

**Summer Training at
Manipal Hospital Pvt. Ltd., Jaipur
(April 3 to June 2, 2017)**

Comparison Between Different Hospitals

**By
Shubham Nair**

**Under the guidance of
Dr. Chetan Chothani**

**MBA Hospital & Health Management
2016-2018**


**Institute of Health Management Research
The IIHMR University, Jaipur
2017**

This is to certify that Mr./Ms. Shubham Nail has undergone summer training in
(Organization name Manipal Hospitals, Jaipur) from 3rd April to 2nd June 2017.

The candidate herself/himself completed the project assign to his/her during summer training. Her approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Hospital and Health Management.

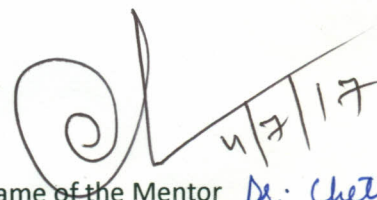
I wish him/her success in all her future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic & Student Affair)

The IIHMR University, Jaipur



Name of the Mentor Dr. Chetan Chothani
Designation Assistant professor

The IIHMR University



SMH/HR/2017/ECR00234

Date: 1st June 2017

TO WHOMSOEVER IT MAY CONCERN

This is to certify that, Mr Shubham Nair, a student of IIHMR has undergone her internship project with us from 3rd April 2017 to 1st June 2017.

During this period, he/she was involved in projects pertaining to "Comparison between different Hospitals in terms of services provided" at "Manipal Hospital (Jaipur) Pvt. Ltd". His performance on the projects assigned and his conduct was found to be good. We wish him success in his future endeavors.

For Manipal Hospital (Jaipur) Pvt. Ltd.


Deputy Manager – HR




Head – Marketing



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I express my deepest thanks to Mr. Anil Prajapati, Additional Marketing Head, Manipal Hospital, Jaipur for guiding me through my project.

I pay lot of thanks to all the departmental heads and working staff whoever came as source of help in completion of the project as well as for departmental learning. Special thanks to all the working staff of this organization for all the assistance and information.

My sincere gratitude to Dr. Ashok Kaushik (Professor Dean, IIHMR, Jaipur) for his relentless support and guidance.

A genuine thanks to my guide my Mentor Dr Chetan Choithani for his helpful attitude and valuable suggestions.

Shubham Nair
(MBA- HM-21/0499)

