

INTERNSHIP REPORT

at



on

PATIENT EXPERIENCE AND COMPETITOR BENCHMARKING: A STUDY OF BHAILAL AMIN GENERAL HOSPITAL

IIHMR University, Jaipur

For the partial fulfilment and award of the degree

Master of Business Administration (MBA)

in

Healthcare Analytics

by

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MBA HA-01

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1. INTRODUCTION

This internship was conducted at Ken Research Pvt. Ltd. as a Survey Consulting Intern, where I was involved in healthcare market research, survey execution, data analysis, and insight generation. The primary project focused on Bhailal Amin General Hospital (BAGH), Vadodara, to understand patient perceptions, identify service gaps, and benchmarking the hospital against its two key competitors.

The study was conducted through face-to-face surveys among patients visiting competing hospitals in Vadodara. Data collected from 300 respondents was analyzed to identify factors influencing hospital selection, patient satisfaction drivers, service quality perceptions, and pain points across the patient journey. The project enabled the application of healthcare analytics techniques to generate actionable recommendations for improving patient experience and strengthening the hospital's competitive position.

2. OBJECTIVES OF THE INTERNSHIP

- To conduct a structured healthcare market research study using primary survey data and secondary research.
- To assess patient satisfaction levels, hospital selection drivers, and service quality perceptions across competing hospitals.
- To identify patient pain points and service gaps within the healthcare delivery process.
- To perform competitor benchmarking and generate data-driven recommendations for enhancing patient experience and hospital performance.

3. ORGANIZATIONAL PROFILE

About the company: Ken Research Pvt. Ltd. is a global market intelligence and consulting organization specializing in industry research, survey consulting, business analytics, and strategic advisory services. The company provides customized research solutions across healthcare, automotive, consumer goods, education, technology, and other sectors.

Ken Research supports organizations in making evidence-based decisions through market assessments, customer experience studies, competitor benchmarking, feasibility studies, and advanced analytics.

Mission:

- Deliver actionable market intelligence through robust research methodologies.
- Enable organizations to make informed strategic decisions through data-driven insights.

- Support clients in identifying growth opportunities and improving business performance.

Vision:

- To be a trusted global partner for market research, analytics, and consulting solutions.
- To drive innovation and business transformation through quality research and strategic insights.

4. SERVICES PROVIDED BY THE ORGANIZATION

- Market Research and Industry Analysis
- Survey Consulting and Data Collection
- Customer Experience and Satisfaction Studies
- Healthcare Research and Hospital Benchmarking
- Competitor Intelligence Studies
- Business Analytics and Reporting
- Strategic Advisory and Consulting
- Data Visualization and Dashboard Development

5. KEY ACTIVITIES / PROJECTS UNDERTAKEN (OTHER THAN DISSERTATION)

- Assisted in the execution of a patient experience and competitor benchmarking study for Bhailal Amin General Hospital, Vadodara.
- Analyzed survey responses from 300 patients across competing hospitals to identify satisfaction drivers, service gaps, and patient pain points.
- Conducted secondary research on hospital positioning, healthcare trends, and patient expectations.
- Developed analytical summaries, charts, and insight reports to support strategic decision-making and service improvement recommendations.

6. KEY LEARNINGS FROM INTERNSHIP

- Gained practical exposure to healthcare market research, survey consulting, and patient experience analytics.
- Developed skills in questionnaire analysis, data interpretation, competitor

benchmarking, and insight generation.

- Enhanced understanding of patient behavior, healthcare service quality assessment, and hospital performance evaluation.
- Strengthened analytical, communication, and reporting capabilities through real-world healthcare consulting projects.

Purpose of the study:

The primary purpose of this study was to evaluate patient experience, identify opportunities for service improvement, and benchmark against competing healthcare providers to support strategic decision-making at Bhailal Amin General Hospital.

More specifically, the study aimed to:

- Understand factors influencing patient choice of hospitals.
- Assess patient satisfaction across key service quality parameters.
- Identify major pain points encountered during the patient journey.
- Benchmark competitor hospitals and highlight opportunities for differentiation.
- Provide actionable recommendations to improve patient experience and healthcare service delivery.

Why this study matters

- Patient experience has become a critical factor influencing hospital preference, loyalty, and reputation.
- Competitive benchmarking enables healthcare organizations to identify strengths, weaknesses, and improvement opportunities.
- Data-driven insights support evidence-based decision-making and patient-centered care initiatives.
- The study contributes to enhancing service quality, patient satisfaction, and competitive positioning within the healthcare sector.

