

Summer Placement in
Fortis Hospital Mohali
(March 23rd to 23th June 2015)

Summer Training Report on
Fortis MEDCENTRE: The way forward

Submitted to
Ms. Rupinder Kaur

Mentor:

Dr. Alok K. Mathur

Submitted By:

Dr. Harsheen Sethi

MBA Hospital and Health Management

2014-2016



Institute of Health Management Research, Jaipur

CERTIFICATE

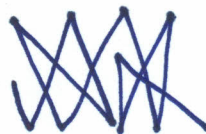
This is to certify that Dr. Harsheen Sethi has undergone Summer Training in Fortis Medcentre Chandigarh, a unit of Fortis Hospital, Mohali from 23rd March 2015 to 23rd June 2015

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

I wish her success in all her future endeavors.



Col.(Dr) Ashok Kaushik
Dean (Academic & Student Affair)
IIHMR, Jaipur



Dr Alok K. Mathur
(Associate Professor)
IIHMR, Jaipur

21-Jul-15

TO WHOM SO EVER IT MAY CONCERN

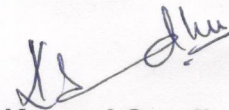
This is to certify that **Ms. Harsheen Kaur Sethi** has completed her Training, at Fortis Medcentre, Chandigarh, from **23-Mar-15 to 23-Jun-15**.

The project undertaken by her during the training period was **"Fortis Medcentre the way forward"**

She possesses a keen observation and conducts herself with confidence.

We wish her success in her future endeavors and pursuit of her career goals.

For Fortis Hospital



Kanwal Sandhu
Manager-Human Resource



Acknowledgement:

My sincere work towards the project would have been incomplete without a heartfelt thanks to all who have supported me during my Summer Internship.

I wish to express my heartfelt gratitude towards IIHMR University for providing me the opportunity to work and understand an organizational set up during my curriculum. I would like to thank Dr. Alok Mathur, Associate Professor, IIHMR University for helping me and guiding me as my mentor.

I thank Ms. Kanwal Inder Kaur Sandhu, HR Department, Fortis Hospital Mohali, for giving me the opportunity to do my summer internship at Fortis Hospital, Mohali.

Most importantly, I wish to thank my mentor, Ms. Rupinder Kaur, AGM, In-charge, Fortis Medcentre, Chandigarh for guiding, encouraging, inspiring and supporting me throughout my stay at Fortis Medcentre. She has imparted professional skills and provided the much needed industry/market exposure which will help me grow in my career.

I am highly obliged to the supporting staff, doctors, paramedic staff and housekeeping staff at Fortis Medcentre for their cooperation and support.

I would like to thank heads of various departments and supporting staff at Fortis Mohali, who have taken out time from their busy schedule and helped me understand the system closely.

Last but not the least I would like to thank my Family and Friends for being a constant pillar of strength and support.

Dr. Harsheen Sethi

Table of Contents:

1. List of common abbreviations
2. Introduction
3. Observational Analysis
 - a. History & Introduction
 - b. Vision & Mission
 - c. Department Overviews
4. Project - Fortis MEDCENTRE: The way Forward covers the underlying activities
 - a. Standard Operating Protocols for Satellite unit Fortis MEDCENTRE, Chandigarh
 - b. Observational study on Registration, Appointment Booking and Billing process at OPD
 - c. Challenges faced by Fortis MEDCENTRE
 - d. Marketing Strategies for brand Promotion
 - e. Health Package Analysis
 - f. Data Analysis on health Checks undertaken at Corporate Tie-up
 - g. Other activities undertaken
5. References

List of common abbreviations

S. No.	Abbreviation	Full Form
1	OPD	Out patient Department
2	UHID	Unique Hospital Identification
3	FO/ FOA	Front Office/ Front Office Assistant
4	PCC	Patient Care Coordinator
5	MRD	Medical Record Department
6	HIS	Hospital Information System
7	DHS	Directorate of Health Services
8	POD Coordinator	Person on Duty
9	PHC/HCU	Preventive Health Check/ Health Check-up
10	PCS	Patient Care Services
11	EWS	Economically Weaker Sections
12	FD	Facility Director
13	IPD	In Patient Department
14	IT	Information Technology
15	NIC	Non Invasive Cardiology
16	EPABX	Electronic Private Automatic Branch Exchange (Console)
17	Appt	Appointment
18	FC	Financial Controller
19	PCS	Patient Care Services
20	EDC	Electronic Data Capture
21	NIC	Non Invasive Cardiology
22	EEG	Electroencephalogram
23	EMG	Electromyography
24	PHC	Preventive Health Check
25	ID Card	Identity Card
26	DD	Demand Draft
27	F&F	Friends & Family
28	MOU	Memorandum of Understanding
29	FFMC/AD	Full Fledged Money Changer/ Authorized Dealer
30	S&M	Sales and Marketing
31	FHM	Fortis Hospital Mohali
32	FMC	Fortis Medcentre Chandigarh



History

Fortis Hospital Mohali was founded by the visionary business leader, Late Dr.Parvinder Singh, the Managing Director of Ranbaxy Laboratories.

Fortis Hospital- Mohali was the first step towards realizing his dream, his vision regarding the Indian Healthcare industry in 2001.

FORTIS HEALTHCARE LTD. Was incorporated in 1996 to develop a world-class system of integrated healthcare delivery in India, comprising super-speciality areas along with multi-speciality care at the tertiary level.

Late Dr.Parvinder Singh's Dream was carried forward by his Sons, Malvinder.M.Singh and Shivender.M.Singh.

Fortis is the manifestation of Dr.Parvinder Singh's ideology and has been rapidly growing through a combination of acquisitions, Greenfield, Brown field and management contracts.

Fortis is in collaboration with the renowned hospital Escorts and has created history by acquiring 10 Hospitals from Wockhardt, giving it a strong Pan India presence; this was one of the largest deals ever in the Healthcare industry.

In 2005, Fortis announced its first International foray jointly with Mauritius based partner, and thus came into existence “**Fortis Clinique Darne** “

Vision

Globally Respected Health Care Organisation known for Clinical Excellence and Distinctive Patient Care.

Mission

“To create a world class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.”

With this vision, we meticulously strive towards excellence with a patient-centric approach, state-of-the-art facility, integrity, teamwork, innovation and dedicated patient care to achieve a single-minded of ...***Saving and Enriching Lives***

Landmarks

- 1996 : laying of Foundation
- The hospital started construction on the 1st of Nov. `99
- 2001 : OPD formally inaugurated by the Chief Minister of Punjab Sh. Prakash Singh Badal on 28th June 2001
- In-patients department inaugurated on 3rd November
- 2002 : August : Multi speciality wing launched
- 2005 : Acquisition of 5 ESCORTS HOSPITALS
- 2009 : January, First International Hospital in partnership- MAURITIUS
- Latest acquisition ; 10 Wockhardt Hospitals Pan India

Infrastructure

Fortis Hospital Mohali was the first Hospital and the biggest that started in the tricity, with a capacity of 350 Beds 250 Operational Beds and 7 Operation Theatres, 4 ICU's and a round the clock Emergency Department and 24hrs Pharmacy along with Ambulance services.

Recent addition is that of FORTIS CANCER INSTITUTE at Mohali.

Fortis Hospital Mohali has been awarded “BEST DESIGN AWARD” by The American Institute of Architecture in 1999. Designed by San Francisco based Hospital Design

Specialist Architects M/s Kaplan McLaughlin Diaz along with the leading local architects M/s Achal Kataria Architects (AKA).

Built-up Area of Fortis Hospital Mohali is 36,619 sq.m, (8.22 acres) with an investment of around 1545 crores.

Accreditations



NABH



NABL





Clinical specialties

- Anesthesiology
- Chest Medicine
- Dental
- Dermatology
- Diabetology
- Endocrinology
- ENT
- General Surgery
- Gynaecology & Obstetrics
- Infertility
- Internal Medicine
- Intervention Radiology
- Liver Transplantation Digestive Disease
- Neonatology
- Nuclear Medicine
- Oncology
- Ophthalmology
- Paediatrics
- Physiotherapy
- Plastic Reconstructive Surgery
- Psychiatry
- Pulmonology
- Radiology
- Rheumatology
- Speech Therapy
- Thoracic Surgery
- Vascular Surgery

Facilities

-  Cafeteria
-  Parking
-  Baby Sitting
-  Super Market
-  Pharmacy
-  Valet Parking

-  Info Desk
-  Blood Bank
-  Money Changer
-  ATM
-  Library
-  Wifi Services

FORTIS HOSPITAL

CARDIAC SURGERY	GENERAL SURGERY	INTERNAL MEDICINE	DERMATOLOGY
Dr T S Mahant M.Ch. BY APPT	Dr Jai Dev Wig MS.FRCGS Mon-Sat BY APPT	Dr Vikas Bhutani MD Mon-Sat 10AM-6PM	Dr Rajesh Kumar MD Mon-Sat 9.30AM-12PM
Dr Ambuj Choudhary M.Ch. BY APPT	Dr Rajeev Kapoor MScColo-rectal Surgeon Mon-Sat BY APPT	Dr Vishal Bhambrni MD Mon-Sat 11AM-5PM	Dr Parag S Mehta MD BY APPT
Dr Alok Suryavanshi MS.M.Ch. BY APPT	Dr Atul S Joshi MS.FRAS Mon-Sat BY APPT	Dr Parvinder Chawla MD (Med) Mon-Fri 9AM-11AM	Dr Ritu Jaiswal MD BY APPT
Dr Rajeev Vashi MCh.DNB Mon-Sat BY APPT	Dr R P Doley MS.M.Ch.(GI Surgery) Mon-Sat 9AM-5PM	Dr Jagpal Pandher MD(Med) / MRCP Mon-Sat 9AM-5PM	Dr Harmandeep Kaur Sidhu MD Mon-Sat 9PM-12PM
Dr Anubhav B ansal MS.M.Ch. BY APPT	Dr Navin C Raina MS.FAIS Mon-Sat 9AM-11AM	Dr Gurmit S Chahal MD(Med) / MRCP Mon-Sat 2PM-5PM	
Dr G Srinivasa Rao MS.M.Ch. BY APPT	Dr Pankaj Garg MS.MELSA.MHIF BY APPT	EMERGENCY & INTERNAL MEDICINE	Dr Anish K Gupta MD.DNB Mon-Sat 9AM-5PM
Dr Nadeem Ul Nazeer MS.M.Ch. BY APPT	Dr Kanwaljit Chahi MS.MRCS Mon-Thur 1PM-3PM	Dr Ravi Kant Behl MD(Int.Med) Mon-Sat 8.30AM-11AM	
PEDIATRIC CARDIOLOGY	PAIN CLINIC	PAEDIATRIC SURGERY	
Dr Rajat Gupta DNB.FNB Mon-Sat 9AM-5PM	Dr Artar S Matharoo MD.CFPC.FPP (JG) Mon-Wed-Sat 9AM-12Noon	Dr Ashish Dharmik MD Mon-Wed-Fri BY APPT	Dr Jatinder Singh MD Mon-Sat 1PM-4PM
CARDIAC ANAESTHESIA	GASTROENTEROLOGY	ENDOCRINOLOGY	PULMONOLOGY
Dr Manoranjan Sahoo MD.DNB BY APPT	Dr Arvind Sahni MD Mon-Sat 10AM-6PM	Dr K P Singh MD Mon-Sat 9AM-5PM	Dr A K Mandal MD.CO.DNB Mon-Tue 11AM-4PM
CARDIOLOGY	Dr Mohinish Chhabra MD Mon-Fri 1PM-4PM	Dr R Murliharan MD Mon-Sat BY APPT	Dr Zafar Ahmed MD.FRCGS Mon-Sat 11AM-4PM
Dr Gurcharan S Kalra MD BY APPT	RENAL TRANSPLANT SURGERY	Dr Gagan Priya MD.DM Tue-Wed-Sat 12AM-12PM	Dr Vinod K Malvi MD.DCC Mon-Fri 9AM-11AM
Dr Jagnohan Varma MD BY APPT	Dr Priyadarshi Ranjan MS.M.Ch. BY APPT	ONCOLOGY	NEPHROLOGY, DIALYSIS & KIDNEY TRANSPLANT
Dr H K Bali MD BY APPT	VASCULAR SURGERY	Dr Rajeev Bedi MD.DM Mon-Fri 11AM-4PM	Dr (Col) H J S Gill MD.DM Mon-Sat BY APPT
Dr Rakesh K Jaswal MD BY APPT	Dr Ravul Jindal MS.DNB.FRCGS Mon-Sat 11AM-1PM	ANAESTHESIA	PSYCHIATRY
Dr Arun Kocher MD Mon-Fri BY APPT	LIVER TRANSPLANT & HEPTO BILIARY SCIENCES	Dr Adarsh Chandra Swami MD.DNB BY APPT	Dr Hardeep Singh MD Mon-Sat BY APPT
Dr Rakesh Bhutungru MD BY APPT	Dr Ashish Singhal MD.DNB(Surgery) / MAMS Mon-Sat 11AM-6PM	RHEUMATOLOGY	Dr Bhupinderjit Waraich Mon-Sat BY APPT
CARDIAC ELECTROPHYSIOLOGY	Dr Vivek Vij MS.DNB.MRCS(Ed.) Sat 12AM-4PM	Dr Ashli Syngle MD Tue-Sat 12AM-12PM	Dr (Col) Jaivir Singh MD Mon-Sat 11AM-4PM
Dr Rajat Sharma MD.DM.CCEP (EP Spl.) Mon-Sat 9AM-5PM	UROLOGY	Dr Satbir Kaur MD.DNB Mon-Wed-Fri 9PM-5PM	Dr Rajan Chugh MD Mon-Sat 9AM-11AM
ORTHOPAEDICS	Dr A S Bawa MS.M.Ch. Mon-Sat 2PM-4PM	Dr Anil Abrol MD.DNB.FRCGS (PG) Mon-Sat 11AM-5PM	RADIOLOGY
Dr Jaswant Rai MD Mon-Sat BY APPT	Dr Priyadarshi Ranjan MD.M.Ch Mon-Sat BY APPT	NEUROLOGY	Dr (Col) T T Choudhary MD
Dr Ramesh K Sen MS.DNB(Ortho) FRC Mon-Sat 9.30AM-6PM	Dr Manish Ahuja MS.M.Ch. Mon-Sat 9AM-1PM	Dr S Prabhakar MD(DNB) / MRCP Mon-Sat 9AM-1PM	Dr Anil Kumar MD
Dr Harshman Singh MD.DNB(Ortho) Mon-Sat 9.30AM-6PM	PLASTIC SURGERY	Dr J P Singhal MD Mon-Fri 2PM-5PM	Dr Rishi Aggarwal MD
Dr Jay S Bhamri MD(M.D) Sp.Spl. DNB Ortho Mon-Sat 9AM-5PM	Dr Krishan M Kapoor M.Ch. Mon-Sat 12Noon-5PM	Dr H S Mann MD.DM Mon-Sat 9AM-5PM	Dr Anil Kumar MD
Dr Manish Bansal MS.MRCS (ONC) Fri 9AM-11AM	Dr A B Prabhhu M.Ch. Mon-Sat 9AM-6PM	BARIASTRIC SURGERY	LAB MEDICINE
NEURO SURGERY	OBS/GYNAECOLOGY	Dr R P Doley MS.M.Ch.(GI Surgery) Mon-Sat 9AM-5PM	Dr Anita Sharma MD
Dr V K Khosla M.Ch. BY APPT	Dr Sarla Malhotra MD Mon-Wed-Fri 10.30AM-1PM	Dr Amir Garg MS.FRAS / MAMS / FRCGS Mon-Sat 9AM-6PM	NUCLEAR MEDICINE
Dr Ashis Pathak MS.M.Ch. / MAMS / FRCGS Mon-Sat 9AM-5.30PM	Dr Rashmi Garg MD Mon-Sat 9AM-5PM	DENTAL	Dr Sukhdeep S Dhall MD
Dr Anupam Jindal M.Ch. BY APPT	Dr Swarna Misra MD.DNB(PG) / MAMS Mon-Sat 9AM-6PM	Dr Sandeep S Dev MS.MS.MD (Dentomaxillo) BY APPT	NEONATAL / PAEDIATRIC
Dr Anil Kumar Bhingra MS.M.Ch. BY APPT	Dr Rishambhaz Bhalla MD(PG) Tue-Fri 10.30AM-1.30PM	Dr Charanjeet Grewal MD (Gen.Surg) Mon-Sat 9AM-6PM	Dr Sunil K Agrawal MD (Neonatology) Mon-Sat BY APPT
INFERTILITY CLINIC	Dr Praveen Jindal MD.DNB.MRCS(ONC) Mon-Fri 2PM-4PM	Dr Jaggi S Chahal MD MS.MD (Paed) / Paediatrics BY APPT	Dr Swati MD Mon-Sat 9AM-5PM
Dr Pooja Mehta MD Mon-Sat 9AM-1PM	Dr Sunet Toyal Mon-Sat 9AM-1PM	Dr Preet K Ahluwalia MD MS (Paediatrics) / Paediatrics BY APPT	
Dr Gunita Chandra MD MS Mon-Sat 9AM-1PM			
Dr Himanshu Pal MD.FRCGS.FRCR(M) S. (ONC) BY APPT			
Dr Nandini Palchhatkar MD.DNB.FRCGS BY APPT			
Dr Rishma Puri MD.DNB.MRCS(PG) BY APPT			



CHANDIGARH

A unit of Fortis Hospital Mohali

Introduction:

Fortis MEDCENTRE is an initiative by Fortis Hospital Mohali. It operates as a satellite unit from a double-storeyed building at SCO-11, Sector 11-D, Chandigarh. Fortis MEDCENTRE is an endeavour by Fortis Healthcare Ltd to make the finest quality healthcare services accessible to the citizens of Chandigarh city and its suburbs. It offers OPD services for all the major specialties through a team of highly qualified and well-experienced doctors, along with a wide range of minor Day Care Procedures and investigations, all under one roof.