Date: 13/06/2017

Place: Jaipur

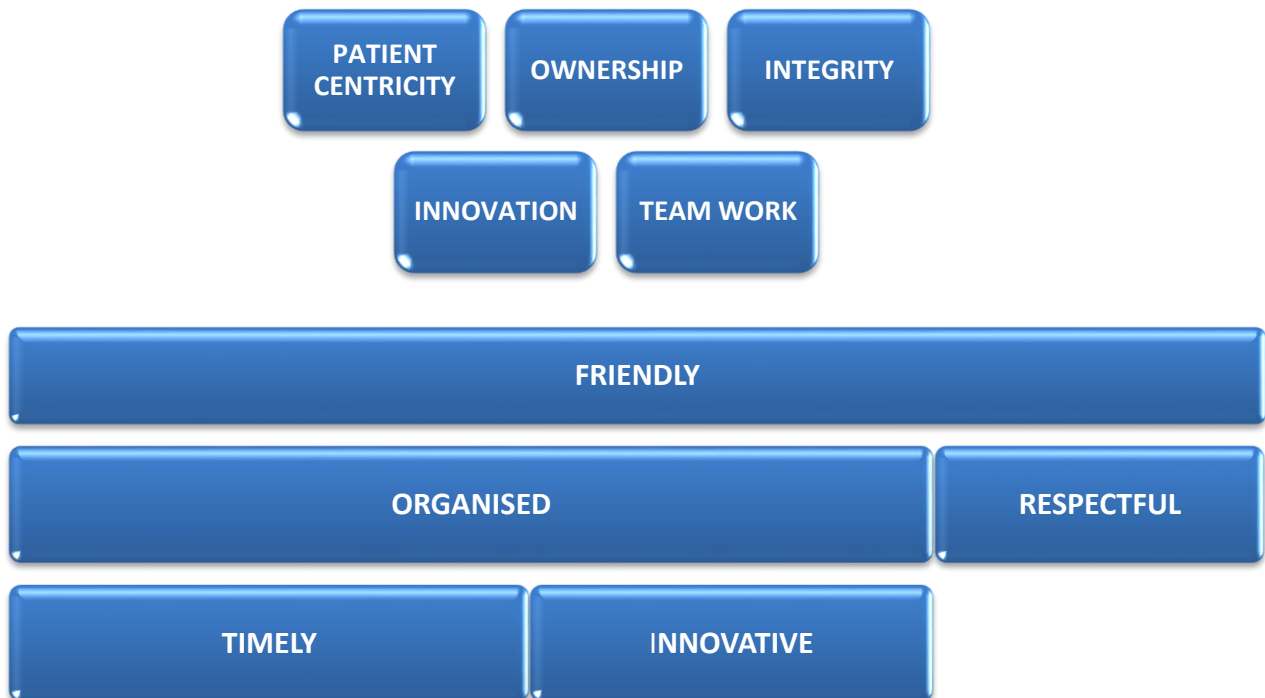
TABLE OF CONTENTS

Acknowledgement.....2

Table of contents4

S.No.	Topic	Page No.
1	General Observation	5
2	Project Report	16
3	Title	
4	Background	
5	Objective	
6	Research Methodology	
7	Data Collection	
8	Finding	

MANIPAL VALUES



SPECIALITIES OFFERED

In Manipal hospital many specialties are being offered, as it is well-established multispecialty hospital. The specialties are being offered likewise oncology, cardiac diseases, renal diseases, neonatal, pediatric/medical & cardiac intensive care, orthopedics, general surgery, nephrology, ophthalmology, endocrinology, gynecology, pediatrics, radiology, pulmonology, urology, aesthetic and cosmetic surgery, pulmonary medicine, ENT, physiotherapy, critical care , dental , alternative medicine.

Location: -

The Access to the hospital is very easy. The hospital is located on Sikar Road, Jaipur.

The address of the hospital is:

Sector 5, Main Sikar Road, Vidhyadhar Nagar, Jaipur, Rajasthan 302013

Tel: 0141-516-4000

Philosophy:

The hospital philosophy is “**LIFE’S ON....**”

Mission:

Our Sole mission is to provide world-class healthcare at affordable price to all members of public.

Focus of Hospital: -

To develop an affordable tertiary care multispecialty healthcare framework through its entire delivery spectrum and further extend it to homecare.

BASIC FACTS OF MANIPAL HOSPITAL

- Bed strength = 232
- Bed occupancy rate = 75%
- ALOS = 3.5 days

FLOOR

- Number of discharge/day = 28
- Number of OPD patient/day = 1100
- Number of emergency case = 20 to 25

CLINICAL SERVICES

OUTPATIENT DEPARTMENT

OPD is one of the most important department of the hospital. Outpatient department of Manipal hospital is the first encounter of patient coming to get their treatment. OPD department is the link to other department and riding cost of hospital care.

OPD of Manipal hospital is divided into two blocks

1. General OPD
2. Super speciality OPD

OPD department in Manipal hospital is on the ground floor.

All patients who visit the hospital OPD for the first time for consultation services are issued a card. This card is attached to registration form and issued to patient at time of registration. The C.R. number is present on the card.

The C.R. no is important, for its only help with the help of this number, that the patient medical record can be accessed. Patients are advised to always carry their card or card number whenever they come for follow-up visit to the OPD or whenever they are to admit a patient in IPD.

OPD APPOINTMENT

OPD appointment can be fixed either through phone calls or personally across the reception counter. Fax and e-mail facilities are also available.

