

**ASSESSING THE INFLUENCE OF URBAN LIFESTYLE
FACTORS ON MATERNAL HEALTH AND DELIVERY
OUTCOMES: A HOSPITAL-BASED STUDY IN NAARI CARE
WOMEN'S HOSPITAL**

Internship Report Submitted to



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for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

In

Hospital and Health Management

By

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Introduction

Internships play a vital role in bridging the gap between academic knowledge and its practical application in real-world healthcare settings. As part of the MBA in Hospital and Health Management at IIHMR University, I had the opportunity to intern at Naari Care Women's Hospital, Kota, Rajasthan — a leading women's healthcare facility in the region. The internship was designed to enhance my understanding of hospital operations, maternal and neonatal care, administrative coordination, and quality standards in a multidisciplinary healthcare setup.

This report documents my experience during the internship period, highlighting key responsibilities, learning outcomes, challenges, and overall takeaways from working in a hospital that is deeply committed to improving maternal health outcomes.

About the Organisation

Naari Care Women's Hospital, situated in Kota, Rajasthan, is a state-of-the-art healthcare facility dedicated exclusively to women's and children's health. The hospital was conceptualized to provide high-quality, technologically advanced, and patient-friendly care, addressing every stage from fertility to childbirth and beyond.

Founded under the leadership of Dr. R.P. Rawat, Dr. Amaresh Patodi, Dr. Atul Vijay, and Dr. Lokesh Rawat, the hospital offers a wide range of specialized services including maternity care, gynecological surgeries, infertility treatments, and cancer care. With a strong focus on clinical excellence and patient comfort, Naari Care ensures seamless service delivery through its thoughtfully designed infrastructure:

- Basement Floor: Centralized administration office, cafeteria, laboratory, and car parking.
- Ground Floor: Reception, outpatient department (OPD), diagnostics including sonography and X-ray, canteen, and daycare ward.
- First Floor: NICU, ICU, Labour Delivery Room (LDR), Labour OT, and Pre-natal Ward.
- Second Floor: Operation Theatre complex, CSSD (Central Sterile Services Department), and Care Ward.
- Third Floor: Deluxe and suite rooms offering a premium recovery experience post-delivery.

Naari Care aims to provide a safe, efficient, and compassionate healthcare environment for women by integrating advanced medical practices with a healing, patient-friendly atmosphere.

Vision and Mission

Vision

To be a premier institution for women's and children's healthcare, delivering compassionate, accessible, and comprehensive services through innovative medical practices and patient-centered care.

Mission

To improve maternal and child health by offering evidence-based, safe, and holistic healthcare solutions while ensuring the highest standards of quality and infrastructure.

. Objectives of Internship

The internship was structured with the following objectives:

1. To gain firsthand exposure to the functioning and coordination of departments in a maternal and child health hospital.
2. To assist in clinical and administrative operations including OPD, IPD, nursing, HR, and public health outreach.
3. To develop data collection and analysis skills through involvement in a hospital-based research study.
4. To strengthen interpersonal communication skills by interacting with patients, families, and hospital staff.
5. To observe hospital quality standards, infection control protocols, and patient feedback mechanisms.
6. To conduct a research project titled “Assessing the Influence of Urban Lifestyle Factors on Maternal Health and Delivery Outcomes.”

Key Learnings

During my internship at Naari Care Women’s Hospital, I worked primarily in the Quality Department, which allowed me to gain deep insight into the operational standards, accreditation protocols, and continuous quality improvement practices essential in a modern healthcare facility. My management background provided a strong foundation to understand policy implementation, process optimization, and interdepartmental coordination.

a. Quality Management Systems

- Actively contributed to quality audits, checklist reviews, and gap assessments.
- Observed infection control practices, including hand hygiene compliance, biomedical waste disposal, and ward-level cleanliness standards.
- Assisted in the preparation and maintenance of SOPs (Standard Operating Procedures) and documentation aligned with NABH standards.
- Participated in training sessions for hospital staff on safety and quality indicators.

b. Patient Feedback and Experience

- Conducted patient satisfaction surveys and compiled feedback reports for service improvement.
- Analyzed recurring patient concerns to support the Quality Head in creating actionable solutions.
- Coordinated with clinical teams to address gaps in service experience.

c. Data Handling and Documentation

- Maintained structured records for audits, staff observations, and feedback registers.
- Gained proficiency in electronic health record (EHR) systems for data entry and validation.
- Assisted in data collection for hospital research on maternal health and delivery outcomes.

d. Hospital Operations & Administrative Insight

- Collaborated with HR and operations teams to understand staff deployment and scheduling.
- Understood hospital compliance frameworks, policy implementation, and routine monitoring processes.
- Supported the Quality Department in departmental evaluations and KPI tracking.

e. Communication and Coordination

- Engaged in regular discussions with nursing, OPD, and maternity teams to align quality protocols.
- Improved my ability to convey quality standards in a professional, understandable manner to various teams.
- Worked on multilingual patient education material to ensure accessibility of information.

Conclusion

My internship at Naari Care Women's Hospital provided a strong platform to apply my academic knowledge of healthcare management in a practical setting, with a concentrated focus on quality assurance. The structured exposure to quality audits, patient safety protocols, SOP documentation, and compliance tracking allowed me to appreciate the depth and importance of quality systems in patient-centered healthcare delivery.

This hands-on experience enriched my understanding of hospital functioning through the lens of a quality professional and equipped me with tools to evaluate and improve service standards. With my management background, I could grasp organizational dynamics and contribute meaningfully to hospital operations.

This internship has not only strengthened my commitment to quality-driven healthcare but also prepared me for future roles in hospital administration, quality management, and health systems planning.