

**Summer Training at
Kokilaben Dhirubhai Ambani Hospital and Medical Research Institute,
Mumbai
(April 3 to June 2, 2017)**

Planning and Evaluation of Breast Cancer Awareness

**By
Pallavi Rao**

**Under the guidance of
Dr. Sandesh Kumar Sharma**

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


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

CERTIFICATE

This is to certify that **Dr. Pallavi Rao** has undergone summer training in **Kokilaben Dhirubhai Ambani Hospital, Mumbai**, from 3rd April to 2nd June 2017.

The candidate herself completed the project assigned to 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 her success in all her future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic & Student Affair)

The IIHMR University, Jaipur



Dr. Sandesh Kumar Sharma

Associate Professor

The IIHMR University, Jaipur



Kokilaben Dhirubhai Ambani
hospital & medical research institute

Every Life Matters

02nd June 2017

To whomsoever it may concern

This is to certify Ms. Pallavi Rao from IIHMR Jaipur has successfully completed an internship with the clinical administration department at Kokilaben Dhirubhai Ambani Hospital from 01/04/2017 to 02/06/2017.

During her tenure, she has worked on the following projects:

- "Planning & Evaluation of Breast Cancer Awareness Drive"
- "Study of Infection related indicators in the Intensive Care Unit"

Her performance was satisfactory and we wish her success in her future endeavors.

Dr Ram Narain
Executive Director

Dr. Milind Khadke
GM (Clinical Administration)



DECLARATION BY THE CANDIDATE

I hereby declare that the project entitled “**Planning and Evaluation of Breast Cancer Awareness**” is the original work done by me at Kokilaben Dhirubhai Ambani Hospital, Mumbai. This work in part or full has not been submitted to any other Hospital.

ACKNOWLEDGEMENT

First and foremost I am grateful to the **Almighty** for blessing me to complete this project successfully.

I am extremely thankful to all the professionals at Kokilaben Dhirubhai Ambani Hospital for sharing their knowledge and precious time which inspired me to give my best during my summer internship.

I am extremely thankful to esteemed Executive Director of Kokilaben Dhirubhai Ambani Hospital, **Dr. Ram Narain** for his unwavering encouragement, valuable advice and expert guidance with patience and perseverance over this project. He has inspired me to never cease to seek knowledge and understanding.

I would also like to acknowledge **Dr. Milind Khadke** and **Dr. Nilesh Gumardar** for their valuable support, without whom the project would not have seen the light of the day.

Lastly I thank all my friends for their help and co-operation throughout the project.

HISTORY OF KDAH

In January 2007, a life-affirming journey started with the opening of **Kokilaben Dhirubhai Ambani Hospital & Medical Research Institute** in Mumbai. A tribute by **Mr. Anil Ambani** and **Mrs. Neeta Ambani** to their father-in-law **Mr. Dhirubhai Ambani**, and dedicated to their mother-in-law **Mrs. Kokilaben Ambani**. The intention was to make comprehensive and world-class healthcare available, accessible, and affordable to Indians; bridge the gaps in the existing healthcare fabric; and empower patients and their families to make informed medical choices. Concisely, to transform the way India views healthcare.

The hospital project was initiated in 1999 by **Dr. Nitu Mandke** as a large-scale heart hospital. Dr. Nitu Mandke was born in 1948 in a middle-class family. He was the first member in his family, to choose medicine as a profession with a determination to become a heart surgeon.

He joined B. J. Medical College, Pune from where he passed his M.B.B.S. in 1970, came to Mumbai for further studies and completed his Super Specialty course in Cardiovascular Surgery. He spent close to 8 years working with world renowned figures in Cardiac Surgery like Dr. Magdi Yacoub in England and Dr. Kirklin and Dr. Pacifico at the University of Alabama in the United States. He was an all-rounder with exemplary proficiency in sports, arts, languages, mathematics and so on.

With great passion Dr. Mandke built a substantial portion of the hospital building. Sadly, his dream was cut short by fate when he succumbed to a massive heart attack in May 2003; leaving a dream unfulfilled and unfinished.

The management of Mandke Foundation approached Reliance Group, who graciously took over this project and developed it into one of the most modern and state-of-the-art multi-specialty tertiary care hospitals; naming the institution as – **Kokilaben Dhirubhai Ambani Hospital & Medical Research Institute**.

