

**QUALITY OF SERVICES, AT INPATIENT DEPARTMENT AIDING PATIENT
SATISFACTION**

INTERNSHIP AT RUNGTA HOSPITAL, JAIPUR

Internship report submitted to



The IIHMR University, Jaipur

**for the partial fulfillment for the award of the degree of Master of Business
Administration (MBA) in Hospital & Health Management**

by

Dr. Sneha Jadon

Under the supervision and guidance of

Mr. S. P Chattopadhyay

INTRODUCTION

This report details my experience working as a marketing executive intern at Rungta Hospital in Jaipur, one of the top multispecialty hospitals in Rajasthan. The internship offered practical experience in relationship management, healthcare marketing, and operational coordination, with a focus on establishing and preserving connections with outside physicians and key opinion leaders (KOLs).

OBJECTIVES OF THE INTERNSHIP

- To establish and preserve professional connections with outside physicians and visiting consultants.
 - To comprehend and apply efficient marketing techniques in a hospital context.
 - To assist in the implementation of patient management procedures and referral programs.
 - To take part in digital marketing campaigns and community involvement projects.
 - To obtain hands-on experience in event planning and operational coordination in a medical setting.
-

ORGANIZATIONAL PROFILE

Established in 1990, Rungta Hospital is a renowned 100-bed multispecialty tertiary care center situated in Jaipur, Rajasthan's Malviya Nagar. In its more than three decades of operation, the hospital has successfully performed more than 77,000 surgeries and treated more than 1,060,000 patients.

Being the first private hospital in the area to open a Neonatal Intensive Care Unit (NICU), Rungta Hospital holds this distinction. It was also the first private hospital in Rajasthan to build a state-of-the-art intensive care unit (ICU). In keeping with its commitment to providing emergency medical care, Rungta Hospital in Rajasthan introduced the first "ICU on Wheels" in 2003. Being the first to do complete transfusion on neonates is one of its creative tactics.

The facility is well-known for doing over 500 bypass procedures annually. Numerous medical disciplines, including cardiology, neurology, urology, gastrointestinal, and orthopedics, are offered by Rungta Hospital. These services are provided by a committed group of medical experts and supported by contemporary infrastructure.

Services Provided by the Organization

Rungta Hospital offers a wide range of medical and health services, including[456](#):

- 24x7 Medical Emergency and Ambulance Services
- Intensive Care Units (ICU, CTVS ICU, NICU)
- Surgery and Operating Rooms (including Laparoscopic, Arthroscopic, General, and Pediatric Surgeries)
- Diagnostic Imaging (X-rays, MRI, CT Scan, EEG, ECHO, TMT)
- Blood Bank and Pharmacy
- Inpatient and Outpatient Care
- Management of high-risk pregnancies and 24-hour delivery services
- Trauma and fracture clinic
- Urosurgeries and endoscopies
- Physiotherapy and laboratory services
- Community health camps and preventive health check-ups
- Telemedicine and digital health education
- Deluxe and luxury patient accommodations

Important Tasks Completed (Apart from Dissertations)

A. Managing Relationships with Outside Physicians

- Every day, I called two doctors on Dr. Dudi's list to discuss referral plans, gauge enthusiasm, and arrange for additional steps.
- Oversaw visiting consultants' onboarding and operational assistance, including scheduling, billing, and patient data exchange.

B. Content Creation and Social Media Interaction: Worked with hospital administration to organize and produce doctor-led educational videos for social media.

- Arranged and carried out weekly video shootings, guaranteeing timely distribution and top-notch material.

C. Community and KOL Engagement:

- By meeting with presidents and organizing collaborative health initiatives, we developed relationships with local communities and Samaya.
- Oversaw all logistical planning and data collecting using Google Forms for health camps, awareness campaigns, and Basic Life Support (BLS) trainings.

D. Patient Operations and Support:

- Ensuring seamless admission, treatment, and release procedures for referred patients, I served as the hospital's point of contact for visiting consultants.

E. Coordination of Internal Events

- Helped organize and carry out internal operations, such as logistics and décor for hospital events.
- Managed technical and hospitality needs while assisting with the planning of press conferences, webinars, and Facebook Lives.

F. Coordination of Finance and Administration

- Worked with the accounts department to update and maintain referral physicians' bank account information so that payments are sent on schedule.
- Encouraged the Lead Square Application to be implemented for marketing purposes.

Important Takeaways from the Internship

- Relationship Building: Through regular contacts with outside physicians, KOLs, and community leaders, improved communication and negotiating abilities are developed.
- Operational Coordination: Acquired expertise in overseeing intricate procedures involving numerous parties, from the admission of patients to their discharge.
- Digital Marketing: Acquired expertise in social media marketing, video creation, and content planning specifically for healthcare audiences.
- Event Management: Acquired knowledge of how to design and carry out health camps, awareness campaigns, and internal hospital events from start to finish.

- **Leadership and Teamwork:** Worked well with physicians, administrative personnel, and marketing teams, frequently taking the lead in process improvement and problem-solving.
 - **Data Management:** Acquired expertise in the use of digital tools (Leadsquare, Google Forms) for process tracking and data collection.
 - **Ethical Marketing:** Recognized the significance of ethical principles, patient privacy, and openness in healthcare marketing.
-

Conclusion

Rungta Hospital provided me with tremendous experience to the ever-evolving industry of healthcare marketing throughout my internship. Through my involvement in relationship management, community outreach, digital content production, and operational assistance, I developed a comprehensive grasp of how marketing can promote patient engagement and organizational expansion. I have gained useful knowledge and understanding from these experiences that will help me in my future work as a healthcare management specialist.