

Analysis on Trade Referrals for Global Hospital, L.B.Nagar, Hyderabad

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Submitted

By

Name: Mr.Sreekant Mishra

Enrollment No: PG/14/057

Post- Graduate Diploma in Hospital and Health Management

*Under the Guidance of*

Mrs. Kirti Udayai

Assistant Professor & Assistant Dean (Academics)

&

Mr. Dh. Praveen Kumar

Assistant General Manager- Business Development

From

International Institute of Health Management Research, New Delhi



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## **Introduction to Hospital Industry**

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

Indian healthcare delivery system is categorized into two major components - public and private. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centers (PHCs) in rural areas. The private sector provides majority of secondary, tertiary and quaternary care institutions with a major concentration in metros, tier I and tier II cities.

India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries. The cost of surgery in India is about one-tenth of that in the US or Western Europe.

## **Healthcare Industry Market Size**

The overall Indian healthcare market today is worth US\$ 100 billion and is expected to grow to US\$ 280 billion by 2020, a compound annual growth rate (CAGR) of 22.9 per cent. Healthcare delivery, which includes hospitals, nursing homes and diagnostics centers, and pharmaceuticals, constitutes 65 per cent of the overall market.

There is a significant scope for enhancing healthcare services considering that healthcare spending as a percentage of Gross Domestic Product (GDP) is rising. Rural India, which accounts for over 70 per cent of the population, is set to emerge as a potential demand source.

India requires 600,000 to 700,000 additional beds over the next five to six years, indicative of an investment opportunity of US\$ 25-30 billion. Given this demand for capital, the number of transactions in the healthcare space is expected to witness an increase in near future. The average investment size by private equity funds in healthcare chains has already increased to US\$ 20-30 million from US\$ 5-15 million, as per PriceWaterHouseCoopers.

The Indian medical tourism industry is pegged at US\$ 3 billion per annum, with tourist arrivals estimated at 230,000. The Indian medical tourism industry is expected to reach US\$ 6 billion by 2018, with the number of people arriving in the country for medical treatment set to double over the next four years. With greater number of hospitals getting accredited and receiving recognition, and greater awareness on the need to develop their quality to meet international standards, Kerala aims to become India's healthcare hub in five years.

## **Road Ahead**

India is a land full of opportunities for players in the medical devices industry. The country has also become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of population. Besides, Indian medical service consumers have become more conscious towards their healthcare upkeep.

India's competitive advantage also lies in the increased success rate of Indian companies in getting Abbreviated New Drug Application (ANDA) approvals. India also offers vast opportunities in R&D as well as medical tourism. To sum up, there are vast opportunities for investment in healthcare infrastructure in both urban and rural India.

## Overview of Global Hospital

Global Hospitals opened its doors to the city of Hyderabad and the people of India in the year 1999 when Dr. K. Ravindranath, Chairman & Managing Director, Global Hospitals Group, founded the first 50-bed facility.

Corresponding to the growing healthcare needs, the hospital added an additional 100 beds and advanced facilities for specialized healthcare services ranging from diagnosis to multi-organ transplantations, from simple procedures to complex surgeries in the year 2002.

Over the next 15-years the Global Hospitals Group has transformed into one of India's fastest growing chains of Multi Super Specialty Tertiary Care Hospitals offering a comprehensive healthcare network providing quality care, cutting-edge research and advanced education to care givers throughout the country. With India's largest multi-organ transplant center for liver, pancreas, kidney, heart and lung, and world class hospitals, state-of-the art technology and the best team of experts in a host of specialties, Global Hospitals has been continuously giving new lease of life to many battling with end-stage diseases.

## Mission & Vision

*“With a vision to be a world-class healthcare provider turning distant possibilities into realities, Global Hospitals utilizes a strong combination of clinical expertise, advanced technology, world-class infrastructure and facilities are to deliver high quality medical services of international standards. Having collaborations with several leading Indian and internationally reputed academic institutions, the Group offers a wide array of academic programmes for both medical and non-medical professionals. Recognized by the government bodies for research, the Group has made significant strides in advanced medical research programmes including Stem Cell and Regenerative Medicine Programmes.”*

## **Global Hospital, Lakdi ka Pul, Hyderabad**

The Global Hospitals Group is one of India's fast growing chains of tertiary care multi-specialty and multi-organ transplant Hospitals. Offering exceptional healthcare services to patients in India and across the globe we hold a dominant presence in South India in the healthcare domain.

The Lakdi-ka-pul location of the Hospital in Hyderabad, Telangana is the first outlet of the Global Hospitals Group with 200-bed capacity. Global Hospitals, Lakdi-ka-pul is a state-of-the-art tertiary care multi-specialty and multi-organ transplant facility located at in the heart of the city and is brings to the people of Hyderabad, neighboring states and international patients the clinical excellence and legacy of the Global Hospitals Group

Rewriting medical records is a way of life at Global Hospitals and is demonstrated in the dedication & commitment to deliver exceptional patient care and patient safety with the highest standards of clinical practices, clinical expertise & excellence from the foremost clinicians of the world with the support of the latest and state-of-the-art technology.