In honour of the initiator, the hospital's Medical Convention Centre has been aptly dedicated to the memory of Dr. Nitu Mandke.

PROFILE OF KOKILABEN DHIRUBHAI AMBANI **HOSPITAL**

Kokilaben Dhurubhai Ambani Hospital and Medical Research Institution is India's newest most advanced tertiary care facility. As the flagship, social initiative of Anil Dhirubhai Ambani group, it is designed to raise India's global standing as a healthcare hub, with emphasis on excellence in clinical services, diagnostic facilities and research.

The hospital is significant CSR initiative from Reliance Anil Dhirubhai Ambani group. It is designed to raise India's global standing as a healthcare hub, with emphasis on excellence in clinical services, diagnostic facilities & research activities.

It is the only hospital in Mumbai to function with a Full-Time Specialist System that ensures the availability and access to the best medical talent around the clock. The 750-bedded hospital has 103 full time doctors, 520 nurses and about 200 paramedical and growing.

Kokilaben Dhirubhai Ambani Hospital is fully geared in terms of talent, technology structure and spirit to reshape perceptions regarding hospitals and redefined the concept of caring. Indeed, this globally benchmarked institution marks the beginning of a new era in Indian healthcare.

VISSION

We aim to be a global healthcare institution that combines the best in medical treatment with strong ethical principles and a culture of care and compassion.

MISSION

To be an institution that offers comprehensive quality healthcare services under one roof through transparent patient-centric care ensuring patient safety, privacy and dignity. An institution where **Every Life Indeed Matters**.

VALUES

- ❑ **INTEGRITY:** To deal with all stakeholders in a spirit of fairness and integrity
 - Patients
 - Partners
 - Employees
 - Vendors
 - Community
- ❑ **TRANSPARENCY:** To respect the patient's rights to know at every touch point by providing information that is clear, concise, relevant and easy to understand.
- ❑ **MAXIMUM CARE:** To re-evaluate every hospital system, process and procedure to ensure that patient and their loved ones receive maximum care and comfort.
- ❑ **SELF IMPROVEMENT:** To instill a process of learning and self-improvement at every level through continuous training, focused research and peer review.
- ❑ **PATIENT DIGNITY:** To safeguard the dignity of patients by protecting their individuality and privacy at all times.
- ❑ **SOCIAL RESPONSIBILITY:** To dedicate itself to living up to its responsibility in social service, community health, and environmental safety.
- ❑ **PATIENT SAFETY:** To take responsibility in building a culture of safety and to instill a 'JUST' culture promotes patient safety to make healthcare safer for everyone.

- **PASSION FOR EXCELLENCE:** To believe in having a passion for excellence in every aspect of the work we do; in the overall delivery of service to our customers, in ensuring that we meet the highest international standards.

QUALITY COMMITMENT

The Kokilaben Dhirubhai Ambani Hospital is accredited by the **Joint Commission International (JCI)** and the **National Accreditation Board for Hospitals & Healthcare Providers (NABH)** as a commitment to quality and safety, which are the core mission and vision.

Under the direction of the Executive Director, the Office of Clinical Quality designs and leads safety and quality programmes throughout the hospital. Kokilaben Dhirubhai Ambani Hospital's authority uniquely aim to achieve highest levels of quality and safety by engaging doctors, nurses, therapists and other staff as well as partnership with the patient and their family members. A culture of continuous quality improvement is cultivated and encouraged to provide the patients a safe environment to receive the highest quality care. The methodology used to achieve this includes:

- ☐ Identification, development and strengthening of policies, procedures and protocols.
- ☐ Maintenance of ethical medical and nursing practices.
- ☐ Practice of evidence-based medicine of the highest standard.
- ☐ Practice of safe medication practices.
- ☐ Identification and prevention of errors.
- ☐ Performance review through well-defined key indicators.
- ☐ Respect and protection of patient rights.
- ☐ Quantification and measurement of patient satisfaction.
- ☐ Stringent hospital infection control guidelines.
- ☐ Compliance with bio-medical waste management rules.
- ☐ Constructive dialogues with the patients and their families to encourage participation and compliance in the treatment process.
- ☐ Engagement of the patients and their families in safety.
- ☐ Effective use of resources.
- ☐ Cost-effectiveness management.
- ☐ Antimicrobial stewardship programmes and monitoring antibiotic use.

