

Internship

At

One Life Home Healthcare, Chennai

By

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INTRODUCTION

In contrast to care delivered in group settings like clinics or nursing homes, homecare (sometimes spelled home care) is health or supporting care provided by a professional caregiver in the specific home where the patient or client resides. Domiciliary care, social care, and in-home care are all terms used to describe homecare. It encompasses a wide range of tasks, including nurse-assisted paramedical care and daily living help for the sick, debilitated, or elderly. Home health nursing may occasionally be able to offer palliative and end-of-life care. Home health nurses can help patients with daily living activities (ADLs), such as washing, using the restroom, and feeding or they can instruct and oversee an assistant who is providing ADL care. Vital signs are monitored, medical instructions are carried out, blood is drawn, the duties they complete and the patient's health state are documented, and the patient, family, and doctor are all in communication with the nurse.

One Life Health Care, a premier private home healthcare provider founded in 2014 and a member of the Tattva Group of Companies, aims to provide comprehensive care to patients of all ages in the convenience of their own homes, including post-hospitalization, senior care, chronic disease management, skilled nursing, doctor visits, and all services related to diagnostic, pharmacy, chemotherapy, and end-of-life care. With four specialized cadres of services ranging from basic patient care assistants to senior registered nurses providing basic care for activities of daily life to specialized nursing care, specialist nursing care is the most crucial part of the business. One Life Home Healthcare has very successfully pursued the mission, building critical mass and credibility along the way. As a result, it is now generally acknowledged as a preferred integrated home healthcare provider for patients, caretakers, and medical professionals.

OBJECTIVE OF THE INTERNSHIP

- To understand the business model and the market positioning of the organization.
- To shadow and learn the functional aspects of all the departments in the organization.
- To perform assignments and projects assigned and get a deeper learning of the market and the organization.

ORGANIZATION PROFILE



Tattva Group is a professionally managed business group pursuing business in Oil and Gas Engineering, Project management and Home Healthcare.

The Group was formed in March 2010 and is headquartered in Chennai, India.

Tattva Group was born out of the vision of Mr N Ramachandran, Promoter Chairman, an accomplished industrialist with more than three decades of diverse industry experience in Cement, Sugar, Shipping, Education, and Power.

Tattva is a Sanskrit word that is derived from a combination of two words- Tat (meaning That) and Tvam (meaning Thou) and literally means ‘Thatness that is you’.

A simpler meaning would be essence or reality

VISION

To be the preferred integrated home healthcare provider for patients, care-givers and healthcare professionals, offering seamless service delivery and best-in-class clinical outcomes in order to “Live Well Always”.

MISSION

We will provide world-class, home healthcare services for the people we serve through clinical excellence and innovation.

VALUES

- Integrity
- Patient centricity
- Collaboration
- Accountability
- Compassion

ONE LIFE EDGE

- Seamless care transition
- Evidence based practice
- Dedicated quality department
- 24/7 on-call services
- Better clinical outcomes
- Integrated care delivery
- Works along with the primary physician
- Background verified staff
- Promise of quality

PHILOSOPHY

“Live Well Always”

SERVICES PROVIDED

- Specialized nursing at home
- Doctor visits
- Physiotherapy visits
- Nursing care at home
- ICU at home

- End of Life Care
- Corporate healthcare
- Chemo at home

DEPARTMENTS

- Sales and Marketing
- Operations
- Clinical- MO, NMs
- Human resources
- MRD
- Training
- Quality
- Finance and Accounts
- IT
- Admin and Procurement

KEY ACTIVITIES/PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

During my internship at One Life Home Healthcare, various mini-projects and assignments were assigned. Ardently participated in organizing the International Nurses' Day celebration. Was involved in the assignment of digitizing the induction process. Was nominated to work with the CEO on a special project. Prepared a Training Curriculum to educate Nurse Managers ways to handle difficult situations with respect to Field Staff, Patients and Attenders. Handled Field Staff's participation in marking attendance in ERP and Mobile App. Performed a market analysis on the Competitors of the Home Healthcare for 9 cities. Built a 360 degree feedback process with respect to the Training aspect of the organization.

As a part of our training programme, all departments were involved in inducting and assigning temporary roles to understand the department better. Went on Field visits along

with Sales Managers and Nurse Managers to personally meet stakeholders as a part of brand-building and customer satisfaction.

KEY LEARNINGS DURING INTERNSHIP:

In Sales department:

- Market share percentage
- Differentiators
- Key Opinion Leader (KOL)
- Pros and cons of competitors
- Customer experience
- Carew model
- B2C Management
- Quality of sales
- Clinical care plan
- Sales script
- Share of voice impact
- Digital Marketing
- New Business vs Flow through
- SEO vs Adwords
- Sales Force Key Performance Indicators (SFKPI)
- Competitive and Market intelligence
- Lead Management
- Predicted Date of Discharge (PDD) review
- Cost Pass-on

- Patient onboarding process
- MoU process
- Brick wall strategy

In Operations Department:

- Overview of operations in Home Healthcare set up
- Role of Field Staff, Nurse Manager, City Operations Manager, City Lead, Clinical Lead, Quality Manager, MRD head, Lead Trainer
- Day-to-day activities of NM on-call
- Customer Focus
- Team leadership
- Staff management
- Staff retention
- Challenges and escalations
- SOPs
- Cost optimisation
- PDD tracking
- Tracking Quality Indicators
- Quality reviews
- Skill Matrix Assessments
- ERP