Global Hospitals has become the destination of choice for all discerning patients from within the country and abroad. Some of the salient features of the institution include:

- World-class care at affordable cost
- State-of the-art equipment and technologies
- Multi-disciplinary teamwork
- Results on par with the best in the West
- Benchmarks in quality, safety and innovation
- Exceeds patient expectations by going the extra mile in service

## **Clinical Services Provided at Global Hospital, Lakdi ka Pul**

Anesthesiology	Gynecology	Orthopedics & Joint
Arthroscopy & Sports	Heart Transplantation	Replacement
Medicine	Hepatology	Plastic Surgery
Bariatric Surgery	HPB & Liver Surgery	Pulmonology
Cardiology	Interventional Radiology	Radiology & Imaging
Cardiothoracic & Vascular	Kidney Transplantation	Spinal Surgery
Surgery	Laboratory Medicine	Surgical Gastroenterology
Critical Care	Medical Gastroenterology	Transfusion Medicine
Dentistry	Medical Oncology	Urology
Dermatology	Minimal Invasive Surgery	Vascular & Endovascular
Emergency Medicine &	Multi- Organ	Surgery
Trauma	Transplantation	
Endocrinology	Nephrology	
ENT	Neurology	
General Medicine	Neurosurgery	

## **Global Hospital, L.B.Nagar, Hyderabad**

The LB Nagar, Hyderabad, location of the Global Hospitals Group is a 300-bedded super specialty tertiary care facility, offering 360 degree advanced tertiary healthcare services matching the best available in the world.

Every step is aimed at ensuring excellence in patient care by employing state-of-the-art infrastructure, advanced technology & committed team work by renowned specialists for setting highest standards through dedicated research, continuous learning and quality medical practices. Each member of the team – doctors, surgeons and paramedical professionals takes pride in their passion to heal the sick.

Global Hospitals, LB Nagar is accredited by NABH and conforms to international gold standards in every aspect of health care. This means safety to the patient via a zero infection environment, certified blood products, and adherence to other critical factors imperative in critical care treatment.

A lot of emphasis is placed on training of the support teams regarding response to emergencies, standardizing care through clinical pathways and protocols and in the identification of ethical and economic issues pertaining to critical care.

## **Clinical Services Provided at Global Hospital, L.B. Nagar**

Anesthesiology  
Arthroscopy & Sports Medicine  
Bariatric Surgery  
Cardiology  
Cardiothoracic & Vascular Surgery  
Critical Care  
Dentistry  
Dermatology  
Emergency Medicine & Trauma  
Endocrinology  
ENT  
General Medicine  
Gynecology  
Heart Transplantation  
Hepatology  
HPB & Liver Surgery  
Interventional Radiology  
Kidney Transplantation  
Laboratory Medicine

Medical Gastroenterology  
Medical Oncology  
Minimal Invasive Surgery  
Multi- Organ Transplantation  
Nephrology  
Neurology  
Neurosurgery  
Orthopedics & Joint Replacement  
Plastic Surgery  
Pulmonology  
Radiology & Imaging  
Spinal Surgery  
Surgical Gastroenterology  
Transfusion Medicine  
Urology  
Vascular & Endovascular Surgery  
Blood Bank



## Departments Visited/Worked

Following Departments were made through during the training period which are as follows:

Departments:

Bio-medical
Emergency/Dialysis
Front/Office
Radiology/Non-Invasive Cardiology
Support Services-H/K & F/B
Critical Care (ICU's)
Supply Chain
OT
Billing
Corporate Desk
Medical Services/Operations
Finance
Hospital Quality

## **Problems / Issues of the Departments**

Overall the Workflow of the mentioned Departments were good as the infrastructure layout was spacious and well maintained. Moreover process needs to be re-analyzed due to increase in the patients flow on the day-to-day basis. A streamlined study should be carried out to analyze the gaps for the further improvements.

## **Observational/Learning**

The Continuous training pattern molded by the Organization gave us the insight view of how the operations go in a Hospital. The process flow network right from the admission to final discharge showed the kind of diagrammatic view that needs to be channelized in running a Hospital. Moreover, the weeks of training within different departments helped us to gain a knowledge which were totally opposite to theoretical knowledge.

## **Conclusion**

Over the next 15-years the Global Hospitals Group has transformed into one of India's fastest growing chains of Multi Super Specialty Tertiary Care Hospitals offering a comprehensive healthcare network providing quality care, cutting-edge research and advanced education to care givers throughout the country. With India's largest multi-organ transplant center for liver, pancreas, kidney, heart and lung, and world class hospitals, state-of-the art technology and the best team of experts in a host of specialties, Global Hospitals has been continuously giving new lease of life to many battling with end-stage diseases.

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