Kokilaben Dhirubhai Ambani Hospital is committed to the patient as well as the community at large, by delivering the best possible care every time while dedicating themselves to continuously improving the way to do things driven by evolving data, benchmarks, and best practices.

Kokilaben Dhirubhai Ambani Hospital's success as an institution depends on the quality of care provided to each and every patient. Their expert team of doctors, nurses, therapists, and staff is committed to providing safe, quality and cost-effective care to all, maximizing potential and exceeding expectations.

ACCREDITATIONS

- **Joint Commission International (JCI) Accreditation, USA**

Kokilaben Dhirubhai Ambani Hospital is proud to be in the league of the world's leading JCI accredited healthcare providers. JCI is a benchmark for quality healthcare worldwide. Kokilaben Dhirubhai Ambani Hospital has met the international set of standards laid by JCI covering patient safety, continuity of care, continuous quality improvement, patient and family education and medication management. This accreditation stands testimony to our commitment towards patient safety and continuous quality improvement.



- **National Accreditation Board for Hospital and Healthcare Providers (NABH) Accreditation, India**

Kokilaben Dhirubhai Ambani Hospital, has attained NABH accreditation. NABH (accredited by ISQua, International Society for Quality in Healthcare) has been set up to bring the world's best healthcare quality standards to India by focusing on patient care & safety, and continuous quality improvement. The hospital is committed to establish a culture of quality, patient safety, efficiency, and accountability. It is protocol-driven and reflects global practices.



Breast cancer is the most common female cancer in the world with an estimated 1.67 million new cancer cases diagnosed every years. With an annual incidence of approximately 1,44,000 new cases of breast cancers in India, it has now become the most common female cancer in urban India.