Bed distribution in IPD

General ward = 36
Post-operative ward = 16
Oncology ward = 20
Ac Ward = 10
Dialysis = 11

Intensive care units

Medical ICU = 22
NICU = 8
CTV = 7
CCU = 16
OT = 4 In no
Deluxe Rooms = 27

Functional = 130

Floor wise Facility Distribution: -

BASEMENT

- Blood Bank
- Canteen
- Radiology
- Radiation Oncology
- Physiotherapy
- Manipal Ankur IVF Center
- MRD
- Laboratory
- MRI
- IP Pharmacy
- C.S.S.D.
- Laundry
- Maintenance
- Bio Medical Engineering
- Central Store

GROUND FLOOR

- General Ward 1
- General Ward 2
- AC General Ward
- Dialysis
- Reception
- Emergency
- OPD
- Cafeteria
- Health Checkup
- Sample Collection Room
- OP Pharmacy
- Mortuary
- Labors Room
- Emergency Day Care

FIRST FLOOR

- Cath Lab
- CCU
- NICU
- OT
- Surgical ICU

SECOND FLOOR

- MICU
- HDU
- Neuro ICU

SERVICES AT MANIPAL HOSPITAL

CONSULTATION (OPD)

- Allergy and Asthma
- Anesthesiology
- Banatric Surgery
- Blood Bank
- Cardiac Anesthesia
- Cardiology
- Cardiothoracic and Vascular Surgery
- Critical Care
- Dental
- Dermatology
- Diabetology and Endocrinology
- Emergency Medicine
- ENT
- General Medicine
- Hepato Pancreato Biliary Surgery
- Infectious Diseases
- Medical Gastroenterology
- Medical Jurist

- Neonatology
- Nephrology and Dialysis
- Neuro Surgery
- Neurology
- Nutrition and Dietetics
- Obstetrics
- Gynecology
- Oncology
- Orthopedic and Joint replacement
- Pediatric
- Pediatric Surgery
- Sleep medicine
- Spine Surgery
- Surgical Gastroenterology
- Urology

LAB SERVICES

- Biochemistry, Serology, Immunology
- Microbiology
- Histopathology and Cytopathology
- Clinical Hematology and Clinical Pathology
- Hormones study

ENDOSCOPIC SERVICES

- Video Gastroscopy
- Video Colonoscopy
- Sigmoidoscopy
- Brochoscopy

RADIOLOGY SERVICES

- MRI
- CT Scan
- Digital X-Ray
- Ultra-Sonography
- Color Doppler

CARDIOLOGY

- ECG
- 2D Echo
- TMT
- Holter Monitoring
- TEE
- Cath Lab

OTHERS

- EEG
- EMG
- NCV
- Skin Allergy Test
- Spirometry
- Sleep Lab
- 24 hours Pharmacy
- Ambulance Services

PROJECT REPORT

Title- A Study on comparison between different hospitals in terms of service and quality.

Background- Good health, responsiveness to the expectations of its people, and financial contribution to the nation are the goals for health care systems of a country. An overview of the health scenario all over the world indicates that despite having numerous excellent health care facilities, there exists a sufficiently large gap between the demand and delivery. In India nearly 1 million people die every year due to inadequate health care and two-third population is deprived of specialist care.

With increasing competition, advances in medical sciences, and rising patient expectations, the health care systems have become complex organizations. They need to obtain an optimum balance between the resources and patient satisfaction. Total quality management (TQM) has a great potential to address quality problems in a wide range of industries and improve the organizational performance.

Factors that influence the hospital choices of consumers are the following:

- (1) the factors that may influence the consumer's preferences may be concluded in five aspects:
 - (a) medical expenses.**
 - (b) quality of medical services**
 - (b) accessibility (d) facilities (e)marketing promotion**

(2) Hospital management may start with product, price, promotion and place.

(a) Place

(b)Product

(c) Price

(d) Promotion

Public relationship has becoming the main force of the hospital marketing in medium-large size hospital in recent years. Especially patient's complaint, management of the legal problem and carrying out activities are the activities that hold by public relationship which are concerned by the consumers. Medical information provides by the hospital marketing always influence the consumers choices.

Objective: - To find out the performances of the hospitals in terms of

- Services.
- Doctors Availability.
- Cleanliness
- Staff Behaviour
- Cost Effectiveness.
- Patient Centric.
- Ethical Practice.
- Preference to go as a consultant Doctor.

The aim of the study is to compare the hospital with other health setups in terms of services and to give recommendations to improve them.

