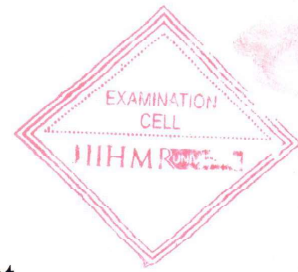


IIHMR UNIVERSITY
Institute of Health Management Research

Master of Business Administration
Hospital and Health Management
Batch-21st (2016-2018)
Hospital Management

Hospital Planning and Facility Management
Term Examination



Time - 3 Hour

MM-70

The question paper contains 2 printed pages.

Attempt any five questions from Q1 to Q8. Each question contains 8 marks.

[5*8=40 Marks]

- Q1:** Elaborate the role of hospital administrator/CEO in the hospital project team?
- Q2:** Which factors should be borne in mind when considering the location of a pathology department?
- Q3:** What are the advantages and disadvantages of centralized system of ICUs? Discuss the technology and humanity design aspects in ICU which affect patients.
- Q4:** Draw the work flow of food service department. Why planning a centralized kitchen is advantageous over a ward kitchen?
- Q5:** What is an Architect's brief. Explain role of architect at the planning stage.
- Q6:** What are the considerations for selecting a site for building a hospital?
- Q7:** Discuss the design features while designing a general ICU for the elderly
- Q8:** What are the special planning and design considerations for obstetrics. What are the three main delivery models in obstetrics?

Long Notes: (Q9 and Q10 are compulsory. Both questions contain 15 marks each)

[2*15=30 Marks]

Q 9: What is the criteria for sizing the surgical suite in a hospital. Explain the composition of the department and draw the flow diagram. Also explain the concept of zoning in the surgical unit and its importance in minimizing the risk of infection.

Q10: A market feasibility study was conducted by a renowned firm to determine the feasibility of an upcoming 120 bedded Hospital in Ajmer, Rajasthan. The vision is to offer a high-quality patient care hospital in Ajmer and to position Rajasthan on the world map as not only for tourism but also for medical tourism.

The firm through secondary sources found that Ajmer has one of the highest growth rate in the state as a district. With high education levels, the population has been demanding advanced medical care which is at present lacking in the region. The firm found out that there was a supply demand -gap of hospital beds in

the city. For studying the existing market, they shortlisted 5 multispecialty hospitals and came-up with the following results as shown in Table 1 & Table 2 below:

Table 1

Hospitals surveyed	Hospital A	Hospital B	Hospital C	Hospital D	Hospital E
Total No. of beds	150	200	40	300	100
ICU beds	25	25	4	20	6
Labour Beds	5	2	-	5	-
Dialysis	3	-	6	-	-
Major OT	3	4	1	2	3
Av. OPD per day	350	250	125	200	200
Occupancy rate(%)	80-90	60	40-45	70-80	70-80

Table 2 Service mix of the hospitals

Department	Hospital A	Hospital B	Hospital C	Hospital D	Hospital E
Ortho OPD	✓	✓	✓	✓	✓
Ortho surgery	✓	✓	X	X	✓
Neurology	✓	✓	X	✓	✓
Neuro surgery	✓	X	X	X	✓
Cardiology	✓	X	X	✓	X
Cardiac surgery	✓	X	X	X	X

- All the above centers provided services like general surgery and Obs. & Gynae.
- Super-specialty services like organ transplant and plastic surgery was provided by none.
- In the diagnostic part, apart from common services like laboratory and X-ray which was available at all these hospitals, only one had MRI set-up and one hospital had a cath-lab.

Based on the above information, write down your recommendations on the potential thrust areas in the proposed facility. Calculate the income (as per assumptions) from OPD and IPD for the first year.

Also enumerate the various income heads and expense heads that are considered while compiling the project cost.