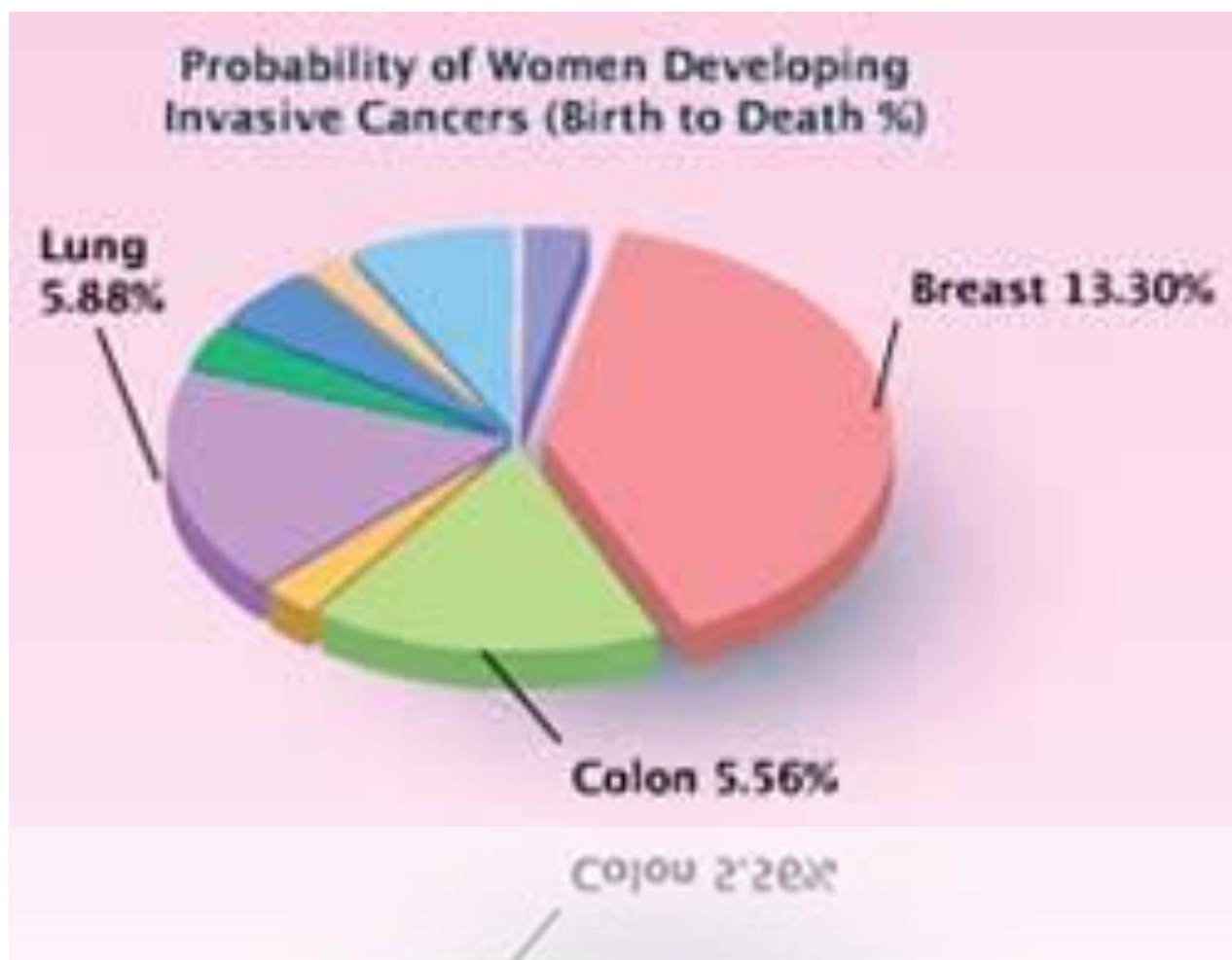
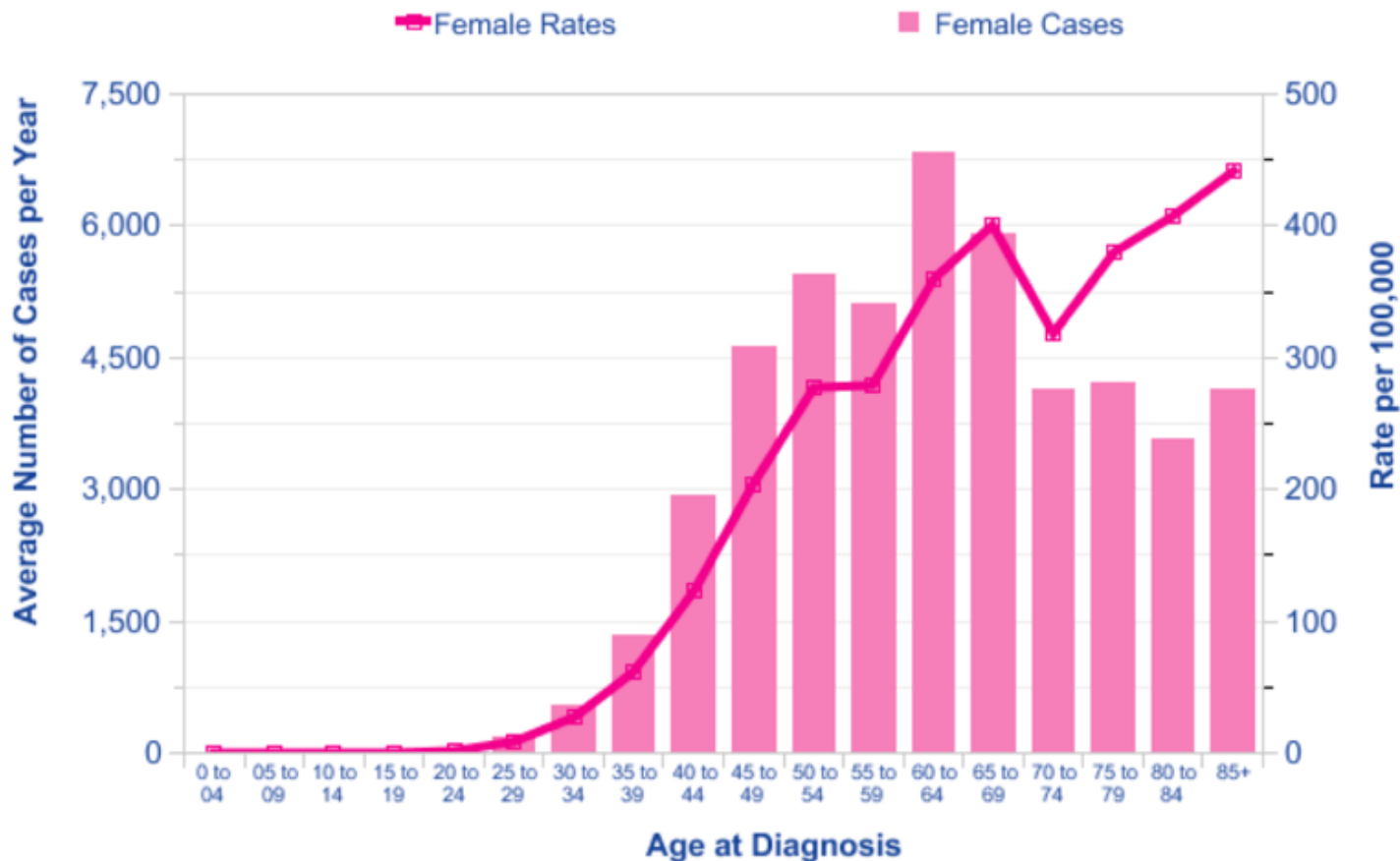
As per the ICMR-PBCR data, breast cancer is the most common cancer among women in urban registries of Delhi, Mumbai, Ahmedabad, Kolkata, and Trivandrum where

