

**Summer Training at
Sakra World Hospital, Bangalore
(April - June, 2013)**

**REPORT ON BRANDING STRATEGIES FOR SAKRA
WORLD HOSPITAL AND ITS IMPLEMENTATION PLAN**

**By
Kartika Garg**

**Under the guidance of
Dr. Goutam Sadhu**

**Post Graduate Diploma in Hospital and Health Management
2012-2014**



**Institute of Health Management Research,
Jaipur
2013**

**INSTITUTE OF HEALTH
MANAGEMENT RESEARCH**

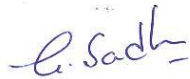
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CERTIFICATE

This is to certify that Dr Kartika Garg, student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from Institute of Health Management and Research, Jaipur has undergone Summer training in Sakra World Hospital, Bangalore, from April 8th to June 8th, 2013.

The candidate has successfully carried out the project assigned to her during summer training and her approach to the project has been sincere, scientific and analytical.

I wish him success in all her future endeavor.



Dr Goutam Sadhu

Faculty and Mentor

IIHMR, Jaipur



Dr. Ashok Kaushik

Dean, Academics and Student affairs

IIHMR, Jaipur



Date: 08/06/2013

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr.Kartika Garg, student of PGDHM-17, Indian Institute of Health Management & Research, Jaipur has successfully underwent her summer internship from our hospital from 8th April to 8th June, 2013.During her internship, She was found to be sincere, dedicated and hardworking. She has shown a great passion towards learning.

I wish her a successful career ahead.

Yours Sincerely,

For Takshasila Hospitals Operating Private Limited.

S.V.Kiran

Vice President - Human Resources & Operations

A Kirloskar + Toyota Tsusho + Secom Hospitals Japan venture

Sakra World Hospital : (A unit of Takshasila Hospitals Operating Private Limited)

Sy. No. 52/2 & 52/3, Deverabeesanahalli, Varthur Hobli, Bangalore 560 103

(Opposite Intel, Outer Ring Road, Marathahalli)

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Acknowledgement

Any accomplishment requires the effort of many people and this work is no different. It has been my proud privilege to be attached to Sakra World Hospital a joint venture of Toyota, Secom and Kirloskars.

I take this opportunity to express my profound gratitude and deep regards to Mr S V Kiran (Vice President, Human Resources) for giving me a opportunity to work with the organization. I also express my profound gratitude and deep regards to my mentor Mrs Pragya Aagiwal (Assistant Manager, Human Resources) and Mr. Abhinandan Dastanavar (Manager, Marketing) for their exemplary guidance, monitoring and constant encouragement throughout the internship. The blessing, help and guidance given by them time to time shall carry me a long way in the journey of life on which I am about to embark.

I am obliged to staff members of Sakra World Hospital for the valuable information provided by them in their respective fields. I am grateful for their cooperation during the period of my assignment.

I am deeply grateful to Dr. S.D Gupta (Director IHMR) and Dr.(Col.)Ashok Kaushik (Dean, Academic and students affairs) and finally my mentor Dr Goutam Sadhu (Dean, Rural Management) for his guidance and timely monitoring my work, because of which I am able to perform my task so well.

Lastly, I thank almighty, my parents, brother, sisters and friends for their constant encouragement without which this assignment would not be possible.

Dr Kartika Garg

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Acronyms/Abbreviations

- Sq Mtrs – Square meters
- Sq Ft – Square Feet
- HR – Human Resource

Company's Profile

The hospital of joint venture between Kirloskar, Secom & Toyota Tsusho of Japan is SAKRA WORLD HOSPITAL. Promoter Groups carry a reputation from 127 years; the group carries experience from Secom Hospitals, Japan. Sakra world hospital is an upcoming 300 bedded multi super speciality hospital in Bangalore. Land Area for the hospital is 11008 Sq.Mtrs or 118446 Sq.Ft. Built up area for the hospital is 40208 Sq.Mtrs or 432638 Sq.Ft. Building Height is 24.3 Mtrs and the Land Areas is 2.79 Acres. Hospital has a helipad on the top. Major expertise of the hospital are in the field of orthopedics, neurosciences, trauma care and cardiology.

Hospital has state of art infrastructure with specialized Operation Theatres (OT) which are equipped for very advance surgical procedures. The hybrid OT and the Minimal Invasive Surgery OT will revolutionize patient care by reducing surgical time and body cuts to a minimum. Faster and sophisticated Imaging equipment with advanced PACS system and fully automated diagnostic machines will radically reduce time of diagnosis and starting the treatment. A completely equipped Trauma unit & Mobile ICU are focused to provide high end and prompt service to the accident cases.

Keeping affordability in mind, the inpatient rooms are designed as per Japanese architecture. These rooms are equipped with comfortable automated beds and infection control measures. The IP TVs will provide all the entertainment with information exclusive to the patient.

MISSION:

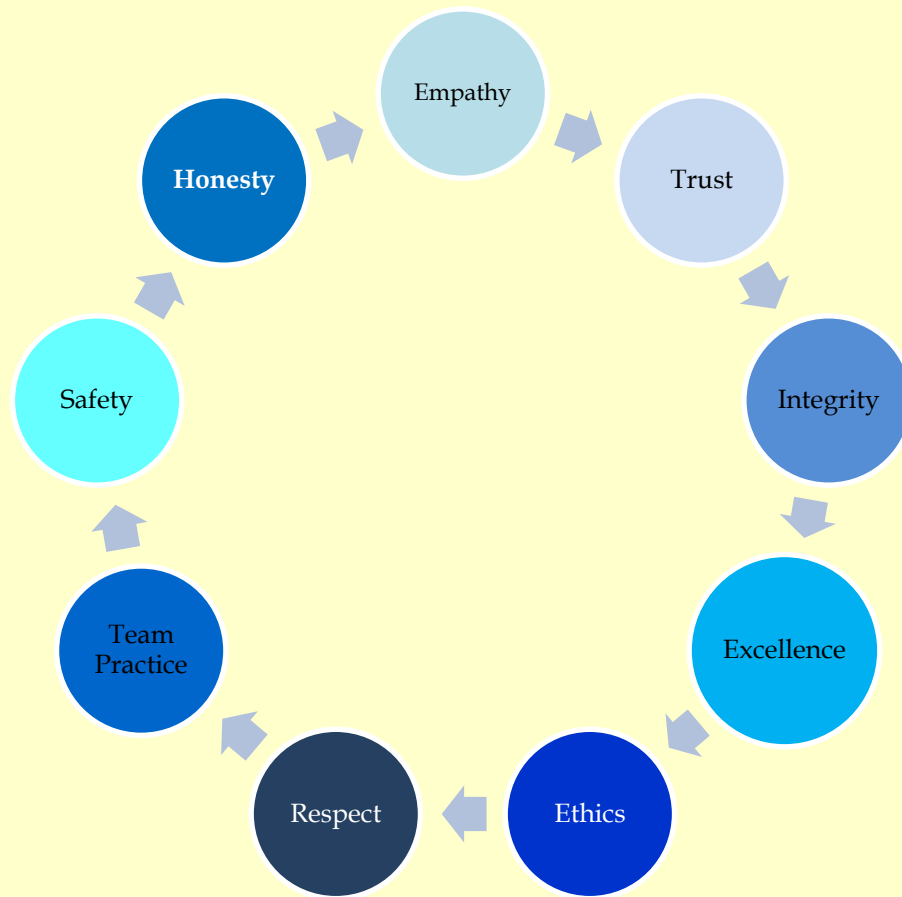
To provide high quality medical care to India's large and growing middle and upper middle class, with Neuro & Ortho ailments at affordable prices.

Caring beyond the treatment to include complete after-care.

VISION:

We commit to Medical care that enhances the Value of Human Life.

CORE VALUES:



- ❖ **Integrity:** To do what is right.
- ❖ **Honesty:** To be true to the task for the best outcome.
- ❖ **Empathy:** To be sensitive to the patient's need for care and prompt attention to our employees motivation and respect.
- ❖ **Safety:** To protect and safeguard our patients from any harm and infection. Maintain the highest safety standards for a safe workplace for all.
- ❖ **Team Practice:** Integrate medical & non-clinical functions. To enable both to work as a team. To deliver the best solution and care to all patients.
- ❖ **Trust:** To create institution patients can trust. (Patients must believe that the medical solution and treatment offered is genuinely required and best suited to their case), In an ethical and reliable manner.

❖ **Respect:** To institutionalise Respect, to families and colleagues.

Respect for the patient & families.

Respect within the team members, across hierarchy.

Respect vendors and partners equally.

