

SAYAN KUMAR SAHA

ROLL NO - 1188

**MBA – HM
(2020 – 2022)**

**HOW WE CAN ENHANCE RADIATION NUMBERS
ACCORDING TO MARKET RESEARCH
AT
NH MMI NARAYANA SUPER SPECIALITY
HOSPITAL , RAIPUR**

WHAT IS RADIO THERAPY ?

Radiation therapy is a cancer treatment that uses high-energy x-ray or other particles to destroy cancer cells. A doctor who specializes in giving radiation therapy to treat cancer is called a radiation oncologist. A radiation therapy regimen, or schedule, usually consists of a specific number of treatments given over a set period.

Radiation therapy can treat many different types of cancer. It can also be used in combination with other cancer treatments, such as chemotherapy and/or surgery.

Decisions about cancer treatment are personal, and you need to feel comfortable with your choices. But many people do not know where to start. Here are some simple but important steps you can take as you start the decision-making process.

Objective of the study

To study for increasing radiation numbers at NH MMI Narayana super speciality hospital , Raipur

1. Hospital & health care marketing is essential to the success of any business, and medical practices are no exception.
2. For a medical practice to grow, a doctor should see 30 to 50 new patients every month. Moreover, to attract new patients, a practice must offer competitive services at reasonable pricing. Retaining existing patients also demands hard work and dedication.
3. While it is important to maintain a relationship with your existing patients, it is equally important to grow your practice and add new patients. Of course, there are the usual ways to achieve this, including marketing techniques and referral programs, but there is much more we can do.

METHODS AND MATERIALS

Data Collection

**Secondary Data was gathered from the Oncology department of NH MMI NARAYANA SUPER SPECIALITY HOSPITAL ,
RAIPUR**

Data Analysis

The data was analyzed for Increasing radiation numbers which are with ICRT , IVBT, IGRT, IMRT .