Vision

Globally Respected Health Care Organisation known for Clinical Excellence and Distinctive Patient Care.

Mission

“To create a world class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.”

With this vision, we meticulously strive towards excellence with a patient-centric approach, state-of-the-art facility, integrity, teamwork, innovation and dedicated patient care to achieve a single-minded of ...***Saving and Enriching Lives***

Services Offered

- **Daily Multispeciality OPD** – Allergy clinic, Clinical cardiology, Dental, Dermatology, Diet Clinic, ENT, Endocrinology, Gastroenterology, General Surgery, Internal Medicine, Nephrology, Nutritional Therapy and Dietetics, Obstetrics and gynaecology, Ophthalmology, Orthopaedics, Paediatrics, Physiotherapy, Plastic surgery and Cosmetology, Psychiatry, Psychology, Pulmonology, Radiology, Rheumatology, Speech Therapy, Urology
- **Diagnostic Services**- Pathology, ECG, ECHO, TMT, X-ray, Ultrasound, PFT, Mammography
- **Preventive Health Check packages**

- **Day Care Procedures (Diagnostic & Curative)**
- **Value added Services-** Ambulance, Home visits by Doctors/ Nurses, Home sample Collection

List of Doctors available at Fortis MEDCENTRE for various specialities:

Name of Doctor	Speciality
Dr. Shakuntala Lavasa	Allergy specialist
Dr. Rajat Sharma	Cardiology
Dr. G.S. Kalra	
Dr. Neetu Narula	Dental
Dr. Sukhmani Kaur Gill	
Dr. Bhushan	Dermatology
Dr. Ritu Jaswal	
Dr. Jatin Sharma	
Dr. Preeti	
Mrs Harleen Bakshi	Dietician
Mrs. Megha	
Dr. K.P. Singh	Endocrinology
Dr. Jatinder Singh	ENT
Dr. Prateek Soni	
Dr. Arvind Sahni	Gastroenterology
Dr. Kartar Singh	
Dr. Rajdeep Singh	
Dr. Iqbal Singh	General surgeon
Dr. R.K. Sharma	
Dr. Shanujeet Kaur Sodhi	Gynaecology
Dr. Sonil Prabhakar	
Dr. Suneet Tayal	
Dr. Minu Sabherwal	
Dr. Vijay Kumar Harjai	Internal Medicine
Dr. Ashis Pathak	Neurosurgery
Dr. Gaurav Gopal	Ophthalmology
Dr. Vishal	
Dr. Jaswant Rai	Orthopaedic
Dr. Ramesh K. Sen	Paediatric
Dr. Abha Sharma	
Dr. Vikramjeet S. Dhingra	Plastic Surgery
Dr. A.B. Prabhu	
Dr. Prabhu	Psychiatry
Dr. Parmanand Kulhara	
Dr. V.K. Maini	Pulmonology
Dr. Abhilasha Anand	Radiology
Dr. Anil Abrol	Rheumatology
Dr. Priyadarshi Ranjan	Urology

Setup:

Basement: Dental Clinic

Cafe

First Floor: Patient waiting area

Nursing Station

Sample Collection Area

OPD

Second Floor: Mammography

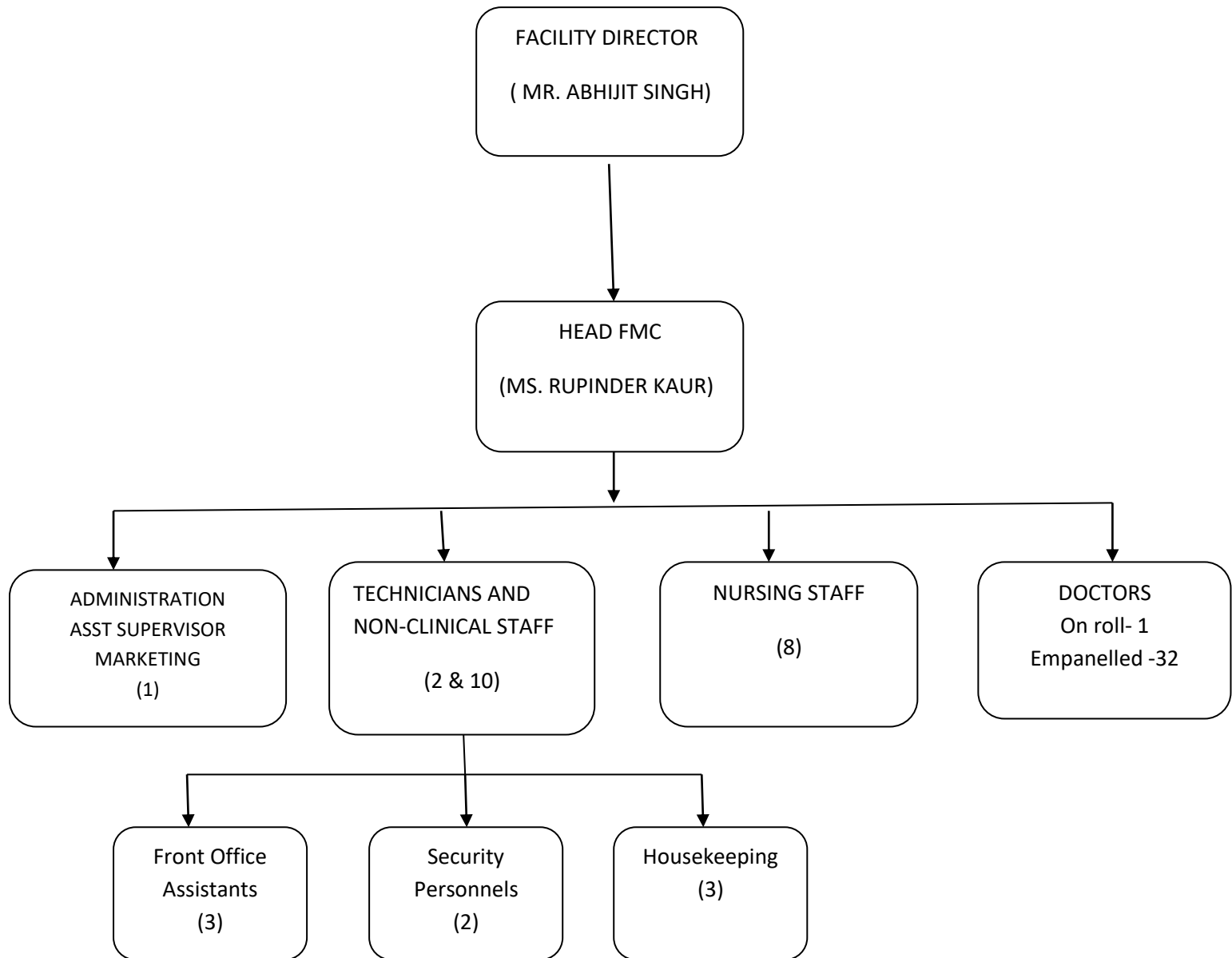
X-Ray

Recovery Room

Minor OT



ORGANOGRAM OF FORTIS MEDCENTRE CHANDIGARH



OBSERVATIONAL ANALYSIS:

FHM – is divided into 3 Blocks, A - block & B – block, C – block recently added Fortis Cancer Institute.

The Departments are divided Floor wise, which is aremas follows:

1. Basement:

- Purchases Department
- Stores and Supplies
- Administration and HR Department
- House-keeping,
- MRD,
- Biomedical engineering Department,
- CSSD,
- Laundry,
- Food & Beverage Department

2. Ground Floor :

- Reception,
- Registration,
- OPD
- Blood Bank,
- Diagnostics- X-Ray, MRI, CT, US,
- NICU,
- General ICU,
- Patient waiting areas,
- IDBI Bank+ATM ,
- cafeteria,
- CCD,
- Prayer Room,
- Children play area,
- Dietetics,
- PWD-Patient welfare dept.
- Emergency
- Laboratory
- Nuclear Medicine,
- Clinic Rejuve,
- Pharmacy-OP

3. First Floor :

- OPDs,
- Wards,
- CMO office,
- MICU

4. Second Floor :

- MSOT,
- CCU,
- Cath Lab,
- PCR,
- ORTHO OT

5. Third Floor:

- Executive lounge
- Café Jamjaajee
- Paalna Library
- Auditorium
- CSR
- FOS
- Finance and Accounts
- Sales & Marketing
- Media & Communication
- IT Department
- Quality Assurance Department

6. Outsourced Departments

- IVF- Dr. Pai & his Team (Mumbai)
- Lab : SRL
- Ultrasound,CT,MRI : Dr.Chawla
- Dental : Axiss Dental
- Housekeeping: Prabhat, Ultimate Utilities
- Laundry: Innovation Ltd
- Biomedical Waste Management: Rainbow Co Pvt Ltd
- Physiotherapy Department is outsourced to Dr.Balaji

Type of Hospital: Multispeciality, Tertiary Care Hospital

No. of Specialities: 29

Thrust Area: Cardiac Speciality

Top 5 specialties: Cardiac, Renal, Orthopaedics, neurosciences, Obstetrics & Gynae

Accreditations: JCI, NABH, NABL

OPD

Location: Ground Floor & First Floor

Number of Consultant Chambers: 52

OPD Timing: 9AM- 5PM

No. of Procedures Room: 2

Waiting Area sitting Capacity: 150

Sub waiting area: 150

Facilities: Consultation, Diagnostics, Procedures, Physiotherapy, Dialysis

No. of Front Desks: 18 in total (11- ground floor, 7- first floor)

Appointment System: on call and walk- in

Tariff: Different consultation for different doctors

Manpower: 1- incharge, 1- supervisor, 15 PODs, 25 FOAs

OPD Record Keeping: Oracle

Retrieval of Records: by MRD

Recording of follow up records: Xerox is collected and submitted by the POD of concerning doctor.

No. of OPD: 700 average per day

Facilities: Consultations, Physiotherapy, Diagnostics

Duty Rosters: monthly updated

Tariff: Different for different consultants

OPD record keeping: Oracle

Retrieval of records: through MRD

Recording of follow up records: Xerox sheets kept for records and on call patient is reminded about the appointment.

No. of OPD per day: avg. 700

DIAGNOSTICS:

ECG: TAT:- 30 min Tariff- Rs 350/-
USG: TAT:- 30 min Tariff- Rs 600/- onwards
TMT: TAT:- 1 hr Tariff- Rs 1900/-
ECHO: TAT:- 30 min Tariff- Rs 2000/-
Consent Form: Yes, signed by patient/attendant.

ENDOSCOPY:

Room size: 2000 sq. feet
No. of Procedures per day: Not daily at FMC
Time/Tariff: Rs 6100/- and Rs 3500/- at FMC

BLOOD BANK:

Licenses: NABH Accreditations



EQUIPMENTS:

1. Component centrifuge machine
2. Diagast (for grouping)
3. Platelet incubator
4. Deep freezer (-80 degree Celsius)

5. Platelet agitator (-40 degree Celsius)

6. refrigerator:- For reagent sample- 3

- : For blood samples - 2

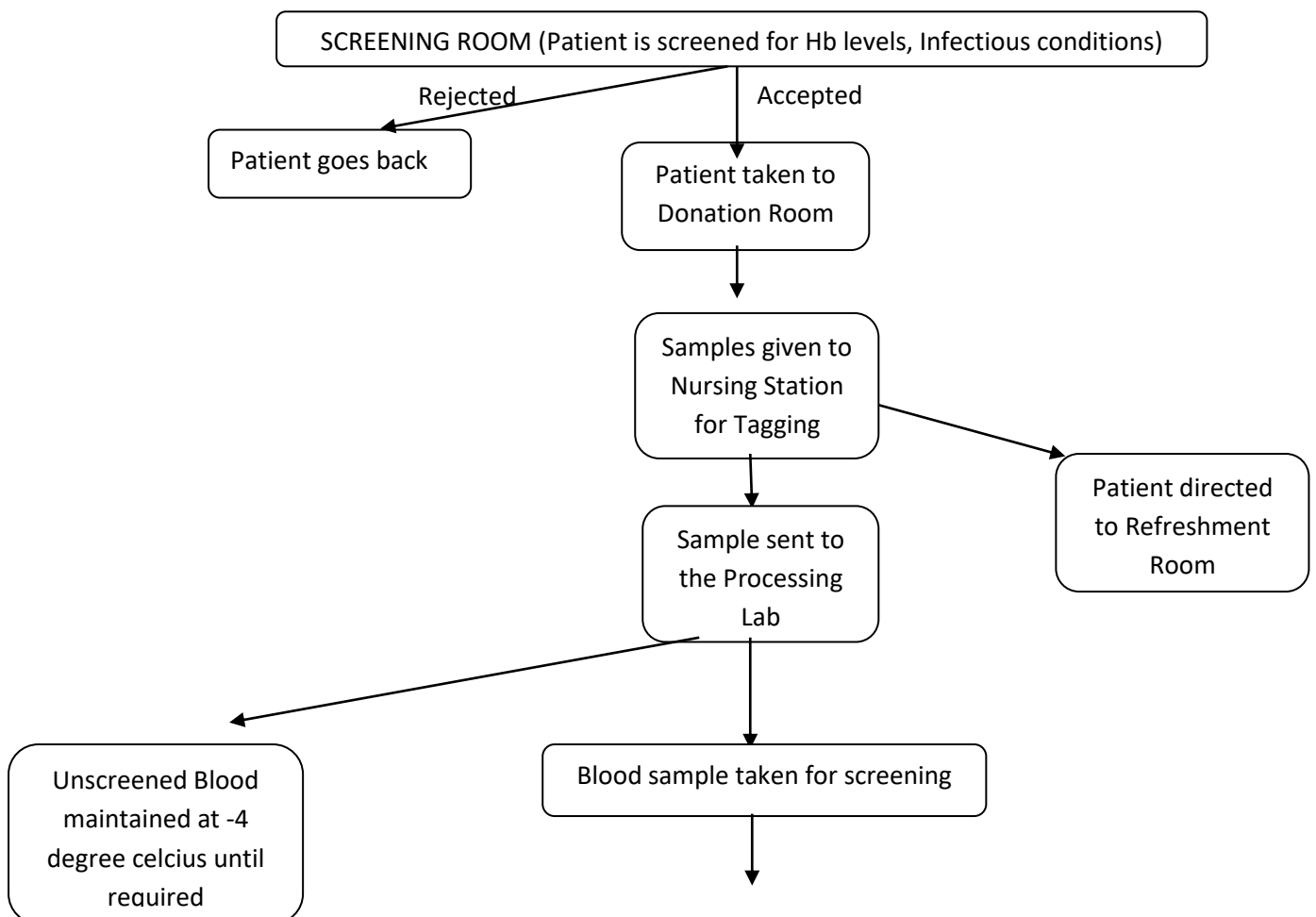
7. Machine to defreeze the frozen elements

