

Analysis of Inflow Practice at Global Hospital, L.B.Nagar, Hyderabad

Submitted in the Fulfillment for Dissertation Training At
Global Hospital, L.B.Nagar, Hyderabad
(February 22.02.2016- May 13.05.2016)

Submitted

By

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Enrollment No: PG/14/057

Post- Graduate Diploma in Hospital and Health Management

Under the Guidance of

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The Certificate is awarded to

Name of the Student: **Mr. Sreekant Mishra**

In recognition of having successfully completed his Dissertation in the Department
of **Business Development/Marketing** at **Global Hospital, L.B.Nagar,**
Hyderabad on

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

Date: **22.02.2016 - 13.05.2016**

Organization: **Global Hospital, L.B. Nagar, Hyderabad**

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

We wish him all the best for future endeavors


Dh. Praveen Kumar
AGM-Business Development
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The candidate has successfully carried out the study designated to him during dissertation training and his approach to the study has been sincere, scientific and analytical.

The Dissertation is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dr. A.K. Agarwal
Dean, Academics and Student Affairs
IIHMR, New Delhi



Mrs. Kirti Udayai
Assistant Professor & Assistant Dean (Academics)
IIHMR, New Delhi

Certificate of Approval

The following dissertation titled "**Analysis of Inflow Practice at Global Hospital, L.B.Nagar, Hyderabad**" is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **Post Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for Evaluation for Dissertation

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A. J. well

Certificate from Dissertation Advisory Committee

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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.



Mrs. Kirti Udayai
Assistant Professor & Assistant Dean (Academics)
IIHMR, New Delhi



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AGM-Business Development
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**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT
RESEARCH, NEW DELHI**

CERTIFICATE BY SCHOLAR

This is to certify that the Dissertation titled “**Analysis on Trade Referrals for Global Hospital, L.B.Nagar, Hyderabad**” has been submitted by **Mr. Sreekant Mishra**, Enrollment No. **PG.14.057** under the supervision of **Mrs. Kirti Udayai, Assistant Professor&Assistant Dean**, for award of Postgraduate Diploma in Hospital and Health Management of the Institute carried out during the period from **22.02.2016** to **13.05.2016** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.


Signature

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FEEDBACK FORM

Name of the Student: Mr. Sreekant Mishra

Dissertation Organization: Global Hospital, L.B. Nagar, Hyderabad

Area of Dissertation: Business Development/Marketing

Attendance: 100%

Objectives Achieved: *Carried out Projects as mentioned.
Completed Successfully.*

Deliverables:

Good

Strengths: *Sincere and good at multitasking.
Has eyes on details.*

Suggestions for Improvements: *Needs to be more consistent
and focused.*

[Signature]

Signature of the Officer-in-charge/Organization Mentor

Date: *10/5/2016.*

Place: Global Hospital, L.B. Nagar, Hyderabad



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Abstract

With increased globalization and better Healthcare reforms, Hospitals are becoming the centers for better care providers with their existing facilities and expertise. These are better converted and transformed to all sections of the society with the experts namely consultants who give the best treatments to the receivers (patients).

Global Hospital, being the dedicated center to provide the best treatment has been continuously gearing up with the advancement made throughout the various surgeries and treatment practices carried throughout the medical sciences.

The Purpose to carry out the analysis was to see how effective the strategy was able to create a market with more increased footfalls for the Hospital. These would not only help to define and categorize the market but showcase the effectiveness and the areas of improvements.

Acknowledgement

“Successful passage & outcome of every work comes with dedication, determination & team work. All these turn futile in the absence of visionary guidance.”

I would like to extend my sincere thanks to the staff of Global Hospital, L.B. Nagar, Hyderabad for extending its cooperation & never ending help in the process of understanding various dimensions of an organization. It's highly appreciated for the time spent by them for participating in discussions & lending valuable inputs.

I feel deeply privileged in expressing our deep sense of gratitude to **Mr. Dh. Praveen Kumar, AGM- Business Development, Global Hospital, L.B. Nagar, Hyderabad** for their expert guidance & encouragement which immensely helped in the process of making this report. Without their support, exploring such a vast organization could not have been possible.