It constitutes >30% of all cancers in females.

Although there are some centres of excellence providing multimodality protocol-based treatment at par with the best anywhere in the world, the vast majority of breast cancer patients undergo inadequate and inappropriate treatment due to lack of high-quality infrastructure and sometimes skills, and above all financial resources.

People who need regular screening:

- **previously had breast cancer**
- **family history**
- **BRCA mutation risk(up to 55-65% cases are positive)**
- **women above 40 years of age**
- **lifestyle issues**



• PROJECT AIMS :

❖To generate awareness about breast cancer, in the mass, by utilising various forms of media as the medium so that people start taking preventive measures.

❖To collaborate with people / companies / groups / media to eradicate major loopholes in awareness and treatment of breast cancer.

❖ To arrange for affordable breast cancer surgery for needy patients.

OBJECTIVES:

- 1. Increasing cases of breast cancer in country can be controlled by proper planning and evaluation of awareness programme by advertising and promotions.**
- 2. There is also a need to strengthen the cancer-related curriculum in medical schools, focusing on breast awareness and screening methods. Also**

breast lump protocols made management will go a long way in avoiding mismanagement of patients with cancer at primary and secondary healthcare facilities.

- 3. Main focus should be on women in late forties for the awareness.**
- 4. Guidelines for breast cancer management have been developed for the developed countries.**
- 5. Public health workers can be trained in Clinical Breast Examination to reach out to the length and width of this huge country. 5. Guidelines for breast cancer management have been developed for the developed countries.**
- 6. Research into genetic makeup of breast cancer in India is limited. If undertaken it may help us understand the early onset of breast cancer in India.**
- 7. Mobile mammography units to target women in the interior of the country, villages, hilly areas etc.**

CHALLENGE AND SCOPE

☐ **The biggest challenges identified for low-income countries were**

- **little community awareness that breast cancer is treatable,**
- **inadequate advanced pathology services for diagnosis and staging,**
- **and fragmented treatment options, especially for the administration of radiotherapy and the full range of systemic treatments.**
-

