

INTERNSHIP

At

IIHMR UNIVERSITY

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration

(MBA) in

Healthcare Analytics

by

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Topic: Strategic Analysis of Hospital Package Utilization

1. INTRODUCTION

The healthcare industry is rapidly evolving with increasing focus on patient-centered services, operational efficiency, and cost optimization. Hospitals today are introducing various healthcare packages such as preventive health check-ups, maternity packages, surgical packages, and chronic disease management packages to improve service accessibility and affordability for patients. These packages help hospitals streamline healthcare delivery while also enhancing patient satisfaction and revenue generation.

Hospital package utilization plays a significant role in strategic healthcare management. Proper utilization of healthcare packages supports efficient resource allocation, improves bed occupancy, reduces unnecessary healthcare expenditure, and strengthens hospital competitiveness in the healthcare market. However, hospitals often face challenges such as low patient awareness, inefficient package pricing, underutilization of services, and lack of strategic planning in package implementation.

During the internship, practical exposure was gained in understanding the utilization patterns of hospital packages, patient preferences, package pricing strategies, billing systems, and hospital operational processes. The internship provided an opportunity to analyze how healthcare packages contribute to patient satisfaction, operational efficiency, and organizational growth. It also helped in understanding the role of healthcare administrators in planning and monitoring package-based healthcare services.

The internship experience enhanced knowledge regarding hospital management practices, healthcare service delivery systems, patient engagement, and strategic decision-making in healthcare organizations.

2. OBJECTIVES OF INTERNSHIP

- To understand the concept and utilization of hospital healthcare packages.
- To study the operational workflow involved in hospital package management.
- To analyze patient preferences and awareness regarding healthcare packages.
- To understand hospital billing, package pricing, and service utilization processes.
- To observe the role of healthcare administrators in improving package utilization.
- To gain practical exposure to hospital operations and strategic healthcare management.
- To identify factors affecting the utilization of hospital packages.
- To develop analytical and professional skills in healthcare management.

3. ORGANIZATIONAL PROFILE

The internship was conducted at a multi-specialty healthcare organization that provides comprehensive medical services including outpatient care, inpatient services, diagnostic facilities, emergency care, surgical procedures, preventive healthcare services, and specialty consultations. The hospital is committed to delivering quality healthcare services through advanced medical technologies, experienced healthcare professionals, and patient-centered care practices.

The organization focuses on operational excellence, affordable healthcare services, and continuous improvement in patient care delivery. The hospital offers various healthcare packages designed to improve accessibility, affordability, and convenience for patients. These packages include health check-up plans, maternity care packages, surgery packages, and disease-specific treatment packages.

The hospital follows standardized healthcare protocols, digital health record systems, and efficient billing mechanisms to ensure smooth healthcare operations. Different departments such as administration, finance, billing, diagnostics, nursing, pharmacy, and patient care services work collaboratively to provide integrated healthcare solutions.

The organization also emphasizes quality assurance, patient satisfaction, healthcare compliance, and ethical medical practices to maintain high standards in healthcare service delivery.

4. SERVICES PROVIDED BY ORGANIZATION

The healthcare organization provides a wide range of medical and healthcare services, including:

- Outpatient Department (OPD) services
- Inpatient and hospitalization services
- Emergency and trauma care services
- Diagnostic and laboratory services
- Radiology and imaging services
- Surgical and operation theatre services
- Pharmacy services
- Preventive healthcare and wellness programs
- Health check-up packages
- Maternity and child healthcare services
- Specialty and super-specialty consultations
- Intensive Care Unit (ICU) services
- Health insurance and cashless treatment facilities
- Corporate healthcare services
- Telemedicine and digital healthcare support

The hospital also offers customized healthcare packages for preventive screening, chronic disease management, surgeries, maternity care, and executive health check-ups to improve patient convenience and healthcare accessibility.

5. KEY ACTIVITIES / PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

During the internship period, various activities and projects were undertaken apart from the dissertation work. These activities provided practical exposure to hospital administration and healthcare management operations.

Key Activities Undertaken:

- Observed hospital billing and package management processes.
- Assisted in analyzing patient records and package utilization data.
- Studied healthcare package pricing and service categorization.
- Participated in patient feedback collection and satisfaction assessment.
- Coordinated with hospital administrative departments for operational understanding.
- Observed patient admission and discharge procedures.
- Assisted in documentation and report preparation related to hospital services.
- Analyzed factors influencing patient selection of healthcare packages.
- Studied workflow management and coordination between hospital departments.
- Participated in discussions related to healthcare service improvement strategies.
- Observed implementation of digital healthcare systems and billing software.
- Supported data collection and analysis for hospital operational activities.

These activities helped in understanding real-time hospital management practices and enhanced practical knowledge of healthcare administration.

6. KEY LEARNINGS FROM INTERNSHIP

The internship provided valuable practical exposure and enhanced understanding of healthcare management and hospital operations. Major learnings from the internship include:

- Gained knowledge about hospital package structures and utilization patterns.
- Understood the importance of strategic planning in healthcare service delivery.
- Learned about hospital billing systems, package pricing, and operational workflows.
- Developed understanding of patient satisfaction and patient relationship management.
- Improved communication, analytical, and problem-solving skills.
- Learned about coordination among various hospital departments for smooth operations.
- Understood the role of healthcare administrators in improving operational efficiency.

- Gained exposure to healthcare data analysis and reporting processes.
- Learned the significance of digital healthcare systems in hospital management.
- Developed professional skills related to teamwork, documentation, and healthcare operations management.

Overall, the internship experience contributed significantly to professional development and provided practical insights into healthcare administration and hospital management systems related to hospital package utilization.