

2Summer Internship Report

At

FORTIS MEMORIAL RESEARCH INSTITUTE,

GURUGRAM

(April 18th To June 17th, 2022)

A Report

By

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PGDM (Hospital and Health Management)

2021-2023



International Institute of Health Management Research, New Delhi

Main Text:

1) Observational Learning :

Fortis Memorial Research Institute (FMRI), a multi-super-speciality, quaternary care hospital, is considered one of the best hospitals in Gurugram. Fortis Hospital, Gurugram has undergone a thorough on-site review of the quality and safety of care being provided and is committed to continuously meeting rigorous international standards. Unmatched in the field of Neurosciences, Oncology, Renal Sciences, Orthopaedics, Cardiac Sciences and Obstetrics And Gynaecology, Fortis Hospital, Gurugram has cemented its position as one of the top hospitals in Gurugram leveraging advanced technology and top clinicians to deliver the very best in healthcare. Fortis Memorial Research Institute is a flagship hospital of Fortis Healthcare, one of the top healthcare providers in the country. Today, Fortis hospitals across the country treat over 3.5 lakh patients every year, with a potential to grow to 1000 beds, this 'Next Generation Hospital' is built on the foundation of 'Trust' and rests on the four strong pillars of Talent, Technology, Infrastructure and Service.

Like the majority of logotypes, the Fortis logo consists of the pictorial part and wordmark. The pictorial part features two stylized hands with a red circle positioned in between and slightly above them. The design symbolizes the care the clients get from the hospitals or, to be precise, from the medical staff.

FMRI is JCI & NABH Accredited Hospital, NABL Accredited Lab, NABH Certified Nursing Excellence, and NABH Accredited Blood Bank. Relying on reputed clinicians, state-of-the-art infrastructure and world-class technology such as the Da Vinci robot, 3-Tesla MRI, 15 Operation Theatres, Comprehensive ECMO and Critical Care Programme, Elekta Linear Accelerator, Brain Suite and new C.T scan stimulator to ensure you go home healthy. Their initiatives capture the pulse of the people they serve, ranging from customised preventive health checks to quaternary care from super specialised clinicians conducting rare and complex surgeries. It was 'patient first' then and has continued to be so. Because they, will always be First with Fortis. Fortis Memorial Research Institute has been Ranked No.2 of the 30 most technologically advanced hospitals in the world, by 'topmastersinhealthcare.com, pipping many other outstanding medical institutions in the world.

FMRI has conducted India's 1st robot assisted Joint Replacement Surgery, India's 1st Laparoscopic Left Lateral Donor Hepatectomy hospital with an enviable international faculty.

MISSION OF FMRI: Globally respected healthcare organization recognized for clinical excellence and Distinctive Patient care.

VISION OF FMRI: Saving and enriching lives.

FORTIS CORE VALUES: 1. Patient Centricity

2. Integrity

3. Teamwork

4. Ownership

5. Innovation

- There are almost 15 specialities and 15 super-specialities in the FMRI hospital.

MODE OF DATA COLLECTION:

Mode of data collection: simple randomized data collection from ICU as well as OPD patients.

Sample size:- 60 Patients (30 from OPD and 30 from IPD)

Time duration of the internship:- 11 Weeks

GENERAL FINDINGS ON LEARNING:

- The marketing department is divided into two departments respectively, in FMRI, Gurugram i.e Domestic as well as the international marketing department.
- **DOMESTIC MARKET:** It deals with the domestic market of Gurugram as well as their nearby respective Delhi NCR regions.
 1. The domestic market of FMRI has subclinical centres in the 11 condominiums of COVID as well as NON-COVID.
 2. They have recently, opened a medical centre in Rohtak.
 3. They also have a tie-up with the RWA (Residential welfare association), where they do regular healthcare-related activities and conduct several medical vaccination camps, and normal as well as super-speciality OPDs.
 4. They get their patients from their condominiums or the nearby tie-up local small clinicians or nursing homes.
 5. We also get to go to various booster dose vaccination camps which are organised by the FMRI in their respective condominiums as well as their Pvt. Cooperate with organisations they are having their contract with.

- **INTERNATIONAL MARKET:** In FMRI they deal with the query, admission, treatment as well as discharge process of the patient, which includes the insurance process and coverage of the patient as well.
- According to their insurance by their insurance company, their billing and discharge process is being done.
- If the insurance company is not an international insurance company, the insurance company will contact their TPA (Third Party Assistance) and get their client's insurance clear.
- The clearance of visa invitation is being sent and the approval mail is being sent by the Hospital and the visa is only being issued for medical purposes.
- As soon as the patient lands and stays patient has to fill the C- form on an immediate note so that we can have a track of the patient.
- On one passport we can take 4,900 US dollars per passport.
- Either the bill can be cleared by the insurance company fully or the patient can clear the bill via wire transfer from the country in dollars.
- Form 16-B has to be filled by the patient during the admission process as for the PAN card thing.

CONCLUSIVE LEARNING, LIMITATIONS AND SUGGESTIONS FOR IMPROVEMENT

- How to deal with the clients.
- How to convert the doctor's voice note testimony into the writing format.
- How to take the patient's testimony.
- How to upload the videos of the doctors on the site.
- How to generate the specific link for the live video conference of the doctors.
- How to create the content for the doctor video and voice note.
- How does all the approval for the shooting of a specific video of the doctor is being taken and all the work being done?
- How to shoot the video and the pictures from a particular angle.
- How do all the approval for the hoardings, flyers, easel, and standees are being taken by filling the RGP (Returnable good product) and NRGP (non- returnable good product)?
- How does all the approval process is done all the thing is being sent to the purchasing team and all the approval of vendors are being taken.