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Mr. Sreekant Mishra

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List of Abbreviations

Serial No.	Abbreviations	
01.	AGH	Aware Global Hospital
02.	CMD	Chairman & Managing Director
03.	CEO	Chief Operating Officer
04.	HMS	Hospital Management System
05.	IPR	Initial Patient Record
06.	MIS	Management Information System
07.	OPD	Out Patient Department
08.	OT	Operation Theater
09.	F/O Executive	Patient Relation Executive
10.	PRO	Patient Relation Officer
11.	UHID	Unique Hospital Identification
12.	BD	Business Development
13.	HAI	Hospital Acquired Infection
14.	Q.C.	Quality Circle
15.	IPD	In-Patient Department
16.	IP	International Patient
17.	BMW	Bio-Medical Waste
18.	AGM	Associate General Manager
19.	N.S.	Nursing Superintendent
20.	F&B	Food & Beverage Department
21.	H&K	House-Keeping
22.	B.B.	Blood Bank
23.	C.G.H.S.	Central Government Health Scheme
24.	E.S.I.	Employee State Insurance
25.	TPA	Third Party Associate
26.	LAMA	Leave Against Medical Advice

27.	DAMA	Discharge Against Medical Advice
28.	MICU	Medical Intensive Care Unit
29.	SICU	Surgical Intensive Care Unit
30.	NICU	Neuro Intensive Care Unit
31.	RICU	Respiratory Intensive Care Unit
32.	HDICU	High Dependency Intensive Care Unit
33.	CT-ICU	Cardiac Thoracic Intensive Care Unit
34.	KT-ICU	Kidney Transplant Intensive Care Unit
35.	DOA	Date of Admission
36.	DOD	Date of Discharge
37.	BI-PAP	Bi-level Positive Air Pressure
38.	C-PAP	Continuous Positive Air Pressure
39.	HVAC	Heating Ventilation Air Control
40.	DH	Discharged Home
41.	BS	Bed-Sore acquired in ICU
42.	PNDT ACT	Pre-Natal Diagnostic Technique Act 1996
43.	C-A-B	Compression Airway Breathing
44.	CPR	Cardiac Pulmonary Resuscitation
45.	USG	Ultrasound Sono-graphy
46.	E.C.G	Electro-Cardiogram
47.	E.N.M.G	Electromyography