Research Methodology

Type of study: - Cross Sectional Observational Study

Type of Sampling: - Purposive

Sample Size: - 100 doctors

Study Area: - Manipal Hospitals Jaipur

Duration of study: - 2 month

Technique: - Questionnaire

Data Collection: -

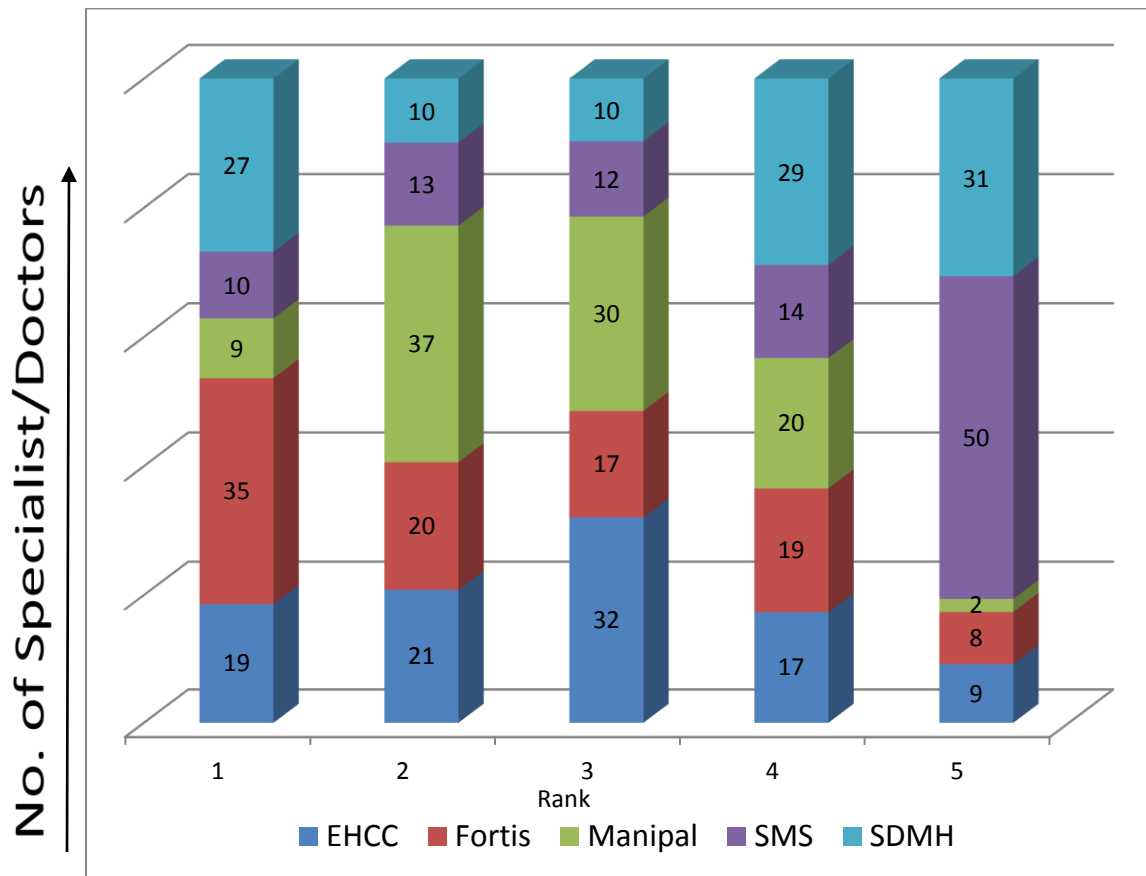
In this study, the methodology used was:

Structural questionnaire was used to collect primary data directly from the hospitals and clinics.

100 doctors/specialist are interviewed at the time of the survey from Hospitals and Clinics.