PROJECT REPORT

INTRODUCTION: Brand positioning is the process of positioning your brand in the mind of your customers. More than just a tagline or a fancy logo, brand positioning is the strategy used to set your business apart from the rest. It creates clarity around who you serve. It also explains to your target audience why you are the best for them and what your services apart. It helps you justify your pricing strategy. The positioning of the brand can be used to justify a pricing strategy. There are five things – awareness, relevant differentiation, value, accessibility and emotional connection which drive customers from being aware of the brand to preferring the brand to be loyal to the brand to insisting on the brand accepting no substitutes. There are 6 main:

The Six Elements of a Brand:-

- Brand voice.
- Brand identity.
- Brand promise.
- Brand values.
- Brand targeting.
- Brand positioning.

Fortis, Gurugram as a brand has created its own space and locality in the market. By providing them with the best of services. For FMRI their main motive is “Patient comes first”.

The research question that arises here is where do FMRI in Gurugram stand in the domestic market as compared to other leading hospitals in Gurugram?

- **A brief introduction about Fortis:-** Fortis Memorial Research Institute (FMRI), a multi-super-speciality, quaternary care hospital, is considered one of the best hospitals in Gurugram.
 1. Unmatched in the field of Neurosciences, Oncology, Renal Sciences, Orthopaedics, Cardiac Sciences and Obstetrics And Gynaecology.
 2. Today, Fortis hospitals across the country treat over 3.5 lakh patients every year, with a potential to grow to 1000 beds, this 'Next Generation Hospital' is built on the foundation of 'Trust' and rests on the four strong pillars of Talent, Technology, Infrastructure and Service.
 3. Like the majority of logotypes, the Fortis logo consists of the pictorial part and wordmark. The pictorial part features two stylized hands with a red circle

positioned in between and slightly above them. The design symbolizes the care the clients get from the hospitals or, to be precise, from the medical staff.

4. FMRI is JCI & NABH Accredited Hospital, NABL Accredited Lab, NABH Certified Nursing Excellence, and NABH Accredited Blood Bank. Relying on reputed clinicians, state-of-the-art infrastructure and world-class technology such as the Da Vinci robot, 3-Tesla MRI, 15 Operation Theatres, Comprehensive ECMO and Critical Care Programme, Elekta Linear Accelerator, Brain Suite and new C.T scan stimulator to ensure you go home healthy.
 5. Fortis Memorial Research Institute has been Ranked No.2 of the 30 most technologically advanced hospitals in the world, by 'topmastersinhealthcare.com, pipping many other outstanding medical institutions in the world.
 6. FMRI has conducted India's 1st robot-assisted Joint Replacement Surgery, and India's 1st Laparoscopic Left Lateral Donor Hepatectomy hospital with an enviable international faculty.
- **MISSION OF FMRI:** Globally respected healthcare organization recognized for clinical excellence and Distinctive Patient care.
 - **VISION OF FMRI:** Saving and enriching lives.
 - The marketing section of Fortis Gurugram is divided into 2 sections as mentioned above:
 1. Domestic Marketing
 2. International Marketing
 - **Research Question:** Where does the Fortis Gurugram lie in the domestic unit?
 - **Specific Objectives:-**
 1. To know the brand position of FMRI, Gurugram in the domestic market in a unit area, as compared to the other leading hospitals of Gurugram, Haryana?
 2. Why patient chooses FMRI, Gurugram other than other leading hospitals Gurugram?
 3. Do the patients choose any other hospital over Fortis in Gurugram for the second opinion of any other doctor's consultation?
 - **Mode of data collection:-**

1. The data collected for this project design is.
 2. Primary Source: Personal Observation.
- **STUDY AREA:** OPD AND IPD area of FMRI.
- **TYPE OF DATA:** Simple Random Sampling Method.

DATA COMPILATION:

- **STATISTICAL TOOLS USED:** The tools used in this project are:
1. MS- EXCEL – It is used for the analysis of the collected data.
 2. MS- WORD – It is used for the collection of data by the means of a questionnaire.

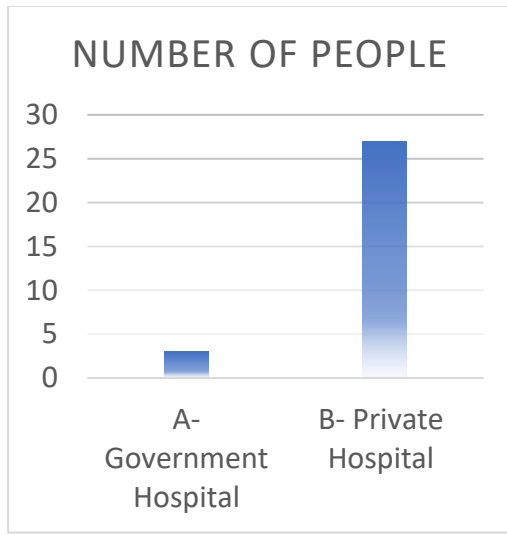
ANALYSIS AND INTERPRETATIONS:

- **DATA COMPILATION OF OPD ACCORDING TO THE RANDOM SAMPLING METHOD USED:**
1. There are more than 27% of people prefer private hospitals over government ones.
 2. In Case of emergency, 16% of people will prefer a nearby health care centre.
 3. More than 15% of Patient feedback or the Reference from where people came to know about Fortis Gurugram.
 4. More than 60 % of people visit Fortis by seeing the credential of the doctors.
 5. Almost 90% of people will prefer a second consultation from another hospital if they are not satisfied with Fortis Gurugram.
 6. Only 7% of people have attended the vaccination camps, events and workshops which are being organized by Fortis Gurugram.
 7. Almost 87% of the people have listened to the patient's testimony, and achievements of the Fortis Hospital and read the printed articles.
 8. Only 20 % of people have heard about the medical centre in their residential area in Gurugram.
 9. Almost 88% of people will refer to their relatives for a consultation to Fortis Gurugram.
 10. Only 8% of people are satisfied with the services provided by Fortis Gurugram.

