

SUMMER INTERNSHIP PROGRAM

at

Prince Bijay Memorial Hospital, Bikaner

From

15-05-2025 to 29-07-2025

A REPORT BY

Dr. Chitranshi Arya

Master of Business Administration

HOSPITAL AND HEALTH MANAGEMENT

Roll no- 1933

2024-2026

under the Mentorship of

Dr. Swapnil Gadhave – Assistant Professor



Completion Certification from the Organization

CERTIFICATE

This is to certify that Dr. Mr/ Ms. Chitranghi
-----of (batch) of 2024-26 at PBM Hospital, Bikaner
----(Name of the department/institute) has worked with
our organization for his/her summer internship from
15-05-2025-----to 25-07-2025-----(date) The
overall performance shown by him/her during the
period was excellent/good/average.

Date :- 25-07-2025

Period of absent

• Date 9/6/25 to 14.6.25

• Date 4/7/25 to 22.7.25
2025

अतिरिक्त प्रधानाचार्य
स. प. आयुर्विज्ञान महाविद्यालय
बीकानेर

(Signature of
organization Mentor

Name - J. Gov or Prabhoo Acharya

Designation - SE or PSM

Seal Stamp of the
Organization. SPMC Bikaner

Sumit Kumar
25-7-25
अधीक्षक
पी. बी. एस.
सम्बद्ध विद्यालय की
बीकानेर

IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Chitranshi Arya** 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: 30.07.2025

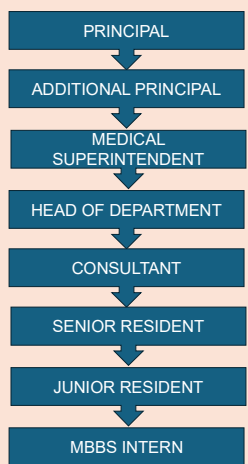

Dr. Swapnil Gadhave
Assistant Professor

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.

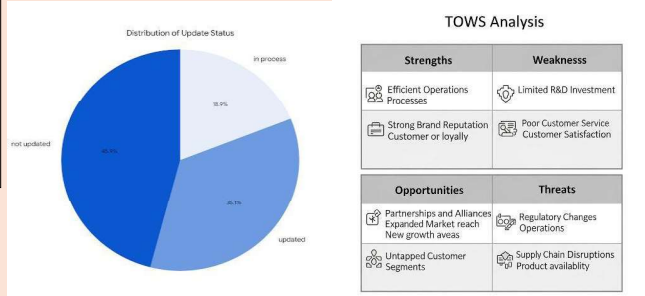
MISSION:

- 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 BY DR. CHITRANSHI ARYA (1933) HM29 University Mentor- Dr. Swapnil Gadhave Organization Mentor- Dr. Rekha Acharya

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.

Week 1

Name of the Organisation: PBM Hospital, Bikaner ,Rajasthan

Area/ Department/ Project of Summer Internship Program:Administration

Name of the Student: Dr.Chitranshi

Roll no:1033

Stream: MBA- Health and Hospital Management Week

Week No : From15-05-2025 to 24-05-2025

Activity Done	Reporting about the – 1-Average waiting time of a patient before he seen a doctor in OPD, before his ample is collected in laboratory, to use MRI, X-RAY, CT-scan, USG. 2-Number of claim submitted in MAA Yojana as %o of IPD registration, claim rejection in MAA yojana , claim submitted in Rghs, number of claim submitted in rghs.
Linking theory (Classroom learning) with practice at your organisation	1-understanding the role of healthcare professionals 2-Observing patient intake and registration procedures 3-Exposure to discharge planning and documentation 4-Learning how medical records are handled.
Gaps identified on the working area.	1-Lack if clear signage or guidance for new patients 2-Manual or outdated systems causing delays
Suggestions for improvement	1- Implementing clear and big signs for helping the new patients 2- Computerised systems for OPD and IPD registrations
Plan for the next week	Steps followed from patient admission to discharge ,including paperwork involved .Suggestions to improve procedure.