Findings:-

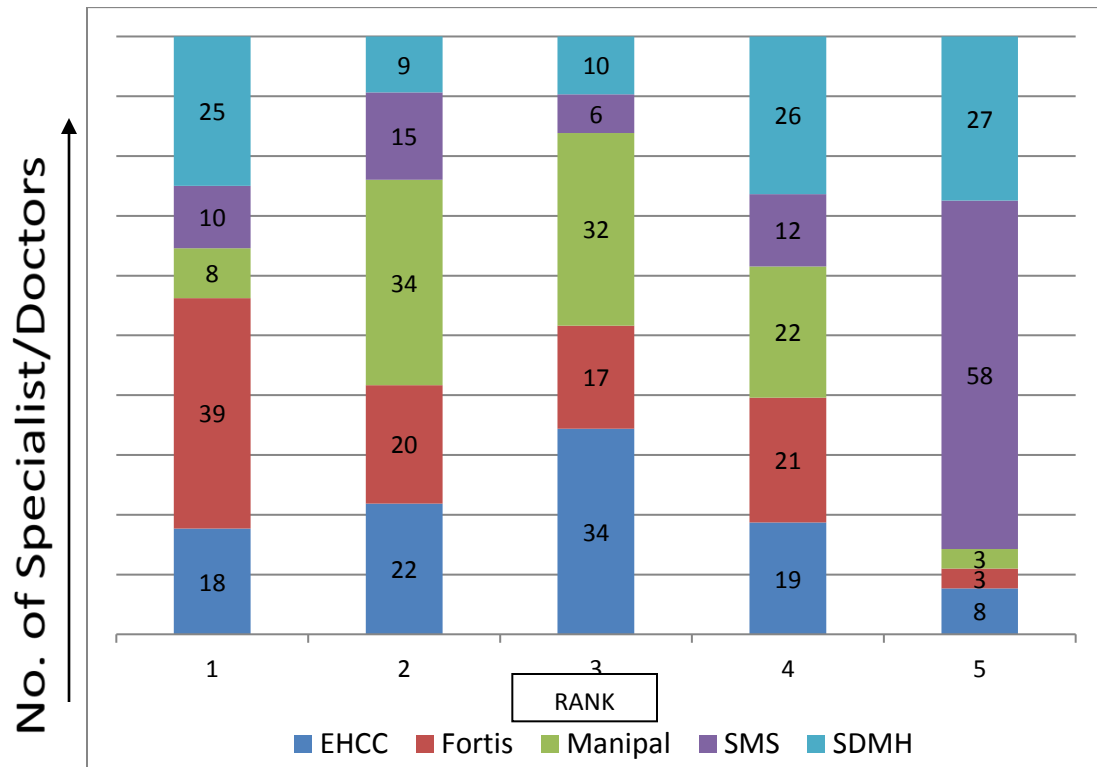
➤ On basis of terms of services provided



Out of 100 surveys conducted (from specialist/doctors) majority of them believe that,

- Fortis is best in Terms of services provided.
- Followed by Manipal at second rank.
- Further by EHCC at third.
- SDM at fourth.
- And SMS at fifth.

