

Internship Report

Introduction

This report presents a detailed account of my internship at **Sarvodaya Hospital, Greater Noida**, undertaken from **March to May 2025** as part of the MBA – Hospital and Health Management program at IIHMR University. This internship served as a practical bridge between academic concepts and real-time healthcare operations.

Although my primary focus during the internship was a dissertation project analyzing CRM performance in the Obstetrics & Gynaecology department using CopperJam software, I was fortunate to receive a comprehensive hands-on experience in multiple core operational and clinical areas under the supervision of hospital leadership. These experiences included ward rounds with the Medical Superintendent, operational shadowing, CRM activities for patient engagement and conversion, clinical audits, and data reporting.

This diversified exposure enriched my understanding of hospital administration, strategic operations, and patient-centric coordination, thus shaping my readiness for a dynamic healthcare management career.

Objectives of Internship

The key objectives of my internship were as follows:

- To gain real-time exposure to hospital functioning and understand critical areas such as ICUs, Emergency, Labour Room, and inpatient wards.
- To track and analyze data related to LAMA cases, patient footfall, and occupancy under various consultants.
- To shadow the operations team and contribute to CRM-based outreach and conversion efforts.
- To participate in key data-based activities like monitoring vaccination package sales and monthly EDD tracking in the Obs & Gynae and Pediatrics departments.
- To assist consultants and the Medical Director in clinical audit-related data collection and retrospective patient file analysis.
- To build essential soft skills including professional communication, data interpretation, and patient engagement within a clinical setting.

Organizational Profile

Sarvodaya Hospital, Greater Noida is a modern multi-specialty tertiary care hospital under the Sarvodaya Healthcare Group, renowned for delivering affordable, accessible, and quality medical services. With a commitment to “Sarve Santu Niramaya” – Good health for all – the hospital integrates cutting-edge medical technology, highly skilled professionals, and compassionate care.

Sarvodaya Greater Noida offers comprehensive services in Obstetrics & Gynaecology, Paediatrics, General Medicine, Orthopaedics, ICU care, Emergency services, and Diagnostic support. The hospital’s mission to deliver excellence in every department aligns with national health priorities, particularly in maternal and child health.

Integration of **CopperJam CRM software** for patient tracking and conversion, as well as robust clinical governance under the Medical Director, reflects the institution’s focus on patient engagement and continuous improvement.

Services Provided by the Organization

During my internship, I had the opportunity to observe and engage with a wide range of services offered by Sarvodaya Hospital:

- **Inpatient and Outpatient Care:** Specialties such as Gynaecology, Paediatrics, General Medicine, and Surgery.
- **Emergency and ICU Services:** MICU, SICU, Labour Room, and 24x7 Emergency operations.
- **Preventive & Diagnostic Services:** Blood tests, Ultrasound, X-rays, ECHO, Mammography, and Immunizations.
- **Maternity Services:** Complete ANC packages, delivery packages (normal and caesarean), and postnatal care.
- **CRM Integration:** Patient tracking, calling, estimate generation, insurance-based counselling, and data analytics via CopperJam software.
- **Clinical Governance:** Regular audits, data reviews, and performance tracking led by the Medical Director.
- **Public Health Outreach:** Immunization packages in pediatrics and awareness programs under community health initiatives.

Key Activities and Projects Undertaken Other Than Dissertation

Beyond my CRM-based dissertation, I undertook several operational and clinical shadowing assignments as detailed below:

a) Shadowing with the Medical Superintendent

- Participated in **daily morning rounds** in the **MICU, SICU, Emergency Department**, and **Labour Room**, gaining insight into clinical prioritization, infection control, and escalation protocols.
- Attended **IPD ward rounds** in the **Obstetrics & Gynaecology department**, observing care plans, interdisciplinary team meetings, and consultant-patient interactions.
- Tracked and reported **monthly Leave Against Medical Advice (LAMA)** cases from the Emergency Department to identify trends and root causes.
- Maintained the **daily census report** for the Obs & Gynae department, including:
 - New registrations
 - Follow-up visits
 - Consultant-wise patient distribution
 - Admissions and discharges

b) Shadowing with Head of Operations

- Conducted **monthly tracking of Expected Date of Delivery (EDD)** to estimate bed occupancy and resource planning.
- Analyzed **monthly vaccination package sales** in the Paediatrics department to identify conversion patterns.
- Worked actively on the **CopperJam CRM system**:
 - Conducted **follow-up calls** for ANC patients
 - Shared **estimates for delivery and surgery** based on payment mode (Insurance, TPA, or cash)
 - Collaborated with the Head of Operations to offer strategic discounts and finalize patient conversions.
- Maintained a **conversion tracker**, logging successfully converted patients and mapping their journey from lead to admission.

c) Clinical Audit Activities under Medical Director

- Collaborated with assigned consultants for conducting **clinical audits** on selected topics.
- Retrieved and analyzed **patient records of deliveries in 2024** from the **Mednet system**.
- Created an Excel-based tracker by reviewing **delivery history, surgical notes, complications**, and discharge summaries.
- Ensured complete data validation under supervision and prepared summaries for review in medical audit committee meetings.

These tasks significantly contributed to my learning curve, especially in clinical operations, strategic marketing (via CRM), and audit-based quality enhancement.

Key Learnings from the Internship

This internship provided a holistic experience that enhanced both my technical and interpersonal competencies:

- **Clinical Exposure:** Firsthand understanding of ICU protocols, emergency triage, and inpatient rounds deepened my clinical acumen.
- **Data Analysis:** Working with LAMA data, EDD reports, and vaccination conversion logs improved my analytical approach and MS Excel skills.
- **CRM Proficiency:** Active engagement with the CopperJam platform allowed me to understand lead pipelines, patient persuasion strategies, and data-backed decision-making.
- **Audit Experience:** Learning how clinical audits are conducted and data is mined retrospectively provided insights into evidence-based improvements.
- **Professional Confidence:** Regular communication with consultants, patients, and senior leadership helped me become more confident and solution oriented.
- **Operational Strategy:** I developed a working knowledge of how cross-functional teams operate within a hospital environment to maintain service quality.

My internship at **Sarvodaya Hospital, Greater Noida** was a deeply enriching experience that extended far beyond academic boundaries. It gave me exposure to hospital operations, CRM-based patient conversion, data handling, and clinical process audits. These experiences, combined with my dissertation work, helped me build a robust foundation in hospital and health management. This internship has strengthened my resolve to pursue a career in hospital operations and digital healthcare transformation.