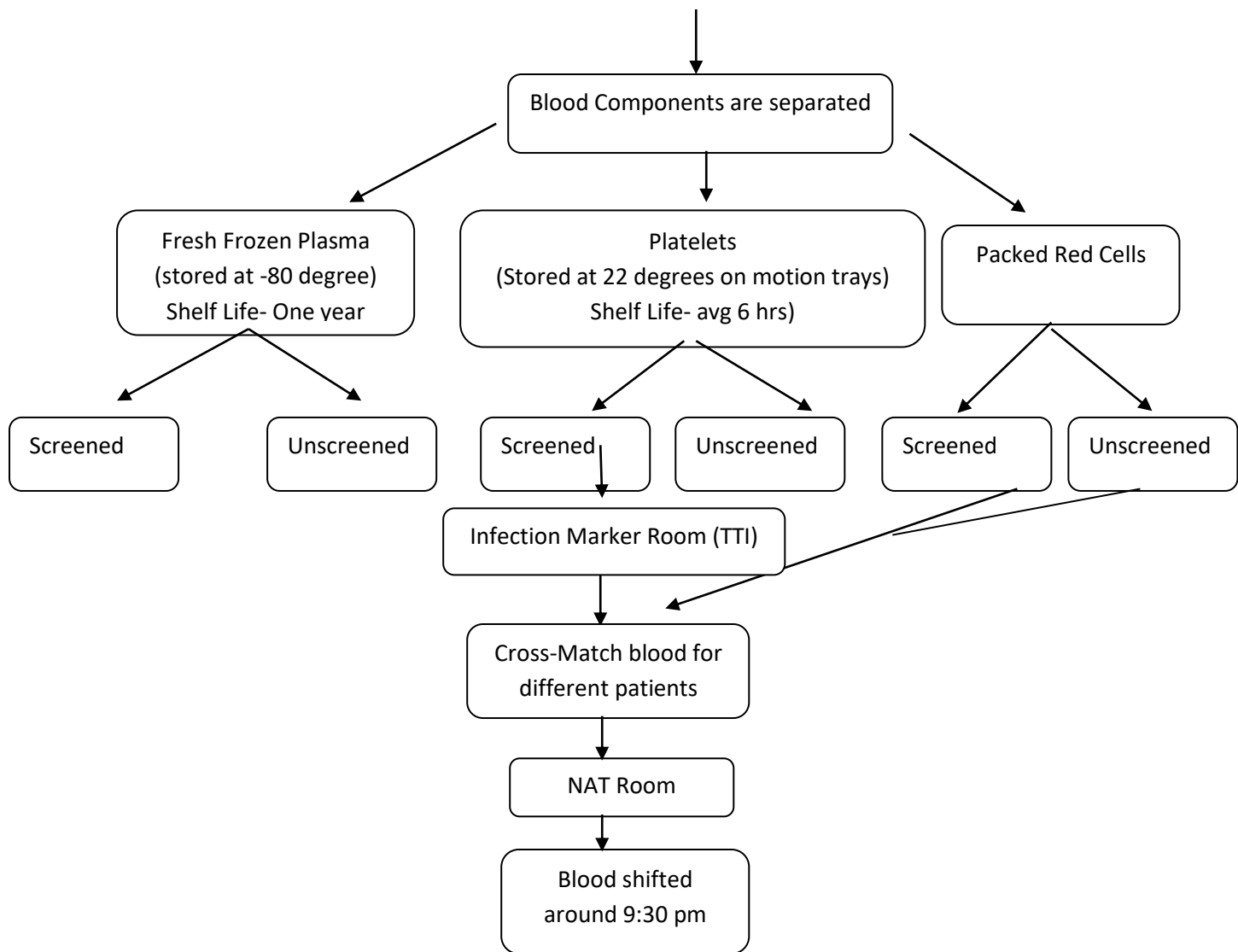
8. ECI Machine for testing blood samples

❖ **DIFFERENT ROOMS:**

- Counselling room
- Refreshment room
- NAT lab
- Screening cum medical examination rooms
- Blood donation room
- Apheresis room

Process flow:





For emergency cases, where patient requires platelet, a separate apheresis room is available, where direct donation of platelets from donor to recipient is made.

For patients who test positive for infectious /serious conditions like HIV, etc, counselling is done in a counselling room by a consultant doctor. First counselling is free of cost, rest the patient can decide as per the treatment plan.

A separate washing room and autoclave room is available for processing the infected blood.

RADIOLOGY/ IMAGING SERVICES

X-rays

No. of Machines-2, digital

No. of x-rays/day- 200

Procedure Time- 2- 3 minutes (else depending on type of X-Ray and patient)

Waiting time- 15/20 min

Reporting Time- 30 minutes to 1 hour

CT scan:

No. of Machines- 1

No. of CT Scans/day- 40

Procedure Time- 15 min

Waiting Time- 10/15 min

Reporting Time- 2 hours (4hrs for Abdominal Scan)

MRI:

No. of Machines- 1

No. MRIs/day- 20

TAT- 2 hours

Ultrasound:

No. of machines- 4

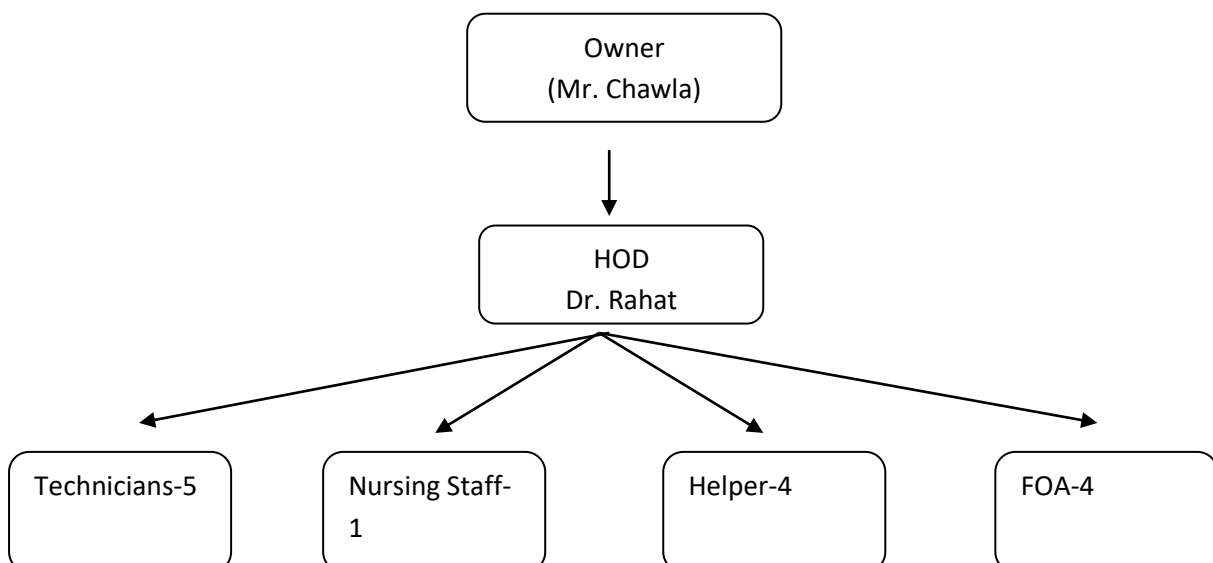
No. of US/day- average 60

TAT- 1 hour

Bone Marrow Density Test:

No. of Machines-1

Manpower and Hierarchy:



IPD

Location:

The main IPD reception is located on the Ground Floor, 'A' Block of the main Hospital building.

It is connected to the OPD Block by an easily accessible corridor running from the Left of the main entrance to the IPD Lobby. It is also well connected to the other departments of the Hospital.

Patients will usually be admitted through the following ways:

1. Through OPD, advised admission by consultation with our consultants.
2. Through emergency.
3. Through referral to our consultants.
4. From our satellite clinics.

The priority of the admissions will be determined by the degree of urgency, which usually classifies cases into three types:

1. Emergency cases (require immediate admission).
2. Urgent cases (require admission as soon as possible)
3. Elective cases (which are scheduled in advance and are generally admitted in order of their reservations).

The following are the main functions of the IPD:

1. Admit Discharge and Transfer the patients.
2. Interview the patient to collect the information needed by the various hospital departments.
3. Coordinate the admission with the other functions of the hospitals.
4. Compute and arrange for the payment of pre-admission deposit according to the policy.
5. Arrange for the Interim billing process in case of those patients whose bills have exceeded the deposited amount.
6. Accept reservations for scheduling future admissions.
7. Disseminate information relating to the admission, transfer, death etc. to the departments concerned.

8. Disseminate information relating to the patients well being to his attendants and other relatives and friends who are visiting him.
9. Maintain a bed index showing current occupancy status of all patient rooms in order to schedule and assign beds for admissions and transfers.
10. Prepare admission and discharge lists and midnight census.
11. Coordinate pre-admission tests in the case of the elective admissions in order to reduce actual time needed to complete the admitting process.
12. Arrange for the patient escort service whenever needed besides the admission and discharges.

Facilities and the Layout

Entrance

As the patient gets down from the vehicle in the main IPD porch, the general duty attendant would provide him with wheel chair or stretcher, if required. (The stretcher, wheel chair bay is located on the right hand side of the main entrance).

The security guard at the main entrance will open the door as he sees the patient approaching. The general duty attendant will escort the patient to the main In-Patient's Department reception.

Lobby

The main lobby will primarily be used to accommodate patients and their families and friends. Patients will be entering and also be getting discharged from the main lobby. There is a large circulation area, which forms an integral part of the main lobby. It provides ample space for providing retiring facility to the anxious and bereaved relatives.

Reception Desk

The main IPD reception is the integral, important and the most sensitive part of the IPD. All Patient handling will be done from this reception. This reception will be manned 24 Hours. All the Admission, Discharge and Transfers would be done from this counter. Reception would also cater to all the information that the patients or accompanying relatives would be requiring.

There will be information brochures and fliers describing the facilities of the hospital available on the main counter of the reception.

Back Office

Behind the IPD reception, there is back office. All the Transactions, Processes, Cash tallying, Report generations will be carried out from the back office. Back office will also provide for the staff to relax in an informal mood.

Café Coffee Day

Right inside the main IPD reception area at ground floor, is one of the most attractive area, The Café Coffee Day, where people sitting in the main lobby can take pleasure of a relaxing cup of coffee and snacks.

Pharmacy

Adjacent to the main IPD reception, there is OPD pharmacy. Entire medicine requirement of the OPD patients is taken care of from this place. Patients are not required to go out to arrange for medicines and other consumables.

Social Counselling Room

Hospital procedures are personal and never routine for the patient or the relatives. The trauma and the tragedy can breakdown most of the people visiting the hospital. These people need strength, courage and Motivation to move on with life. For the purpose of counselling these people who have been victim of circumstances we have the social counselling room on the back of the main reception.

Grievance Handling Room

Not all patients or the accompanying relatives visiting us would be happy with our way of functioning and would like to provide inputs. Some would also like to understand the billing details and would also want modification. These activities require privacy and cannot happen on the main reception counter. For this purpose we have the Grievance handling room.

Business Centre

The business centre is located at a convenient distance from the lobby and is right opposite the blood bank. It will be providing facilities like Xerox, Telex, Fax, Cyber café.

Automated Telling Machines

For the convenience of the patients and the accompanying relatives, we have two ATM's (Bank of Punjab and IDBI) right in front of the main reception counter. This will cater to the needs of the staff also.

Bank

Next to business centre, the IPD has a branch of IDBI bank. The bank facilitates the requirement of money at the last hour by the patients or their relatives. This would also be a safer alternative than carrying large sums of money with themselves. The patients have an option of opening an account with the bank and also settling the bills directly through the bank facilities. The bank is equipped with an ATM.

Florist Shop

Another colourful area in this department, enhancing the beauty of the lobby is a florist shop. It is located on the right hand side of main reception and has plenty of display space and entirely made of glass. The florist shop also caters to the in-house requirement of the flowers.

ICU Lobby

Behind the main lobby, across the main IPD corridor, adjacent to the Bank, there is a waiting area for the attendants of those patients who are in the intensive care units.

Prayer Room

To cater to the religious needs of the patient and attendants, there is one prayer room in front of the ICU lobby. Patients or the attendants can spend time in meditation and prayers here in peace and silence.

The second prayer room is located in the Basement near the mortuary

Patient Rooms

No. of Beds: 349

No. of Functional Beds: 349

Break up of Beds:

Presidential Suite: 2

Suite: 1

Delux: 5

Semi-Delux/ single: 23

Twin Sharing: 52

Wards: 63

ALOS of few procedure/Surgery:

Total knee replacement- 7 days

Bypass surgery- 8 days

Normal Delivery- 2 days

Caesarean- 3 days

Angioplasty- 1 day

Bed Occupancy: 82-85%

Bed Charge, Consultant Visit, OPD Visit:

Type of Bed	Tariff/day	Consultant Charges	Resident Charges
Ward/PCR/Day Care	3000	850	250
Twin Sharing	5000	+ 10%	
Single	7000	+ 25%	
Delux	10500	+40%	
Suite	18500	+65%	
Presidential Suite	25000	+100%	
General ICU	7000		
CCU/MICU/SPICU/SICU/NICU/PICU	8000		
Isolation Ward	9500		
Labor Room/Palna	6500		
Nursery	6000		
Triage	750		
CTVs	5500		

Nursing Station:

Equipment- 2 computers, 2 Telephones, 1 printer, cupboards, x-ray board, instrument trolley