➤ **On basis to go as a Consultant/Guest Doctor**

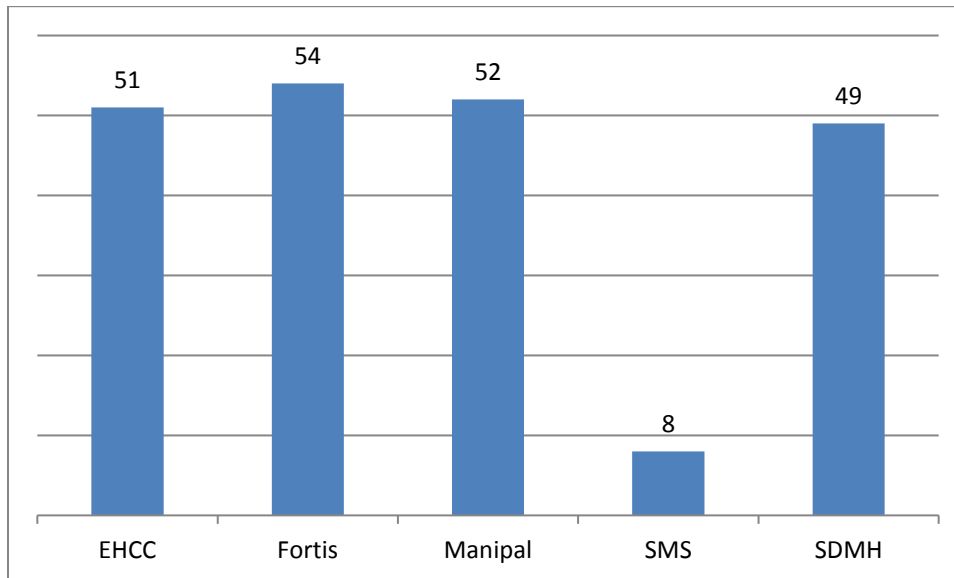


Out of 100 surveys conducted Majority of Specialist

- would prefer to go as a Consultant/Guest Doctor to Fortis Hospital
- The second highest preference is for Manipal Hospital
- At third position is EHCC Hospital
- At fourth is SDMH Hospital
- And at fifth is SMS Hospital

(3) ON BASIS OF FOLLOWING SERVICES

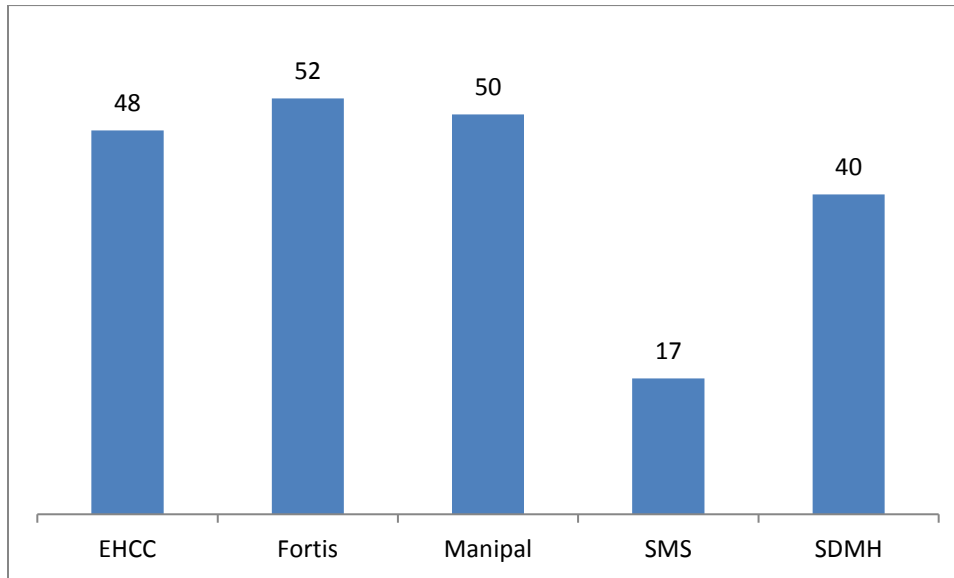
Cleanliness



Out of the surveys conducted,

- Majority of Doctors believe that Fortis Hospital is best in terms of cleanliness.
- Followed by Manipal Hospital at Second
- At third is EHCC
- At fourth is SDMH
- And at Fifth is SMS