☐ **Another biggest challenges**

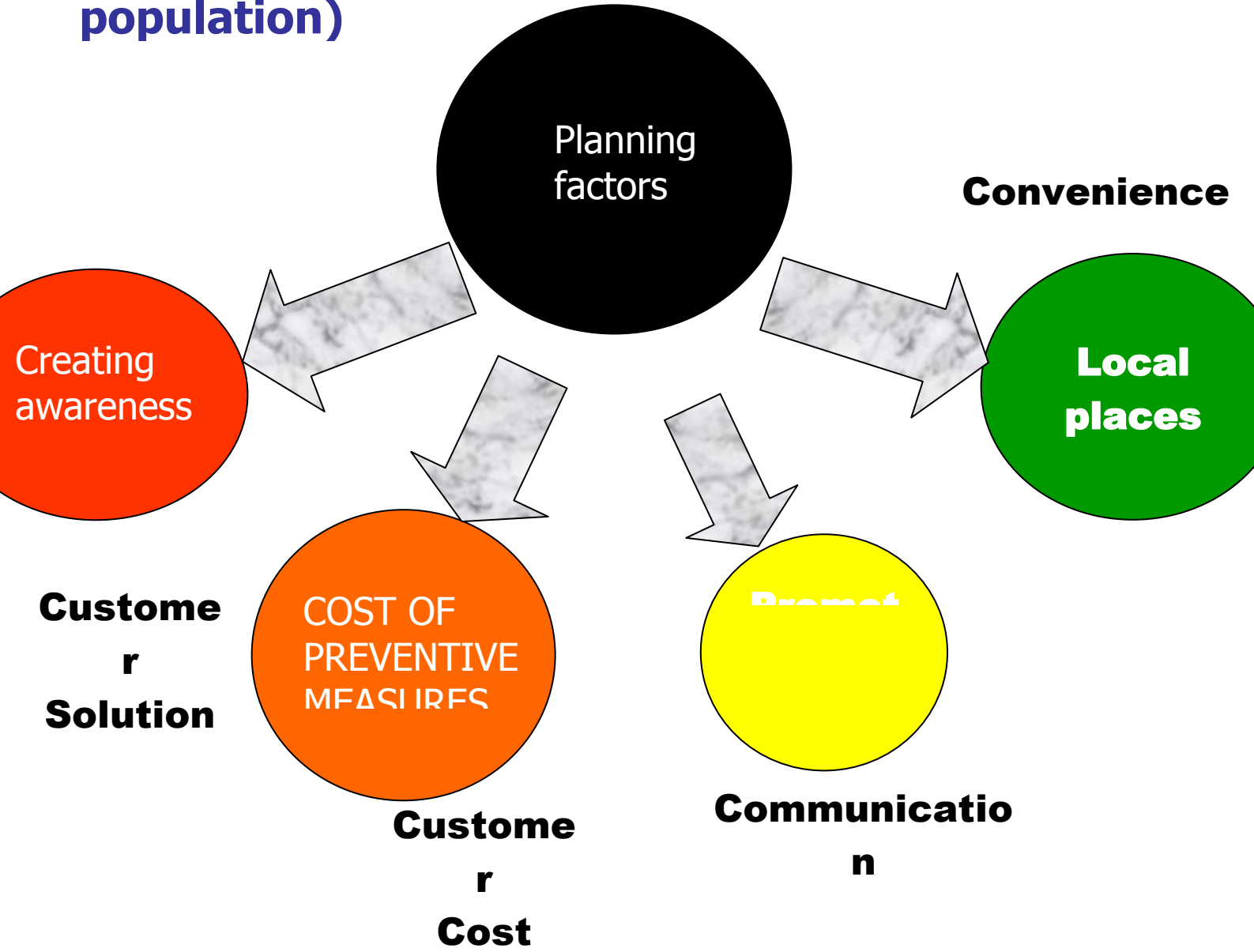
- **identified for middle-resource countries were the establishment and maintenance of data registries**
- **the coordination of multidisciplinary centres of excellence with broad outreach programmes to provide community access to cancer diagnosis and treatment**
- **and the resource-appropriate prioritisation of breast cancer control programmes within the framework of existing, functional health-care systems.**