RESEARCH DESIGN

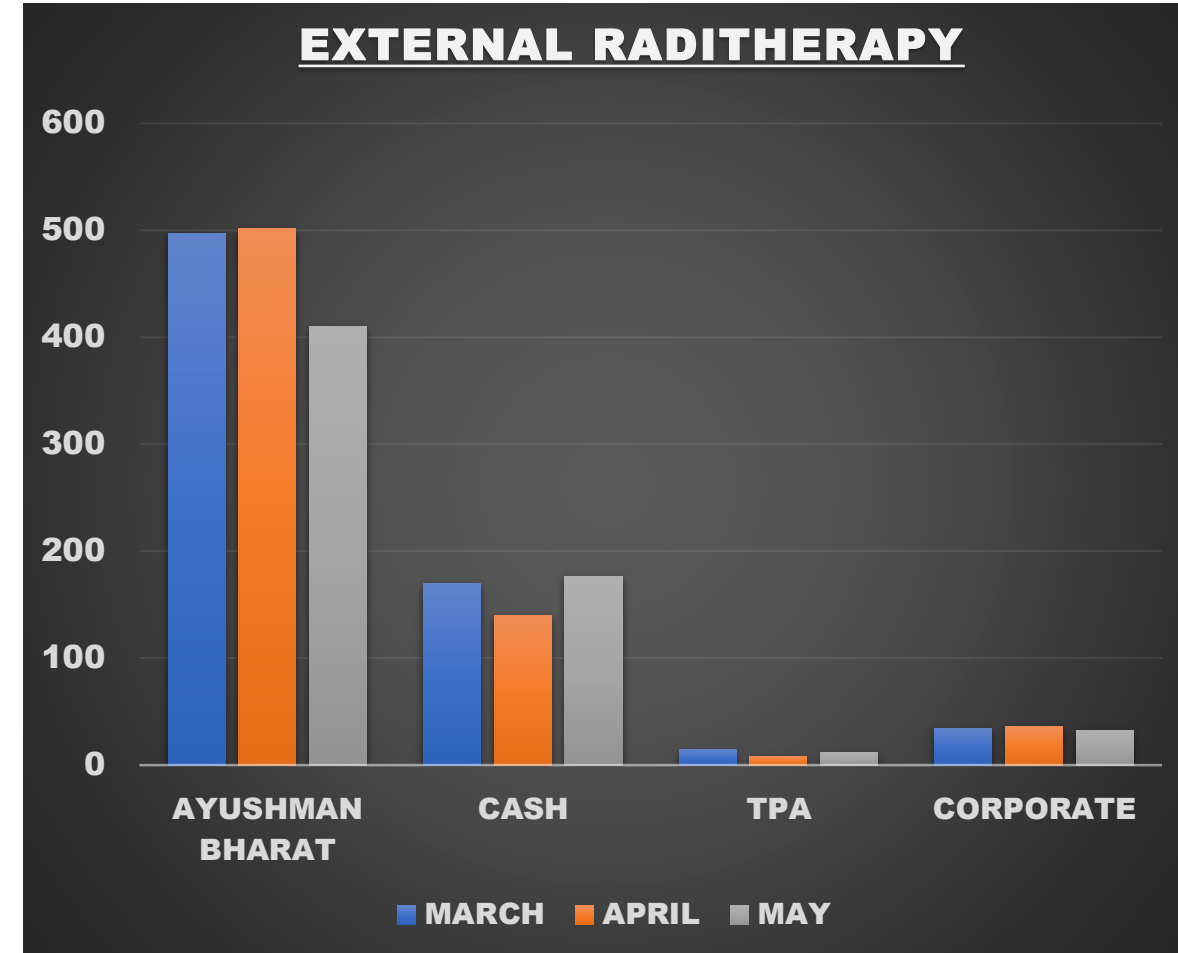
Descriptive study

HOW WE CAN INCREASE RADIATION NUMBERS ACCORDING TO MARKET RESEARCH

- 1**
 - . Know the target audience**
 - Ask for references**
- 2**
 - . Train your team**
 - . Monitor your online presence**
- 3**
 - Follow up with patients**
 - Be responsive**
- 4**
 - Build a mobile-responsive website**
 - Be flexible**
- 5**
 - Start a blog**
 - Host contests**
 - Encourage online reviews**
- 6**
 - Connect with the community**
 - Deliver quality service**
- 7**
 - Stay active on social media**
 - Embrace technological advance**

A. EXTERNAL RADIATION NUMBERS AS ON 31 ST MAY

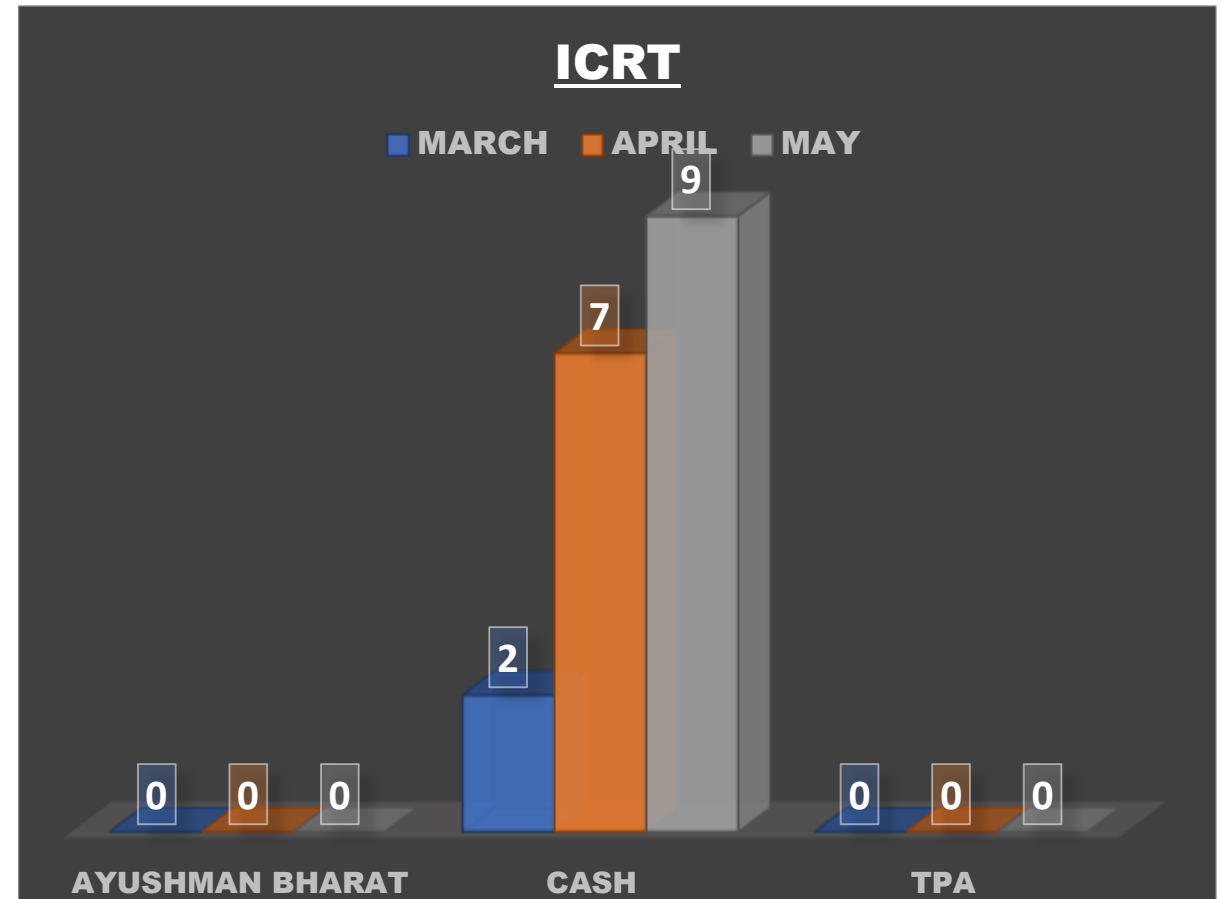
MONTHS	AYUSH MAN BHARAT	CASH	TPA	CORPOR ATE	TOTAL
MARCH	497	170	14	34	715
APRIL	502	140	8	36	686
MAY	410	176	12	32	630
TOTAL	1409	486	34	102	2031



