondary, and tertiary care structure in India.

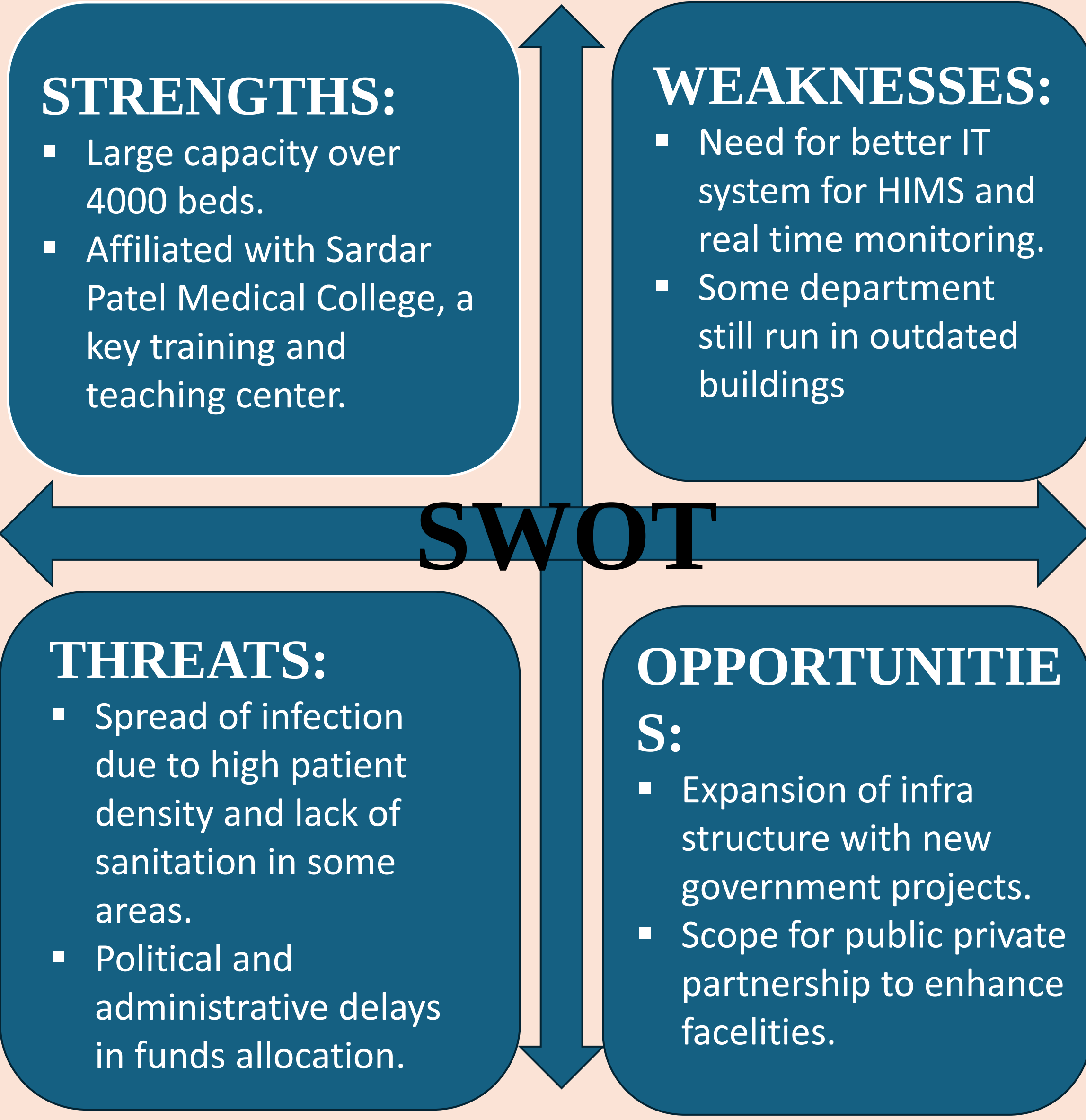
•Key Difference
•Theoretical information provided theoretical knowledge of healthcare systems and management frameworks, whereas PBM Hospital offered practical exposure to real-world hospital operations and patient care.

Learnings from the Project
Gained a holistic understanding of how public hospitals function within India’s healthcare system.
Learned to bridge the gap between theoretical concepts and practical implementation in hospital management.



OBJECTIVES:

- Improve patient awareness of services and schemes
- Reduce crowding with real-time queue and navigation info
- Support staff communication and emergency alerts
- Promote health education through visual messaging
- Increase transparency in hospital operations



Challenges faced :
Some signages were located in inaccessible or high traffic areas making it , difficult to conduct checks during peak hours
A few departments were unaware of content update protocols, leading to inconsistency
Difficulty in interacting with senior staff due to their workload

Suggestions
Collaborate with local NGOs for sponsored awareness content
Integrate real time hospital updates such as token numbers, emergency alert.
Introduce local advertisements from pharmacies, health related products in compliance with hospital norms
Include department specific information like OPD schedule, specialist timings.