❖ **Excellence:** Genuine Commitment to deliver the highest standard of surgery, post care, diagnosis & treatment with the most convenient and caring experience; using experienced and skilled personnel, processes that drive excellence, appropriate technology, best practices, collaborative effort and training & development.

❖ **Ethics:** Ethical conduct of all Business & Clinical Practices. Not just meeting compliances, but exceeding them.

LOGO:

The brand and logo of Sakra World Hospital has derived from the word **Sacrum** which is the tail bone of the vertebral column & **Sakura**, flowering Cherry, National flower of Japan. The logo is in the shape of **cross** which is a symbol of many facets. It is a positive sign and sign of hope and recovery. It indicates that disparate paths and avenues can converge for the purpose of harmonious function. The Logo has 4 petals conjoined at the stem; the flower metaphor lends certain softness to the brand. A hospital brand also has essential qualities of care, nurturing and empathy. Hence the logo represents a coming together of strength and energies. The colours of the logo are **coral, mauve, orchid blue & teal** which symbolizes the amalgamation of Healing, calming and relaxing process. Each of the colours has a meaning to it.



➤ **Coral** – Heals grief and sadness, restores youthfulness, Brings you in contact, connects you with your feelings.

- **Mauve** – Slows down an over active heart, stimulates the immunity, soothes mental and emotional stress, Soothes mental and emotional stress, decreases sensitivity to pain, helps in detoxification
- **Orchid Blue** – Represents elemental water and elemental air.
- **Teal** - Increases intuition and sensitivity while dissipating any sensation of stress.

Hospital Plan

This hospital has a unique **‘H’ Shaped** design, inspired by Japanese hospitals. It allows:

- Free movement for patients
- Avoids un-easy turns and intersections
- Easy access to the central lifts
- Windows for all patient rooms.

Keeping privacy, infection control and affordability in mind, the in-patient rooms are customized without compromising on services. Room designs are flexible, to allow single rooms to be converted into twin rooms. This accommodates high demand for the twin category.

The Hospital has Isolation rooms in each ICU to provide extra care to patients with infection. Bedside facilities, such as oxygen supply, are kept after mapping even the future requirements, flexibility and minimum movement possible for the treating doctors and nurses.

Hospital has 10 floors divided in 4 wings (A, B, C and D)

- Lower Basement
- Upper Basement
- Ground Floor
- 1st Floor
- 2nd Floor
- 3rd Floor
- 4th Floor

- 5th Floor
- Auditorium Floor
- Mezzanine Floor

LOCATION:

- Located in Devarabeesanahalli surrounded by SEZ & IT Co
- Around 45 km from Airport, around 12 km from Railway station
- No Established Healthcare units in the location
- **SAKRA WORLD HOSPITAL**, 52/2 & 52/3, Devarabeesanahalli, Varthur Hobli, Opposite Intel, Outer ring road, Marathahalli, Bangalore – 560 103.



Project 1

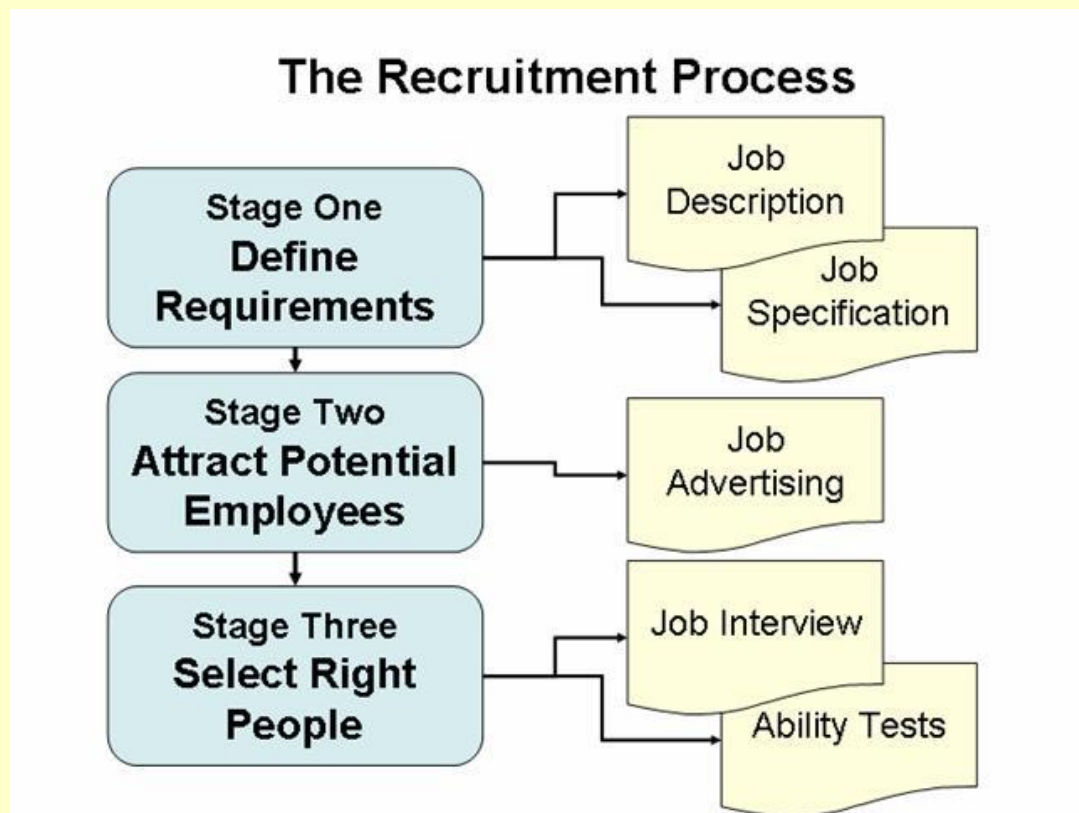
Recruitment and Selection Process in Sakra World Hospital

Recruitment & Selection

“Hiring the right people for the right position at right time”

Recruitment is a process which aims to attract suitably qualified candidates for a job from which it is possible to select a competent person.

Selection is the application of techniques with the aim of selecting and appointing a competent person.



Objectives

The main objectives for undertaking this project are –

- ✓ To understand the internal recruitment process in organization.
- ✓ To develop practical knowledge with theoretical aspects.
- ✓ To identify the probable area of improvement to make recruitment and selection process more effective.
- ✓ To give suitable recommendation to streamline the hiring process.

Methodology

Source of Information:

- 1. Primary:** The primary information collected through observation, discussion with team members and by participation in the recruitment and selection process.
- 2. Secondary:** The secondary information collected from website, Magazine, Memorandum, Journals, books and some other relevant sources.

Both primary and secondary data sources will be used to generate this report.