B. INTERNAL RADIATION NUMBERS AS ON 31 ST MAY

ICRT (INTRA-CAVITARY RADIATION THERAPY)

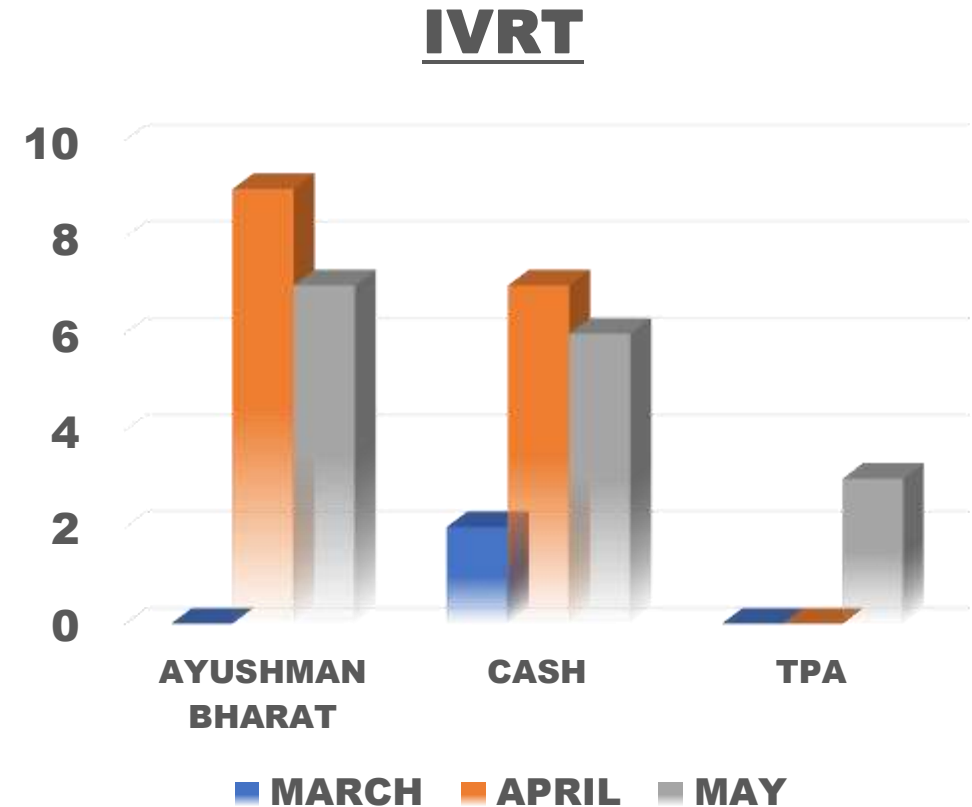
MONTHS	AYUSHMA N BHARAT	CASH	TPA	TOTAL
MARCH	0	2	0	2
APRIL	0	7	0	7
MAY	0	9	0	9
TOTAL	0	18	0	18



