

Faculty Mentor- Mr. Jagajeet Prasad Singh

Brief History and Description:

- Apollo Hospitals is one of India's leading healthcare providers, known for its excellence in multi-specialty care, advanced medical technology, and commitment to patient satisfaction.
- The Bannerghatta Road branch is a tertiary care facility offering services across cardiology, oncology, neurology, orthopedics, and more.

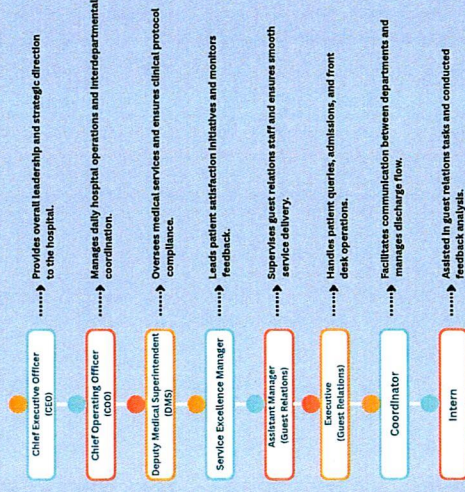
Vision:

"To touch a billion lives."

Mission:

"Delivering high-quality healthcare with empathy and compassion."

Organization Structure:



Difference Between Practical Exposure and Theory:

Theoretical Learning (IIHMR)	Practical Exposure (Apollo Hospitals)
- Focus on conceptual understanding of hospital systems - Learn through case studies, models, and lectures - Patient experience taught as a structured framework - Feedback analysis discussed using tools and examples - Emphasis on ideal SOPs and standards - Communication and empathy taught as soft skills	- Real-time exposure to hospital operations and workflows - Learned by observing and participating in daily hospital tasks - Saw actual patient feedback and emotional responses firsthand - Collected and analyzed department-wise feedback from real patients - Understood gaps and challenges in actual SOP implementation - Practiced communication directly with patients and staff

Internship Project:

Project Title: Project PATIENT (Patient Assessment Through Insights and Experience Tracking)
 Internship Site: Apollo Hospitals, Bannerghatta Road, Bangalore
 Duration: May – June 2025
 Department: Guest Relations – 8th Floor IPD

Objectives:

- To analyze patient feedback (Complaints, Suggestions, Appreciations)
- To identify department-specific trends and service gaps
- To track feedback weekly and monthly using visual dashboards
- To recommend service improvements based on data-driven findings
- To enhance patient satisfaction and service quality.

Methodology:

- Tool Used: Microsoft Power BI
- Data Source: Apollo CRM / Feedback system
- Time Frame: 1st May – 31st May and 5th June – 19th June 2025
- Data Fields Analyzed: Feedback type, remarks, NPS scores, departments
- Output: Weekly/monthly trend visuals, department comparisons, NPS dashboards designed through PowerBI from CRM data of Apollo Hospitals

Key Findings:

- ↑ Suggestions/day: Increased by 69% in June (engaged patient base)
- ↓ Complaints: Fell by 70% after normalization (service recovery improved)
- Appreciations dropped: Lower patient engagement despite satisfaction
- High complaint departments: Billing, Nursing, Food & Beverage
- NPS Score: Avg. 9.03 – Patient satisfaction remained high

Recommendations:

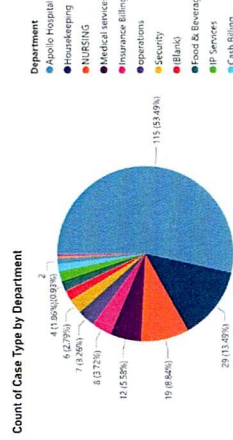
- Short-Term Recommendations (1-3 weeks)**
 - Assign ward-based TPA executives for faster processing
 - Use printed interim bills with verbal briefing at discharge
 - Pilot digital nurse-call audits and "How Was I Treated" surveys
 - Implement daily huddles for Radiology-IPD coordination
 - Assign "Escort Buddies" for IPD radiology flow
 - Display wait time boards outside Radiology
- Long-Term Recommendations (3-6 weeks or more)**
 - Launch insurance claim tracker visible to patients (requires IT development and integration)
 - Create real-time bed and discharge planning dashboards (needs cross-department coordination and system access)
 - Color-coded scan forms, QR code feedback in radiology (requires process redesign, staff orientation, printing changes)

Root Cause Analysis:

Department	Problem	RCA
Insurance Billing	Approval delays	No TPA tracking; document backlog
Cash Billing	Final bill confusion	No explanation; lack of verbal briefing
Nursing	Delayed response to patients	Understaffed, no call audit tracking
F&B	Food delays	Limited staff, manual distribution
Operations	Discharge delays	No live bed status, weak coordination

Visual Insights:

Count of Case Type by Department and Month
 Month: JUNE MAY



9.03
 Average of NPS Score (Survey Response)
 (Customer Voice survey response)

Organisation Mentor- Mrs. Rupinder Kaur

Strength

- 24x7 front office support and responsiveness.
- Strong brand trust associated with Apollo Hospitals.
- Centralized escalation and feedback system.

Weakness

- Delay in discharge communication and billing coordination.
- Limited real-time tools for patient feedback collection.
- Frequent miscommunication between departments and front desk staff.

SWOT ANALYSIS

- Introduce AI-driven claim tracker to reduce insurance delays
- Use of AI/dashboards for patient information and service status
- Conduct periodic empathy and communication function training for staff

Opportunity

- High patient volume and digital communication
- Negative reviews on digital platforms due to service delays
- Staff burnout or turnover affecting service quality

Threat

Challenges Faced:

- Handling patient queries during peak hours with limited staff.
- Managing communication gaps between staff and patients.
- Delays in discharge formalities due to pending documents or billing issues.
- Dealing with dissatisfied or anxious attendants tactfully.
- Adapting quickly to hospital protocols and hierarchical reporting.
- Lack of digital tools to track real-time patient satisfaction.
- Balancing observation with participation as an intern.
- Delays in services because of communications between departments.

Major Learnings:

- The importance of empathy and active listening.
- Role of guest relations in shaping the overall patient experience
- How to identify service gaps through feedback and apply root cause analysis.
- Value of teamwork and coordination in a hospital environment.
- Exposure to professional conduct, reporting, and escalation handling.
- Practical understanding of how patient satisfaction impacts hospital reputation.
- Learned how to analyze qualitative feedback and extract actionable insights.

Suggestions for Improvement

- Develop a real-time feedback dashboard for each department
- Organize periodic soft skills and empathy training for guest relations staff
- Standardize communication SOPs between departments.
- Introduce an App or dashboard for each patient to track their whole progress.
- Increase staff presence during peak hours for better crowd management