➤ **STATISTICAL RESULTS OF OPD SECTION OF FORTIS GURUGRAM:**

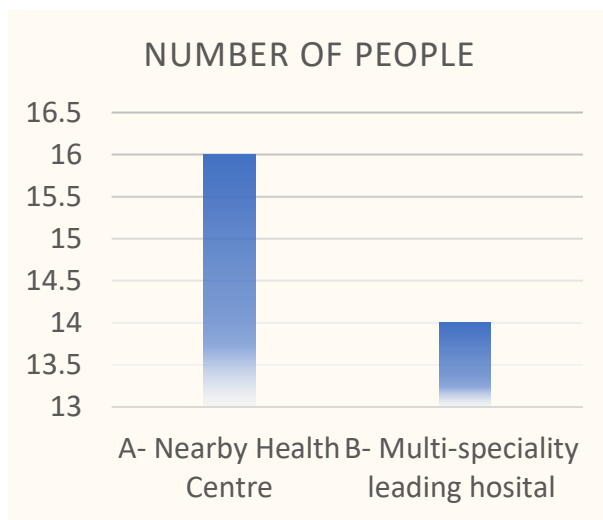
Q1. In the case of medical services, what do you prefer?

1. Government hospital
2. Private Hospital



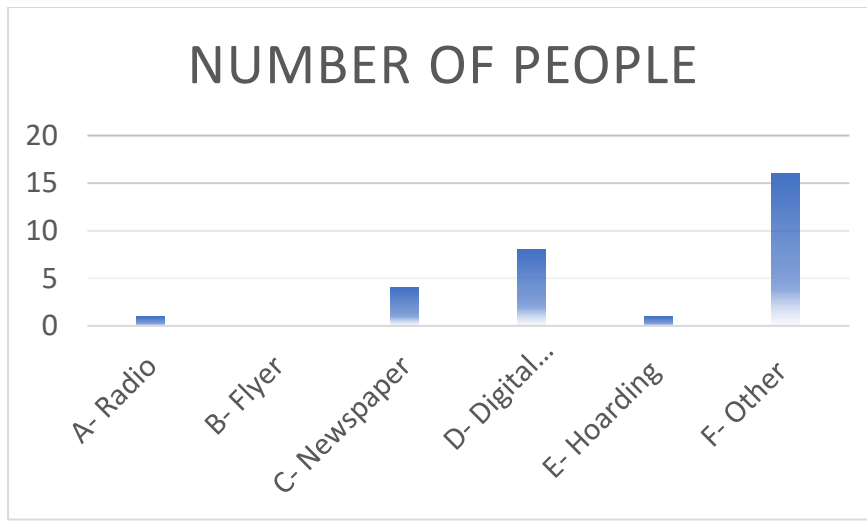
Q2. In case of emergency, what do you prefer?

- a- Nearby health centre
- b- Multi-speciality leading hospital



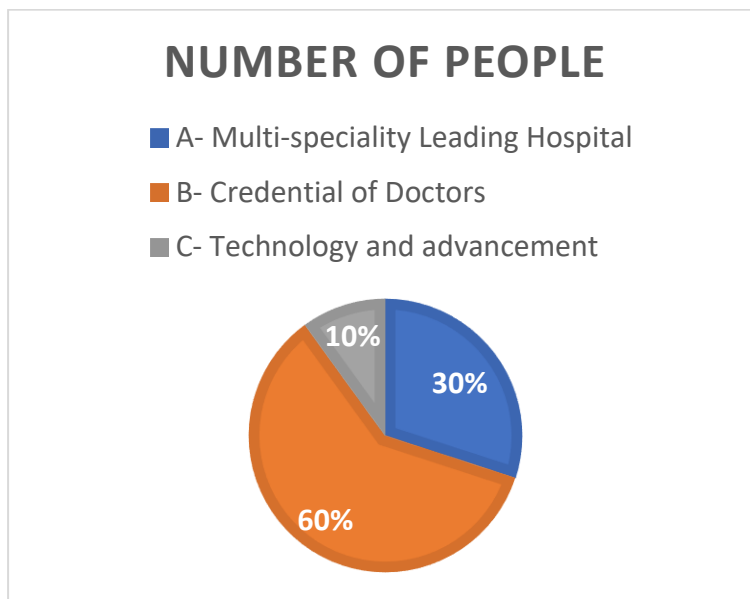
Q3. From which platform did you get to know about Fortis Hospital Gurugram?

- a- Radio
- b- Flyer
- a- Newspaper
- b- Hoardings
- c- Digital presence
- d- Any other please specify



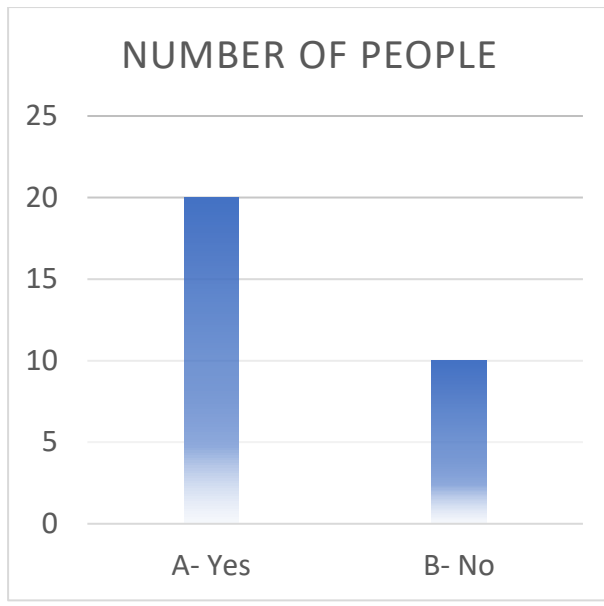
Q4. What is the first impression which comes to your mind when you think of Fortis hospital Gurugram?