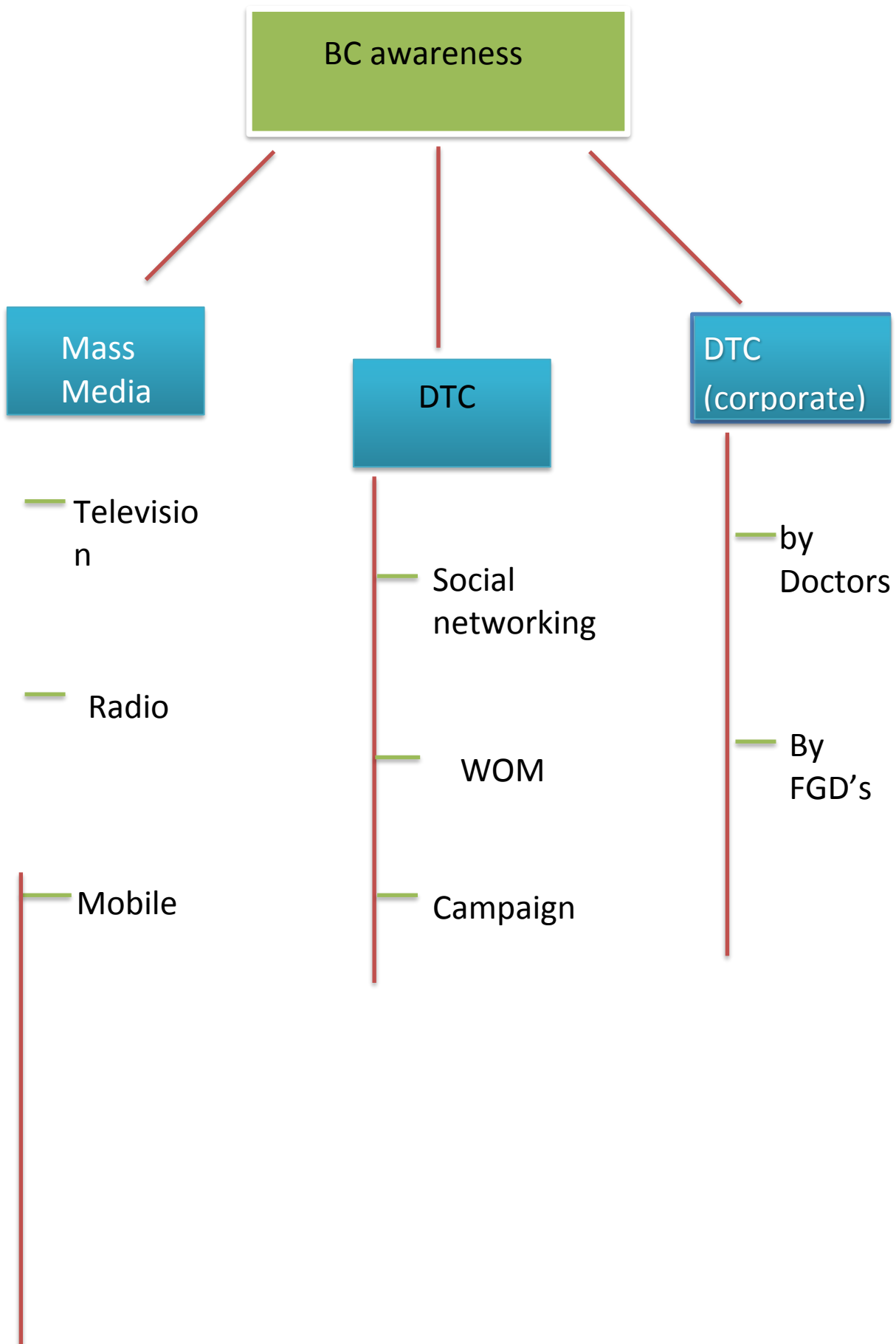
AWARENESS ON MARKET
PLATFORM

POSITION
MAPPING

	SEGMENTATION							SERVICES		
GENERAL	GROUP WITH NEED	MASS MEDIA	DT C	DIRECT TARGET APPROACH	SELF EXAMINATION-TRAINING	CONSULTATION	GENETIC SCREENING	MAMMOGRAPHY	MR I	ULTRASOUND
AWARENESS	40+ AGE	P	P	P						
PREVENTIVE	40+ AGE				S	S				
	LIFESTYLE ISSUES, ALCOHOL, SMOKING, OBESITY									
	INHERITED BRCA 1 & BRCA 2						S			
	PREVIOUS HISTORY OR FAMILY HISTORY							S		T
	LATE OR NO BREAST FEEDING								T	
Treatments	AT DIFFERENT STAGES									

Planning factors-(40 plus targeted population)





RECOMMENDATIONS:

Advertisement Layout: Counter Awareness Campaign

“Because she’ll never take care of herself in taking care of your whole world.”

This can include an advertisement to aware MEN about breast cancer, because it is proven that women are more ignorant in health issues than men. So, this can be a sensitive issue for males to take care of their beloved ladies in family and awareness can be fasten this way.

