

Internship Training
At
Max Hospital, Gurgaon

A Report on
Impact of Outreach Activities & Community Engagement in association with Max
Hospital, Gurgaon

By
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PG/22/069

Under the guidance of

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PGDM (Hospital & Health Management) 2022- 24



International Institute of Health Management Research, New Delhi

To Whomsoever It May Concern

This is to certify that **Pawan Kumar Pandey** student of **PGDM (Hospital & Health Management) From the International Institute of Health Management Research**, New Delhi has undergone internship training at **Max Hospital, Gurgaon** from **Feb 2024 to June 2024**. The candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific, and analytical. The internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.

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This is to certify that **Mr Pawan Kumar Pandey**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. He is submitting this dissertation titled **"Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon"** at **"Max Hospital, Gurgaon"** in partial fulfilment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

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This is to certify that the dissertation **titled Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon**, from 15th Feb 2024 to 15th June 2024 and submitted by **Pawan Kumar Pandey** Enrolment No: PG /22/069 under the supervision of **Dr Nidhi Yadav** for the award of PGDM (Hospital & Health Management) of the institute carried out during the period **from Feb 24 to June 24** embodies my original work and has not formed the basis for the award of any degree, diploma associateship, fellowship, titles in this or any other institute or other similar institution of higher learning.

FEEDBACK FORM

Name of the Student: Puwan Kumar Pandey

Name of the Organisation in Which Dissertation Has Been Completed: Max Hospital, Gurgaon

Area of Dissertation: Marketing

Attendance: 95%

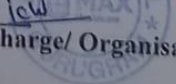
Objectives achieved: Yes

Deliverables: Yes, but some more improvement required in future days.

Strengths: Community outreach, Liaisoning, Campaign planning & operation

Suggestions for Improvement: Regular activity liaisoning

Suggestions for Institute (course curriculum, industry interaction, placement, alumni): - No -


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Date: 01-07-24

Place: 01-07-24

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(Completion of Dissertation from respective organization)

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Title of the Project (Impact of Outreach Activities &

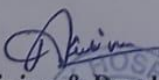
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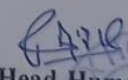

Community Engagement in association
with MAX Hospital, Gurugram

Organisation MAX HOSPITAL, GURUGRAM

He/She comes across as a committed, sincere & diligent person who has
a strong drive & zeal for learning.

We wish him/her all the best for future endeavors.


Training & Development



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Dissertation Writing

20

Acknowledgement:

This dissertation would not have been possible without the support, guidance and encouragement of many individuals and institutions.

First and foremost, I would like to express my deepest gratitude to my college mentor, Dr Nidhi Yadav, for her unwavering support, invaluable guidance, and insightful feedback throughout this research journey. Her expertise and dedication has been instrumental in shaping the direction and quality of this dissertation.

I am also profoundly grateful to the members of my dissertation committee, Dr Pankaj Talreja, Dr Preetha Gs & Mr Rahul Khandelwal for their constructive criticism, suggestions, and encouragement. Their input has been crucial in refining my research and enhancing the overall quality of this work.

A special thank you goes to my organization mentor, Ms Akanksha for their guidance, encouragement, and for providing me with the opportunities and resources to balance my professional responsibilities with my academic pursuits. Their support has been critical in allowing me to complete this dissertation.

To my office mates, thank you for your camaraderie, moral support, and insightful discussions. Your encouragement and advice have been a source of motivation and inspiration.

To my family, especially my parents, thank you for your unconditional love, patience, and unwavering support. Your belief in me has been my driving force and I am deeply appreciative of your encouragement throughout this journey.

Thank you all for your invaluable contributions and support.

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Organizational Profile:



The 106-bed Max Hospital Gurgaon, has treated over 5 lakh patients, utilizing its expertise in 36 specialized sectors including as Cardiac Sciences, Minimal Access and Laparoscopic Surgery, Neurosciences, Urology, Orthopaedics, Aesthetics and Reconstructive Surgery, and Nephrology.

It is a contemporary healthcare institution that has 16 ICU beds, 6 PICUs, 7 NICUs, and 5 Cardiac Care beds, making it one of the largest medical centres in North India. In addition to this, the hospital features endoscopy departments, radiology and pathology diagnostics, and other support units.

