

Internship at Cloudnine Hospital, Bangalore



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration

(MBA) in

Hospital and Health Management

By

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1. Introduction

The healthcare industry is rapidly evolving, demanding not only clinical excellence but also strong administrative and operational support for ensuring seamless patient care. As a part of my MBA in Hospital Management program, I undertook an internship at **Cloudnine Group of Hospitals**, where I was posted as an **Assistant Manager – Operations** in the **Fertility Department**.

This internship was a highly enriching experience that allowed me to step into the dynamic world of hospital operations. It provided me with practical exposure to managing day-to-day administrative responsibilities, coordinating with multiple departments, ensuring patient satisfaction, and understanding the backend workflow of a fertility care setup. The experience helped bridge the gap between theoretical knowledge and its real-world application in a sensitive and specialized department.

2. Objectives of the Internship

The key objectives of the internship were:

- To gain practical knowledge of hospital operations with a focus on fertility and reproductive health services.
- To understand the patient journey from registration to treatment completion, including billing and insurance workflows.
- To develop communication and interpersonal skills by interacting directly with patients and clinical staff.
- To contribute to improving administrative efficiency and patient service quality.
- To observe, analyze, and provide support in patient counseling, documentation, and department coordination.

3. Organizational Profile

Cloudnine Group of Hospitals is a leading chain of maternity, fertility, and pediatric hospitals in India. Established with the vision of providing high-quality maternal and neonatal care, Cloudnine has grown to become a benchmark in private healthcare. The hospital group is known for its commitment to excellence, patient safety, and personalized care in key areas including:

- Maternity and gynecology
- Neonatology and pediatrics
- Fertility and reproductive medicine
- Stem cell banking
- Nutrition and wellness

Cloudnine's Fertility Centers are designed to offer advanced reproductive services such as IUI, IVF, ICSI, egg donation, embryo freezing, and fertility preservation, supported by cutting-edge technology and compassionate care.

4. Services Provided by the Organization

The **Fertility Department** of Cloudnine Hospital provides a wide range of services to support couples struggling with infertility. These services include:

- **Intrauterine Insemination (IUI)**
- **In Vitro Fertilization (IVF)**
- **Intracytoplasmic Sperm Injection (ICSI)**
- **Oocyte and Sperm Freezing**
- **Embryo Transfer**
- **Egg/Sperm Donation Programs**
- **Ovulation Induction and Monitoring**
- **Fertility Counseling and Support**
- **Genetic Testing and Screening**

The department operates with a multidisciplinary team including fertility specialists, embryologists, counselors, nursing staff, and administrative personnel to ensure holistic and coordinated patient care.

5. Key Activities / Projects Undertaken (Other Than Dissertation)

During my internship, I was actively involved in multiple administrative and operational responsibilities within the fertility department. Some of the key activities include:

a. Billing Management

I assisted in the preparation and verification of patient bills, ensuring accurate billing for all services rendered. This required close coordination with doctors, finance teams, and the front office. I also helped address any discrepancies or patient queries related to billing.

b. Maintaining Patient Records

I maintained organized and up-to-date records of new registrations and ongoing cases. Each treatment modality was categorized systematically for easy tracking and data retrieval. This played a critical role in treatment planning, insurance claims, and audits.

c. Insurance Procedures

I was involved in processing insurance documentation, liaising with third-party administrators (TPAs), and supporting patients through the insurance claim process. I ensured that necessary documents were submitted for pre-authorizations and claims, minimizing delays in treatment initiation.

d. Patient Conversion Counseling

A significant portion of my role included converting consultations into active treatment plans. I interacted with patients post-consultation to explain the process ahead, treatment options, and associated costs. Building trust and providing clarity helped improve patient conversion rates.

e. Package Explanation and Financial Transparency

I clearly communicated treatment packages to patients, breaking down costs, inclusions, exclusions, and additional charges. This transparency helped patients make informed financial decisions, reduced confusion, and enhanced trust in hospital services.

6. Key Learnings from the Internship

The internship provided me with extensive learning, both technically and interpersonally. Some of the major takeaways are:

a. Operational Understanding

I gained deep insights into how fertility departments function—right from registration, consultation, investigations, and treatment initiation to billing and discharge. The exposure to real-time hospital operations helped me understand the importance of coordination and attention to detail.

b. Patient-Centered Communication

Handling emotionally sensitive patients undergoing fertility treatment taught me the importance of empathy, active listening, and clear communication. I learned how to counsel patients effectively and maintain professionalism under pressure.

c. Team Collaboration

Working closely with doctors, nurses, administrative staff, and finance personnel made me understand the importance of interdepartmental coordination in healthcare delivery. This collaborative environment shaped my team-working skills.

d. Technical Skills

I became proficient in using hospital information systems (HIS), Excel dashboards, and insurance portals. This digital exposure is crucial for modern-day hospital administrators.

e. Crisis Management and Problem Solving

I encountered real-world challenges such as treatment delays, billing issues, and claim rejections. Learning to remain calm and provide timely solutions enhanced my decision-making abilities.

Conclusion

My internship as an **Assistant Manager – Operations** in the **Fertility Department of Cloudnine Hospital** has been a transformative experience. It enabled me to apply classroom knowledge in a real-world environment and prepared me for future responsibilities in healthcare management. I am confident that the skills, experience, and insights I gained during this internship will serve as a strong foundation as I continue my journey in hospital administration.