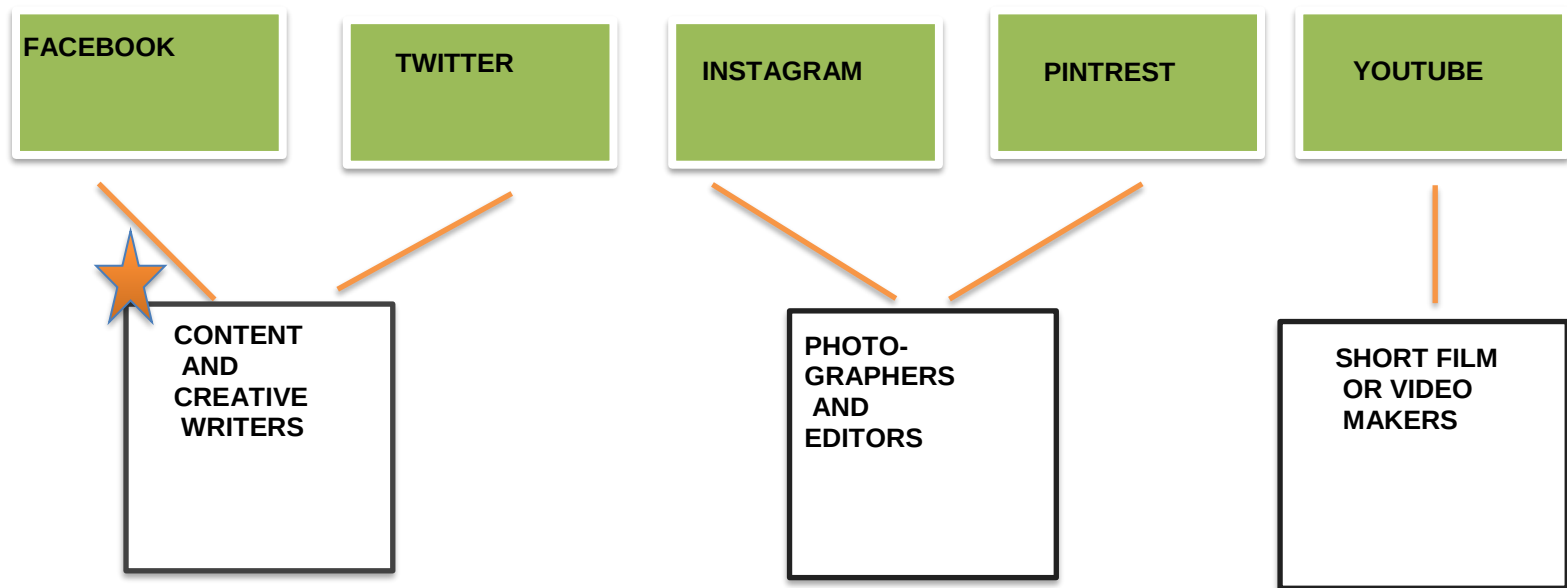
TAG LINE:

Social Networking Approaches

To lower the cost of social media marketing packages, giving opportunities to budding professionals of different talents can be a win win idea.



FOCUSED GROUP DISCUSSION BY:



WOM(word of mouth)

It can be done by following methods:

- ‘Seeding’ a message in a network
- Rewarding regular consumers to engage in WOM
- Employing WOM agents

Personal messages on behalf of doctors and nurses of suffered patient to remind them of regular follow ups and keep people around them aware and encourage them for taking preventive measures, can be a fruitful measure.

- Specialised Doctors
- Cancer surviving patient
- Family members from cancer demised patient
- Women

-NGO's Head

DTC (OCCASIONAL CAMPAIGNS)

PROJECT SAMPLE

AIM: creating awareness for preventive examinations and

Objective :offering people free examinations so they'll take initiations for preventive measures.

1 Week free mammography project for making people keen towards preventive examination.

Let's decide the number of mammography provided per day in that week= 10

$10 \times 7 = 70$ patients will be screened in one week.

If 70 out of 5 patient diagnosed positive, after offering 10% discount on complete treatment from hospital, we can increase footfall and revenue in hospital

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