Scope of the Study

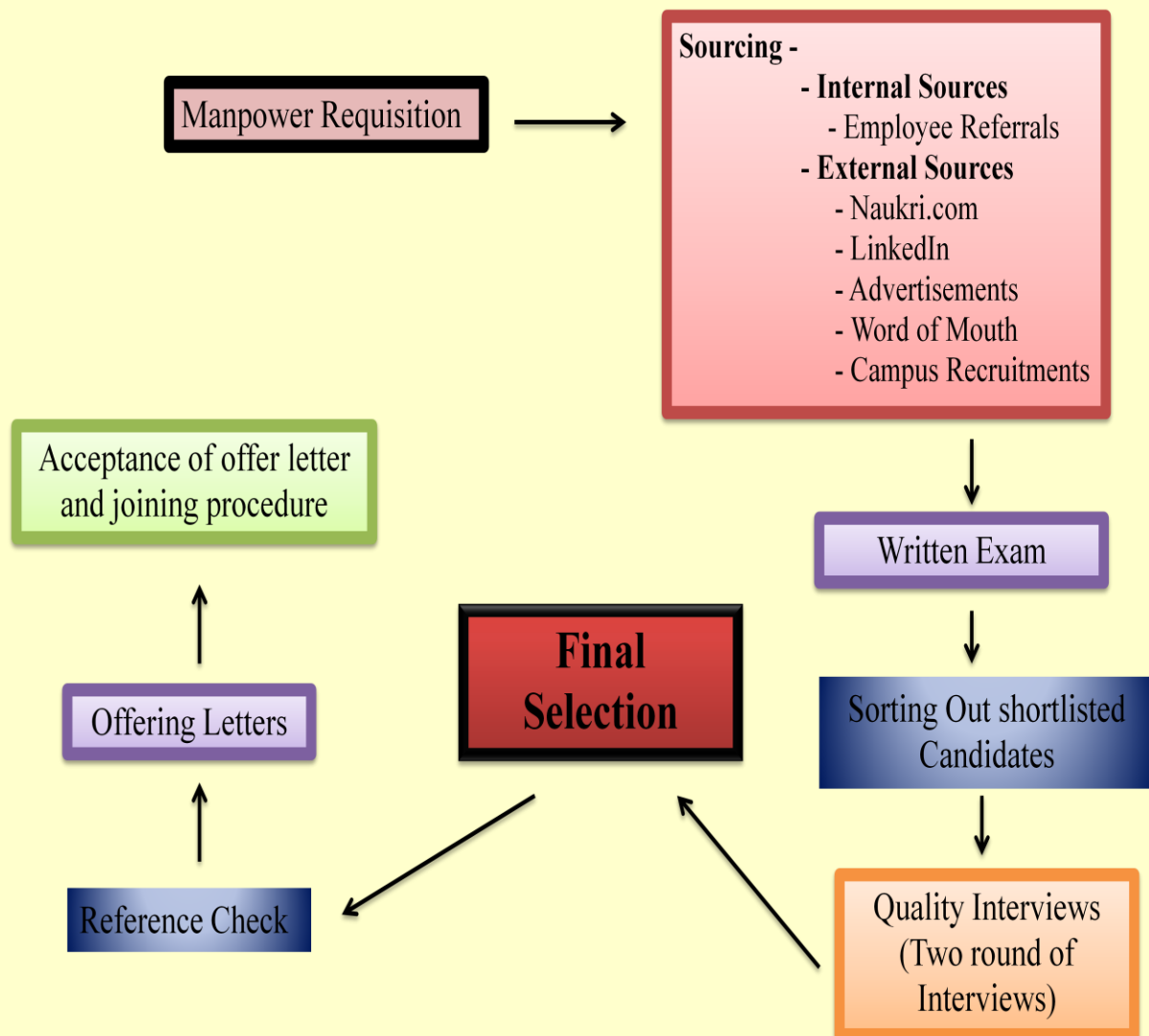
The report deals with the recruitment and selection process in terms of theoretical point of view and the practical use. The study will allow learning about the recruitment and selection issues, importance, modern techniques and models used to make it more efficient.. Moreover the study will help to differentiate between the practice and the theories that direct to realize how the organization can improve their recruitment and selection process.

Type of Study – Descriptive Study

Recruitment and Selection Process of Nurses

At Sakra world Hospital

The Process of recruitment and selection of nurses at Sakra world hospital consist of number of sequential steps. The following picture can show the process very clearly:



- 1) **Manpower Requisition** – Based on International Guidelines nurse to bed ratio is

NURSE: BED

WARDS 1: 5

ICU (Ventilator) 1: 1

ICU (Non Ventilator) 1: 2

Department	Total No
Nursing Superintendent	1
Nursing Administration	2
Nursing Supervisor	2
Blood bank	1
Radiology	5
Executive Health checkup	5
Trauma ICU	9
Emergency	6
Resuscitation	4
Triage	4
Trauma OT	7
OPD Diagnostics	8
OPD	11
Cath Lab	7
ICU- Cardiac Care Unit	10
Endoscopy	8
Infection Control	2
Nephrology	7
Operation Theatre	18
Day Care	6
ICU-CTVS-RR	7
ICU-PED-CTVS	6
ICU -Neuro	10
Pre-Post OP	4
Ward	55
Obs & Gynae	15
MICU	7
Training	3
Total	230

Job Description – (Refer annexure)

2) Sourcing - First and foremost step of recruitment is collecting CVs from sources. There are two sources of recruitment:

- 1) Internal source (within the organization)
- 2) The external job market.

a. Internal Source –

- **Employees Referrals** is a method used by organizations to identify potential candidates from their existing employees' social networks. An employee referral scheme encourages a company's existing employees to select and recruit the suitable candidates from their social networks.

b. External Sources –

- **Internet** – Naukri.com and LinkedIn are some of the sources used by Sakra to sort out the profiles of candidates.
- **Advertisement** is a well known and worldwide accepted source of recruitment. Sakra also have a career website from where applicants can forward their CV to the organization. When the job requirement is matched with the applicant's CV then HR select these applications for recruitment.
- **Word of Mouth** – Sakra welcomes the walk in candidates for recruitment and selection process.
- **Campus Recruitments** – Campus recruitments are the easy way of placing fresher's into the company's work culture. Sakra recruits employees from college campus as interns and then offer them positions within the organization.

Credentialing - Application and interview assessment forms are designed by the organization for the further process to take place. Credentialing is done by checking their complete set of documents. (Refer annexure for application form.)

Written test

- Written test is done to judge the knowledge of the candidate about the subject.
 - Two set of question papers are designed by the nursing superintendent.
 - Set A – Candidates with **less** than 4 years of experience
 - Set B – Candidates with **more** than 4 years of experience.

(Refer annexure for question papers)

- **Short listing of Candidates** – is done based on the marks they score, minimum criteria for getting shortlisted is 60% i.e.,
 - SET A: Above 12 marks out of 20
 - SET B: Above 14 marks out of 25
- **Quality Interviews** –
 - **Nursing Superintendent** - Competency based structured interview is conducted. The standard Interview Assessment Form along with probing questions is supplied by HR Department. Position specific structured interview is done where in the necessary Probing Questions are asked. Practical Situation of cases is given to analyze their situation handling and knowledge about the procedure to be performed for the same is checked.
 - **Vice president (HR)** - In this interview candidate's attitude, behaviour and ability to perform the task is evaluated. Interviewer also tests the intelligence and smartness of the candidate.
- **Final selection** - Like the requisition for appointing candidate the approval of MD is needed for which HR sends the list of selected candidates for respective positions to MD for approval.
- **Reference Checks** - When a candidate is selected for the job, his or her given reference has been checked by HR. Reference check may be conducted by HR Department upon acceptance of offer. Subject to satisfactory response joining will be accepted.

➤ **Rolling of offer Letter**

- At last after the reference checks, the offer letter for the candidate has been issued. This time HR discuss about few things like:
 - ☐ Terms and condition of company
 - ☐ Salary and benefit
 - ☐ Joining

- **Acceptance of Offer Letter**

If the candidate agrees on company's rules, regulations, policies, their offered designation and salary, they are issued a offer letter and asked to report on the date of joining for further process.

Challenges to effective selection

The main objective of selection process is to hire people having competence and commitment towards the given job profile. But due to some reason the main purpose of effectively selecting candidates is defeated. These reasons are:

1: **Perception or the Halo effect:** Many a times the interviewer selects a candidate according to the perception he has or he made up while talking or looking at the individual. This way he does not see through the caliber or the efficiency of the individual and many times it leads to the selection of the wrong candidates.

2: **Fairness:** During the selection process the interviewer does not select the individual on the basis of his knowledge and hence the right type of the candidates is not selected.

3: **Pressure:** The people from the HR department and also have a lot of pressure from the top management and from other top class people for selecting the candidates they want. This ways the purpose of effective selection process of effective selection process is defeated as they have to select that individual whether or not he is capable of the job.

Recommendations –

- Time management is very essential and it should not be ignored at any level of the process..
- The recruitment and selection procedure should not be lengthy.
- The candidates called for interview should be allotted timings and it should not overlap with each other.
- During final round of interview head of department should be made the part of panel to finalize the designation of the candidates selected.
- If possible only one round of interview should be scheduled paneling nursing superintendent, Vice president (HR & Operations) and Director of the organization.

Conclusion –

People are company's most important assets. They can make or break the fortunes of business. In today's highly competitive business environment placing the right people in right position is very critical for the success of the organization.

The recruitment and selection decision is of prime importance as it is the vehicle for obtaining the best possible person-to-job fit that will, contribute significantly towards company's effectiveness. It is also becoming increasingly important, as the company evolves and changes, that new recruits show willingness to learn, adapt and built ability to work as a part of team.

This present the summary of the study done in relation to the Recruitment and Selection in Sakra World Hospital. The conclusion drawn is that the recruitment process is properly established and implemented. Selection process is good but it should be modified according to the candidate's prospect keeping the time restrictions in mind so that main objective of selecting the good candidate could be achieved.

Project 2

Branding Strategies for Sakra World Hospital and its Implementation Plan

“Brand is about having a unique name that identifies a product or service: its also about creating a sense of trust”

- The brand is the emotional and psychological relationship you have with your customers
- Strong brands elicit thoughts and emotions from customers.
- In this competitive health care industry, the impact of hospital brand image on the attitudes and behaviours of patients towards hospitals has become an important issue.
- Positive hospital brand image not only increases patient loyalty directly, but it also improves patient satisfaction through the enhancing of perceived service quality, which in turn increases the re-visit intention of patients.