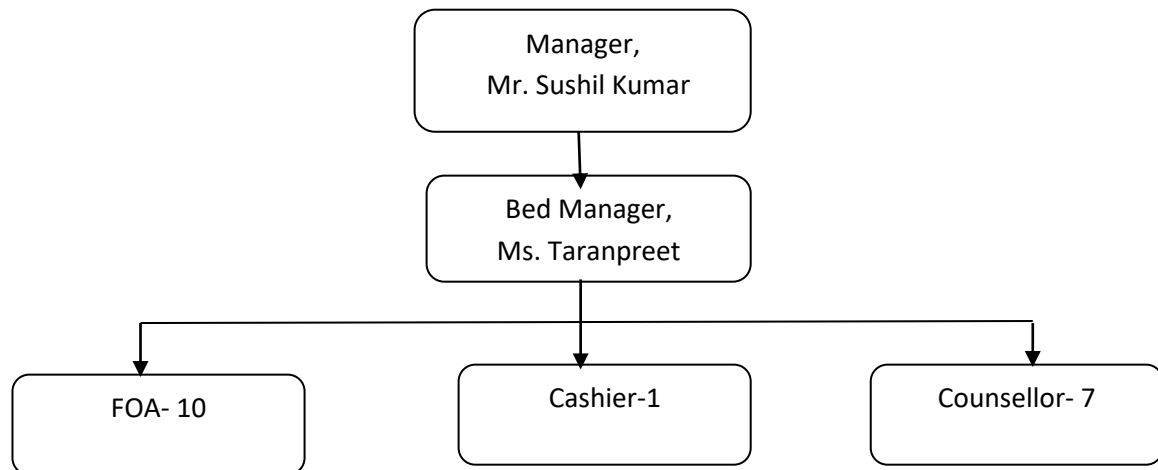
Bed Area- 2000 sq ft per bed

Room amenities-

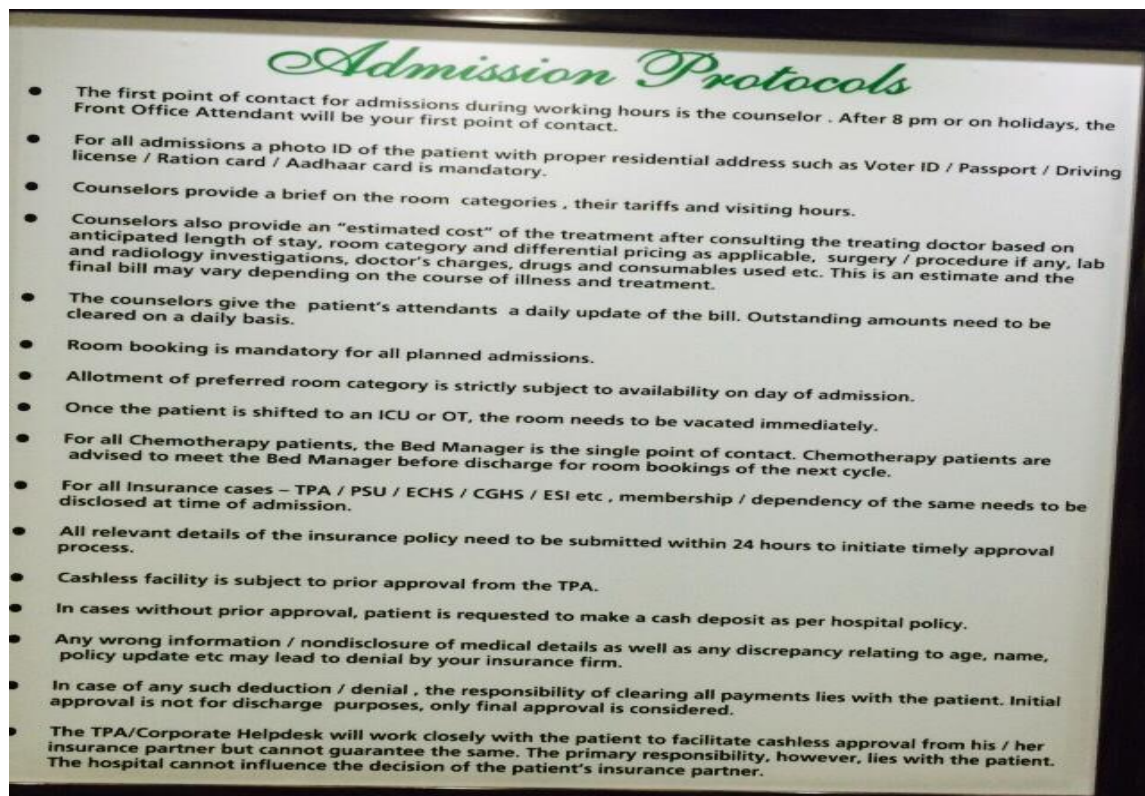
- Bathroom, chair, cupboard, Round the clock medical and nursing care
- Centralized oxygen and suction facility
- Nurse Call Bell
- Television / Phone
- Bed cum sofa for the convenience of the attendants
- Fully Air-conditioned.

Record Keeping- MRD

Manpower and Hierarchy-



MIS and Computerization: MEDTRACK, Accounts deptt. Maintains on Oracle.



Visiting hours and visitor policy-

Timings: 10AM- 11 AM & 4PM – 7PM

Only two passes per slot can be issued by electronic machine

MULTISPECIALTY OPERATION THEATRE

Location: Second Floor

Number: 6 MS- OT

The MS- OT department has the following areas:

- 1) Pre-Operative area (6 bedded)
- 2) Post- operative area (10 bedded)
- 3) Pharmacy sub store
- 4) Data operator room
- 5) Instrument Store room
- 6) Instrument washing room
- 7) Instrument /linen room(sterile)
- 8) Doctor's changing room
- 9) Nurse's changing room
- 10) Nursing Office
- 11) Technician Room

The MSOT types and additional rooms are:-

- General Surgery OTs- 5
- Neurosurgery OT- 1
- Procedure Room
- Trauma OT
- Vascular Cath Lab

Manpower:

- ANESTHESIA TECHNICIANS: 24
- ANESTHEOLOGISTS: 32 on any given day(rotational duty)
- TECHNICIANS: on any given day(rotational duty)
- NURSING STAFF: 53
- DATA OPERATOR: 2
- Housekeeping
- GDA

Nurses perform their duties in following manner:-

- 1 NURSE in Pre- op care
- 1 NURSE in Post – op care

- 1 Floor nurse in O.T. who will give all sterile instruments to scrub nurse, will verify with the surgeon, anaesthetist and the scrub nurse about the operation procedure and in the end after the surgery will take a count of all the instruments that are used and write it in patient file.
- Scrub nurse in O.T. will assist the surgeon during operation.
- Technicians assist anaesthetist during operation and also keep buffer of drugs used for anaesthesia. They got reserve of drugs for at least 5 patients.

MEDICAL RECORD:

Retention Period – 2 years

Arrangement of medical records-

- IPD- UHID wise
- OPD- Day wise
-

Retrieval Policy- A form has to be filled and got duly signed from Medical Superintendent, MR Department.

HUMAN RESOURCE:

Total no. of employees: 1400+

Category:

- Medics
- Paramedics
- Administrative Staff
- Nurses
- Supportive Staff

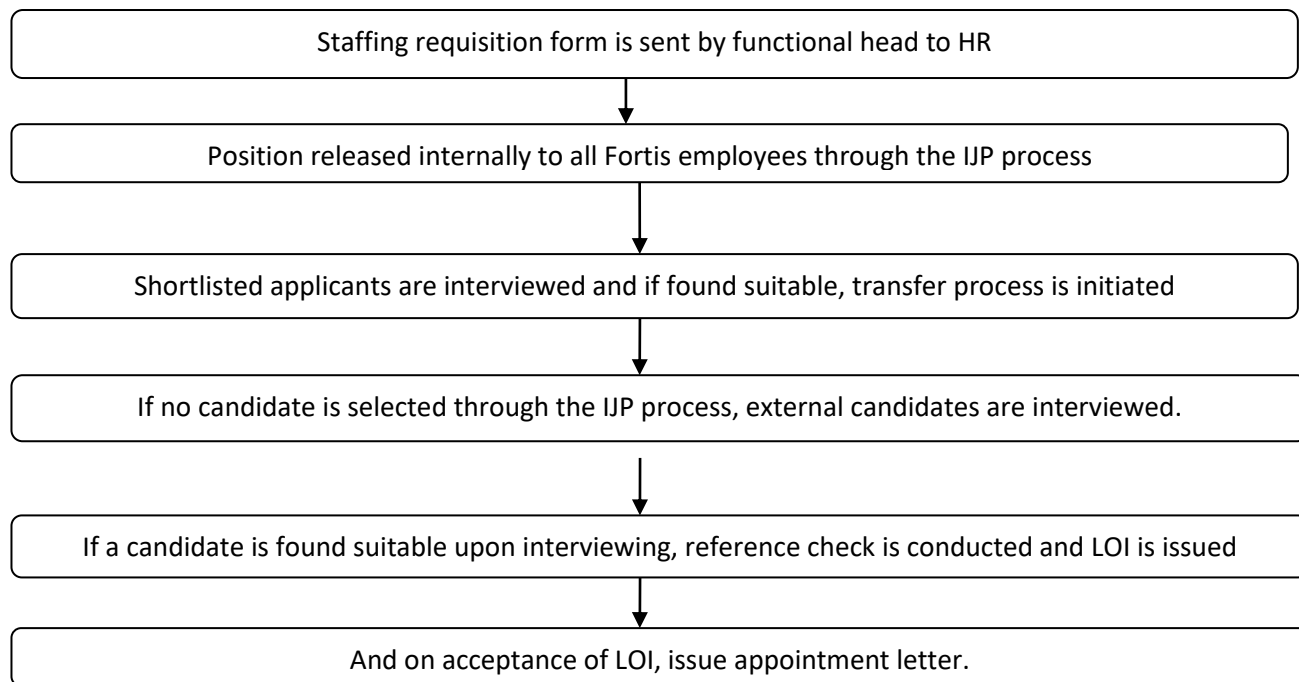
Training:

Every employee receives Fire and safety, BLS, ACLS training at least once a year. Other Training programs vary according to staff and need.

Recruitment Process: Walk-in, word of mouth

Documentation is required

Interviews



Different sources to be used –

- Online Portal
- Employee Referral
- Consultants – Only Approved Consultants by Corporate
- Walk-Ins
- Data Base
- Campus – To be only routed through Head - Talent Acquisition
- Advertisement- If given in local newspaper, RHR approval needed and Head - Talent Acquisition to be informed. If the advertisement is in National newspaper, Head – Talent Acquisition's approval is required

Job Description:

It is prepared by the HR, has to be signed by the HOD, HR, and the joining employee

Performance Appraisal:

Yearly

Mid-term review

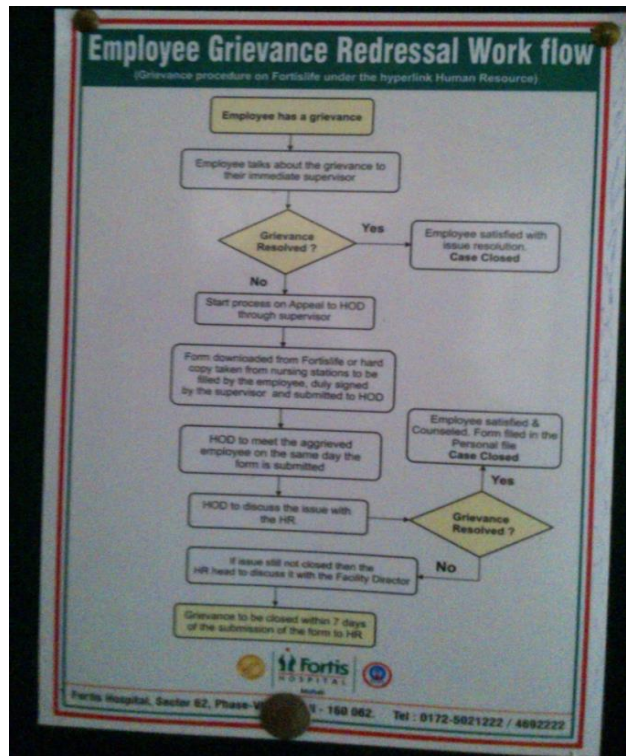
Retention Policy:

Employee engagement Policy, Awards, Insurances, Discounts, Annual health checks, Fortis Idol, Sports matches, Sparkle 11, etc

Payroll: Doctors are on payrolls and empanelment,
For other outsourced department, paid to contractor.

Grievance Handling:

7 day process, if unresolved by boss/ super boss. Appraisal process does not fall under this



Employee Rights:

List of rights is prepared.



Employee Rewards/appreciation systems: Monthly internal department recognition, rewards/bonuses for target achievers.

Exit Interview: Taken by HOD, HR to know the reason for exit.

MARKETING:

Catchment Area is as per the target audience (Corporate/Retirees/CGHS and ECHS)

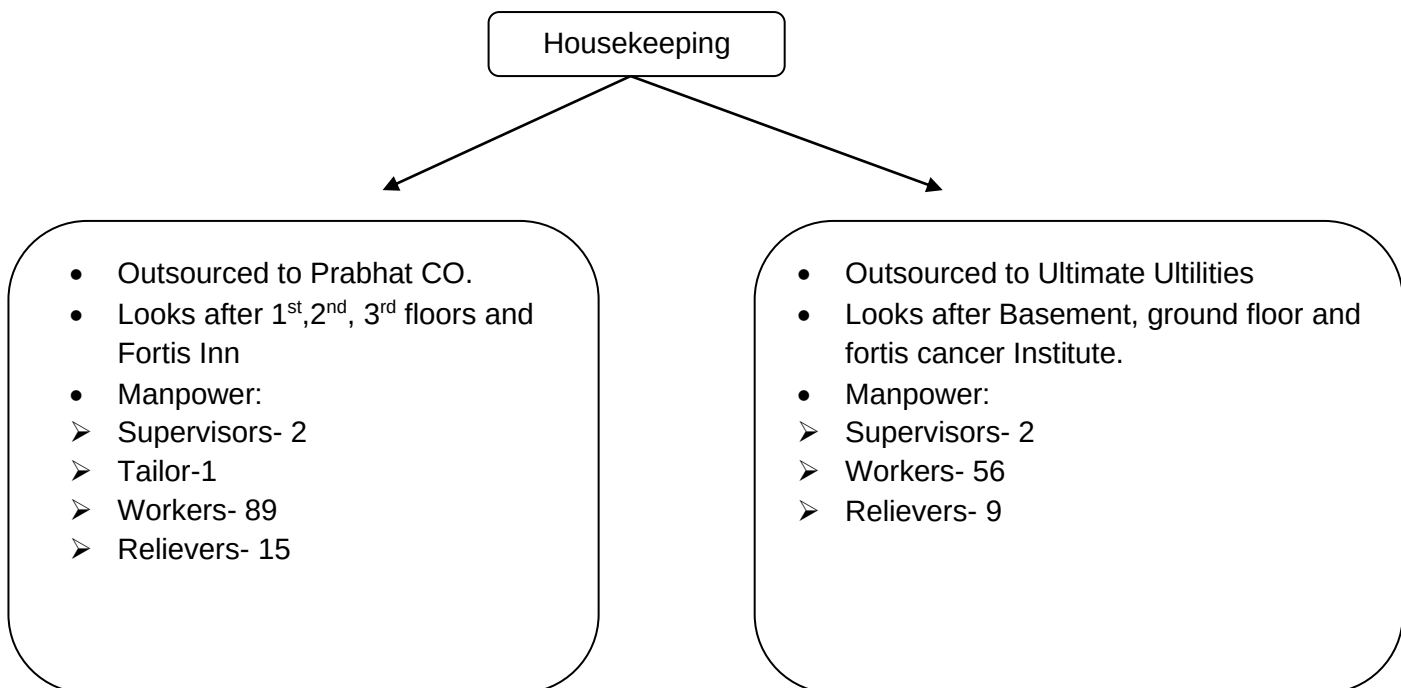
Promotional Activities: CME/ Health Camps/Packages/ Radio and Newspaper

Advertisement

Sale & Marketing are given monthly targets.

HOUSEKEEPING:

- The department is outsourced to four companies.
- Includes Cleaning, Laundry and Biomedical waste transportation.



Laundry:

Outsourced to Innovation Limited.

Manpower:

- Supervisors- 1

- Tailor-1
- Workers-24
- Relievers- 4

- Laundry collected every morning and then as per requirement.
- Induction starts after three days of trial of the new joinee
- Monthly training is given
- Briefed thrice a day about responsibilities and work.

BIOMEDICAL WASTE MANAGEMENT:

Waste is collected in three shifts: Morning, Afternoon and Night

Process Flow:

Area —————> Loaded onto Trolley —————> Transferred to STP —————> Collected by Rainbow Co.

(Evening/ morning) after segregation

STP (Sewage Treatment Plant)

To treat all the waste water and sewage waste, sewage treatment plant has been planned which is located on the right side of the IPD entrance while facing Emergency. Enhanced Wapp Systems India Ltd has supplied it.