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
Pulmonology

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

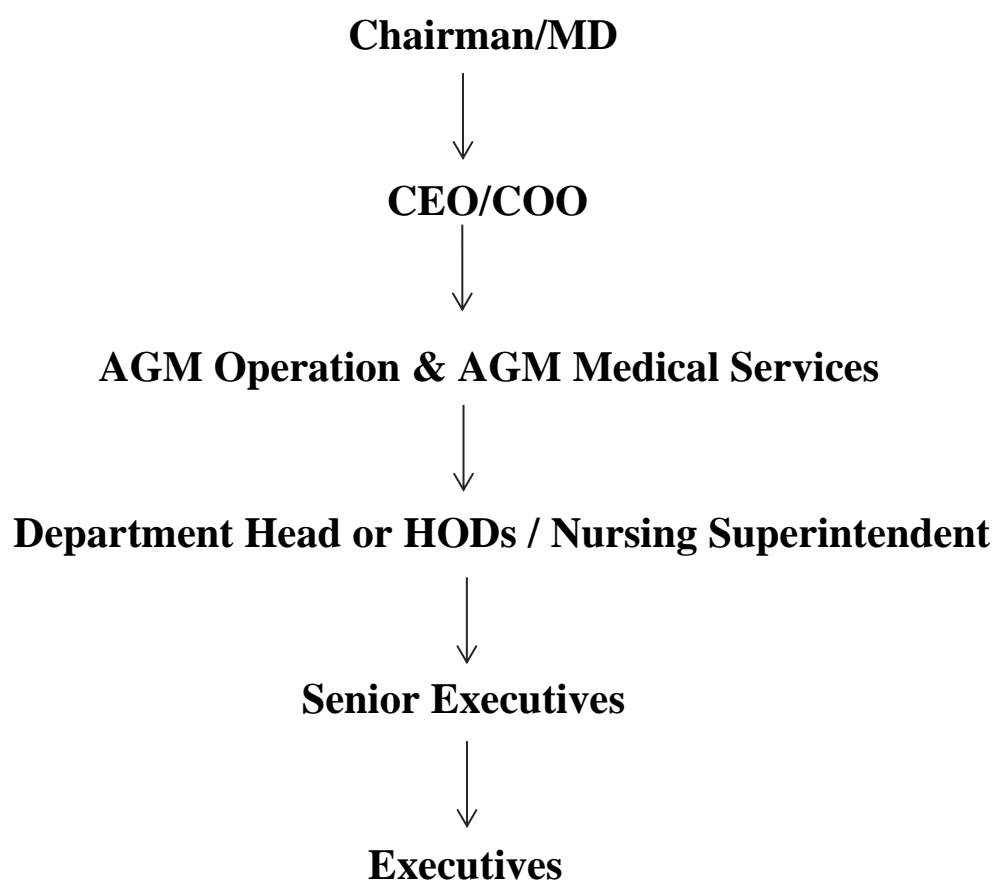
Facilities at Aware Global Hospital

- **State of the art Operation Theaters**
- **ICU (Intensive Care Unit)**
- **RICU (Respiratory Intensive Care Unit Beds)**
- **NICU (Neuro Intensive Care Unit Beds)**
- **Advanced Cath-Lab**
- **Non-Invasive Cardiology Lab**
- **CT-Scan**
- **Ultrasound**
- **Digital X-Ray**
- **Dialysis Unit**
- **Therapeutic Endoscopy Suite**
- **Preventive Health Check Desk**
- **Out-Patient Specialty Clinics**
- **Blood Bank with Components**
- **Pharmacy**
- **Ambulance Services**

Policy at Aware Global Hospital

1. Procedures for the care of vulnerable patients are in accordance to the prevailing laws and National and International guidelines.
2. All Vulnerable patients at AGH receive care as per the guidelines.
3. AGH provides safe and secure environment for the vulnerable group.
4. Documented procedures exist for obtaining informed consent from the vulnerable group.
5. Periodic training is imparted to all the staff members on the procedures at AGH.

Organization Hierarchy



Global Hospitals Group Milestones

- ❖ India's First Successful Single Lung Transplant
- ❖ India's First successful Split and Auxiliary liver transplant
- ❖ India's First Combined Heart and Kidney Transplant
- ❖ First Hospital in South Asia to perform nucleus replacement in Spine
- ❖ First Hospital in India to perform Swap Liver transplant for adults
- ❖ First Hospital to be recognized by the Govt. of India for Research & Development
- ❖ First Hospital to perform Heart Transplant in Andhra Pradesh
- ❖ First Hospital to perform Liver Transplant in Andhra Pradesh
- ❖ First Hospital to perform Bone Marrow Transplant in Andhra Pradesh
- ❖ India's Largest Multi-Organ Transplant Centre

Global Hospitals Preventive Health Checkups Packages

Global Hospitals is India's leading and one of the fast growing super specialty tertiary care and multi-organ transplantation hospital. Pioneers in tertiary healthcare and transplantation surgeries, Global Hospitals has to its credit many trailblazing achievements made possible by combining clinical expertise, research, technology and exceptional patient care.

Why prevention is better than Cure?

In our fast paced, stress filled lives; we are largely susceptible to life style related diseases. The timely thing to do is undergo preventive health check-ups periodically, not just as a matter of precaution, but to help discover health problems if any, at an early stage, so that timely treatment can be taken with very minimal discomfort and burden. The specific screenings and examinations you need depend on your age, gender, health condition, family history, and lifestyle.

Why Global Hospitals?

Multi-super specialty Hospital with highly experienced doctors

State of the art Infrastructure with most advanced technology

NABH accredited Hospital & Blood Bank

NABL accredited Laboratory Services

Types of Packages at Aware Global Hospital

Package: A

Master Health Check-UP

- Complete Lipid Profile
 - Total Cholesterol
 - HDL, LDL, VLDL
 - Triglycerides
 - Total Cholesterol/HDL Ratio
- Cardiology
 - 2D Echo
 - TMT (Treadmill Test)
 - ECG (Electro Cardiogram)
- Kidney Assessment
 - Serum Urea
 - Serum Creatinine
 - Serum Uric Acid
- LFT-(Liver Function Test)
 - Bilrubin (Total, Direct, In-Direct)
 - Total Proteins
 - SGOT/ALT
 - SGPT/AST
 - Serum-ALP (Alkaline Phosphatase)
 - Albumin
 - Globulin
 - Albumin/Globulin Ratio
- Blood Sugar-Profile
 - FBS (Fasting Blood Sugar)
 - PLBS (Post Lunch-Blood Sugar)
- Hematology
 - Haemogram
 - Blood Grouping and RH Typing
- Clinical Pathology
 - Stool Routine Evaluation
 - Urine Routine Evaluation
- Radiology
 - X-Ray (Chest)
- Sonology
 - USG (Ultrasound Whole Abdomen)
- Consultation with General Physician & Dietician