Its team of 320 doctors and 272 nurses is exclusively dedicated to offering a world-class healthcare experience. To assist they do this, they use state-of-the-art technology, four high-end modular operation theatres, and a NABL recognized Max Lab and NABH.

Max Hospital Gurgaon offers the advantage of integrated medical care in a multi-disciplinary setting. As a result, it has received multiple awards and industry accreditation.

Specialities services provided by the hospital

- Cancer Care / Oncology
- Orthopaedics & Joint Replacement
- Nephrology
- Internal Medicine
- Neurosciences
- Cardiac Sciences
- Obstetrics & Gynaecology




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Plagiarism detect software used	"TURNITIN"		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
Total words and % of similar contents Identified	15%		
Date of validation (DD/MM/YYYY)	25 /07 / 2024		

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Abstract:

Health camps are a frequent activity carried out by many organizations with varying aims. The goals range from reaching out to underserved people to expanding the client base and thereby enhancing income creation. A multi-specialty health camp was held at RWA. In this study, we discuss the camp profile as well as the utilization of several specialists. The camp was primarily attended by adults, the elderly, and members of the same society. The most commonly consulted specialties at the camp were general medicine, cardiology, ophthalmology, and orthopaedics. The number describes how successful a health camp is.

Medical camps are conducted by health professionals to carry out a limited health intervention amongst the underprivileged community. The poor attend these camps to get free check-up and treatment. Health camps or outreach clinics are the effective strategies adopted by both government and non-government organizations, associations, and societies with various interests and scope. A well-organized health camp with a concentration on the various principles of planning, coordination, collaboration, tools, and techniques will not only make the health camp successful but also aids in improving the health status of the unreached community who are often deprived of basic to advance health care facility due to different circumstances

Introduction:

Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon

In India 60% of the population lack basic medical facility, so health camps which provide short-term medical interventions for target communities may be beneficial. This study analyses a health camp event in RWA community area of Gurgaon, to provide practical insights for organizing, planning, and implementation of health camps.

Health camps are one of the tactics used, in which a group of health professionals "camp" in a specific location to carry out the desired health intervention. Health camps have been embraced as a popular outreach activity by various organizations.

Max Hospital is well-known for its interventions aimed at hard-to-reach communities. Other groups with different goals use the same strategy. Health camps are increasingly being used by hospitals to advocate for their services and expand their patient base. In recent years, for-profit firms have exploited health camps to increase money through consultation at camp. The hospital hosted health camps with the implied goal of reaching out to the impoverished and difficult-to-reach people.

What is hospital outreach service?

Outreach programs are crucial instruments for offering health education and screening services directly to community people, which helps to reduce health inequities.

What is the objective of outreach?

Outreach is the act of offering services to a population that would not otherwise have access to those services. Meeting someone in need of outreach services at their current location is an important aspect of outreach.

What are the benefits of outreach?

Outreach campaigns can boost brand recognition, promote service awareness, foster customer connections, and generate new leads.

Activities Come Under Outreach Program:

- ★ Health Camp
- ★ Health Talks
- ★ Awareness Programme
- ★ BLS Training
- ★ In-house Branding

Rationale:

The free medical camps are established with the fundamental goal of raising awareness among the underserved community, who lack access to basic healthcare services and understanding about the problems they suffer from. As a result, transparent hands educates participants on the importance and goals of the medical camp, provides free medical advice, and refers them to professional therapy or surgery as needed. These camps ensure that people receive appropriate healthcare and see a doctor before a minor health issue becomes serious.

The purpose of the study is to observe the various approaches taken by the hospital with the help of partners via strengthening the health camps & outreach programmes interventions to enhance the quality of service to the citizens of camp and identify the bottlenecks and challenges to provide suggestions for the same. There is a need of an assessment in order to provide sustainable ideas and approaches to establish this activity as success.

Objective:

- ❖ Assess the role of outreach activity on footfall in Max Hospital, Gurgaon.
- ❖ Assess expectations and satisfaction perceived by community and organizers from health camps.
- ❖ Gain practical insights from the camp event to advocate participation-friendly policies in the community.

Review of Literature:

Health camps or outreach activities are the effective strategies adopted by organizations, associations, and societies with various interests and scope. A well-organized health camp with a concentration on the various principles of planning, coordination, collaboration, tools, and techniques will not only make the health camp successful but also aids in improving the health status of the unreached community who are often deprived of basic to advance health care facility due to different circumstances.