SAFF (submerged aerated fixed film) membrane is being used to bring down COD and BOD (Biological Oxygen Demand).

Capacity	200 m3 / day
Post treatment BOD	5mg/l
Post treatment COD	10 mg/l

The water after treatment is softened and reused for cooling towers. There is a provision of using this water for irrigation

MATERIALS

Location

1.	Medical Consumable Stores	Basement B
2.	Stationary/Medical Equipment Stores	Basement A
3.	Pharmacy Store	Basement A
4.	OPD Pharmacy	G. Floor A

In addition to the above the department there are sub stores in Cardiac OT and Cath Lab managed by the respective floor coordinators.

Objective

To provide the right item, at the right time, at the right price and in the right quantity.

Functions of the Department

Department of materials is a service-providing department for the internal as well as external customers of the Hospital. Its main functions are:

1. Procurement
2. Storage
3. Distribution

Types of Items

- Capital Equipments
- Items held in stock
- Items not held in stock (very rarely used items)
- Items on consignment
- Services

Functions of Purchase

- Timely Procurement
- Vendor Audit
- Development of alternatives for continuous improvement

Imp: For any non-stocked/ rare items purchase requisition authorized by appropriate authority should be submitted.

For capital items, Capex form approved by appropriate authority should be submitted.

Functions of Stores

1. Lay down stocking policies for main store and sub store based on consumption pattern
 - SS (Safety stock),
 - MSP (Maximum stock potential)
 - ROL (Re-order Level)
 - EOQ (Economic order quantity)
2. Indenting of items based on the rol's preferably once/ twice in a month
3. Receipt of items based on purchase orders.
4. Check for quantity and quality
5. Acknowledge the receipt
6. Prepare goods receipt note
7. Follow up for non receipt of items with purchase
8. Proper and safe storage of items in racks
9. Issue of items to sub stores, against patient requests and request from departments based on requests received.
10. Physical verification of the quantity and quality
11. Check for near expiry items and arrange for exchange of the same
12. Return to suppliers
13. Update inventory

Distribution

Requisitions for the indent of material from the end users are accepted through HIS.

Timings for distribution of material are follows:

1.	Stationary Store	11:00am to 1:00 pm
2.	Pharmacy	9:00 am 12:00 noon 3:00 pm 6:00 pm 8:00 pm
3.	Medical Consumable Store	9:00 am to 5:30 pm

Any stat requisitions are also accepted by the pharmacy.

FINANCE & ACCOUNTS DEPARTMENT

Location: B Block, IIIrd Floor

Extension Numbers: 6040 to 6042

Functions of the Department

- Routine Finance & Accounting Functions like maintain of books of accounts, Cash & Banking Management etc.
- Contract & Hospital services Accounting
- Management Information System
- Closing & Finalization of Accounts
- Fixed Assets Register
- Budgeting
- Costing
- Inventory & Purchase Accounting
- Salary Preparation & disbursement
- Statutory Obligations like Income Tax, Sales Tax, and Provident Fund etc.
- Purchase Accounting
- Co-ordination for statutory & internal audits

Salary Disbursement

Salary is paid on the last working day of each month. If the last day of the month is a holiday, it will be paid on the following working day.

Salary Reimbursement

All reimbursement claims should be submitted to Accounts Department by 25th of every month so that reimbursement may be made on 2nd of the month.

Salary Advise

Salary is credited directly to bank account with IDBI Bank, Fortis Branch, Mohali.

Salary Advance

Salary advance can be claimed only in case of urgent need. Employees desiring to take a salary advance will make an application to HR Department duly approved by Departmental Head.

Other Claims for Official Expenses

Other claims for the official expenses should be submitted to accounts department after due approval of Departmental Heads. Normally all claims are processed and paid within three working days of submission.

FOOD & BEVERAGE DEPARTMENT

Location

Ground Floor Block - C, In addition to this three units namely meat fabrication, bakery & confectionery are located in the basement block-C

As the name suggests this is a support service department at Fortis Heart Institute, which is responsible for the pre-preparation, preparation, service and clearance of Food and Beverages for the patients as well as the staff of the hospital.

Following functions fall under the purview of Food & Beverage;

Service of Food for Patients

This takes place in patients' rooms through room service trolleys and therapeutic diets are prepared and served on the basis of Dieticians advice. Service is carried out by qualified service staff in the main block and Rehabilitation Block.

The meals served to the patients are as follows

1. Bed Tea
2. Breakfast
3. Mid-Morning Tea/Coffee/Soup/Snacks
4. Lunch
5. Evening Tea/Coffee/Snacks
6. Dinner
7. Milk Service

Service of Food for Fortis staff

Fortis staff is served meals in the dining area located on 3rd floor, Block – B, Café Jamjaji

The meals planned for staff are as follows:

1. Breakfast
2. Mid-Morning Tea/Snacks
3. Lunch
4. Afternoon Tea/Snacks
5. Dinner
6. Midnight Tea/Snacks

Service of Food for Contractors staff

There is a cafeteria in the basement, Block-B where all contractual staff is served the meals

Service of food for guests / Visitors

Café 24 at Fortis Inn and Café Coffee Day is located in the IPD block on the ground floor, which caters to the needs of outside guests. Apart from that, Sagar Ratna and few other local eating shops are put up outside and opposite the OPD.

Manifold Room: Central piping system

GASES	PIPE COLOR	BAND COLOR
OXYGEN	YELLOW	WHITE
NITROUS OXIDE	YELLOW	BLUE
AIR	SKY BLUE	BLACK & WHITE
VACCUM	SKY BLUE	BLACK
AGSS	MAROON	MAROON

AGSS - Anaesthesia gas supplying system.

Black cylinder- oxygen

Blue cylinder- nitrous oxide

Huge cylinders for air compression, oxygen and vacuum are available.

Pressure maintained -4.2

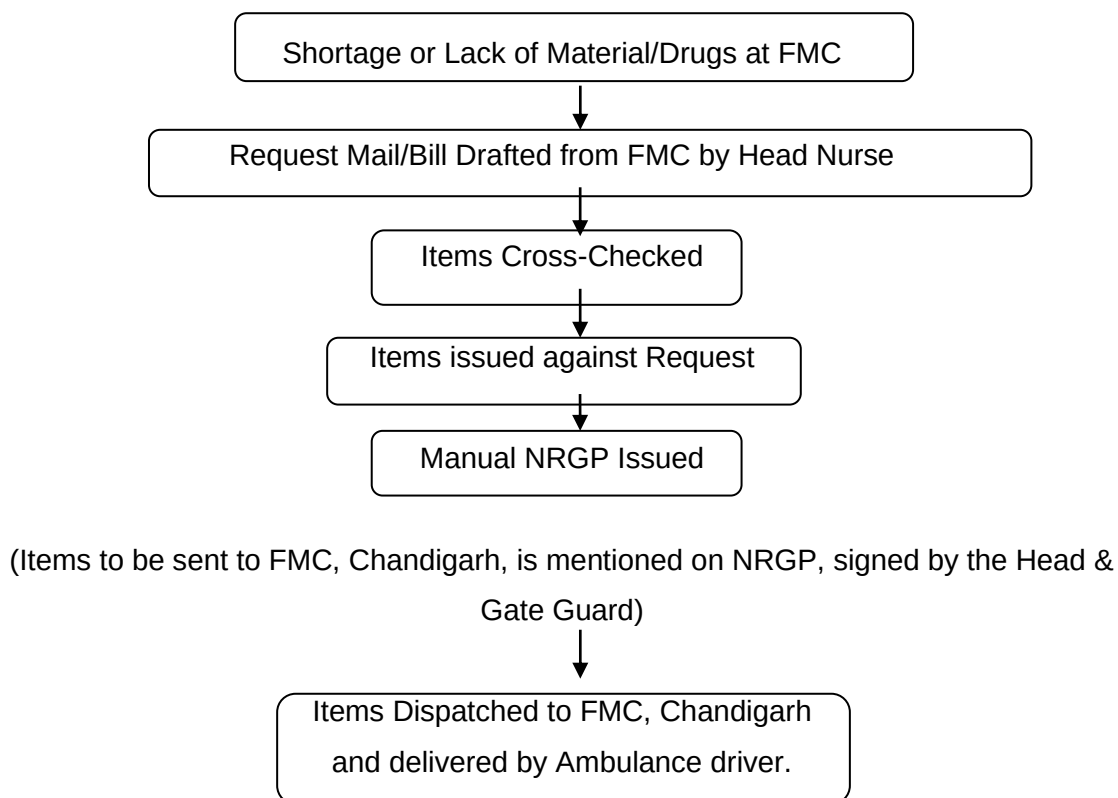
If any change in pressure, light blinks red to check that supply

OT & OPD – Have same coded pipes and receivers through which direct supply to the departments through centralized system is provided.

STANDARD OPERATING PROTOCOLS

For Fortis MEDCENTRE Chandigarh

Flow of Request to Stores/Supplies

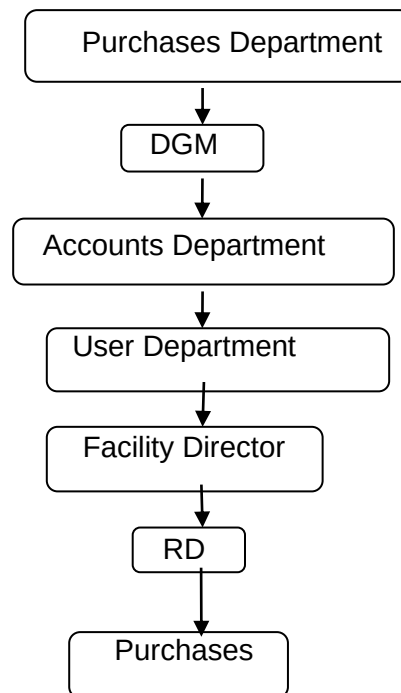


Flow of Stock from Pharmacy

- Stock of injections/consumables/Essential Drugs supplied weekly (Monday/Thursday) to FMC via crash cart.
- Weekly indent is made, but monthly consumption shown.
- The entire record is on Medtrack.
- For new Item requisition, mail is sent to Pharmacy/Main Store.
- Quarterly audit of stock: Cross-checking in person and Medtrack by an assigned person on duty.
- Track on Vital Drugs and expensive commodities are kept.

Flow of requests from Purchases Department

- Substore requests main stores.
- Reorder Level (ROL) is set for main store.
- Monthly requirements are provided by the stores.
- Rates approval is done by Purchases on Purchase Price and Selling Price.
- Tenders are invited for items in need of purchase.
- For high cost products needed for all Fortis group, CBU (central of buying unit in Gurgaon) is approached.
- For locally required products, local management makes the decision.
- The entire process is online: the correspondences and requests are sent via mail through the following sequence:



How FMC deals with IT Department

- The IT department at Fortis, Mohali has the following activities under it:

1. IT Help Desk

-24x7 hrs helpline 7575

Finance/Stores/Purchase

2. Applications

- Medtrack (HIS)- covers
Billing/OP/IP/Doctors

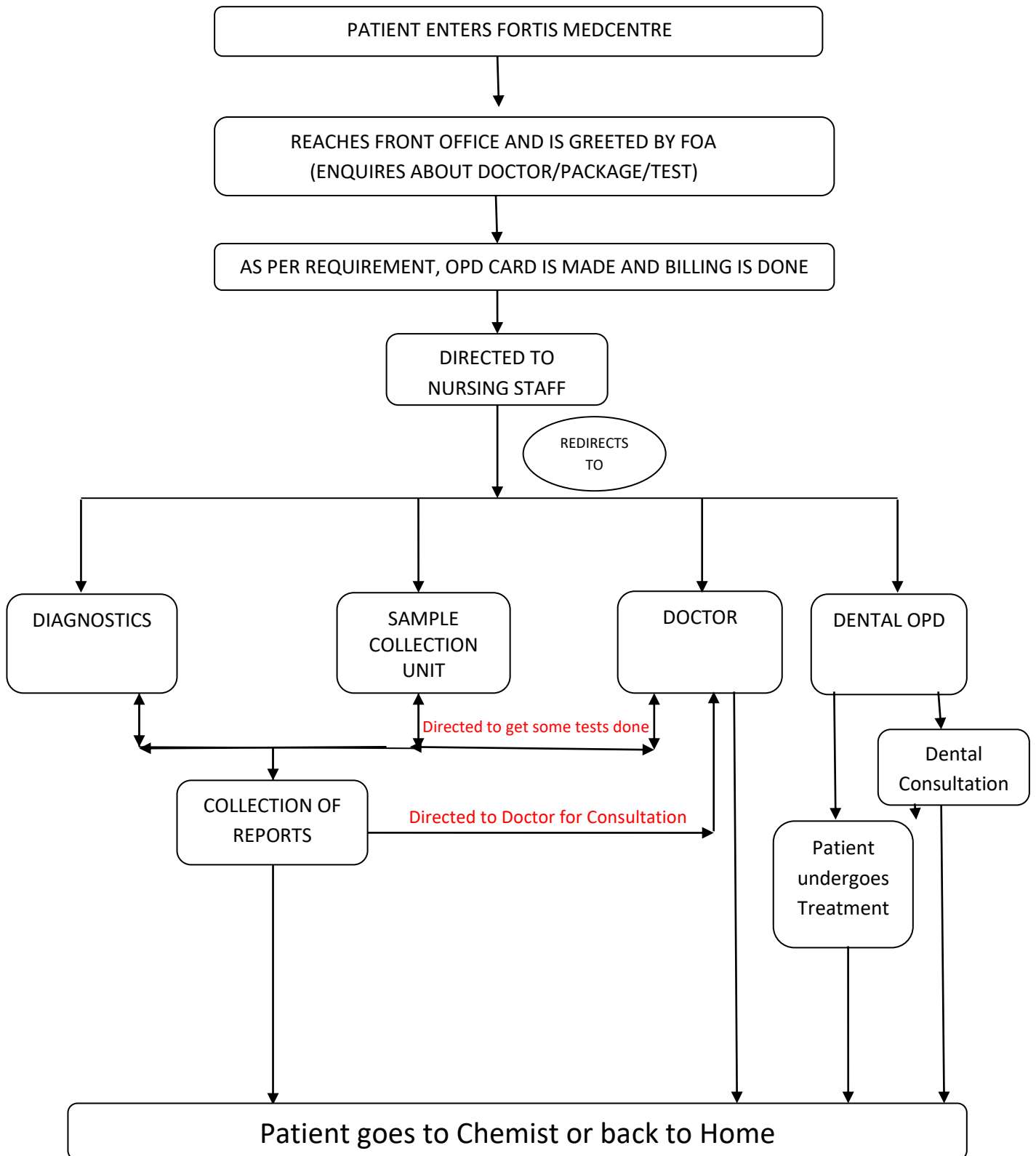
- Oracles (FI)- Covers .