Chitranshi

Signature of the Student -

Approved by the IIHMR University's Mentor

Week 2

Name of the Organisation: PBM Hospital, Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no:2 From: 26-05-2025 to 31-05-2025

Activity Done	[A] Inspection has been done ,I have made the following observations: 1-Bio-medical waste practices 2-Sanitation in wards for patients and attendees 3-Conditions of wards, OPD, IPD, emergency 4-workload management 5-Implementation of schemes – MAA Yojana ,Chiranjeevi 6-Fund flow 7-Budget utilization [B] Failure of IHMS in the major two OPD -General medicine and General surgery. 1-Technical issues 2-Server downtime 3-Lack of training 4-Overburdened staff
Linking theory (Classroom learning) with practice at your organisation	1-Understanding the job role of the registration counter staff 2-what is the issues with their understanding of the IHMS

Gaps identified on the working area.	1-Incomplete data entry 2-Long ques 3-Insufficient man power
Suggestions for improvement	1-Comprehensive staff training 2-Strengthen infrastructure 3- Appoint dedicated IT support 4-Awareness
Plan for the next week	Understanding about Chiranjeevi yojana

Antramshi

Signature of the Student

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Week 3

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 09-06-2025 to 14-06-2025

Activity Done	1-Understanding and observing about the Chiranjeevi Yojana 2-Understanding administrative flow 3-Analyzing how many Chiranjeevi beneficiaries were treated weekly 4-Revenue generated through the scheme for the hospital
Linking theory (Classroom learning) with practice at your organisation	1-How the claims are filed and settled 2-Who handles beneficiary helpdesks
Gaps identified on the working area.	1-IT issues with IHMS 2-Patients unaware of entitlements 3-Rejection of claims due to documentation errors
Suggestions for improvement	1-Regulat training for staff 2-Better IEC (Information, Education, Communication) material for patients.
Plan for the next week	Understanding and observing medicine wing

Mitranthi

Signature of the Student

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Week 4

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 16-06-2025 to 21-06-2025

Activity Done	Implementation of Tablets at doctor's desk in PMR (Physical Medicine and Rehabilitation) department to streamline patient data entry, improve record-keeping. The tablets are used by the doctor for- 1-Registering patient details digitally. 2-Recording diagnosis and rehabilitation plans
Linking theory (Classroom learning) with practice at your organisation	1-The importance of HER (Electronic Health Records) in improving healthcare delivery 2-Benefits of digital documentation 3-Challenges of digital transformation in healthcare settings
Gaps identified on the working area.	1-Connectivity issues 2-Limited number of devices 3-Absence of It support staff 4-Inadequate training and orientation
Suggestions for improvement	1-Conduct Hands-on training sessions 2-Enhance internet connectivity
Plan for the next week	Working on the digital signage in the hospital

Antarabhi

Signature of the Student

Approved by the IIHMR University's Mentor

Week 5

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 24-06-2025 to 28-06-2025

Activity Done	1-Update and optimize the use of digital signage screens in the hospital premises for better communication, patient awareness and service promotion. 2-Conducted a survey of all digital signage screens installed across OPD, waiting areas and entrance zones. 3-Identified the type of content being displayed. For eg: health campaigns, names of doctors and nursing staff, awareness about diseases and their precautions.
Linking theory (Classroom learning) with practice at your organisation	Integrated government health schemes into digital displays as taught in lectures on public health program implementation.
Gaps identified on the working area.	1- <u>Outdated and repetitive content</u> - Many screens were displaying old slides with no regular update mechanism in place. 2- <u>Limited staff involvement and awareness</u> - Many staff members were unaware of the potential uses of digital signage, resulting in underutilization of the platform. 3- <u>Technical and infrastructure limitations</u> - Several signage screens were either non-functional or had technical issues 4- <u>Absence of real-time updates</u> - There was no provision to display urgent or real-time messages.
Suggestions for improvement	1-Establish a Content Update Protocol Management System. 2-Train staff on usage and importance.

	3-Ensure inclusive content 4-Improve Technical Infrastructure
Plan for the next week	Formation of a Digital Signage Management Committee.

Antrandi

Signature of the Student

Approved by the IHMR University's Mentor

Week 6

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 30-06-2025 to 05-07-2025

Activity Done	1-Coordinated with the IT team to arrange for new smart TVs. 2-Supervised the removal of outdated units and oversaw the installation of updated displays. 3-Loaded relevant content such as health awareness videos , hospital announcements and scheme related information. 4-Suggested future scope of using these screens for revenue through local ads and sponsored awareness drives.
Linking theory (Classroom learning) with practice at your organisation	Use of IEC (Information,Education,Communication) strategies in healthcare and integrated seasonal awareness campaigns like dengue, tobacco control.
Gaps identified on the working area.	1-Many screens were displaying old slides with no regular update mechanism in place. 2-Many staff members were unaware of the potential uses of digital signage, resulting in underutilization of the platform. 3- Several signage screens were either non-functional or had technical issues
Suggestions for improvement	1-Establish a Content Update Protocol Management System. 2-Train staff on usage and importance. 3-Ensure inclusive content