Health camps are one of the commonly performed activities by different organizations with different intentions. The purpose ranges from reaching out to unreached populations to increasing client base and thus increasing revenue generation. A multi-speciality health camp was organised at RWA. We describe the camp profile and utilization of different specialties in this study.

Health camps serve the purpose of enhancing people awareness about health and offer to amend related fallacy and stigma and wrong attitude towards mental & physical illness and people with illness. Mental health camps offer a potential to local community to receive affordable help and utilise the available resources to identify, counsel or refer people with major health issues or in crises situations to community agencies for providing health care services.

Community health outreach generally entails engaging in social work with vulnerable populations to address homelessness, drug abuse, mental disorders, and youth problems. However, even basic textbooks on social work rarely mention the definition of outreach, and then, it is not considered on its own terms; it is occasionally presented as “detached,” “street-based,” or “preventive” work. The concept of outreach is seemingly easy to understand, but it is not easy to define. Indeed, the definition of community health outreach depends heavily on a health project’s goals and the community’s context. Researchers tend to focus on specific strategies or activities that provide health services as components of a community project thus, outreach strategies are strongly tied with the community involved. Several factors influence the process: the outreach staff (“personal factors”), outreach procedures (“process factors”), and the community in which the outreach is taking place (“environment factors”). Therefore, finding a general meaning of outreach has proven challenging.

Outreach services that give health assessments and treatment to older persons in their homes or communities are often touted as enhancing access and results for this population. However, no systematic review of the efficacy of these services has been conducted. This study assesses the evidence on the effectiveness of outreach services for older adults with mental illnesses in non-institutional community settings. Endpoints of interest include the outreach program's ability to expand access to health services and enhance health outcomes. Community participation is commonly thought to be advantageous in the development, implementation, and assessment of health services. However, numerous obstacles to successful and sustainable community involvement exist. Importantly, there is scant research on how community participation affects outcomes at both the group and individual levels. Our review aims to look at the research on the effects of community participation in high and upper-middle income groups.

Methodology:

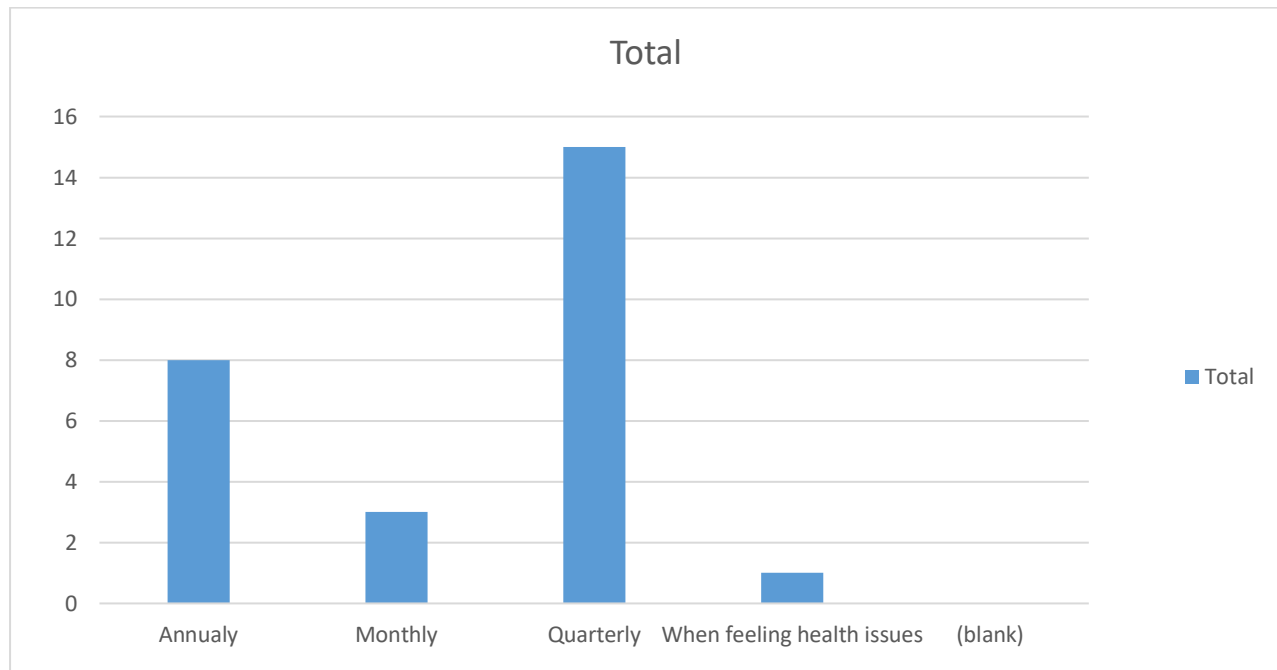
- Study Design: Primary Research
- Sampling method: Snowball sampling
- Data analysis: MS Excel
- Universe : 200
- Sample Size: 30 (15%)
- Data Collection Tool : Questionnaire (annexure 1)
- Study area : Activities done around Gurgaon