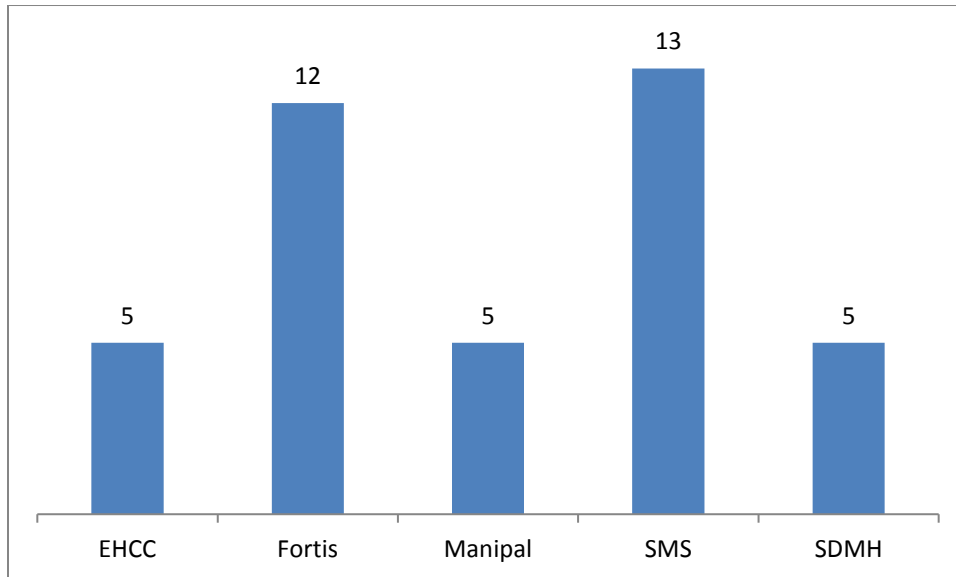
Doctors Availability



Out of 100 surveys conducted,

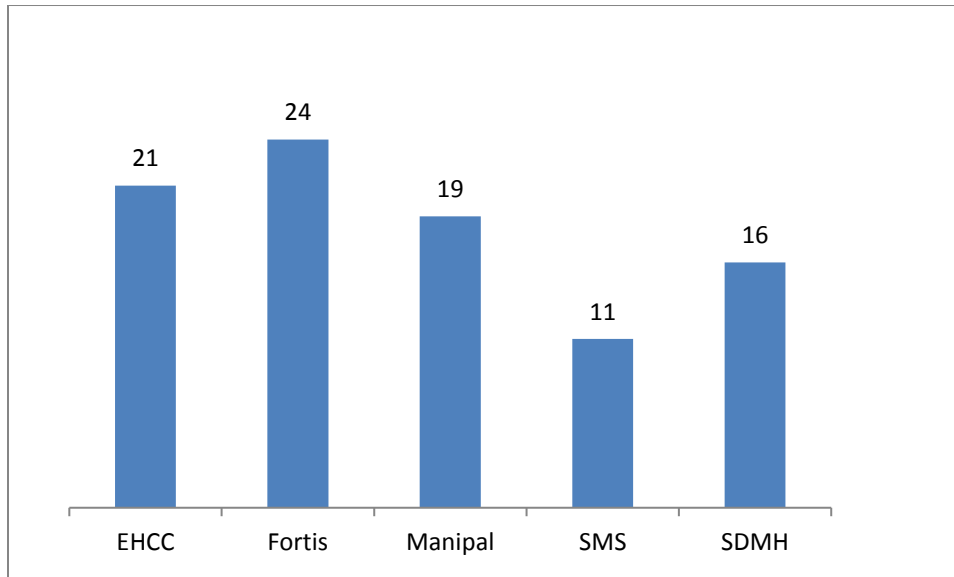
- Majority of doctors believe that Fortis is Best in Terms of Doctors Availability.
- Closely followed by Manipal at Second.
- Further by EHCC at Third.
- SDMHS at Fourth.
- And SMS at Fifth .

Cost effectiveness



- Majority of doctors believe that SMS is Best in Terms of Cost Effectiveness.
- Closely followed by Fortis at Second
- Further by at Manipal , EHCC and SDMHS at Third .