Package: B

Comprehensive Heart Check-Up

- Biochemistry
 - Serum Creatinine
 - FBS (Fasting Blood Sugar)
- Complete Lipid Profile
 - Total Cholesterol
 - HDL, LDL, VLDL
 - Triglycerides
 - Total Cholesterol/HDL Ratio
- Hematology
 - Haemogram
- Cardiology
 - 2D Echo
 - ECG (Electro Cardiogram)
 - Treadmill Test (If advised by the Doctor)
- Consultation with Specialist Doctor & Dietician

Who should take this check-up?

A basic heart check-up, generally advised for those who are suffering with...

Discomfort, pressure, heaviness, or pain in the chest, arm, or below the breastbone. Discomfort radiating to the back, jaw, throat, & arm. Shortness of breath. Fullness, indigestion, or feel like heartburn. Sweating, nausea, vomiting or dizziness. Extreme weakness, anxiety. Rapid or irregular heartbeats.

Package: C

Gastro Check-Up

- Biochemistry
 - Serum-Amylase
 - RBS (Random Blood Sugar)
- LFT- (Liver Function Test)
 - Bilrubin (Total, Direct, In-direct)
 - Total Proteins
 - SGOT/ALT
 - SGPT/AST
 - Serum-ALP (Alkaline Phosphatase)
 - Albumin
 - Globulin
 - Albumin/Globulin Ratio
- Hematology
 - Haemogram
- Clinical Pathology
 - Stool test for Routine
 - Stool test for Occult Blood
- Radiology
 - USG (Ultrasound-Whole Abdomen)
 - X-Ray Erect Abdomen
- Consultation with Specialist Doctor & Dietician

Who should take this check-up?

A Gastro check-up, generally advised for those who are suffering with...

Jaundice. Pain in abdomen. Easy Fatiguibility. Rectal bleeding. Bloating feeling in abdomen. Anorexia. Weight Loss.

Package: D

Kidney Check-Up

- Biochemistry
 - Serum Creatinine
 - Serum Electrolytes (Na, K, CL)
 - Serum Urea
 - FBS (Fasting Blood Sugar)
- Hematology
 - Haemogram
- Clinical Pathology
 - Routine Urine Evaluation
- Sonology
 - USG (Ultra Sound Abdomen)
- Consultation with Specialist Doctor & Dietician

Who should take this check-up?

A Kidney check-up, generally advised for those who are suffering with...

Loss of appetite. Swelling of legs & face. High Blood pressure. Breathlessness. Chronic Diabetes. Burning sensation while urination. Blood in urine. Pain in loin & back. Low Frequency of urination or increased frequency of urination.

Package: E

Diabetic Check-Up

- Blood Sugar-Profile
 - FBS (Fasting Blood Sugar)
 - PLBS (Post Lunch-Blood Sugar)
 - Serum Creatinine
- Complete Lipid Profile
 - Total Cholesterol
 - HDL, LDL, VLDL
 - Triglycerides
 - Total Cholesterol/HDL Ratio
- Hematology
 - Haemogram
- HBAIC
- Urine Routine Evaluation
- ECG (Electro Cardiogram)
- Consultation with General Physician & Dietician

Who should take this check-up?

A Diabetes check-up, generally advised for those who are suffering with...

Frequent Urination. Loss on Weight. Dry Mouth. Weakness or Fatigue. Blurred Vision. Cuts or sores take a long time to heal. Itching skin or yeast infections. Excessive thirst. Leg pain.