Annexure 1

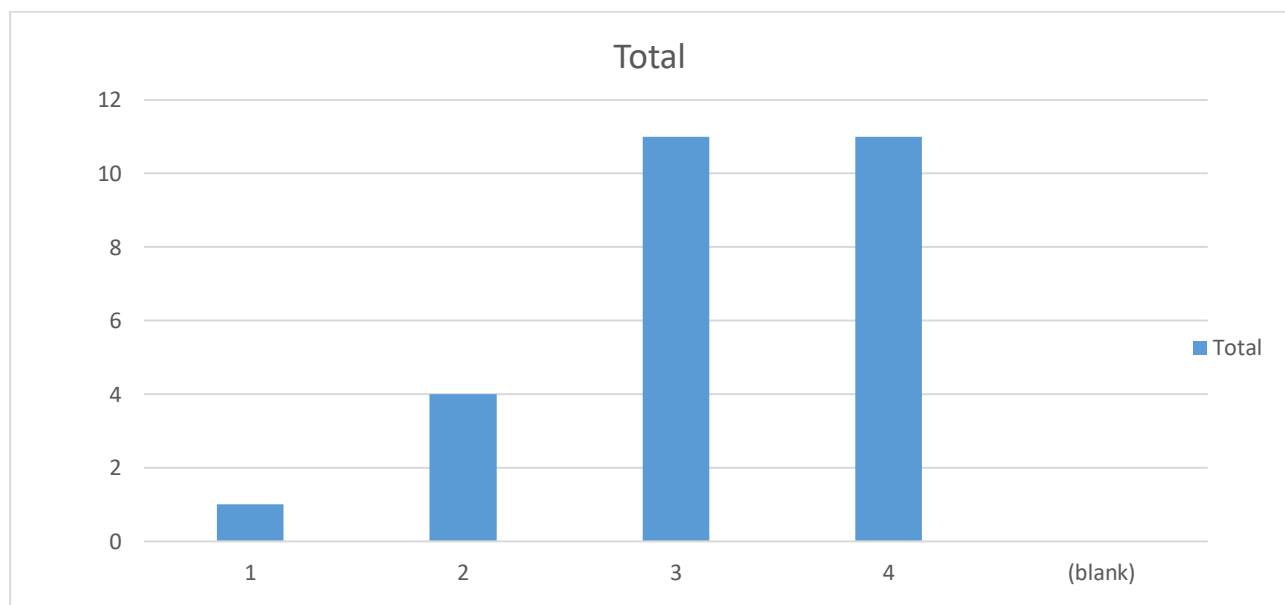
- Satisfaction from Camp activities
- How often do you do a health check up
- What modifications are you hoping to see in the hospital's outreach efforts
- How satisfied you are with staff services and TAT
- Do you think outreach efforts could be made better
- Would you like to visit the hospital for additional consultation
- Do you find the medical advice you received during Health Camp satisfactory
- Do you require any additional services that are part of outreach initiatives

Result & Analysis:

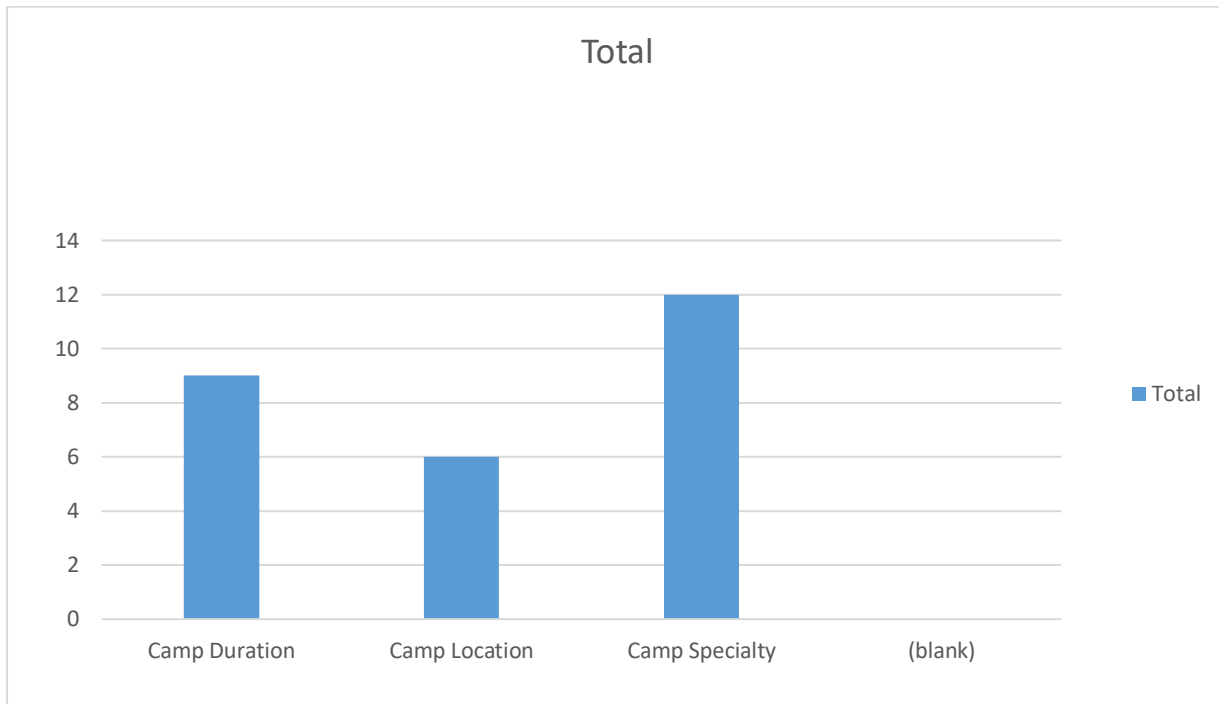
1. Frequency of health Check-ups?