- a- Multi-speciality leading hospital
- b- Credentials of doctors
- c- Technology and advancements



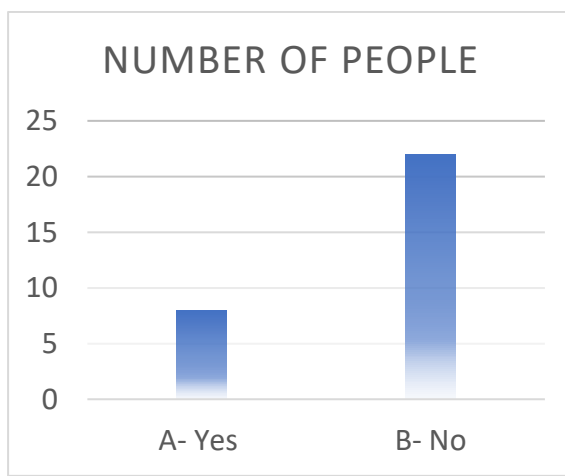
Q5. Will you prefer any other hospital in Gurugram for consultation other than Fortis hospital Gurugram?

- a- Yes – reason which one and why?
- b- No –



Q6. Have you attended any vaccination camp/workshop / any other social event conducted by Fortis Hospital Gurugram?

- a- Yes
- b- No



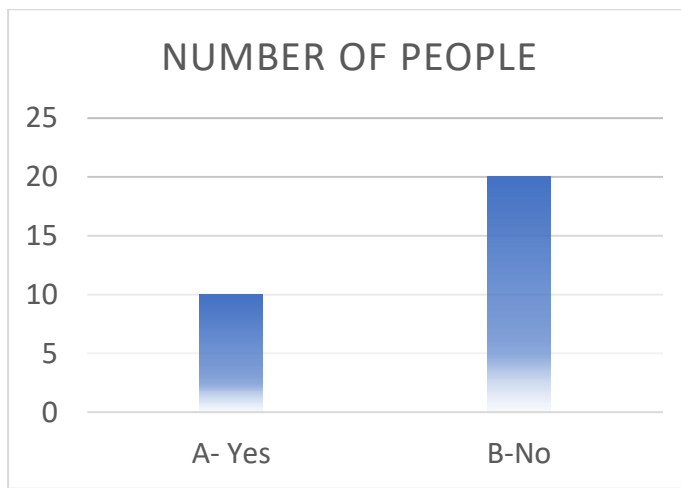
Q7. Have you ever read about any achievements, patient testimony, printed article or influencing things about Fortis hospital Gurugram?

- a- Yes
- b- No



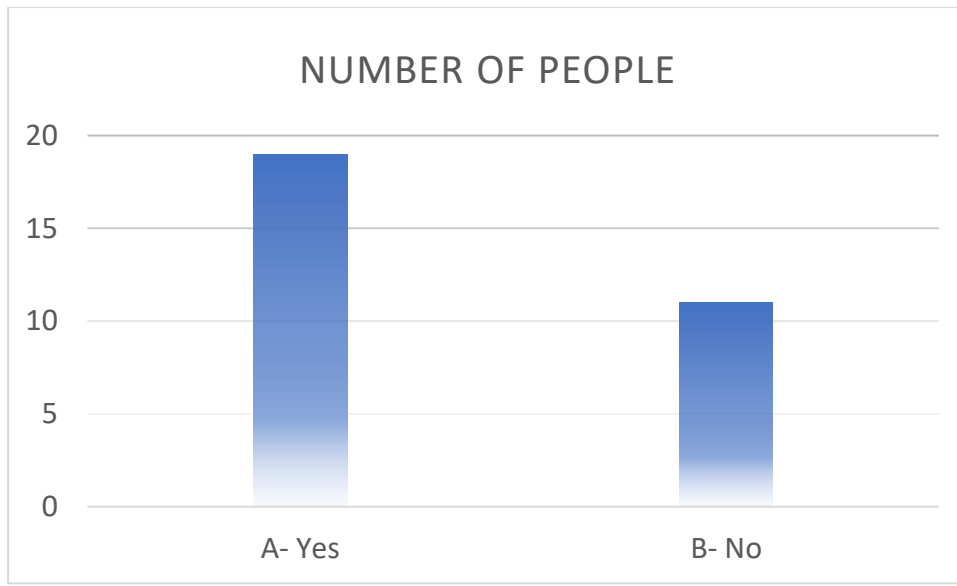
Q8. Have you ever heard of Fortis medical centres in your residential societies in Gurugram?

- a- Yes
- b- No



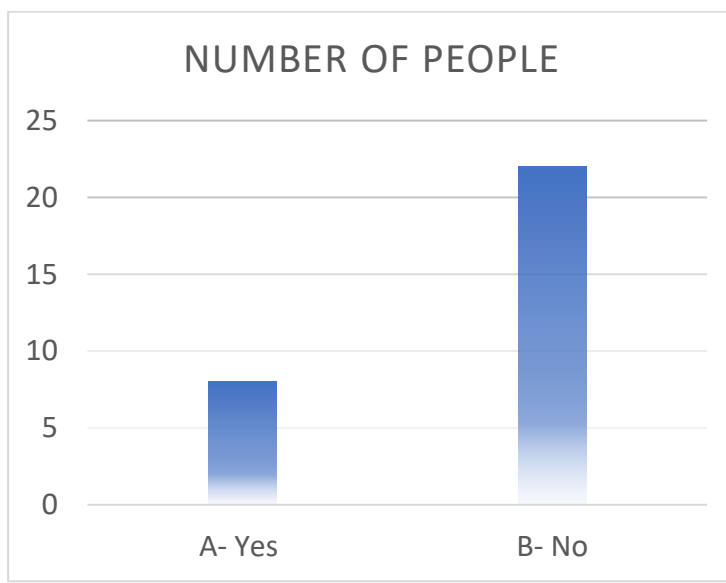
Q9. Will you refer any of your relatives to Fortis hospital, Gurugram?

- a- Yes
- b- No- please specify



Q10. Are you satisfied with the services provided by Fortis hospital Gurugram?