- Fortislife

- Intense Module

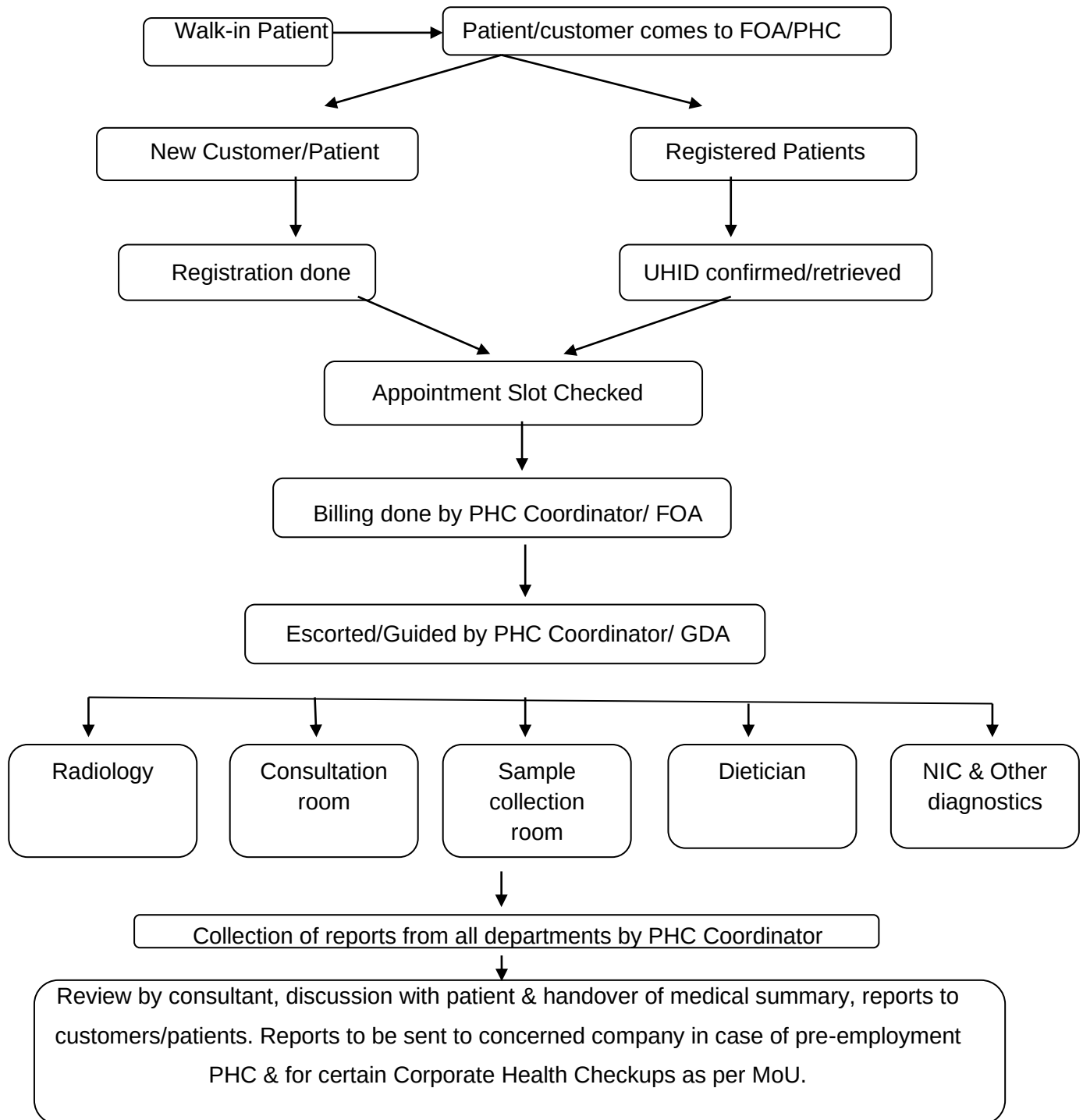
- The IT Department has over 350 desks, 150 printers and 15 servers, spread over Ludhiana, Kangra, Amritsar, Chandigarh and Mohali connected via CONNECT company.
- FMC has a total of 16 desktops, 18 telephones and extension lines, 4 printers.
- Each user is provided with Employee Id and password that needs to be used for logging onto the system.

FLOW OF PATIENTS AT FMC



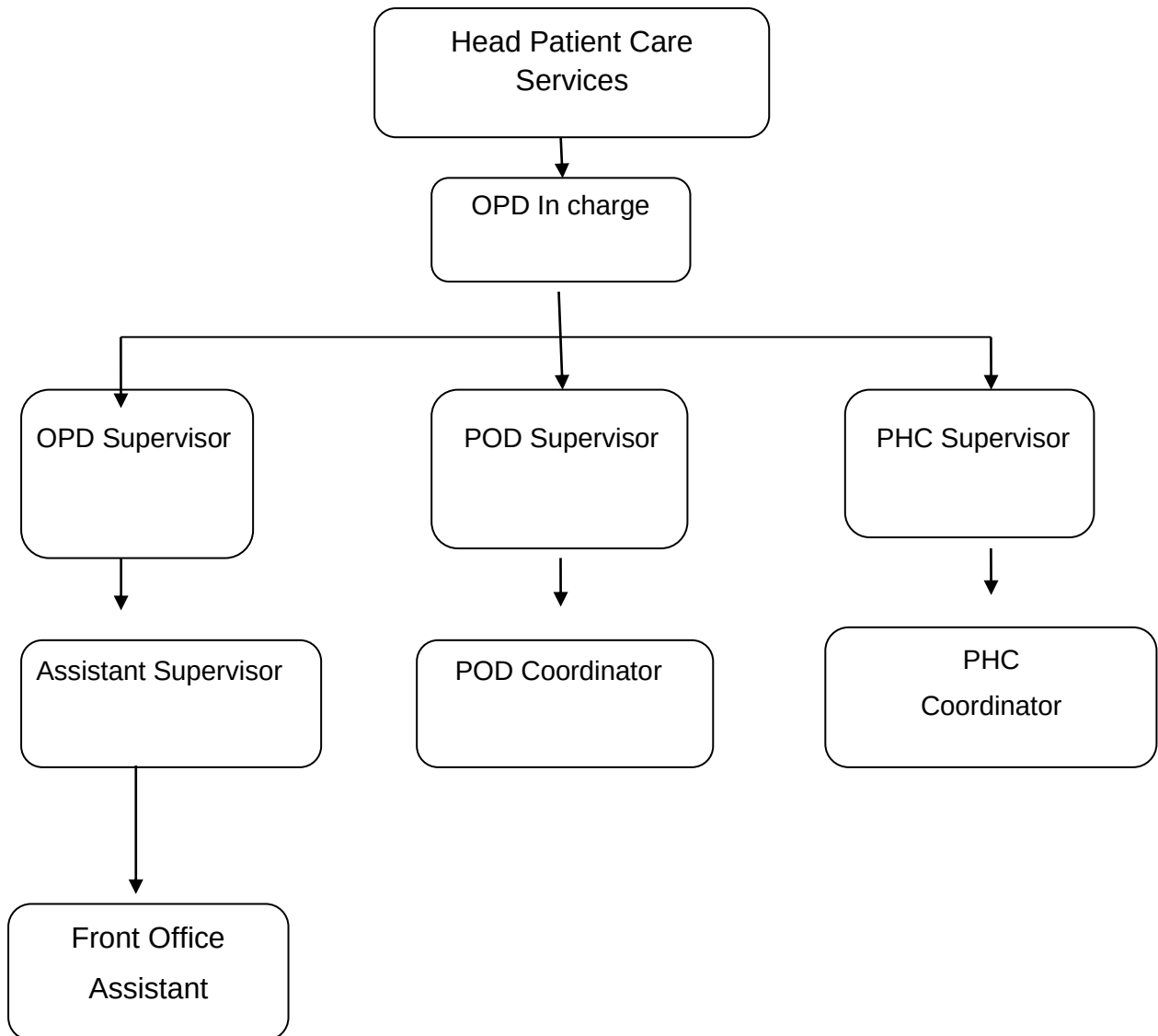
Steps in Patient Flow for Preventive Health Check at Fortis Hospital Mohali

Prior to appointment, information about the precautions to be taken, preparations required and Package details are given to PHC Customers. An appointment is fixed in HIS and informed to the Patient.



OBSERVATIONAL STUDY ON THE REGISTRATION PROCESS AT OPD

Functional Organization structure:



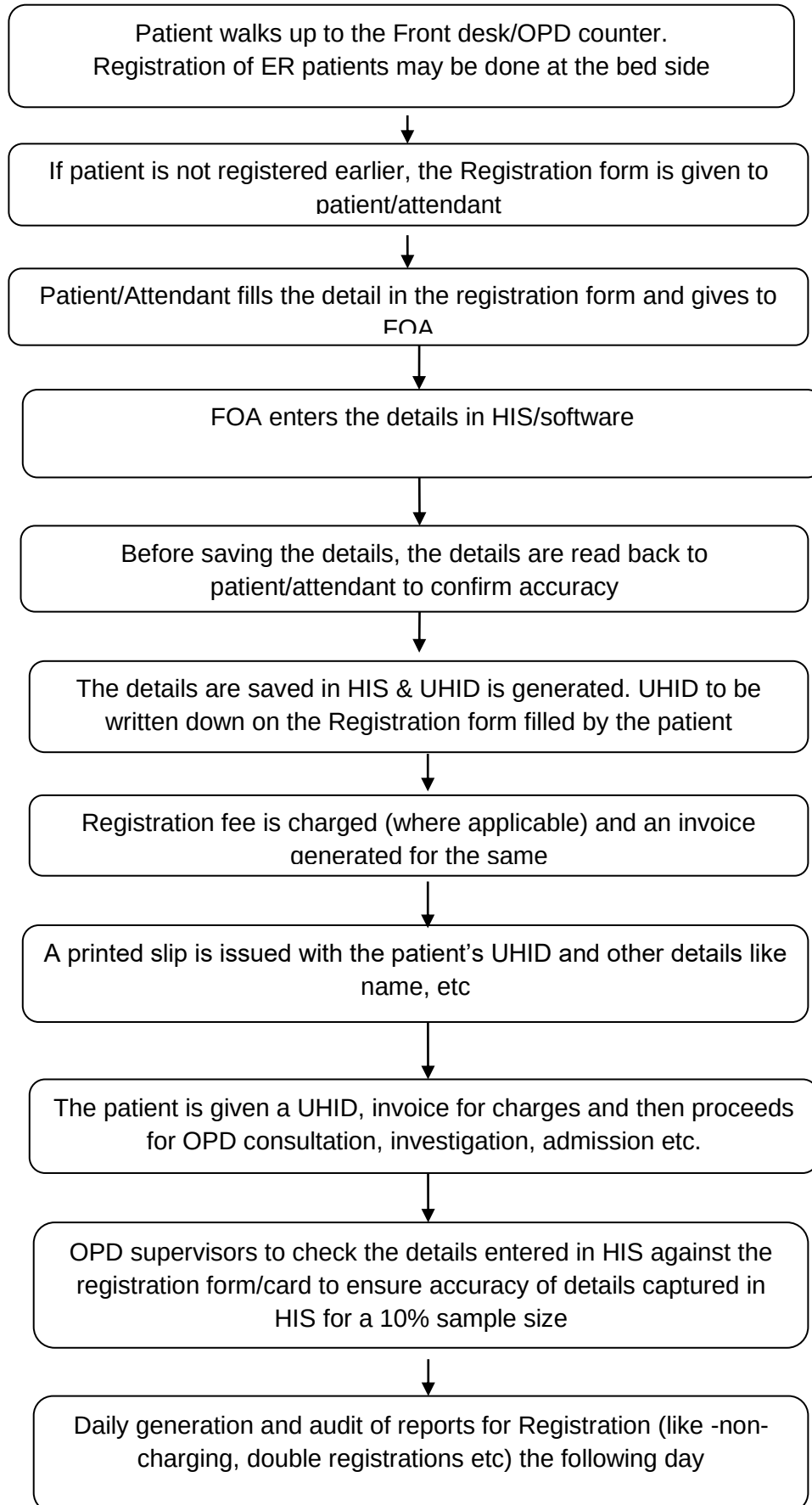
Scope and Objective of Process:

1. To study the process of registration of a new patients by filling registration form with required details such as Name, Age, Date of birth, contact numbers, address etc. so as to enable the patient to utilize the various facilities at the hospital such as consultations, investigations, procedures, dialysis, IP admissions etc.
2. To understand the process of creating a unique id – UHID (Unique Hospital Identification) for new patients which is to be used for further reference of the patient in the system to generate bills and reports.

Method :

Observation and Interview with FOAs/ OPD Supervisor/Incharge

Flow Chart:



STUDY ON SCHEDULING APPOINTMENT AT OPD

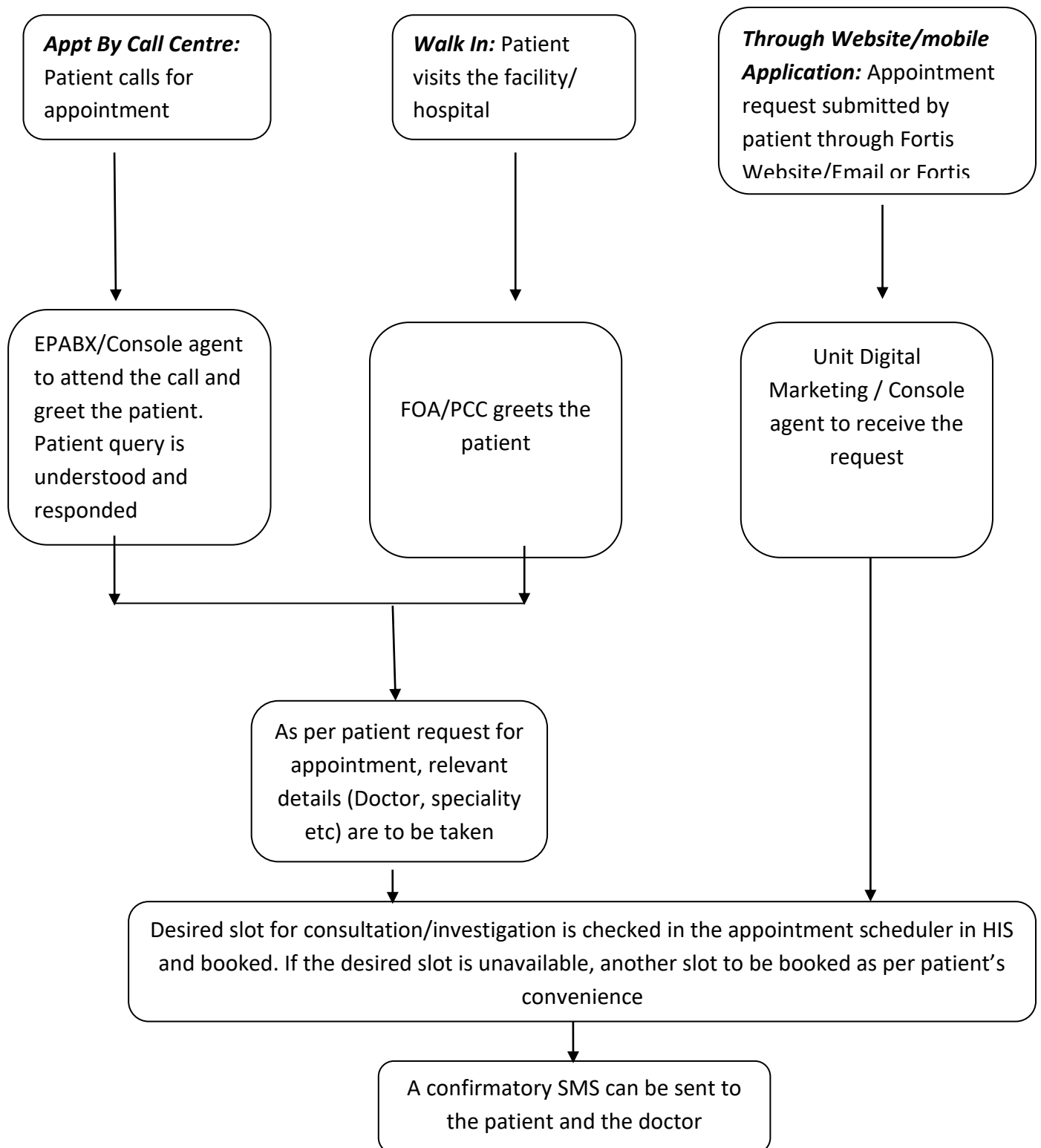
Scope and Objectives of process

- To understand the process of booking appointments for patients- To enable the patients to take appointments for OP Consultations, Laboratory, Radiology, NIC and other medical investigations
- To understand the management of slots for appointments - Appointments are booked so that a fixed number of patients are accommodated as per the slot availability
- To reduce inconvenience to the patients- Prior appointments are booked as per slot availability so that patient waiting time is reduced leading to increased patient satisfaction.