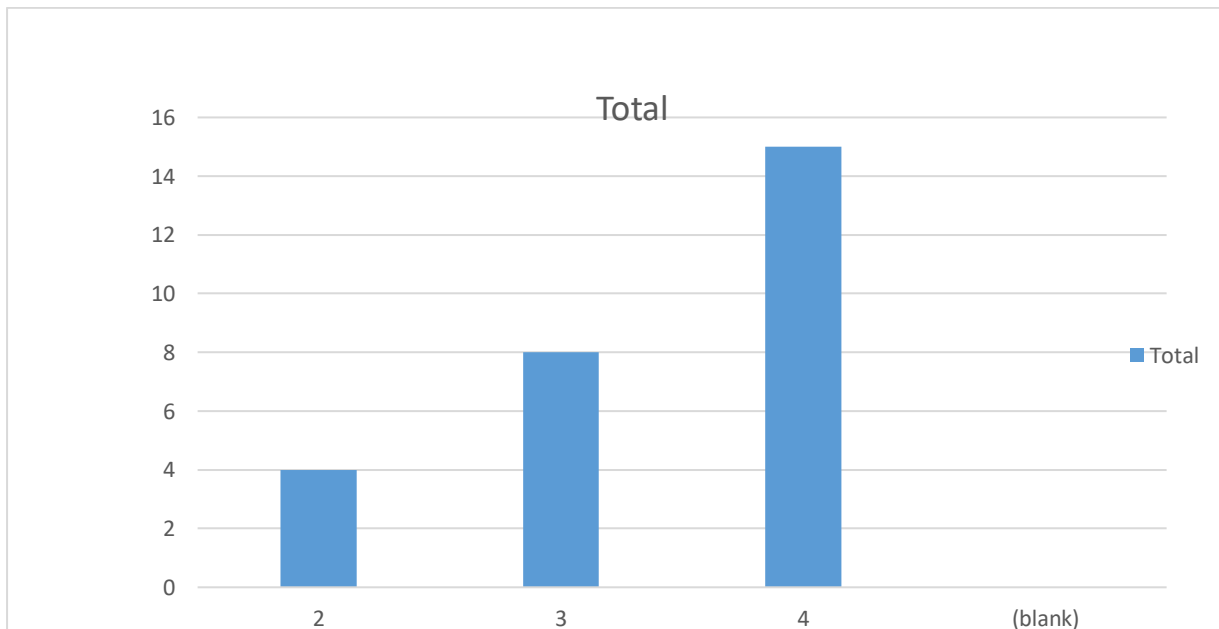
2. Satisfaction from camp



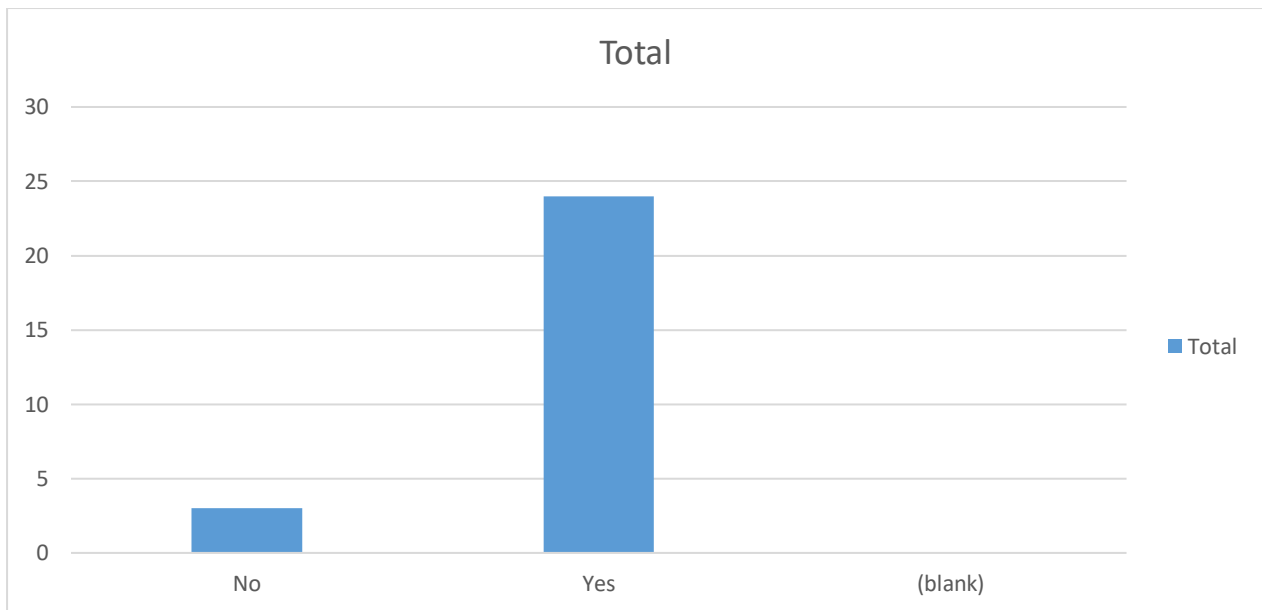
3. Modifications required in camp