Objectives

- To Segmentize the market based on common medical conditions in different age groups.
- To formulate strategies for branding the Hospital.
- To suggest some recommendations for creating positive hospital brand image.

Purpose

- A brand is intended to create and foster relationships, and can forge long-term emotional bonds with patients and other stakeholders. Brand can also simplify decision making, represent an assurance of quality, and offer a relevant, different, and credible choice among competing offerings.
- As the hospital is in implementation phase, it need to create its brand image by launching promotional offers which benefits the hospital as :
 - Recognition

- Create Trust
 - Familiarity
 - Distribution of services
- To reach different target audiences, market segmentation is to done with related launch offers for promotion and branding of hospital.

Methodology & Recommendations

Market Segmentation

<u>CATEGORY</u>	<u>Age(In Years)</u>
<u>Children</u>	<u>4- 16 years</u>
<u>Working (Men & Women)</u>	<u>20 – 40 years</u>
<u>Non Working (women)</u>	<u>25 – 45 years</u>
<u>Old</u>	<u>Above 45 years</u>

Children (4 – 16 years)

AGE	4 – 8 Years	8 – 12 years	12 – 16 years
Major Problems	Dental, Ophthalmic	Dental, Ophthalmic, pre- pubertal signs	Dental, Ophthalmic, pubertal signs, Menstrual problems(girls)

Promotional Offers

- 4 – 16 years – school going children
- Hospital can have tie – ups with certain number of schools for regular checkups i.e.
 - Dental
 - Ophthalmic (eye sight)
 - Workshops for pubertal problems (menstrual)
- Hospital can give concession up to 25% on first 2 visits to the school children whosoever brings the same prescription with them.
- Hospital can conduct workshops for parents on diet and proper postures for children on the parent teacher meeting days

Banner designed for school check up camps



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Working Group (20 – 40 years)

- Men

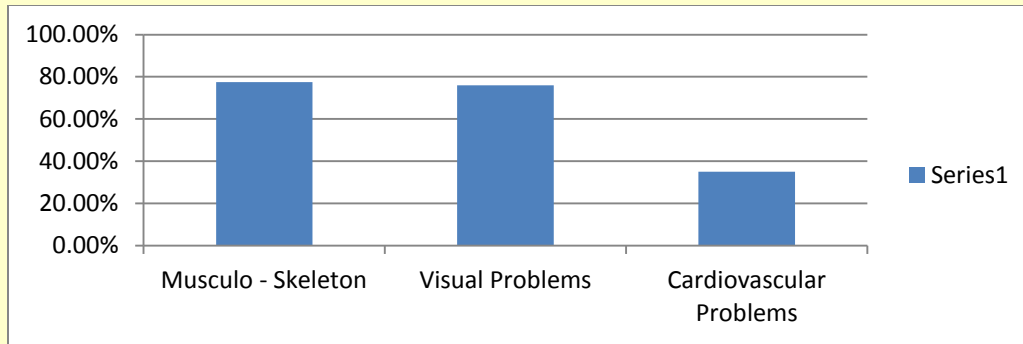
- Women

- In India, 3 Cities are the Hub of Information Technology (IT) i.e. Bangalore, Pune and Chennai.
- So the target area in this age group is IT Companies and BPO Sector as 70 % of people are working in Technology Sector.
- IT professionals spend massive amounts of time in front of the computer screen for monitoring networks, configuring applications, and managing technology projects.
- Over time, extended periods at the computer take a toll on their health leading to long term health hazards. So finally it is:

“Soft Industry with Hard Knocks”

Literature Review

- A study was done among 200 IT professionals in the NCR to evaluate the computer related health problems and role of ergonomic factors. The result revealed
- 93% People were suffering from Computer related Morbidity i.e.
 - 77.50% musculo - skeleton
 - 76% Visual Problems
 - 35% Cardiovascular Problems

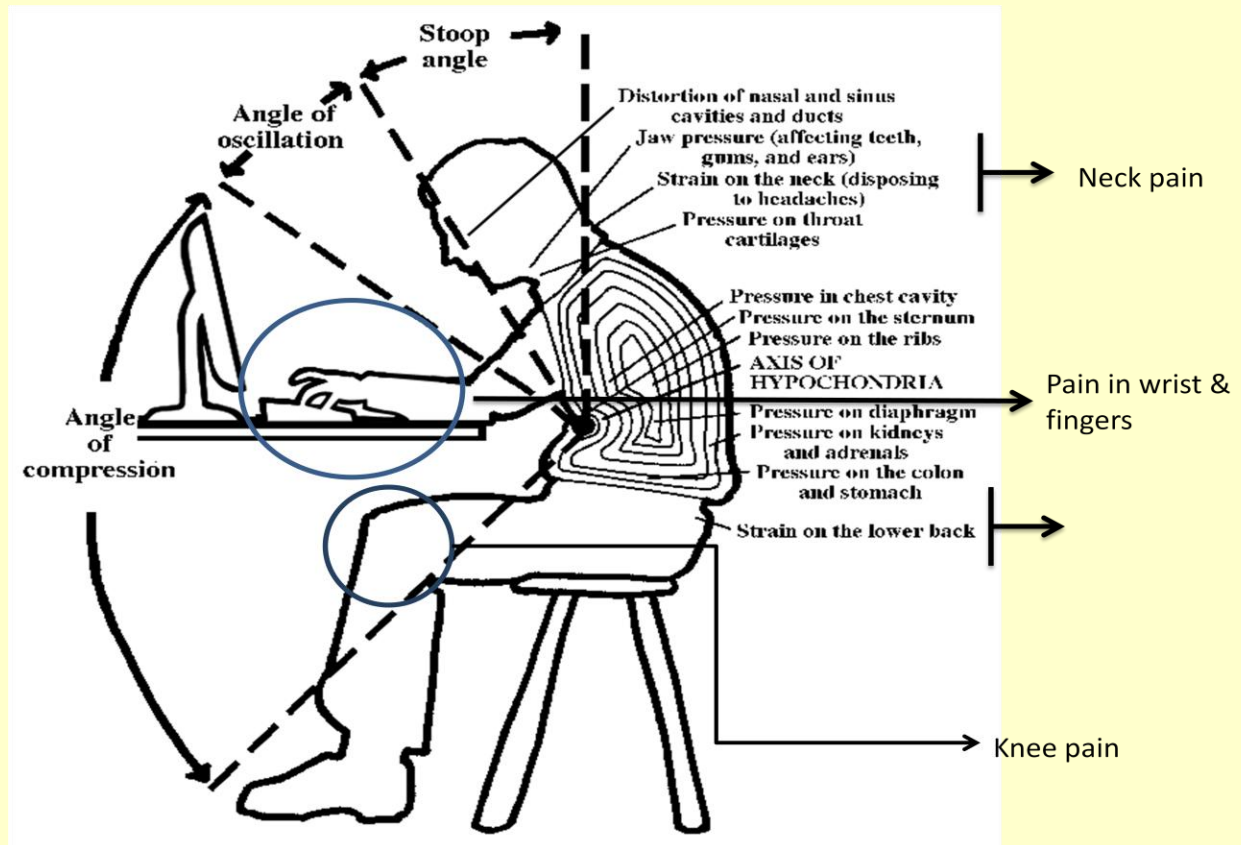


Major Problems , Reasons and their precautions

1) **93% Computer related Morbidity** – Leads to 77.50% musculo - skeleton problems due to posture while sitting on computer i.e. -

- Lower back pain
- Cervical Spondylitis (Neck pain due to stiffness in muscles)
- Carpel Tunnel Syndrome (Pain in wrist & fingers due to excessive use of keyboard.)
- Knee pain (constant pressure on knees while sitting)





Correct Postures to sit on computer

2) 76% Visual Problems

- Eye strain, dark circles and redness
- Computer Vision Syndrome or Dry Eye Syndrome - The eyes are red, itchy and constantly irritating. The simple reason is the screen, its radiation and resolution

3) 35% Cardiovascular Problems

Literature Review –

According to NPR, a 2010 study revealed that the men with more than 23 hr./week of sedentary lifestyle were 64% greater risks of dying from cardiac arrest as compared to those who with less than 11 hr./week. Compared to men, women's onset of heart disease (CHD) is delayed about 10 years due to the presence of estrogen prior to menopause. For IT guys, this is alarming.

- The main reason is Hypertension & Increase in Cholesterol levels which occur due to –
 - Sedentary Lifestyle (smoking & drinking)
 - Improper food timings
 - Junk food
 - Obesity
 - lack of sleep/Insomnia (Disturbed Biological Clock)
 - lack of motion and exercise , leading to poor blood circulation resulting in formation of internal blood clots.