B. INTERNAL RADIATION NUMBERS AS ON 31 ST MAY

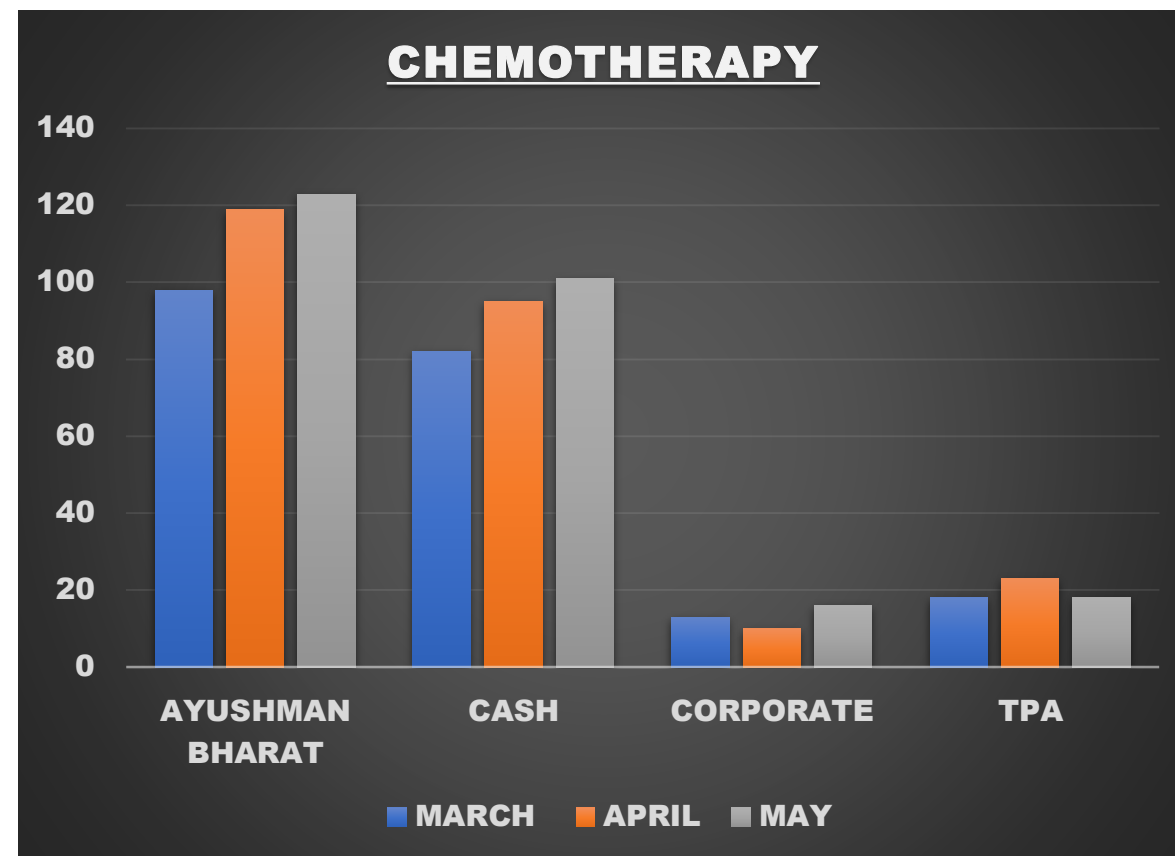
IVBT (INTRA-VAGINAL BRACHY-THERAPY)

MONTHS	AYUSHMAN BHARAT	CASH	TPA	TOTAL
MARCH	0	2	0	2
APRIL	9	7	0	16
MAY	7	6	3	16
TOTAL	16	18	0	34



C. CHEMOTHERAPY NUMBERS AS ON 31 ST MAY

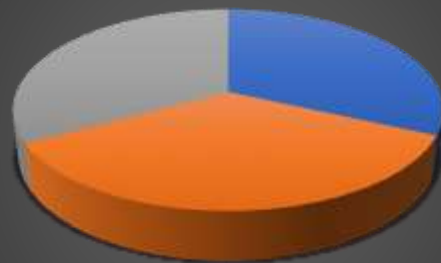
MONTHS	AYUSH MAN BHARAT	CASH	CORPO RATE	TPA	TOTAL
MARCH	98	82	13	18	211
APRIL	119	95	10	23	247
MAY	123	101	16	18	258
TOTAL	340	278	39	59	716