Personnels Involved:

1. FOA(OPD Counter)
2. EPABX / Console agent
3. FO Supervisor

PROCESS FLOW

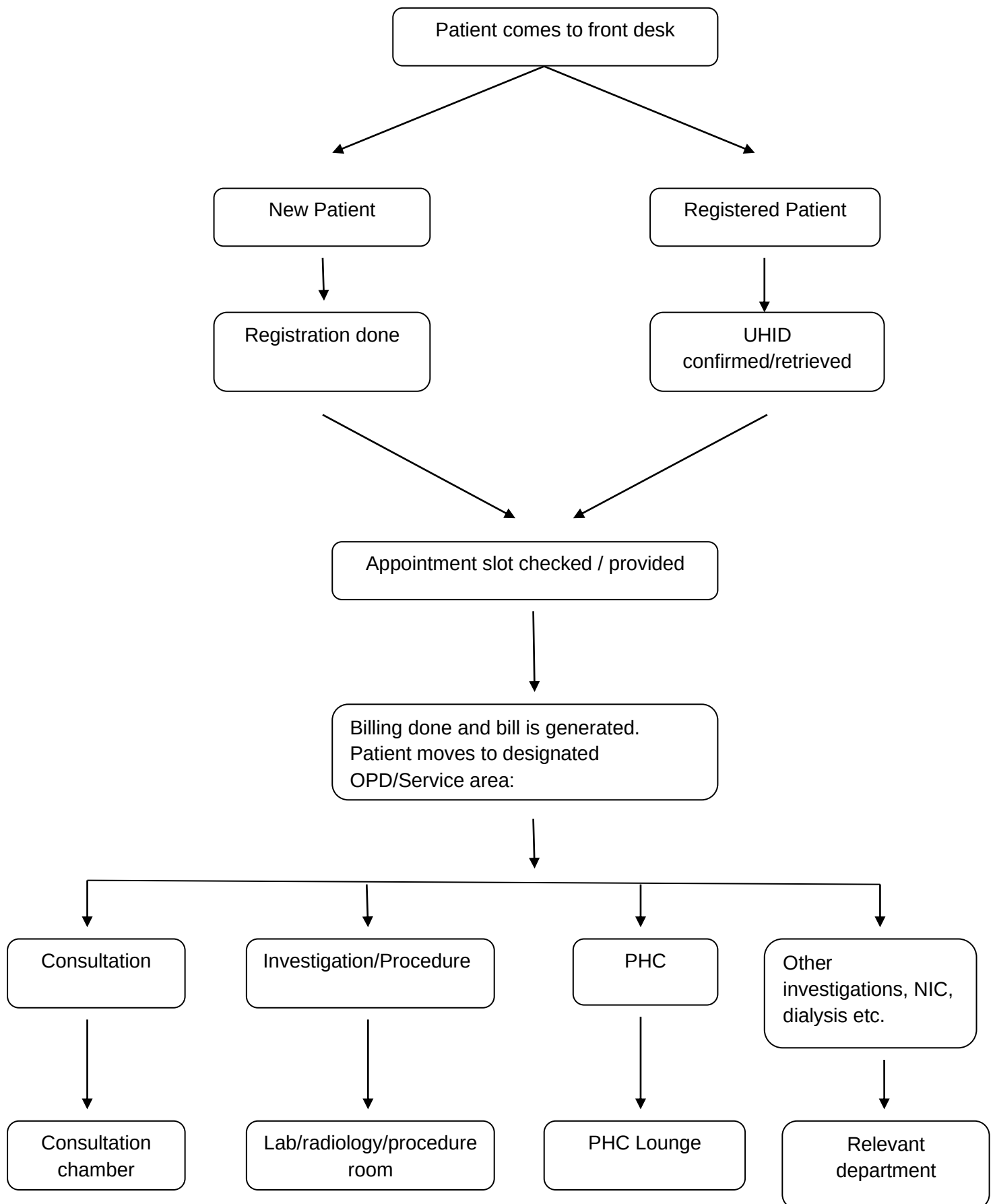


STUDY ON OPD BILLING/ DEPOSIT, CANCELLATION/REFUND & SCROLL DEPOSIT AT OPD

Scope and Objectives of process:

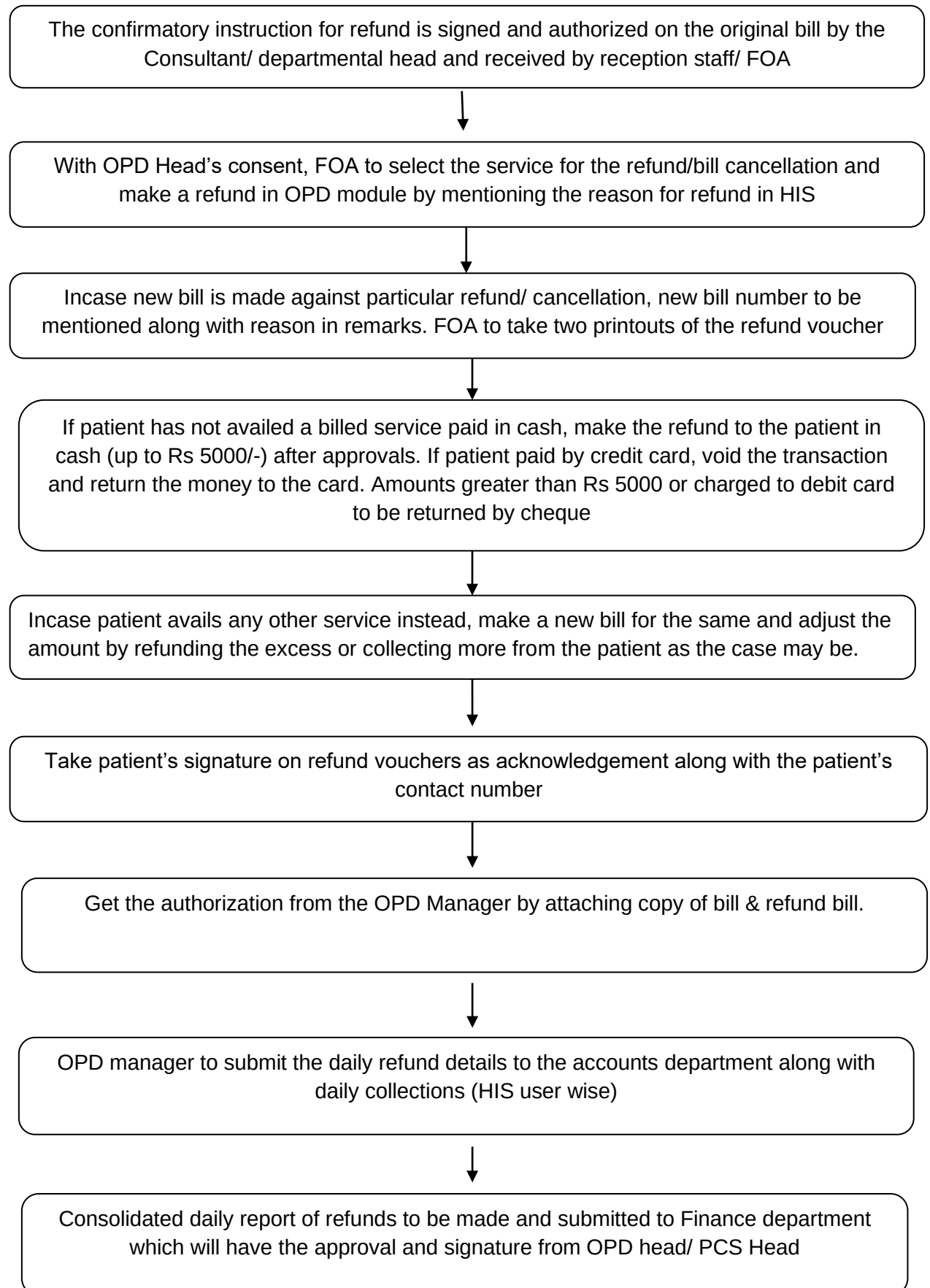
- To understand how to ensure completeness and accuracy of OPD bills, refunds, cancellations and related financial transactions
- To understand the process of billing the patients accurately for the services availed in the hospital like Doctor's consultation fee, charges for diagnostic services and procedures etc
- To study the procedure to ensure accurate collection of dues, fees or credit letters from the patients
- To understand the underlying processes:
 - The billing amount in the HIS module should tally with the daily collections (cash and credit) for each PCS agent (FOA) and there should be no scope for financial fraud
 - To ensure correct cancellations / refunds to the patient where applicable with requisite approvals. To check and generate daily report on cancellations and refunds
 - To ensure the payments are collected at the FO in either cash , credit card, and the same is deposited accurately as per the entries in the HIS/IT system
 - To ensure all documents pertaining to scroll entries are submitted to the accounts department along with any refund vouchers, credit/ debit card slips are submitted so that all the scroll entries and adjustments, if any, are tallied and necessary reports to be circulated.

PROCESS FLOW:

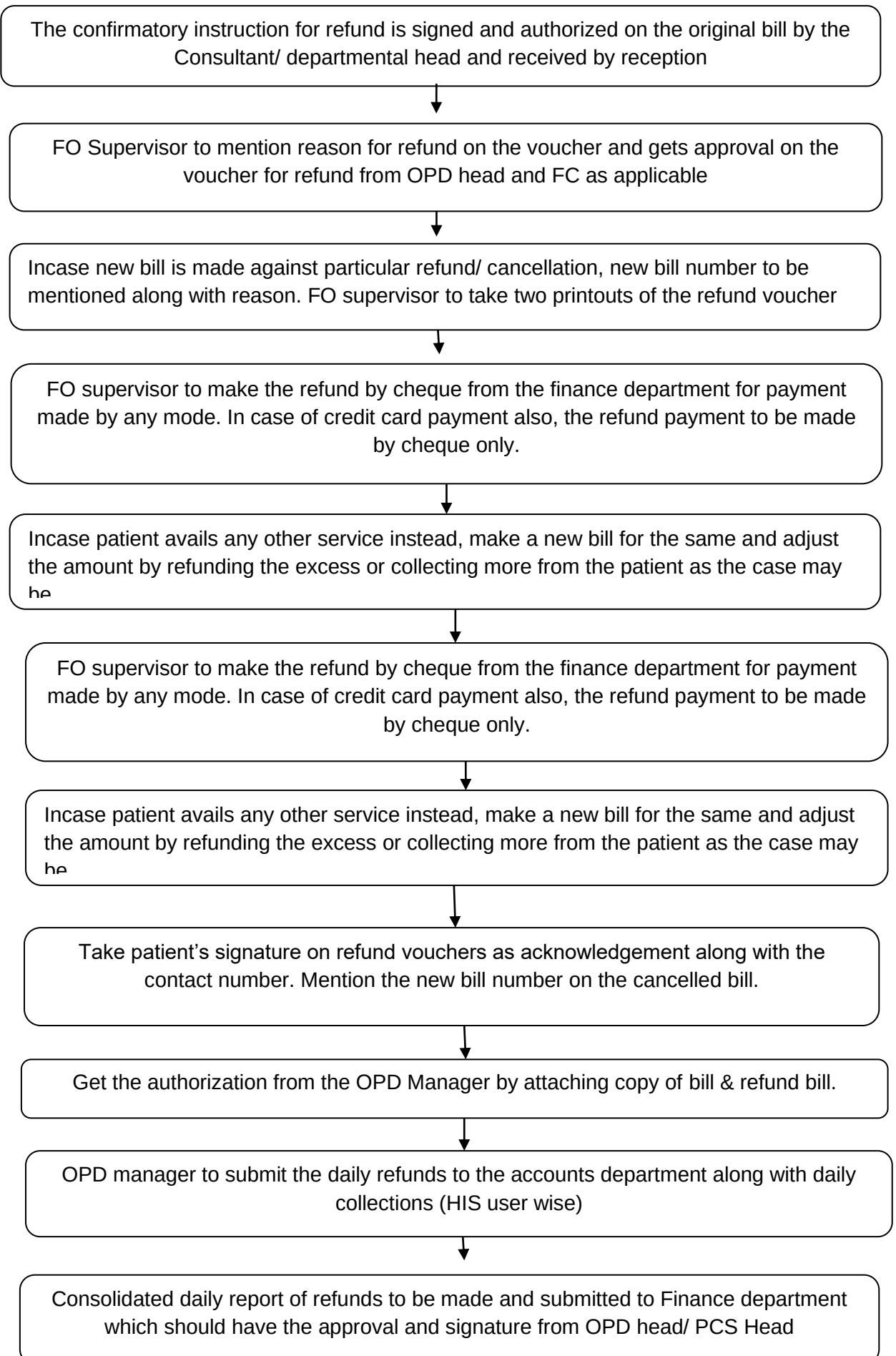


CANCELLATION PROCESS:

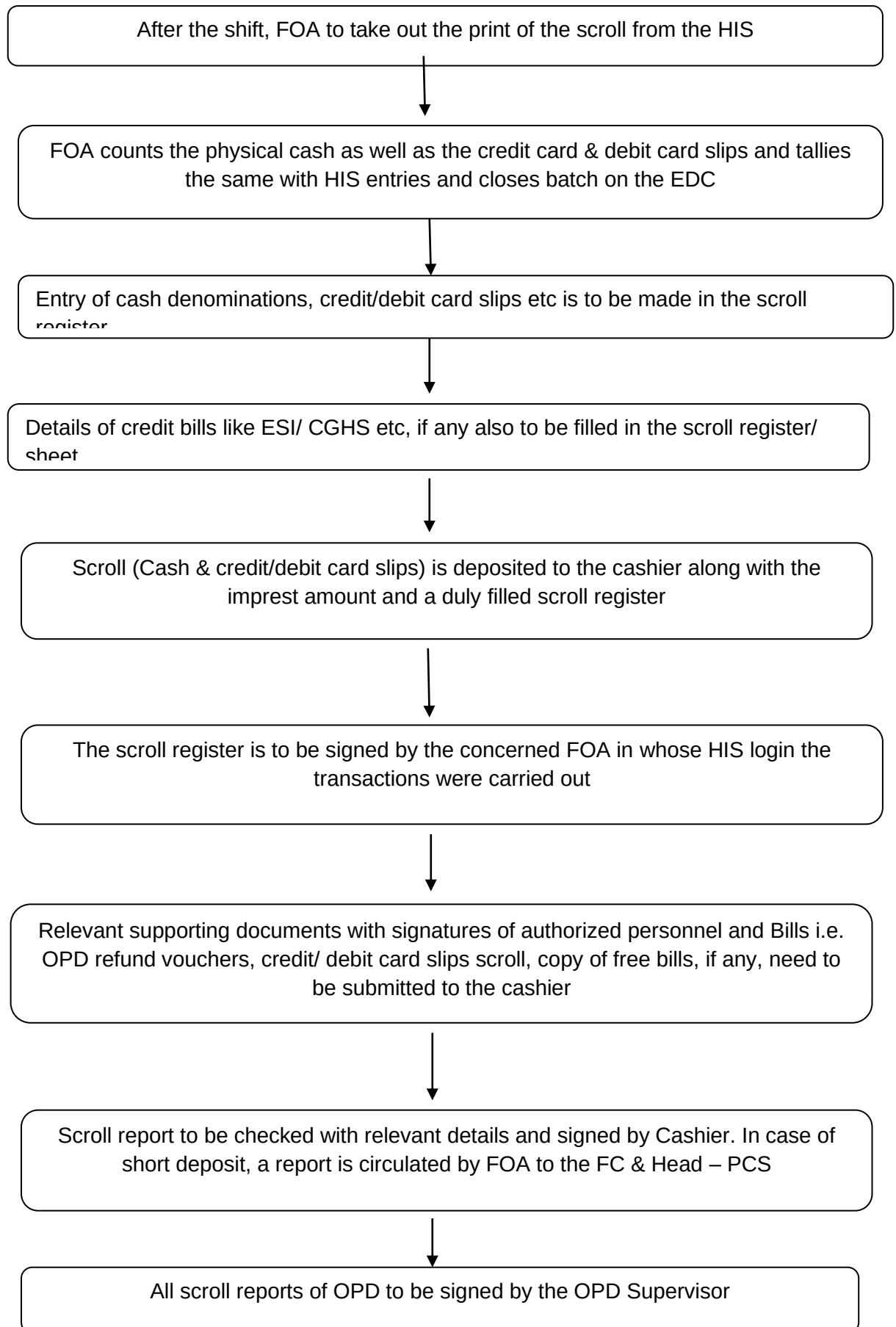
1. SAME DAY



3. AFTER BILLING DATE:



PROCESS FLOW OF SCROLL DEPOSIT:



CHALLENGES FACED BY FORTIS MEDCENTRE

There is a stark difference between the working of Fortis Hospital, Mohali and fortis MEDCENTRE, Chandigarh. The latter, being the satellite unit of the former, carries the same brand name and expectations of the patients, yet so different in the approaches.