Promotional Offers

- **Corporate Tie ups** - Tie ups with certain companies for health checkups and diagnostic facilities.
- **Awareness Campaigns** - campaigns regarding posture demonstrations for making people aware of the consequences of wrong posture while working on computer with the help of posters and physicians.
- Provide knowledge about some exercises which can be performed while sitting on computer.
- Suggest them to use anti glare lenses / eyeglasses and hydrate their eyes with lubricants after every 3 – 5 hours.
- **Contests** with appreciation prizes are a good way to create awareness as they :
 - Engage Audience
 - Are a Rich Source of Data
 - Promotes communication with the community
 - Foster customer interaction

Contests such as questionnaire about health problems along with their personal experiences will lead to customer awareness and promotion of hospital services.

- **Discount Coupons** - discount coupons as a package i.e.
 - Free diet and orthopedic counseling on certain days of a week.
 - 50 % discount on Orthopedic diagnosis recommended by recommended by doctors from 8pm to 12pm on Sundays.
 - Free two physiotherapy sessions if recommended.

Discount Coupons



Diagnostic Sundays

A special discount for SOFTWARE people

Coupon No – 00 ____



- **Free** diet & orthopedic counseling.
- **50%** discount on diagnosis.
- **Free** 2 physiotherapy sessions.

"Take a pause to fight back the Cause"

Terms & Conditions



- Coupon is valid till one month from date of issue.
- Free diet and orthopedic counseling on Friday & Saturday.
- 50 % discount on Orthopedic diagnosis recommended by doctors from 8pm to 12pm on Sundays.
- Free two physiotherapy sessions if recommended.

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Weekly Mails – Weekly mails containing health problems, their precautions and health tips should be sent to patients.

It improves –

- relationship with patient
- patient gets to know the services being provided by the hospital in detail.
- recent case studies should be sent to show the success for surgeries to built up the confidence between patients.

Blood donation camps - Promoting hospital services with social cause.

- Spreading Awareness for benefits of donating blood and making a difference to their lives with a feel of helping someone.
- Benefits – Health checkup before donation
 - Lower iron levels
 - Reduces cancer risk
 - Reduces heart attack risk
 - Replenish Blood

Blood Donation Banner

The banner is divided into two main sections. The left section has a red background with white text and a graphic of two hands shaking. The right section has a white background with red and black text and graphics. At the top left of the right section, it says 'Smile and Give' and 'Someone will Smile and Live'. Below this is a graphic of a blood bag connected to a heart by a line that looks like an ECG. The heart is red and has a single drop of blood falling from it. To the right of the heart is the Sakra World Hospital logo, which consists of a stylized 'S' made of four colored shapes (purple, blue, green, red) and the text 'SAKRA WORLD HOSPITAL' and 'MOST HOSPITAL'. Below the heart, it says 'DONATE BLOOD' in large, bold, black letters. At the bottom of the banner, there is a line of small text: '52/2 & 52/3, Devarabeesanahalli, Varthur Hobli, Bangalore 560103 E. info@sakraworldhospital.com T: 0806764000'.

Hold hands with
Sakra on
Date :
Time:
Venue:

And Do GOOD TO
SOCIETY

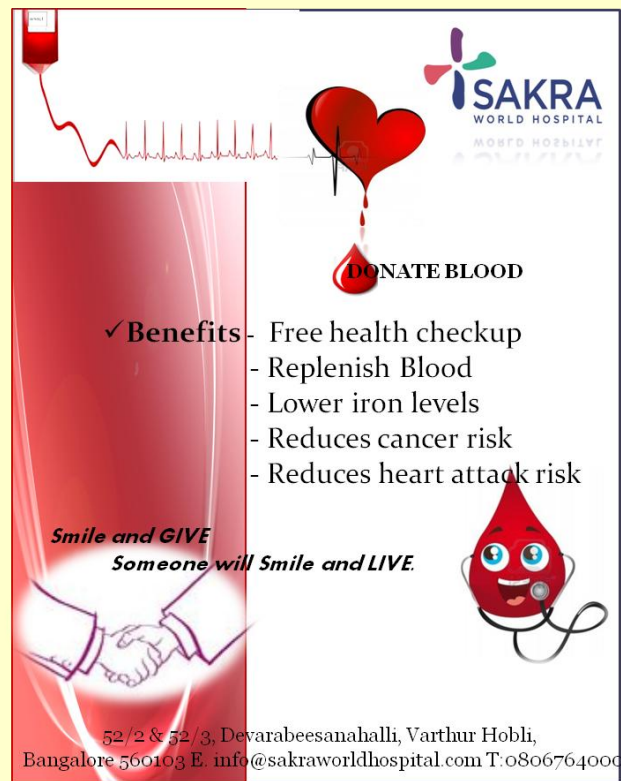
*Smile and Give
Someone will Smile and Live'*

SAKRA
WORLD HOSPITAL
MOST HOSPITAL

DONATE BLOOD

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Blood donation Flyers



ART CONTEST

- ART is the best way to share ideas, expressions and communicate emotions and values.
- Promoting Hospital with a art contest between ARTISTS on a theme regarding HEALTH, such as

‘WORKING TOGETHER FOR HEALTH’

‘SHAPE THE FUTURE WITH HEALTHY LIFE’

- Art contest for CHILDREN on themes like –
‘HEALTHY BODY, HEALTHY MIND’
‘HOW DO I STAY HEALTHY’
- Followed by appreciation prizes for 1st and 2nd rank holders.
- The paintings can be put in the lobby area and pediatric area of the hospital.

Poster for art contest for children

SPLASH COLORS WITH SAKRA

If you're aged between 8 and 15,
play with colors and show your
creative talent to us!

'HEALTHY BODY, HEALTHY MIND'
'HOW DO I STAY HEALTHY'

Date :
Venue :
Time :

Appreciation gifts will be given to each child

Closing date for entries
Mon, date, 2013

SAKRA
WORLD HOSPITAL

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Posters for art contest for children

SAKRA
WORLD HOSPITAL

"It's no coincidence that four of the six letters in health are "heal."

So come forward for
"WORKING TOGETHER to HEAL the FUTURE with SAKRA"
(Theme of competition)

Date :
Venue :
Time :

Certificates will be given to each candidate

Closing date for entries
Mon, date, 2013

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Promotional gifts

- Gifts are a way of expressing gratitude and are loved by everyone.
- Promotional gifts are given to customers as a way to thank them.
- The advantages for using a promotional gift is :
 - As a Customer Reward.
 - For Brand name and Company's image.
 - It raises awareness, increases recognition and remind.
 - Stimulate leads, conversion and sales

- Promotional gift **SAKRA** World Hospital can use is

‘POCKET SPRAY HAND SANITIZER’

(with Hospital name, address and logo
printed on the sanitizer bottle.)

- **Working & Non Working Women (25 – 45)**

- Women's health in India involves numerous issues occurring due to change in hormones at each phase in life.
- These lead to changes in metabolism and give rise to long term problems i.e. Orthopedic Problems -
 - **Osteoporosis: The "Silent Thief"** - is common in females after menopause phase. The bones become fragile and tend to break easily. After menopause the estrogen level falls leading to fall in calcium from the bones.
- **Knee pain** - Women are twice as likely as men to suffer a knee injury.
- **Housemaid's knee or bursitis** - caused by kneeling for long periods of time or repetitive knee movements.
- **Swollen knee /Knee effusion-** called as "water on the knee." Accumulation of fluid in knee capsule, causing baker's cyst.
- **Gout and Pseudo gout** - Gout is due to the accumulation of uric acid crystals within the fluid of your knee leading to inflammation. Pseudo gout is a similar problem, only a different type of crystals accumulates within the joint i.e. calcium crystals.

- **Cancers - Breast cancer** is definitely one of the most common problems with women today. The main reason is the paradigm shift in lifestyle like
 - late marriage,
 - delay in having the first child,
 - less breast feeding,
 - problems of over-weight and genetic factors,

all make for a variety of reasons that heighten the risk of breast cancer in women."