Package: F

Senior Citizen Health Check-Up

- Hematology
 - Haemogram
- LFT (Liver Function Test)
 - Bilrubin (Total, Direct, In-direct)
 - Total Proteins
 - SGOT/ALT
 - SGPT/AST
 - Serum-ALP (Alkaline Phosphatase)
 - Albumin
 - Globulin
 - Albumin/Globulin Ratio
- Blood Sugar-Profile
 - FBS (Fasting Blood Sugar)
 - PLBS (Post Lunch- Blood Sugar)
- Kidney Assessment
 - Serum Urea
 - Serum Creatinine
 - Serum Uric Acid
 - Urine Routine Evaluation
- X-Ray (Chest)
- ECG (Electro Cardiogram)
- PSA (For Men)
- PAP Smear (For Woman)
- Consultation with General Physician & Dietician

Package: G

Healthy Women Check-Up

- Haemogram
- Urine Routine Evaluation
- RBS (Routine Blood Sugar)
- Total Cholesterol
- Cervical Smear – PAP Smear
- TSH
- X-Ray (Chest)
- USG (Ultrasound Whole Abdomen)
- Consultation with Gynecologist

Aware Global Hospital Marketing Brochures & Banners

A regular health-check is your foremost shield against a wide array of ailments. Frequent health checkups carried out at periodic intervals help your physician identify any impending risks and suggest preventive methods. Aside from preventing diseases it is also possible that a health-check will catch the symptoms early and diagnose the situation earlier than otherwise.

Global Hospitals provides various options for regular health-checkups that are tailored to detect symptoms of a specific age-group and/or of specific ailments.

Picture.1.1. Global Hospital Cardiac Week Brochure Design



The brochure is a vertical rectangular design with a red background. At the top left is the 'GLOBAL HEART INSTITUTE' logo, featuring a heart icon and the text 'GLOBAL HEART INSTITUTE' with 'Complete Heart Care | Assisted Devices | Transcatheter | Research' below it. At the top right is the 'GLOBAL HOSPITALS' logo, featuring a stylized 'gh' icon and the text 'GLOBAL HOSPITALS' with 'more to life' below it. In the center, the text 'ACT NOW!' is in large, bold, white capital letters. Below it, in smaller white text, is 'Take the first step To protect the **HEART** of those you love'. Underneath that, 'SPECIAL HEART PACKAGE' is written in bold, white capital letters. Below the package name, a list of services is provided in white text: 'BP | BMI | FBS | CBP | ECG | Lipid Profile | Serum Creatinine 2D Echo | Diet Counselling & Cardiologist Consultation'. In the lower left, there is a photograph of an older man and a woman smiling and embracing. To the right of the photo, the price '@ ₹ 888' is displayed in large white text. At the bottom right, the text 'Valid till 30th November 2015' is written in white. The bottom of the brochure has a dark blue horizontal band with white text: 'Global Hospitals - L.B. Nagar, Near Sagar 'X' Roads, Hyderabad For Appointments, Call : 040-2411 11 11'.

GLOBAL HEART INSTITUTE
Complete Heart Care | Assisted Devices | Transcatheter | Research

GLOBAL HOSPITALS
more to life

ACT NOW!
Take the first step
To protect the **HEART** of those you love

SPECIAL HEART PACKAGE



BP | BMI | FBS | CBP | ECG | Lipid Profile | Serum Creatinine
2D Echo | Diet Counselling & Cardiologist Consultation

@
₹ 888

Valid till
30th November 2015


Global Hospitals - L.B. Nagar, Near Sagar 'X' Roads, Hyderabad
For Appointments, Call : 040-2411 11 11

Picture.1.2. Global Hospital Kidney Check Brochure Design

**KIDNEYS AGE,
JUST LIKE YOU.**

Take care of them



Essential Kidney Check-up

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Dissertation Topic

**Analysis of Inflow Practices at Global
Hospital, L.B. Nagar, Hyderabad**

Introduction

Marketing has grown in importance for hospitals, looking to strengthen their position in an increasingly competitive healthcare market place.

A world class hospital is a multi-disciplinary super specialty medical Centre of international standards. Most hospitals today are well equipped with the most advanced diagnostic and treatment facilities. They try for total health care – preventive and curative.

HOSPITAL MARKETING MIX

PRODUCT

A product is a set of attributes assembled in an identifiable form. The product is the central component of any marketing mix. The product component of the marketing mix deals with a variety of issues relating to development, presentation and management of the product which is to be offered to the market place. It covers issues such as service package, core services and peripherals, managing service offering and developing service offering.