- a- Yes
- b- No



➤ **DATA ANALYSIS AND INTERPRETATION OF THE IPD SECTION OF FORTIS GURUGRAM:**

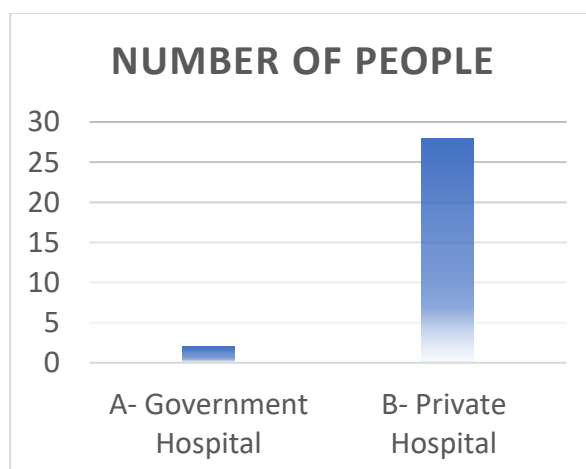
1. Almost 97% of people will prefer private hospitals over Government hospitals.
2. Almost 87% of people will prefer a multi-speciality hospital over a nearby health care centre.

3. Almost 77% of people have preferred Fortis Gurugram as they have heard it from their relatives or other patients' feedback.
4. Almost 90% of people preferred Fortis Gurugram, because of the credentials of doctors.
5. Almost 17% of people will prefer Other leading hospitals for a doctor's second opinion if needed over Fortis Gurugram.
6. Only 27% of people have attended the workshop or vaccination camps or the events organised by Fortis Gurugram.
7. Almost 88% of people have listened to any achievement, patient testimony or printed article about Fortis Gurugram.
8. Only 23% of people have listened about the health care centre of Fortis in their residential area in Fortis Gurugram.
9. Almost 97% of people will refer to their relatives in Fortis, Gurugram in future.
10. Only 50% of people are satisfied with the services provided by Fortis, Gurugram.

➤ **STATISTICAL RESULTS OF OPD SECTION OF FORTIS GURUGRAM:**

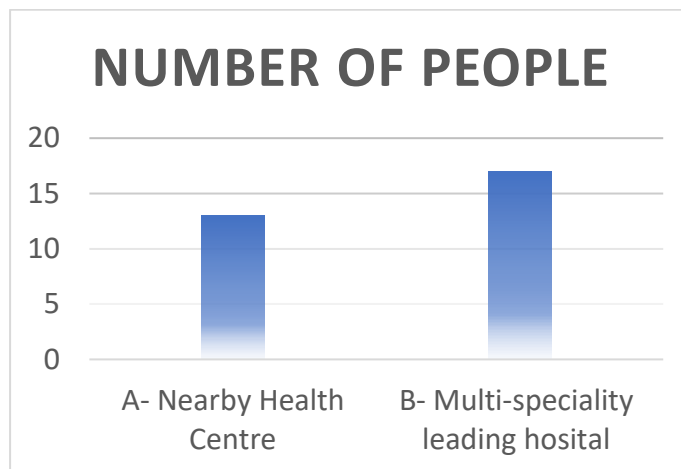
Q1. In the case of medical services, what do you prefer?

3. Government hospital
4. Private Hospital



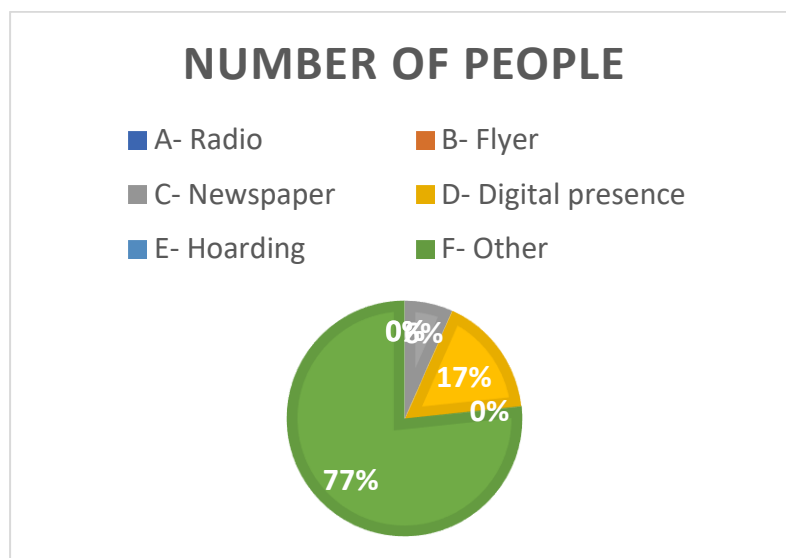
Q2. In case of emergency, what do you prefer?

- a- Nearby health centre
- b- Multi-speciality leading hospital



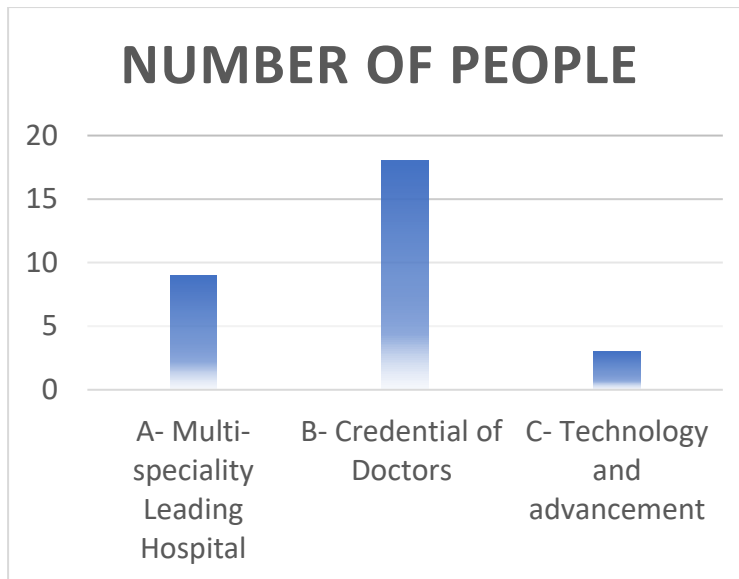
Q3. From which platform did you get to know about Fortis Hospital Gurugram?