Neurological Problems

- Stress
- Depression
- Loneliness
- **Migraine** - Intense pulsing and throbbing pain in one area of head. Often accompanied by extreme sensitivity to light and sound, nausea and vomiting. People with migraine tend to have recurring attacks triggered by different factors :
 - bright or flashing light
 - lack of food or sleep
 - exposure to light
 - changes in hormonal levels of women
 - anxiety, stress
- **Epilepsy** – is brain disorder in which clusters of nerve cells, or neurons, in the brain have bursts of excessive and disorderly activity. This causes :
 - strange sensations
 - convulsions
 - muscle spasms
 - loss of consciousness
 - emotions and behavioral changes

- **Cardiovascular Diseases** – Heart diseases are much common in young age.
 - High blood pressure
 - Increased Weight
 - High cholesterol
 - High tobacco intake

Lead to increase in heart attack in the age of 30 – 40 years.

Promotional Offers

- **Health checkup camps** - Camps such as – Height, Weight, BMI, Blood Pressure, Anemia, Cholesterol, Pulse, Serum calcium
- People with deviation from normal rates will be offered Discounts on Consultation with doctors and Diagnosis.
- **Sugar Checkup Camps** – Diabetes is a ‘SWEET KILLER’.

"Diabetes is one of the factors that increase the chances of deposit of lipids / cholesterol in the arteries of the heart which results in blockages.

Banner for Health check up camp



Free Health Check Up Camp
"A Healthy Outside Starts From Inside"

On
 Date :
 Time :
 Venue :

BMI
 Hypertension Screening
 Blood Sugar test
 Physiotherapy

52/2 & 52/3, Devarabeesanahalli, Varthur Hobli, Bangalore 560103 E. info@sakraworldhospital.com T:0806764000

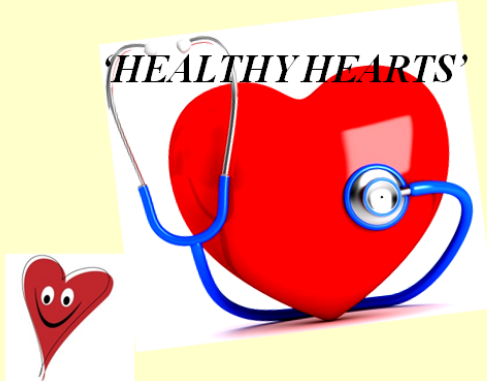
Awareness Campaigns

- "The problem of heart disease in the country has reached epidemic proportions..
- We don't deserve to be called the 'heart disease capital of the world'.
- Risk of heart disease can be significantly reduced through simple lifestyle modifications.
- So campaigns to prevent heart diseases should be organized collaborating with news channel or newspapers.

Banner for Awareness campaigns

DO WE DESERVE TO BE CALLED THE 'HEART DISEASE CAPITAL OF THE WORLD'???

Join Sakra in awareness campaign on Date



- ✓ Awareness on sedentary lifestyle leading to heart problems.
- ✓ Blood pressure Screening
- ✓ Precautions for heart problems



Take a health checkup TODAY, Don't wait for unhealthy TOMORROW

Awareness Regarding prevention of Heart & orthopedic diseases

Prevention Guide for 20's, 30's and 40's

Your 20's	Your 30's	Your 40's
Start Early	Decompress	Build your social circle
Quit Smoking	Muscle up	Take it Easy on Coffee
Eat the Right Food	Play with Your Kids	Laughter is the best therapy
Move	Get Enough Sleep	Get yourself Screened
Know Your Numbers	Cut on the 3 white devils SALT, SUGAR & REFINED FLOURS	Rethink your birth control

Migraine Awareness week

- The World Health Organization recognizes migraine as one of the most disabling lifetime conditions yet awareness and understanding is low.
- Migraine is a complex neurological disorder with no known cause or cure. Unfortunately many people will suffer from migraine for years throughout their life negatively impacting upon their work, family and social lives.
- Creating Awareness for symptoms and treatment for migraine to people.
- Offering Discounts in That particular awareness week for consulting neurologists and certain diagnostic tests.

Old Age – Above 45 years

“Old age is the most unexpected of all the things that can happen to a man.”

LEON TROTSKY

- Common **Health Problems** in this age are :
 - Orthopedic Problems
 - Cardiovascular problems
 - Neurological problems
 - Metabolic disorders
 - Vision & hearing loss
 - Sleep disorders

Major Problems	Description
Orthopedic Problems	Osteoarthritis, Osteoporosis, Gout, Spinal Degeneration
Cardiovascular Problems	Angina Pectoris, Acute Coronary Disorders, Myocardial Infaction, Stroke
Neurological Problems	Parkinson’s Disease, Dementia, Alzheimer’s Disease, Multiple Sclerosis

Promotional Offers

- Celebrating by creating awareness and discounted diagnoses to old people about cardiovascular diseases, neurological diseases and orthopedic problems.

GREY MONTH(20th Sept-20th Oct)

- World Alzheimer's day – 21st September
- World Heart Day – 29th September
- World Arthritis Day – 12th October
- World Osteoporosis Day – 20th October
- Joining hands with certain **Old age homes** to provide diagnoses and treatment to old on discounted prices and helping them to provide better years of life.
- Various offers for all aged people on consultations, diagnosis and treatment.

**Celebrate golden years of life with Sakra
in Grey Month
(20th Sept-20th Oct)**



Free health checkups

Discounts on diagnosis

World Alzheimer's day 21st September
World Heart Day 29th September
World Arthritis Day 12th October
World Osteoporosis Day 20th October

SAKRA
WORLD HOSPITAL
WORLD HOSPITAL
WORLD HOSPITAL

52/2 & 52/3, Devarabeesanahalli, Varthur Hobli,
Bangalore 560103 E. info@sakraworldhospital.com T: 0806764000

References

- www.google.com
- Human Resource Management, (2005), Dr.P.C. Pardeshi
- K.Aswahthappa (2001),Human Resource and Personnel Management
- www.sakraworldhospital.com

ANNEXURE

JOB DESCRIPTION

Job Title	Nursing (Staff Category)
Department	Nursing
Reports To	Nursing Director
Objective Delivery of Comprehensive Patient Care	
Principal Accountabilities (A) Operational Admission of the patient • Provide ward orientation to the patient • Inform the doctor and Dietary department • Explain the procedure/visiting time and treatment related queries of the patient • Ensure the investigation is carried out without delay. • Inform the patient facilities & privileges available for them. • Inform the resident doctor/consultant. General care of the patient of ward • Maintain personal hygiene of the patient (bathing, mouthwash, pressure points etc) • Bed making and feeding of the patients. • Giving and removing of urinals, bedpans, hot water bag, ice bags etc. • Help and guide patient's relatives. • Ensure attendant visits during visiting hours only. • Assist in admission and discharge of the patients. • Provide psychological support and clarify the doubts of the patients and relatives. • Ensure barrier nursing for all desired patients. • Ensure adequate infection control & waste management practices. • Assist doctors round Technical nursing care of the patients. • Assist the patient and observe the condition, Vital signs, nursing history Hemodynamics status. • Prepare and administer medicines, injections, I/V injections etc. • Enter the observation on TPR chart. • Maintain the nutrition status by giving adequate diet. • Prepare patients for the clinical tests and medical procedures and provide assistance for the same. • Collect and dispatch all type of specimens to concerned lab. • Maintain aseptic practice in ward. Ward Management • Handover and take charge of shift. • Maintain proper inventory and count the same daily in every shift. • Check working condition of the equipment/instrument • Replace the broken things from the respective stores. • To ensure that the ward is clean and tidy. Other activities. • Participation in staff education and staff meeting • Report the seniors about day to day operational & ward happenings. • Discharge the patient with proper discharge advice as instructed by the consultant. • To attend at least 80% training classes. • Compliance to nursing SOP's and work instructions.	

Performance Parameters	• Improved patient satisfaction. • Compliance to protocols. • Reduced patients complaints • No gross negligence is reported. • To attended at least 80% training classes. • Any other creative work done • Aptitude towards their work.
Educational Qualification Experience Knowledge and Skills	• Diploma / B. Sc Degree in nursing recognized by Nursing council of India. • Must be registered with State/Indian Nursing council. • 0 to 3 years of experience in a Super/Multi Specialty hospital • Competent in providing prompt and high quality patient care. Knowledge. • Demonstrate compliance to laid down policies and protocols. • Builds good interpersonal relationships.

Job Description

Job Title	Nursing Executive (General Areas)
Department	Nursing
Reports To	Charge Nurse
Objective Delivery of Comprehensive Patient Care	
Principal Accountabilities (B) Operational Admission of the patient • Provide ward orientation to the patient • Inform the doctor and Dietary department • Explain the procedure/visiting time and treatment related queries of the patient • Ensure the investigation carried out without delay. • Inform the facilities& privileges available for them. • Inform the resident doctor/consultant. Inventory maintenance • Maintain inventory of equipments, CSSD items like linen, and other instruments etc. • Ensure proper functioning of all the equipments and instruments and inform the concerned company/department, if required. • Check the required quantity of consumables pharmaceuticals and general stores items, and indent the same on weekly basis. • Enter the details of the received material in the stock register. • Calculate the total monthly consumption.	