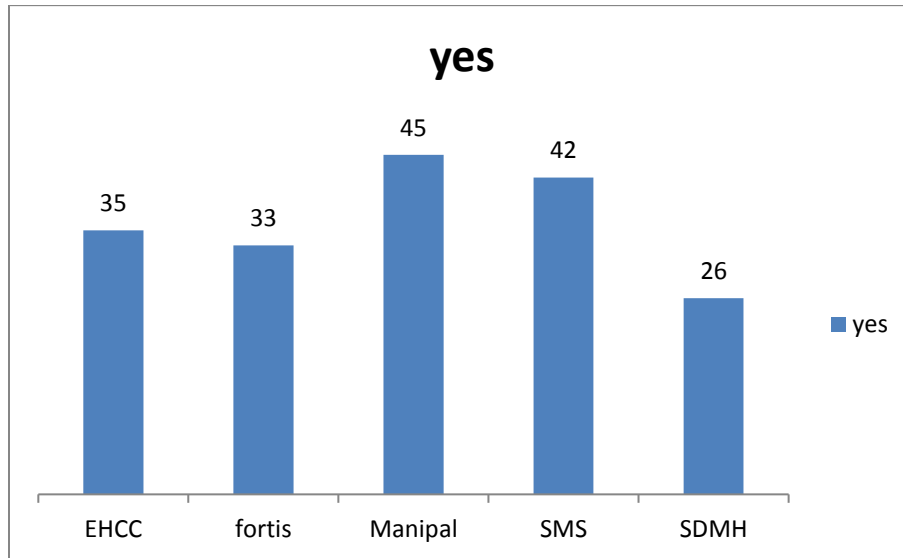
Staffs behavior



Out of 100 surveys conducted,

- Majority of doctors believe that Fortis is Best in Terms of Staffs Behavior .
- Followed by EHCC at Second.
- Further by Manipal at Third.
- SDMH at Fourth.
- And SMS at Fifth .

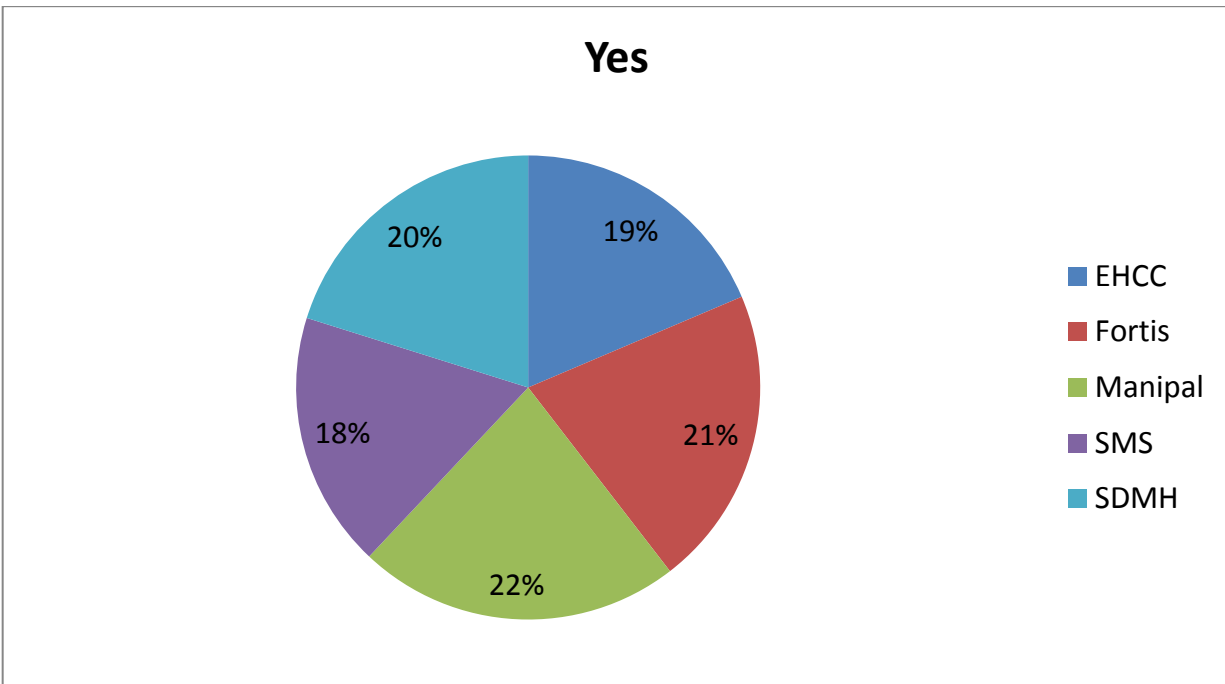
(4) On Basis of Patient centricity of hospital



Majority of Doctors believe that,

- Manipal is the most Patient Centric hospital
- Closely followed by SMS at Second
- EHCC at third
- Fortis at Fourth
- And SDMH at Fifth

(5) On Basis of Ethical Practices



- Manipal is best Hospital in terms of following Ethical practices
- followed by Fortis at Second
- SDMH at third
- EHCC at Fourth
- And SMS at Fifth