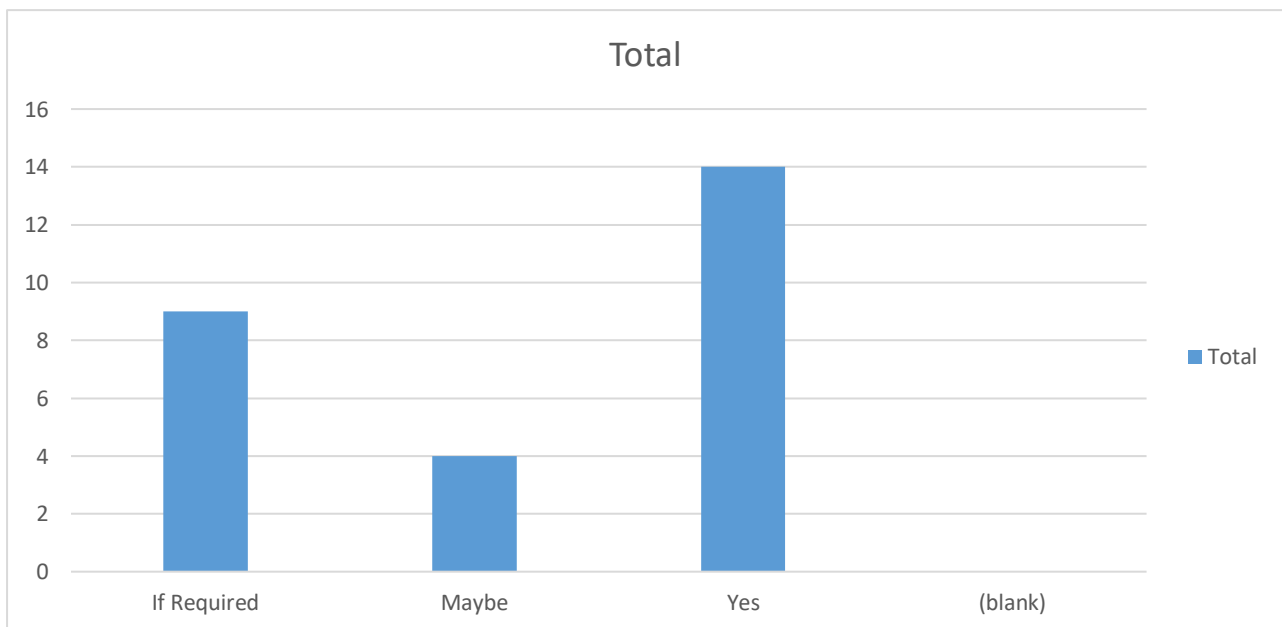
4. Satisfaction with staff services



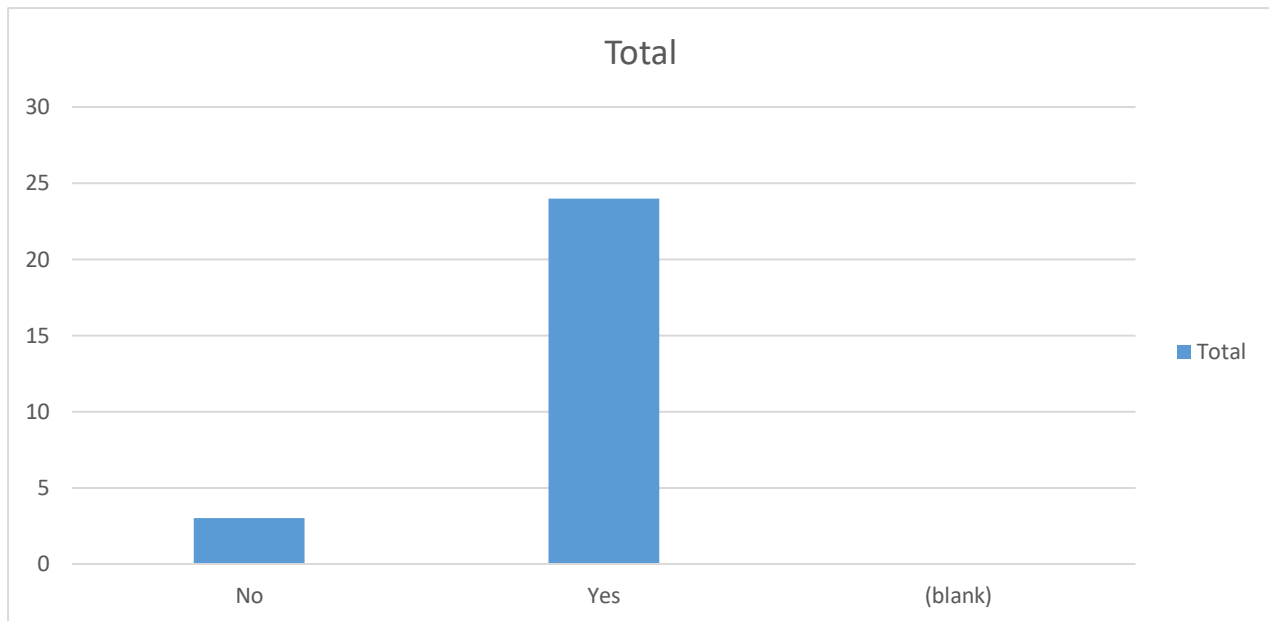
5. Any modifications in outreach activity