- Indent medicines for company patients separately and return the unused medicines along with the bills to the pharmacy.

Technical nursing care of the patients.

- Assist the patient and observe the condition, Vital signs, Hemodynamic status
- Prepare and administer medicines, injections, I/V injections etc.
- Enter the observation on TPR chart.
- Maintain the nutrition status by giving adequate diet.
- Prepare patients for the clinical tests and medical procedures and provide assistance for the same.
- Collect and dispatch all type of specimens to concerned lab.
- Maintain aseptic practice in ward.

Ward Management

- Handover and take charge of shift.
- Assign work duties, and responsibilities of equipment to the staff nurses.
- Provide guidance to the staff nurse for patient care.
- Ensure up-keep and repair of linen and ward equipment.
- Ensure cleanliness and maintenance of the ward.
- Accompany the consultants/ senior staff in their rounds and ensure the implementation of their instructions.
- Check the patient bills and send to the finance department.
- Check and maintain all the admission and discharge register.

Other activities.

- Ensure that the patient's reports are complete and dispatch them to the medical records department.
- Help the patient/ attendant in completing admission formalities.
- Coordinate with the diagnostics departments for the collection of patient's reports.
- Give orientation to the new staff recruited in the ward.
- Make and send indent for the urgently required items.
- Instruct the staff for mistakes and irresponsibility, and give report of the same to the senior nursing staff.
- Check admitted patient files daily.
- Ensure all the investigations & procedures done for the surgery patients.
- Ensure cleaning and disinfections of items used by the patients after their shifting/discharge.
- Assist doctors for ward procedures.
- To attend at least 80% training classes.

Performance Parameters	• Improved patient satisfaction. • Compliance to protocols. • Reduced patients complaints • No gross negligence is reported. • To attend at least 80% training classes. • Any other creative work done • Aptitude towards their work.
Educational Qualification Experience Knowledge and Skills	• Diploma/ B. Sc Degree in nursing recognized by Nursing council of India. • Must be registered with State/Indian Nursing council. • 3 to 6 years of experience in a Super/Multi Specialty hospital • Competent in providing prompt and high quality patient care. Knowledge. • Demonstrate compliance to laid down policies and protocols. • Builds good interpersonal relationships.

Application for Employment

Paste Your Latest
Passport Size
Photograph Here

APPLICATION FOR EMPLOYMENT

1. Please answer each column fully and neatly in your own handwriting.
2. All columns are mandatory. Incomplete form will not be accepted.
3. Use additional sheets if necessary.
4. All information will be treated as confidential.
5. Please ✓ in the ☐ wherever applicable.

PERSONAL DETAILS	NAME IN FULL (in block letter) Mr. / Mrs. / Ms. / Dr. First Name Middle Name Last Name					
	Father's / Husband's Name (in block letter) Mr. / Dr. First Name Middle Name Last Name					
	PERMANENT ADDRESS C/o..... H. No..... Street No. AddressDistrict City Pin Code State Country Mobile / Landline No. (Specify Area Code)		PRESENT ADDRESS C/o H. No Street No. AddressDistrict City Pin Code State Country Mobile No & Landline No. (Specify Area Code)..... Email ID			
	DATE OF BIRTH (DD/MM/YY) 		AGE (in years) 	PLACE OF BIRTH City State Country.....	NATIONALITY 1) 2) 3)	HOBBIES 1) 2) 3)
PERSONAL DETAILS	GENDER MALE ☐ FEMALE ☐		RELIGION	CATEGORY Gen ☐ SC ☐ ST ☐ OBC ☐		MOTHER TONGUE
	MARITAL STATUS		IF MARRIED SINCE (DD/MM/YY) 		NO. OF CHILDREN	
HEALTH	HEIGHT (in cms)	WEIGHT (in kgs)	EYE COLOR	HAIR COLOR	IDENTIFICATION MARKS 1) 2)	

FAMILY PARTICULARS	BLOOD GROUP ALLERGIES IF ANY																																																																					
	PHYSICALLY CHALLENGED Yes ☐ No ☐ If yes, mention date of issue of certificate (DD/MM/YY)																																																																					
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	EYE SIGHT Normal ☐ Not Normal ☐ If not normal, mention the sight Left Eye..... Right Eye																																																																					
	LAST MAJOR ILLNESS/SURGERY Date of illness / surgery (DD/MM/YY)																																																																					
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WORK EXPERIENCE	MAJOR SUBJECTS							
	PERCENTAGE / GRADE / CGPA							
	*ALL PERCENTAGES/ CGPA SHOULD BE SIMPLE AVERAGE FOR ALL YOUR SUBJECTS / SEMESTERS / YEARS, AS AWARDED BY THE UNIVERSITY. *ALL INFORMATION PROVIDED WOULD BE VALIDATED.							
	GAPS IN EDUCATION (If any)							
	SCHOLASTIC ACHIEVEMENTS (Ranks, Merit / Scholarships / Prizes etc.)							
	EXTRA CURRICULAR ACTIVITIES							
	ADDRESS OF SCHOOL / COLLEGE (LAST QUALIFICATION)				ADDRESS OF SCHOOL / COLLEGE (SECOND LAST QUALIFICATION)			
	Address				Address			
	District				District			
	City Pin code				City Pin code			
	State Country				State Country			
	Tel. No. (Specific area code)				Tel. No. (Specific area code)			
	PLEASE WRITE N. A. IF NOT APPLICABLE (SPECIFY CLEARLY IN CASE OF PART TIME / CONTRACT WORK EXPERIENCE)							
	ORGANIZATION NAME		CURRENT EMPLOYER (LAST EMPLOYER, IF YOU ARE FILLING THE FORM WHILE JOINING / AFTER JOINING THOPL)			PREVIOUS EMPLOYER (SECOND LAST EMPLOYER, IF YOU ARE FILLING THE FORM WHILE JOINING / AFTER JOINING THOPL)		
PERIOD	FROM (DD/MM/YY)							
	TO (DD/MM/YY)							
	DURATION (IN MONTHS)							
LAST DESIGNATION HELD								
TYPE OF ENGAGEMENT (REGULAR / PART TIME / CONTRACTUAL)								
TYPE OF INDUSTRY								
REASON FOR LEAVING								

PREVIOUS EMPLOYERS DETAILS	CURRENT EMPLOYER ADDRESS (1)				PREVIOUS EMPLOYER ADDRESS (2)			
	Contact Person in HR.....				Contact Person in HR			
	Address				Address			
	 District				 District			
	City Pin code				City Pin code			
	State Country				State Country			
	Mobile / Tel. No. (Specify area code)				Mobile / Tel. No. (Specify area code)			
	PLEASE SPECIFY BELOW, THE DETAILS OF EMPLOYERS OTHER THAN THE LAST TWO.							
	S.NO	Name of the employer	Period of employment From (DD/MM/YY)	Period of employment To (DD/MM/YY)	Industry / Sector	Address of the employer		Your designation as given by the employer
	3		/...../.....	/...../.....				
4		/...../.....	/...../.....					
5		/...../.....	/...../.....					
6		/...../.....	/...../.....					
LANGUAGES	LANGUAGES KNOWN			UNDERSTAND	SPEAK		READ	WRITE
	1.							
	2.							
	3.							
	4.							

REFERENCES	LIST TWO PROFESSIONAL REFERENCES: (Not in relationship)						
	S. No.	NAME & ADDRESS		OCCUPATION	EMAIL	MOBILE / TEL. NO. (Specify Area Code)	
	01						
	02						
	DO YOU HAVE ANY RELATIVE WORKING AT TAKSHASILA HEALTHCARE & RESEARCH SERVICES PVT. LTD. PRESENTLY?						
	YES ☐ NO ☐ IF YES PLEASE LIST THEM BELOW						
	NAME			RELATIONSHIP	DESIGNATION		
PROFESSIONAL REGISTRATIONS	S. No.	EXAMINATION/ DEGREE	REGISTERING AUTHORITY	REGISTRATION NO.	VALID (DD/MM/YY)	FROM VALID (DD/MM/YY)	TO
	01				/...../.....	/...../.....	/...../.....
	02				/...../.....	/...../.....	/...../.....
	ADDRESS REGISTRATION COUNCIL - 1 st				ADDRESS REGISTRATION COUNCIL – 2 nd		
	Address				Address		
	District				District		
	City Pin code				City Pin code		
	State Country				State Country		
	Tel. No. (Specific area code)				Tel. No. (Specific area code)		
IN CASE OF EMERGENCY	PLEASE FILL CONTACT PERSON DETAILS IN CASE OF EMERGENCY:						
	NAME:				ADDRESS		
	RELATIONSHIP				C/o		
	TEL. NO. (EVEN P.P)				H.NO. Street No.		
	MOBILE NO.				Address		
	EMAIL ID				District		
					City Pincode		
					State Country		

DO YOU HAVE A PAN CARD? YES ☐ No ☐ IF YES, PLEASE MENTION YOUR PAN CARD NO.