D. CHEMOTHERAPY ADMISSION , DISCHARGE & CHEMOPORT AS ON 31 ST MAY

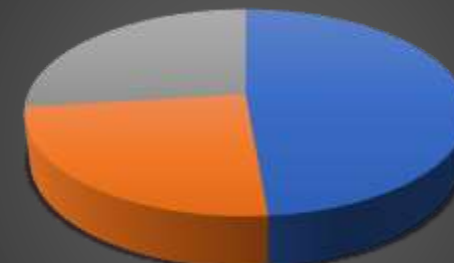
MONTHS	ADMISSION	DISCHARGE	CHEMOPORT
MARCH	178	153	36
APRIL	190	169	18
MAY	192	159	20
TOTAL	560	481	74

DISCHARGE



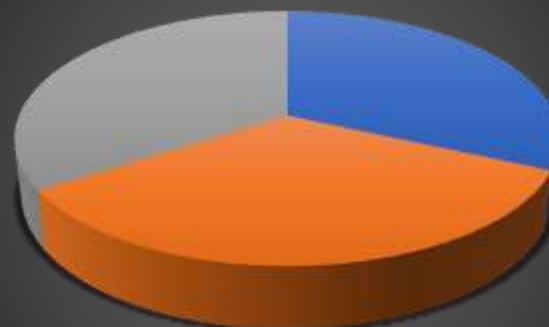
■ MARCH ■ APRIL ■ MAY

CHEMOPORT



■ MARCH ■ APRIL ■ MAY

ADMISSION

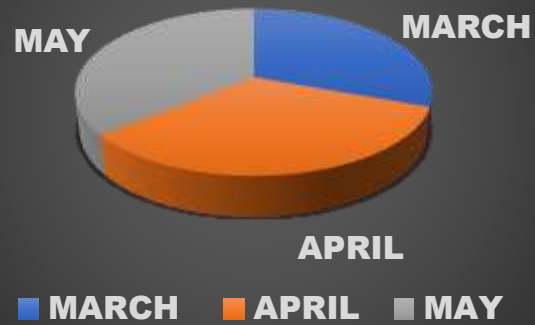


■ MARCH ■ APRIL ■ MAY

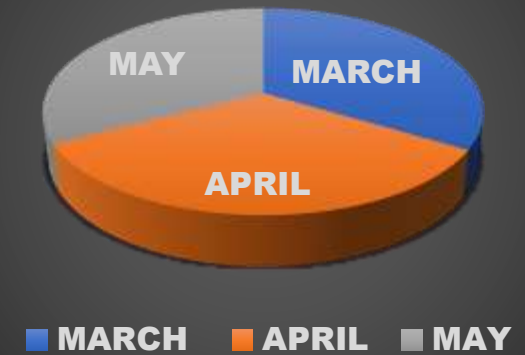
E. SURGICAL ONCOLOGY NUMBERS AS ON 31 ST MAY

MONTHS	ADMISSION	DISCHARGE	SURGERY
MARCH	34	37	35
APRIL	37	35	35
MAY	40	35	34
TOTAL	111	107	104

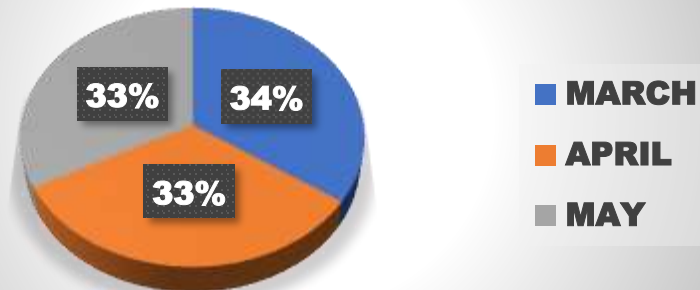
ADMISSION



SURGERY



DISCHARGE



RECOMMENDATION

RADIATION NUMBERS CAN BE IMPROVE BY :-

- A. Ensure healthcare workers wear masks and gloves at all times.
- B. Have patients wait for their appointments
- C. Rely on virtual contact as often as possible.
- D. Keep COVID-19 patients in separate areas.
- E. . Ensure strong, positive communication between doctor and patient.

THANK YOU