- c- Radio
- d- Flyer
- e- Newspaper
- f- Hoardings
- g- Digital presence
- h- Any other please specify



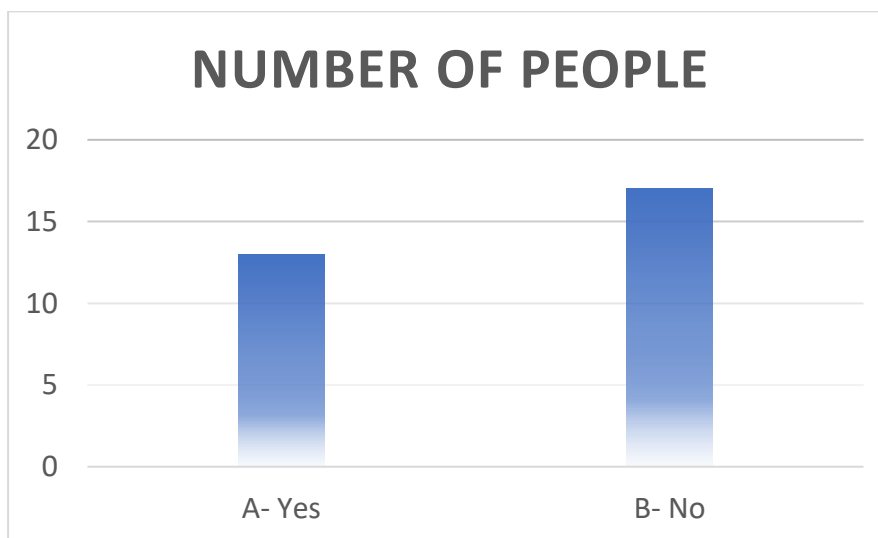
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- a- Multi-speciality leading hospital
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- d- Technology and advancements



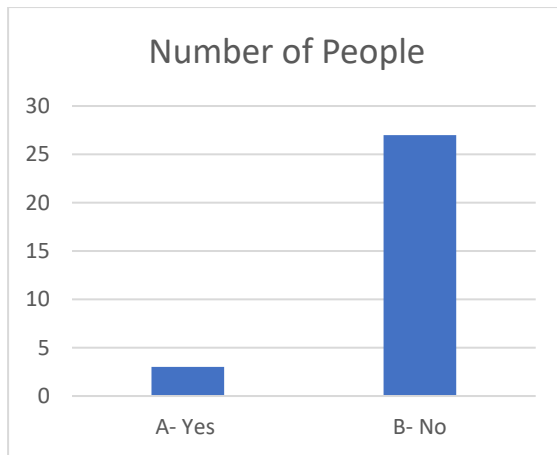
Q5. Will you prefer any other hospital in Gurugram for consultation other than Fortis hospital Gurugram?

- a- Yes – a reason which one and why?
- b- No –



Q6. Have you attended any vaccination camp/workshop / any other social event conducted by Fortis Hospital Gurugram?

- a- Yes
- b- No



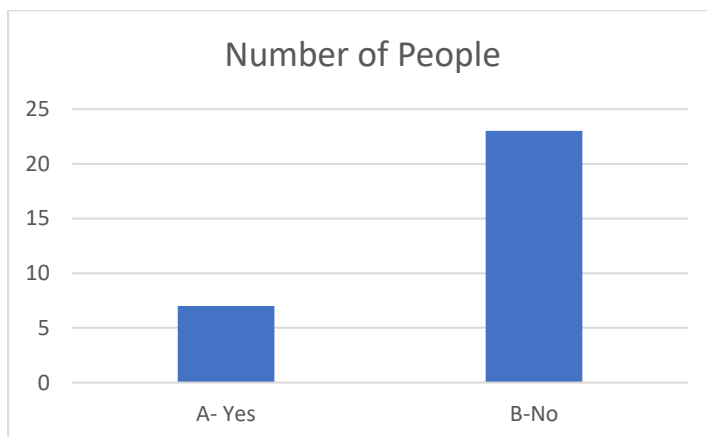
Q7. Have you ever read about any achievements, patient testimony, printed article or influencing things about Fortis hospital Gurugram?

- a- Yes
- b- No



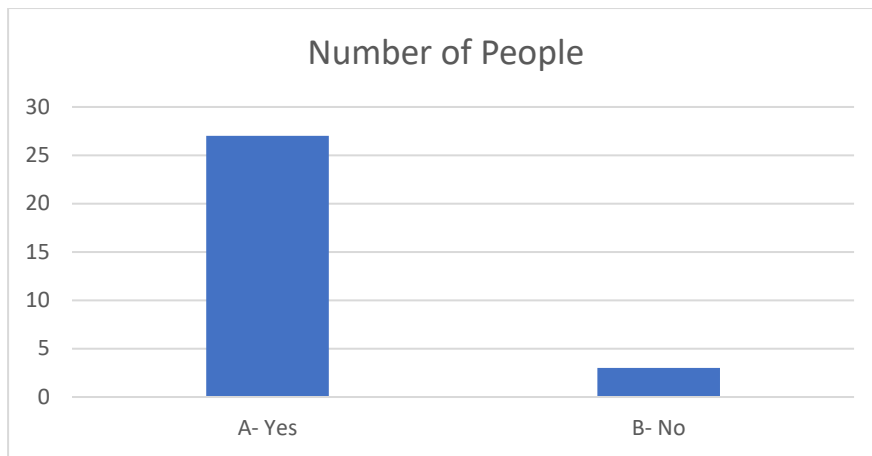
Q8. Have you ever heard of Fortis medical centres in your residential societies in Gurugram?