	4-Improve Technical Infrastructure
Plan for the next week	Biomedical waste

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Signature of the Student

Approved by the IIHMR University's Mentor

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Week 7

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 07-07-2025 to 12-07-2025

Activity Done	1-Visited wards, OT's to observe current waste segregation and disposal practices 2-Identified color-coded bins and checked if segregation matched guidelines 3-Checked whether the staff are using personal protective equipment while handling waste 4-Verified daily record keeping of waste collection in log registers.
Linking theory (Classroom learning) with practice at your organisation	The hazards of improper waste disposal like infections, needle -stick injuries and environmental contamination
Gaps identified on the working area.	1-Biomedical waste was not consistently segregated according to colour codes 2-Lack of awareness among nursing and housekeeping staff about correct category of waste items. 3-Staff involved in handling biomedical waste were found without gloves, masks.
Suggestions for improvement	1-Regular staff training and sensitization 2-Maintenance of colour coded bins
Plan for the next week	Further work on Biomedical waste

Dr. Chitranshi

Signature of the Student

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Week 8

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 14-07-2025 to 19-07-2025

Activity Done	1-Designed and distributed informative posters on biomedical waste segregation. 2-Conducted a short awareness session for new housekeeping. 3-Conducted random checks in wards and operation theatres to ensure real time compliance. 4-Designed a short feedback form for ward in-charges and housekeeping supervisors.
Linking theory (Classroom learning) with practice at your organisation	The hazards of improper waste disposal like infections, needle -stick injuries and environmental contamination
Gaps identified on the working area.	1-Storage are issues like lacking proper signage(Biohazard Zone) and poor ventilation. 2-Waste transport trolleys sometimes were uncovered and not sanitised after use.
Suggestions for improvement	1-Proper storage rooms 2-Waste trolleys should be properly covered

Plan for the next week	Further work on Biomedical waste
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Signature of the Student

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Week 9

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: From: 21-07-2025 to 26-07-2025

Activity Done	1-Completion of ongoing tasks, biomedical waste summary 2-Engaged in informal conversations to understand practical administrative problem-solving approaches. 3-Poster presentation preparation 4-Internship closure and certificate application
Linking theory (Classroom learning) with practice at your organisation	Practical use of color-coded bins in wards and Ots matched classroom teachings
Gaps identified on the working area.	1-Storage are issues like lacking proper signage and poor ventilation. 2-Waste transport trolleys sometimes were uncovered and not sanitised after use.
Suggestions for improvement	1-Regular staff training 2-Strict monitoring and supervision
Plan for the next week	NA



Signature of the Student

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Week 10

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no:2 **From:** 26-05-2025 to 31-05-2025

Activity Done	[A] Inspection has been done ,I have made the following observations: 1-Bio-medical waste practices 2-Sanitation in wards for patients and attendees 3-Conditions of wards, OPD, IPD, emergency 4-workload management 5-Implementation of schemes – MAA Yojana ,Chiranjeevi 6-Fund flow 7-Budget utilization [B] Failure of IHMS in the major two OPD -General medicine and General surgery. 1-Technical issues 2-Server downtime 3-Lack of training 4-Overburdened staff
Linking theory (Classroom learning) with practice at your organisation	1-Understanding the job role of the registration counter staff 2-what is the issues with their understanding of the IHMS

Gaps identified on the working area.	1-Incomplete data entry 2-Long ques 3-Insufficient man power
Suggestions for improvement	1-Comprehensive staff training 2-Strengthen infrastructure 3- Appoint dedicated IT support 4-Awareness
Plan for the next week	Understanding about Chiranjeevi yojana

Mutrambhi

Signature of the Student

Approved by the IIHMR University's Mentor

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Compiled Report

Name of the Organisation: PBM Hospital , Bikaner, Rajasthan

Area/ Department/ Project of Summer Internship Program: Administration

Name of the Student: Dr. Chitranshi

Roll no: 1933

Stream: MBA -Health and Hospital Management

Week no: **From:** 15-05-2025 to 29-07-2025

Activity Done	1-Measured average waiting time in OPD,sample collection and use of diagnostic services like USG,CT-scan 2-Analysed claim processing and rejection trends in MAA yojana and RGHS 3-Surveyed digital signage systems across the hospital 4-Verified use of color-coded bins and PPE by staff.
Linking theory(Classroom learning)with practice at your organisation	Classroom sessions emphasized the need for digitalrecord-keeping and real-time data. In practice,frequent server issues and inadequate training disrupted efficieny.
Gaps identified on the working area.	1-Digital underutilization 2-Lack of staff training 3-Documentation errors 4-Ihms failures

Suggestions for improvement	1-Regular staff training 2-Strict monitoring and supervision 3-Update digital signage
Plan for the next week	NA

Mitranishi

Signature of the Student

Approved by the IIHMR University's Mentor