Hospitals today offer the following services:

- 1. Emergency services** – Emergency services and care at most of the hospitals is unique and advanced. The hospitals have state-of-the-art ambulances. The CCU's on Wheels under supervision by medical and para-medical staff. There is hi-tech telecommunication available to a patient in an emergency at any given time.
- 2. Ambulance services** – Hi-tech ambulances linked by state-of-the-art telecommunications are fully equipped with doctors that are available to render medical attention and assistance in case of emergencies at the patient's doorstep.
- 3. Diagnostic services** – Modern Hospitals are multi-specialty and multi-disciplinary, that can handle any kind of ailment, they offer a wide range of facilities for instance, Oncology, Orthopedics, Neurology, Plastic surgery and so on.
- 4. Pharmacy services** – Most of the hospitals also have a pharmacy which is open 24 hours. It caters to the needs not only of the inpatients and outpatients, but also patients from other hospitals who require emergency drugs.
- 5. Causality services** – Causality service includes a 24 hrs. Causality department, which attends to the accident or emergency cases.

Apart from the above mentioned services, hospital also offers "Health Diagnosis Programme"

which is a complete, comprehensive, periodic health checkup offered for busy executives, professionals, business persons and so on. The health diagnosis programme comprises of the following:

1. Master health checkup
2. Executive Health checkup
3. Diabetics health checkups etc.,

Generally, the service offering in a hospital comprises of the following levels:

1. Core level – it comprises of the basic treatment facilities and services offered by the hospital like diagnostic services, emergency services, casualty services etc.
2. Expected level – it comprises of cleanliness and hygiene levels maintained in the hospital.
3. Augmented level – it comprises of dress code for staff, air conditioning of the hospital, use of state of art technology, services of renowned consultants.

PRICE

It is one of the most prominent elements in the marketing mix. Price charged must be able to target customers and it should co-ordinate with other elements of the marketing mix. Price usually depends on treatment prescribed by the respective consultants and the facilities offered to the patient.

As a service is intangible, it is very hard for deciding the price of the particular service offered. Pricing strategy adopted does not depend on the price offered by competitors. The pricing strategy is formulated after consulting the concerned heads of department. Prices of various facilities revised every year depending on the change in technology. Before fixing prices, government controls are also taken into consideration.

On admission, an initial deposit will be collected at the inpatient billing counter. The amount extends on the category of room and the treatment or surgical procedure planned. Various categories of rooms, ranging from the general ward which attends to the needs of the lower classes to the deluxe suite which attends to the needs of the middle and upper classes are available.

A hospital does not believe in profit maximization, it aims at providing quality service for its customers at reasonable price.

PROMOTION

Promotion function of any service organization involves the transmission of message to present, past and potential customers. Customers need to be made aware of the existence of the service offered. Promotion includes advertising, personal selling, sales promotion and publicity.

Hospitals do not normally undertake aggressive promotion, they rely a lot on a favorable word of mouth. To crease the clientele, a hospital may continuously introduce different health services like the acupressure clinic, master health programmes and diabetes health checkups apart from annual health checkups offered to different companies. (Corporate clients)

Hospitals conduct camps in rural areas to give medical checkups at a reasonable price so that the rural people approach the hospital again in the future. They also sponsor frequent visits to the spastic society, old age homes, etc. Hospitals generally advertise in health and fitness magazines.

PLACE

It refers to contact point between the customer and the service provider, who gets the benefit of the service. This element in the marketing mix leads to the identification of a suitable location.

The two major issues considered regarding the decision of a place are accessibility and availability of the service to customers. Accessibility refers to the ease and convenience with which a service can be purchased, used or received. Availability refers to the extent to which a service is obtainable or capable of being purchased, used and received.

Factors influencing the placing decision are market size and structure by geographical regions, number and types of competitors in the region, location of potentially attractive consumer segments, local infrastructure, good road access facilities and public transportation network. A hospital must be ideally located and must be easily accessible to all.

PEOPLE

The People component reflects the important role played by individuals in the provision of services. People are also an important element in the marketing mix.