- a- Yes
- b- No



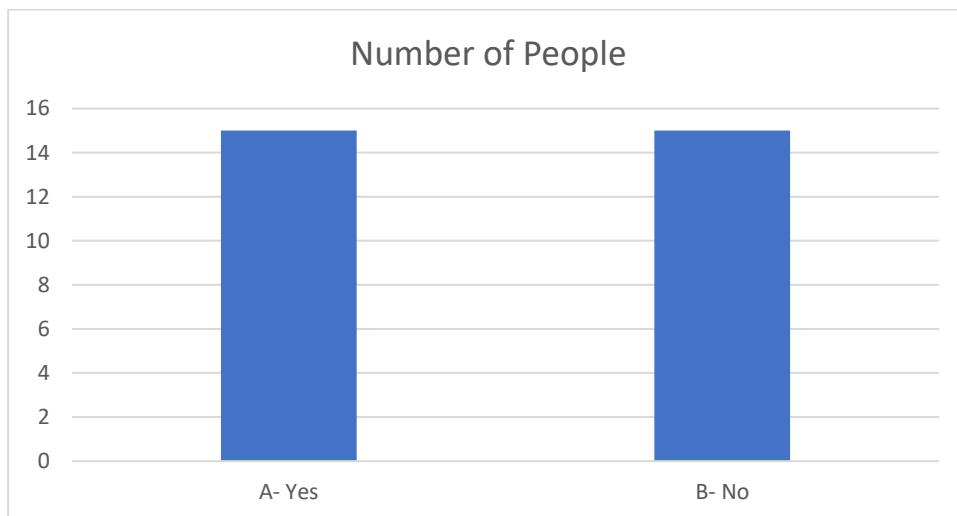
Q9. Will you refer any of your relatives to Fortis hospital, Gurugram?

- a- Yes
- b- No- please specify



Q10. Are you satisfied with the services provided by Fortis hospital Gurugram?

- c- Yes
- d- No



RECOMMENDATIONS AND CONCLUSIONS:

- The following conducted random sampling survey of sample size taken as 30 OPD patients and 30 IPD patients, it states that:
 1. The patients in the OPD and IPD arrive at the Fortis Gurugram, by seeing the credentials of the Doctors.
 2. Almost 90% on average will advise their relatives to visit the Fortis, Gurugram.

3. Almost 85% of people arrive at Fortis for consultation, after listening to any patient's testimony or by the advice of their relatives.
4. Almost 90% of people will prefer private leading hospitals over Government hospitals.
5. Almost 75% of people will prefer Fortis Gurugram over another leading hospital for the consultation.
6. Almost an average of 50% of the people are not satisfied with the services provided by Fortis, Gurugram.

REFERENCES USED:

<https://www.fortishealthcare.com/india/fortis-memorial-research-institute-hospital-in-gurgaon>

ANNEXURE:

- **Data collection format form to be filled by patients or their attendees:**

Brand Positioning of Fortis Gurugram in Domestic Market:

Q1. In the case of medical services, what do you prefer?

5. Government hospital
6. Private Hospital

Q2. In case of emergency, what do you prefer?

- c- Nearby health centre
- d- Multi-speciality leading hospital

Q3. From which platform did you get to know about Fortis Hospital Gurugram?

- e- Radio
- f- Flyer
- i- Newspaper
- j- Hoardings
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- l- Any other please specify-

Q4. What is the first impression which comes to your mind when you think of Fortis hospital Gurugram?

- c- Multi-speciality leading hospital
- d- Credentials of doctors
- e- Technology and advancements

Q5. Will you prefer any other hospital in Gurugram for consultation other than Fortis hospital Gurugram?

- c- Yes – a reason which one and why?
- d- No –

Q6. Have you attended any vaccination camp/workshop / any other social event conducted by Fortis Hospital Gurugram?

- c- Yes
- d- No

Q7. Have you ever read about any achievements, patient testimony, printed article or influencing things about Fortis hospital Gurugram?

- c- Yes
- d- No

Q8. Have you ever heard of Fortis medical centres in your residential societies in Gurugram?