DO YOU HAVE A PASSPORT? YES ☐ No ☐ IF YES, PLEASE FILL IN THE PARTICULARS BELOW:

PASSPORT NO.	DATE OF ISSUE (DD/MM/YYYY)	VALID UPTO (DD/MM/YYYY)	ISSUED BY	PLACE
.....	/...../.....	/...../.....		

IN CASE YOU HAVE ONLY APPLIED FOR PASSPORT

DATE OF APPLICATION (DD/MM/YY)/...../..... TO WHOM

DO YOU HAVE A DRIVING LICENSE? YES ☐ NO ☐ IF YES, PLEASE FILL IN PARTICULARS BELOW:

DRIVING LICENSE NO.	DATE OF ISSUE (DD/MM/YYYY)	VALID UPTO (DD/MM/YYYY)	ISSUING AUTHORITY
.....	/...../.....	/...../.....	

HAVE YOU PREVIOUSLY UNDERGONE ANY SELECTION PROCESS WITH THOPL? Yes ☐ No ☐

	THOPL	Relevant Dates
Taken any test	No ☐ Yes ☐	/...../.....
Been selected for interview	No ☐ Yes ☐	/...../.....
Been made an offer	No ☐ Yes ☐	/...../.....

ARE YOU UNDER ANY LEGAL OBLIGATION TO YOUR CURRENT EMPLOYER? Yes ☐ No ☐

If yes, please clarify

Have you at any time been convicted by a Court of India for any criminal offence and sentenced to imprisonment, or any criminal proceedings are pending against you before a Court in India, or an order prohibiting your departure from India has been issued by a Court.

Yes ☐ No ☐

If yes, please mention details of the same

ARE YOU EMPLOYED AS

1. A DIRECTOR IN ANY OTHER COMPANY? No ☐ Yes ☐

2. A PARTNER IN ANY FIRM? No ☐ Yes ☐

If yes, please mention details of the same.....

DECLARATION

I certify that the above statement written by me are true, complete and correct. All the academic marks / percentage / CGPA are simple average for all subjects / semesters / years as awarded by the university. I agree that in case the company finds at any time that information given by me in this form is not correct, true or complete, the company will have the right to withdraw my letter of appointment or to terminate my appointment at any time without notice or compensation.

Place

Date/...../.....

Signature

Set A

NURSING RECRUITMENT QUALIFYING TEST

- Please mark only one correct answer
- Each Question Carries One Mark.



Name		Date	
Qualification		Current Organization	
Experience (Years)		Experienced Area	
Email ID	Contact Number		

1) Which of the following is the FIRST priority in preventing infections when providing care for a patient?

- A. Hand-washing gloves
B. Wearing client's furniture and nurse's bag
C. Using a barrier between client's furniture and nurse's bag
D. Wearing gowns and goggles

2) A 2 year old is to be admitted in the pediatric unit. He is diagnosed with febrile seizures. In preparing for his admission, which of the following is the most important nursing action?

- A. Order a stat admission CBC.
B. Place a urine collection bag and specimen cup at the bedside.
C. Place a cooling mattress on his bed.
D. Pad the side rails of his bed.

3) A child is admitted to the pediatric unit with a diagnosis of suspected meningococcal meningitis. Which of the following nursing measures should the nurse do FIRST?

- A. Institute seizure precautions
B. Assess neurologic status
C. Place in respiratory isolation
D. Assess vital signs

4).Hypoxia

- A. A decreased level of oxygen in inspired air
B. A decreased level of oxygen
C. A decreased level of CO₂
D. All of the above

5). Expand IABP

- A. Intra arterial balloon pressure
B. Intra-aortic balloon pump
C. Intra aortic balloon procedure
D. Intra-arterial balloon pump

6). Expand PPE

- A. Personal Protective equipment
B. Post protective exposure
C. Post prophylactic equipment
D. Post prophylactic exposure

7). A patient diagnosed with methicillin resistant staphylococcus aureus pneumonia. What type of isolation is MOST appropriate for this patient?

- A. Reverse isolation
B. Respiratory isolation
C. Standard precautions
D. Contact isolation

8). Which of the following bones is the shoulder blade?

- A. scapulae
B. carpal

C. clavicle D. fibula

9). Widespread aching and pain in the muscles and soft tissue is called:
A. carpal tunnel syndrome B. fibromyalgia
C. repetitive motion disorder D. polymyositis

10). Which type of fracture is commonly seen in children?
A. greenstick fracture B. comminuted fracture
C. simple fracture D. stress fracture

11). Informed consent is Permission obtained from a client to perform a specific test or procedure after the client has been fully informed about the test or procedure
A. TRUE B. FALSE

12). Dehydrated means....
A. Having insufficient water in the body or tissues.
B. Having sufficient water in the body or tissues.
C. Having sufficient blood in the body or tissues
D. All of the above

13). UTI is most commonly caused by
A. Escherichia coli B. A species Klebsiella
C. Pseudomonas D. All of the above

14). A client has been placed in blood and body fluid isolation. The nurse is instructing auxiliary personnel in the correct procedures. Which statement by the nursing assistant indicates the best understanding of the correct protocol for blood and body fluid isolation?

A. Masks should be worn with all client contact.
B. Gloves should be worn for contact with nonintact skin, mucous membranes, or soiled items.
C. Isolation gowns are not needed.
D. A private room is always indicated

15). Which of the following abbreviation is a diagnostic test

A. IM B. MD C. CPK D. ROM

16). What is Code pink?
A. Pediatric medical emergency B. Child abduction
C. External disaster D. None of the above

17). Which intervention should the nurse in charge try first for a patient that exhibits signs of sleep disturbance?

A. Administer sleeping medication before bedtime
B. Ask the patient each morning to describe the quantity of sleep the night before
C. Teach the patient relaxation techniques, such as guided imagery and progressive muscle relaxation
D. Provide the client normal sleep aids, such as pillows, back rubs, and snacks

18.) What is platelet count with dengue virus?

A. Below 1,00,000mcl C. Below 2,00,000mcl
B. Above 1,00,000mcl D. None of the above

19). What is code blue
A. Cardiac emergency C. Child Abduction
B. Fire emergency D. Internal disaster

20). Expand HAI
A. Hospital acquired infection B. Hospital associated infection
C. Healthcare associated infection D. Healthcare acquired infect

Set B

NURSING RECRUITMENT QUALIFYING TEST



- Please mark only one correct answer
- Each Question Carries One Mark.

Name		Date	
Qualification		Current Organization	
Experience (Years)		Experienced Area	
Email ID	Contact Number		

1)Please write the expansion of CDC in relation with universal precaution?

- a) Central drug control b) Centre for diabetes cure
- c) Central of disease control d) Centre of disease control

2) Life span of nerve cell of human body?

- a) 10yrs b) 25 yrs
- c) 80 yrs d) above 100yrs

3) Control of environmental pollution of hospital industry done by -----

4) Expansion of NABH -----

5) Name the disease caused by vitamin D deficiency for children ?-----

6) Code blue related to

- a) Blue colour skin b) respiratory attack
- c) Embolic attack d) Cardio respiratory arrest

7) Match the following

- | | |
|------------------------------|---|
| a) BPH | 1) Baby abduction |
| b) Endometriosis | 2) Disease of female reproductive systems |
| c) Gull ion burre syndrome | 3) Allergic reaction of sulpha drugs |
| d) Stephene Johnson syndrome | 4) Disease of male reproductive systems |
| e) Code pink | 5) Disease of respiratory system. |

8) Pancreatic cancer can be surgically corrected by -----

9) Severe dehydration can be corrected by ----- fluids.

10) Pulmonary artery carries -----blood.

11) Which organ produces RBC in babies?-----

12) Tricuspid valve situated between-----

13) Hyperbillurubinaemia also called -----

14) code red refers to -----

15) CPR can be given with the ratio

A) 1:15

B) 1:30

C) 1:5

D) 1:2

16) Parkinson is a disease of nervous system

true/false

Thank you