Fortis Healthcare has always had the vision of being “Globally Respected Health Care Organisation known for Clinical Excellence and Distinctive Patient Care.”

Therefore, FMC should prove true to the vision provided by its parent organisation.

CHALLENGES

1. The FMC, Chandigarh is having manpower crunch. Beginning from the Front office, there are just three Front Office Assistants working in shifts of 2 at a time. Being a small setup, as long as they perform the job of only front office assistants of billing and registering, it works smoothly at FMC, but the FOAs are performing the dual function of billing, registering as well as the function of help desk and booking appointments.
This at times creates chaos at the front desk, and increases the patient waiting time, as a result decreases patient satisfaction.
It also decreases Employee satisfaction level.
2. Full time availability of doctor is a major challenge. Due to its prime location in Chandigarh, Fortis MEDCENTRE not only caters to elite but also due to its nearness to PGI, also attracts those from far flung areas. But due to OPD of Specialty doctors only for a couple of hours and that too on special days, the patient is turned away.
3. Delay in blood reports as the sample is send twice to Fortis Hospital Mohali for processing and reporting. The samples are collected in two slots, one till afternoon, whose reports are prepared till evening and one it is collected till evening, whose reports are made available on the subsequent day.
4. The number of working staff nurses are 3 at a time, who multitask various duties required to be carried by them sample collection, assistance at Nursing station, managing Doctor's call, assisting in the x-ray room, assisting other diagnostic procedures like ultrasound, ECG, ECHO,TMT,etc.
This puts them under stress, to multitask their way out, as a result increases the patient waiting time, decreases patient satisfaction.

Also since there is no clarity of duty, and everyone considers it to fall under common ambit, hence no one performs it and the organisation suffers

5. FMC, is totally dependent on Fortis Mohali for fixing their minor issues at maintenance and IT. The staff here is already multi-tasking so much, that it becomes difficult for them to handle such issues on their own. Although telephonic assistance is provided, but it will always be good to have someone as a backup always available in times of need.
6. As far as appointment booking is concerned, I would again like to emphasise that FOA are looking after booking slots for doctors, but that happens manually in a register against the call system applicable at Fortis Hospital Mohali.
7. Since the FOAs, are always entertaining patients, there are a lot of times they are unable to receive the call. Also they are unable to call back and address the concern of customers.
8. Fortis MEDCENTRE, caters to a large section of older population, who mainly seek orthopaedic consultations. FMC has low seated patient waiting chairs, and most of the elderly patient are unable to sit on those, hence have to wait standing.

SUGGESTIONS/ RECOMMENDATIONS:

1. To tackle the problem of manpower crunch, suggestion is to either put up a Help-desk at the entrance, or increase the number of FOA to 3 in one shift, so as to work smoothly and effectively.
2. To counter the availability of doctors, few fresh recruits in various specialties can be made full- time so that total dependency on few doctors is reduced.
3. To cater to patients who desire reports early (TAT-2hrs), processing of the blood samples should be done at the centre so that patients do not go to competition nearby.
4. Hereby, I suggest, increasing the number of nursing staff per shift, to at least 4 to ensure smooth flow of process. This will ensure two nurses managing OPD at all times on first floor, one assisting on the procedures occurring on ground floor, and one assisting on second floor for X-Rays and mammography / Recovery procedures and minor OT procedures.

Also since it will provide clear distinction of duty, so no staff would get a chance to ignore or avoid it.

In addition to these, a full-time technician for sample collection is required, so that the nursing staff doesn't have to divert from their tasks.

5. To tackle the system, maintenance and repair issues:
 - an IT person to be available all times, guiding them as and when required and can manage the devices and printing of files and bills, Managing the HIS
 - a person who can maintain and look after the premises effectively, and fix the issues immediately, rather than they mailing it first to maintenance department, then waiting for someone to come and fix the issues.
6. Since Fortis MEDCENTRE is based on OPD on Prior booking, it will be a boon for FMC, to introduce, appointment scheduling through call centres, website/ App based bookings, duly updated on HIS, so that the overloaded FOAs can handle the Billing and Registration smoothly.
7. Introduction of confirmatory SMS system, both to the doctors and patients regarding the date and time of their appointment. If SMS is not possible, at least an updated list on the morning of the OPD day should be mailed to the concerned doctor, regarding the details of his/her appointed patients and all doctors to be instructed and put into the habit of viewing their official Mails regularly and to reach in time for the appointment.
8. As already mentioned in SOPs but not followed here, I suggest the Help Desk assistant to prepare a missed call report and ensure the same are called back within 1-2 hours, to minimise business losses. The same should be reviewed by Unit Head.
9. Fulfilling the requirement of high-seated patient waiting chairs so as to satisfy and cater the elderly population.

Marketing Strategies to promote FMC

Brand Promotion through low cost Marketing Strategies

Objective: To promote FMC as a baby brand of Fortis Hospital Mohali and to prepare and organized low cost strategies like organizing Health Talk events/ Interactive sessions and camps at various schools, colleges, Associations and Corporates by doctors of various specialties at FHM/FMC.

Methodolgy:

- Liasoning with Heads or incharge/coordinators at various schools/colleges/associations and corporate , proposing the promotional Health talk and offering promotional services to the participating audiences keeping in mind the target audience and their area of interest.
- Planning and executing arrangements,
- Preparing presentations for the concerning doctors, Introducing Brand name and fame, services and at times giving presentations.
- Arrangement of gifts, coordinating with companies sponsoring gift hampers, packing and distribution to the target audience.

Learnings: How to coordinate, plan and execute promotional events.

Targeting the audience keeping in view the occasions.(e.g. Mothers' Day, Topics of concerns pertaining to senior citizens, white collared workers antiageing, gynaecological problems, lifestyle disorders , etc)

Following events/camps were organised in various schools/colleges/corporate/associations:

- Health Talk session for senior citizens on 24th April 2015, by Dr. Anil Abrol, Consultant, Rheumatology, Fortis Hospital Mohali and Fortis MEDCENTRE Chandigarh.(no. of participants- 80)
- Health Talk session for staff of Dainik Bhaskar Newspaper on 25th April 2015 on Lifestyle Disorders, by Dr. Rajat Sharma, Director, Heart Rhythm Pacing & electrical Physiologist, FHM & FMC and myself. (No. of participants- 30)
- Interactive Session for members of Green Park Welfare & Association on 1st May 2015, by Dr. Anil Abrol. FMC has started this customary every first Friday of month ritual followed by Tambola session for the members. (No. of participants- 70)
- Mother's Day Special Health talk on Anti-Ageing for mothers and teachers of toddlers of Small Wonder School, Mohali on 9th May 2015 by Dr. A.B. Prabhu, Consultant, Cosmetic & Reconstructive Surgery, FHM & FMC and Dr. Jatin Sharma, Consultant, Dermatology & Lasers, FMC. (No. of participants-200)
- Interactive session for staff members of Post Graduate Government College-11 on 14th May 2015 by Dr.A.B. Prabhu & Dr. Jatin Sharma. (No. of participants- 30)
- Interactive session for staff members of Bhavan Vidyalaya, Junior Wing, Chnadigarh on 16th May 2015 by Dr. Sonil Prabhakar, Consultant, Obstetrics and Gynaecology, FMC and Dr. Prabhu. (No. of participants- 30)
- Health talk session on Gyane problems for female staff at Ashiana Public School, two branches on two days- 21st May 2015 & 25th May 2015 by Dr. Sonil Prabhakar and Dt. Megha, Clinical Nutritionist & Dietician. (No. of participants-90)
- Interactive session on Skin and Hair Care for staff members of Guru Nanak Public School, Chandigarh on 27th May 2015 by Dr. A.B. Prabhu & Dr. Jatin Sharma. ((No. of participants- 70)
- Free Health Check Camp was organised at Blue Bird High School, Panchkula, where Dr. Sonil Prabhakar, Gyaecologist and Dr. Rajdeep singh, Consultant, Internal Medicine & Gastroenterology performed consultations to the staff members as well as free ECG, Random Blood Glucose Test were performed. (No. of participants- 50)
- Health talk on Bones and Joint disorders for Employees of Gilard Electronics, Mohali on 5th June 2015, by Dr. Anil Abrol. (No. of participants- 50)





HEALTH PACKAGE ANALYSIS

Objective:

To assess the profit percentage of the existing health packages with the following corporate tie-ups:

Taj Hotels

Punjab National Bank

Methodology:

The existing price list was measured with the Cost to Company.

Profit percentage was taken out.

Calculations:

$$\frac{\text{Existing Price} - \text{Cost to Company}}{\text{Cost to Company}} \times 100$$

Out of the four packages calculated, three were at profit margin except for one which was at a loss margin of -27.46%

Inference:

As per the calculations, Taj Pre-employment Package should be discontinued as it is running in losses.

Data Analysis for Health Checkup of DSM Ropar

Objective:

To assess the reports of Health Checkup of 536 employees and prepare an Annual Health Report.

Scope of Study:

- To assess the health of employees at DSM Ropar.
- To provide an outlay of various health parameters to the employers.
- To encourage regular preventive health checks to keep in tune with body and mind.
- To create awareness regarding high and low values of various levels and their repercussions on body.

Methodology:

Sample Size: 536

Sample selection: The employees who underwent health check-up at Fortis MEDCENTRE.

Method- Levels of the following parameters were calculated in number of employees and graphical representation of the same was compiled and sent to DSM Ropar for review:

- Anemia
- TLC
- Various abnormal Leucocyte count
- High Lipid Profile
- Urinalysis
- Liver Profile
- Renal profile
- Blood Glucose Levels

Inference:

- No. of anemic patients was 42
- Patients with high TLC/Low TLC: 28/8
- High cholesterol levels: 116
- High Triglyceride Levels: 219
- High VLDL: 202
- High LDL: 139

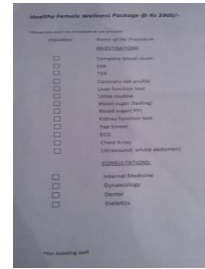
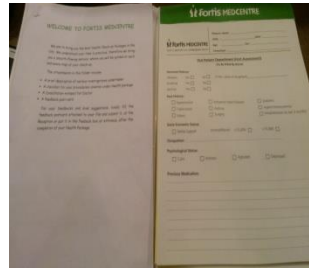
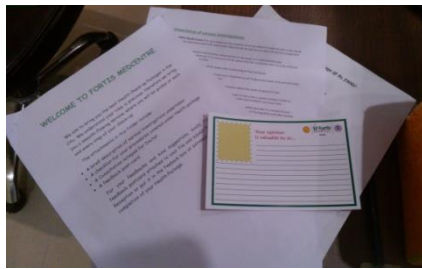
- High SGOT/SGPT Levels: 139
- High Blood Glucose Level: 136

Hence there is a need to look into the healthcare needs of the employee and encourage them to adopt healthy lifestyle for disease free life.

Other Activities undertaken:

1. Designing Health Package Check list Kit.

- The Kit comprises of one Welcome note to the client along with instructions that need to be followed.
- A check list for services undertaken.
- A feedback postcard to be filled after completion of package.

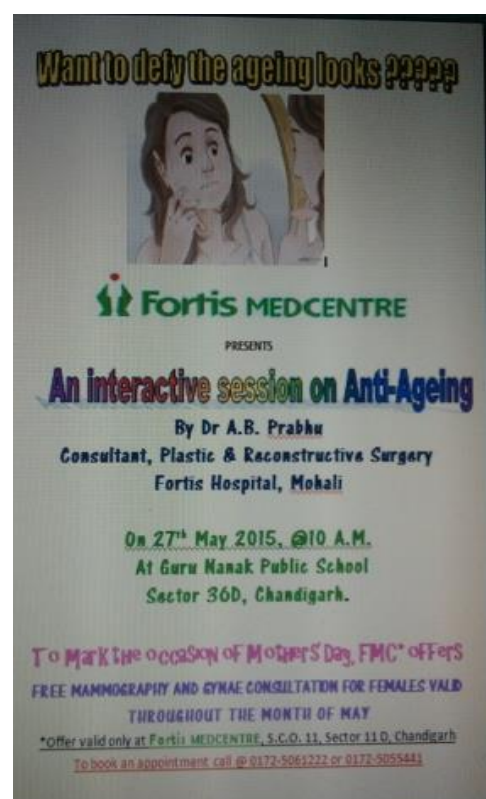


2. **Feedback Bulletin Boards**

To put up the feedback postcards written by patients.



3. IEC Material for FMC/Event



4. **Orientation session on patient care & satisfaction for Nursing staff at Fortis MEDCENTRE.**



5. **Preparing annual/Monthly Reviews from data provided**
6. **Compilation of material for FMC website: presentation, pictures, doctors' profile.**

REFERENCES:

Interaction with Supporting Staff and Nursing Staff

Interaction with Head of various Departments

Fortishealthcare.com

Fortislife.com

S. No	Name of the Department	Date(s) of Visit	Interacted with (Name and Designation)
1.	Purchase and Supply	6 th April 2015	Mr. Ashok , Head,
2.	IT Department	6 th April 2015	Mr. A.P. Singh, Head
3.	O.P.D	6 th April/2 nd May/30 th May/1 st June 2015	Ms. Ajaninder Kaur, Incharge/ Ms. Manmeet/ Ms. Kamal (Patient Welfare Officer)
4.	Clinic rejuvene	6 th April 2015	Ms. Rajini Pathak, Incharge
5.	O.P.D	6 th April 2015	Sister Poonam, Nursing Staff
6.	Pharmacy:IP	6 th April 2015	Mr, Rajinder Katyal, Head & Incharge IPC
7.	Infection Control	6 th April 2015	Dr. Anita, Incharge
8.	IPD	2 nd May 2015/1 st June 2015	Mr. Sushil Kumar, Incharge Taranpreet, Bed manager
9.	Blood Bank	30 th May 2015	Dr.Gopal
10.	Pharmacy: OP	5 th June 2015	-
11.	Manifold Room	2 nd May 2015	-
12.	Cancer institute	2 nd May 2015	Staff Nurse
13.	Quality Assurance	30 th May 2015	Dr. Sonu Malhotra, Incharge
14.	Marketing	30 th May 2015	Ms. Rupinder Kaur, Associate GM, FMC
15.	Housekeeping	30 th May 2015	Mr. Rajesh Kumar, Incharge Mr. Abhijeet, Supervisor
16.	HR	1 st June 2015	Ms. Kanwal Sandhu
17.	Diagnostics	30 th May 2015/ 1 st June 2015	Dr. Rahat, Incharge/ Asha & Gurdeep(Technician)
18.	FMC functioning	Throughout training period	Ms. Rupinder Kaur, Incharge/ Dr. Khushboo/Preeti Malhotra-PCS/ Sister Anju/nursing staff/ housekeeping staff/Doctors/FOAs/Technicians