- c- Yes
- d- No

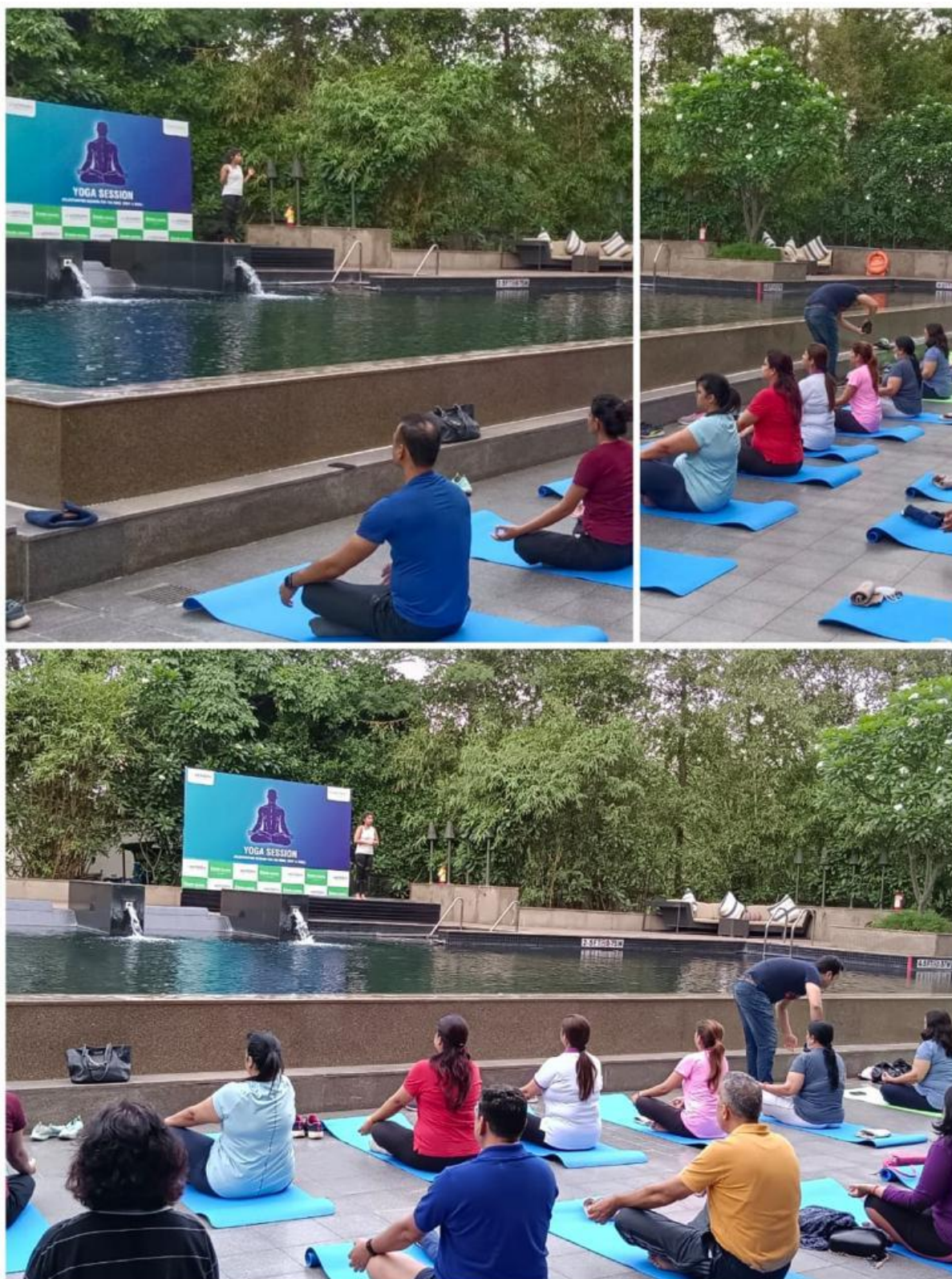
Q9. Will you refer any of your relatives to Fortis hospital, Gurugram?

- c- Yes
- d- No- please specify

Q10. Are you satisfied with the services provided by Fortis hospital Gurugram?

- e- Yes
- f- No

➤ **PICTURE OF FORTIS GURUGRAM DURING WORK:**



Yoga session conducted in le meridian hotel on the occasion of world yoga day:



FLASH MOB CONDUCTED IN DLF CYBER CITY IN GURUGRAM ON THE OCCASION OF WORLD HEALTH DAY



Inauguration of medical centre covid ward in magloyias



Fortis turn red on world hemmophila day to give tribute to the hemmophila fighters:



Magic show and health care talk conducted for the children in laburnum:

POSTER:



Final Poster of Internship Presentation



Brand Positioning of Fortis in Domestic Market

The marketing department is divided into two departments respectively, in FMRI, Gurugram i.e. Domestic as well as international marketing department.

DOMESTIC MARKET: It deals with the domestic market of Gurugram as well as their nearby respective Delhi NCR regions.

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2. They have recently, opened an medical centre in Rohak.

3. They also have the tie up with the RWA (Residential welfare association), where they do regular health care related activities and conduct several medical vaccination camps, and normal as well as super- specialty OPD's.

4. They get their patients from their condominiums or from the nearby tie up local small clinician's or nursing homes.

5. We also get to go in various booster dose vaccination camps which are organised by the FMRI in their respective condominiums as well as their pvt. Corporate organisations they are having their contract with.

INTERNATIONAL MARKET: In FMRI they basically deals with the query, admission, treatment as well as discharge process of the patient, which includes the insurance process and coverage of the patient as well.

6. According to the their insurance by their insurance company their billing and discharge process is being done.

6. If the insurance company is not international insurance company the, insurance company will contact their TPA (Third Party Assistance) and get their clients insurance clear.

7. The clearance of visa invitation is being send and the approval mail is being sent by the Hospital and the visa is only being issued on for the medical purpose.

8. As, soon as the patient lands and stays patient has to fill the C- form on an immediate note, so that we can have a track of the patient.

9. On one passport we can take 4-500 US dollars on per passport.

10. Either the bill can be clear by the insurance company fully or the patient can clear the bill via wire transfer from country in dollars.

11. Form 16- It has to be filled by the patient during admission process as for the PAN card thing.

Methodology

• **PROJECT DESIGN :** The project design used in this study is "observational project design."

• **DATA COLLECTIONAL METHOD:** The data collected for this project design is:

◦ **Primary Source:** Personal Observation

• **STUDY AREA :** OPD AND IPD area of FMRI

• **SAMPLE SIZE:** 60 Patients

• **TYPE OF DATA:** Simple Random Sampling Method

• **STUDY DURATION:** 11 weeks (4th April 2022 – 18th June 2022)

• **DURATION OF DATA COLLECTION:** 11 Weeks

• **CONTENT OF DATA COLLECTED:** Questions related to marketing for brand positioning of Fortis Memorial Research Institute.

• **STATISTICAL TOOLS USED:** The tools used in this project are:

◦ **MS- EXCEL** – It is used for the analysis of the collected data.

◦ **MS- WORD** – It is used for the collection of data by the means of questionnaire.

RESULT

By the following conducted survey of sample size take as 30 OPD patients and 30 IPD patients, it states that:

1. The patients in the OPD and IPD arrives at the Fortis Gurugram, by seeing the credentials of the Doctors.

2. Almost 90% on an average are will given an advise to their relatives to visit the Fortis, Gurugram.

3. Almost 85% of people arrive at Fortis for consultation, after listening to any patient's testimony or by the advise of their relatives.

4. Almost 90% of people will prefer private leading hospital over Government hospital.

5. Almost 75% of people will prefer Fortis Gurugram over other leading hospital for the consultation.

6. Almost on an average 50% of the people are not satisfied with the services provided by Fortis, Gurugram.