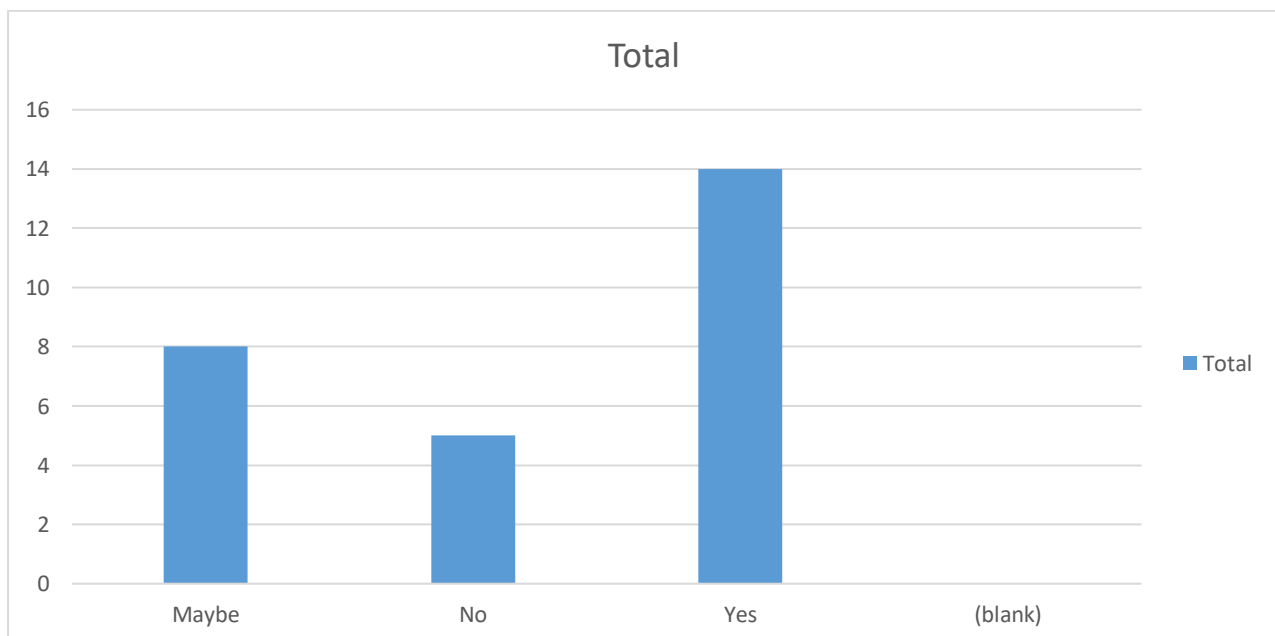
6. Patient conversion for additional consultation



7. Satisfaction from Drs consultation



8. Additional services need to added in camp



Discussion:

- ❑ The data results suggest that patients are switching from annually to quarterly health check-ups as they transition to early health check-ups.
- ❑ With regard to the quality of service provided to patients in health camps, it helped build reputation and trust among participants, which may be viewed as a marketing strategy.
- ❑ Apart from hospital branding and marketing, our primary goal is to raise public awareness about the prevention, control, and management of health issues.
- ❑ Patient footfall increased as a result of outreach operations in both the OPD, IPD, and PHP.

Conclusion:

- The outreach initiatives increased patient footfall in the hospital's outpatient department.
- Outreach location and duration have been upgraded, brand visibility rises.
- The outreach services process is becoming more formalized, and policies are being established accordingly.
- Health camps are effective way to of delivering public the primary health care, typically in the unreached area to achieve universal health coverage,
- Specialist services is a cost-effective way to bridge the major gap in achieving universal health coverage especially in rural areas.
- It provides resident doctors to practice theoretical learning from the classroom to ground zero.
- Health camps give an opportunity to understand the healthcare needs of the community served, build the healthcare provisions, and strengthen the healthcare delivery system.

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