Service personnel play an important role in an organization which offers service. The behavior and attitude of the personnel offering service will influence the customer's overall perception of the service. Customers are a source of influencing other customers by word of mouth.

It is necessary that the staffs in hospital are trained to offer quality patient care with human touch using state of the art technology.

The objective of offering quality service to the patients can be attained by:

- Motivating employees to be efficient, dedicated and loyal to the organization.
- Offering regular on-job training of employees to ensure continuous improvement in health care.

- Utilizing services of professional competent medical consultants.
- Use of latest technology.

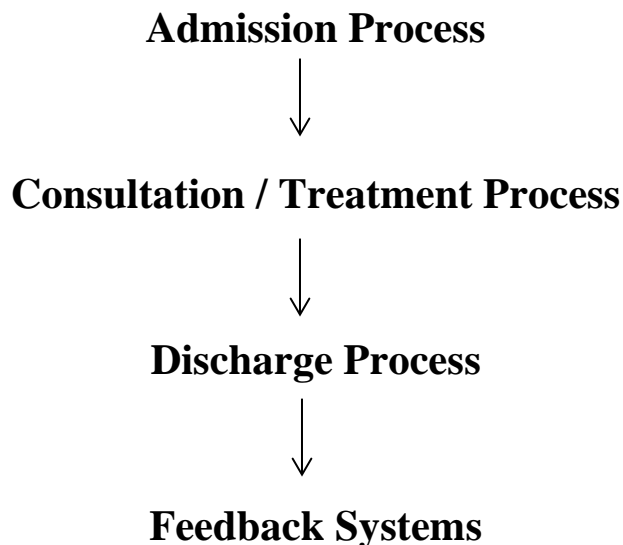
Motivation is not necessarily by giving high salaries. There are many other ways to motivate the employees. Concessions should be given to the employee's near ones. There should be regular liaison with them at all times. Knowing what the employees want is very important. There should be active participation of the employees in the activities of the hospital.

In a hotel, where the clientele is happy, free from any kind of tension, the job of the staff becomes much easier, whereas in a hospital, the staff has to cater to the needs of sick, depressed and an agitated lot. Warm ambiances with efficient and cheerful staff help make the experience of the public a memorable one. Therefore, it is very important that the staff of the hospital is friendly and comforting, always wearing a smile.

PROCESS

Process is a set of activities that take an input, convert it and add value to the input and finally create an output. Process has only recently been given much attention in the service sector although it has been the subject to study in manufacturing for many years. Processes are designed by blue a print, which sets a standard for action to take place and to implement the service.

In a hospital, the process is divided into three phases.



Admission Process

It includes the following:

The arrival of the patient.

Registration – where a patient has to make an initial deposit at the in-patient billing counter after which a file is opened in the patient's name to know the patient's medical history.

Consultation / Treatment Process

It includes the following:

Diagnosis – where the consultant diagnoses the illness by making the patients undergo various tests.

Treatment – when the illness is treated with proper medication or surgery and so on.

Information about further actions – the consultant will instruct the patient regarding the diet to be followed, the medication to be taken, when to consult him again in the future and so on.

Discharge Process

It includes the following:

Discharge of the patient – a patient can be discharged from the hospital on the advice of the consultant.

Payment – after the patient is discharged, the bill will be paid at the billing counter.

Feedback Process

At this stage, the patient is requested to fill an evaluation form, which assists the hospital authorities to know the level of satisfaction derived by the patient. Patients' suggestions are

always welcomed, valued and considered and many times are very useful for improving the services of the hospital.

Physical Evidence

It is the environment in which the service is delivered with physical or tangible commodities and where the firm and the customer interact. Physical evidence plays an important role in hospital services.

It makes a huge impact on the customer. Physical evidence offers customers means of evaluating the service. Corporate image plays an important role in terms of physical evidence. This can be developed through corporate relation programmes.

Modern hospitals need to create a good ambience. Right from the reception one finds very cordial and comforting staff. The ambience plays an important role because when a patient walks into the hospital he immediately forms an opinion about the hospital.

The staff follows a dress code to show professionalism and to maintain discipline. The staff is trained to be understanding, warm and comforting because the clientele that goes to the hospital is usually disturbed or unhappy.

It is necessary for a hospital to be well organized and segregated into different departments. All the doctors should be offered with a well-equipped cabin. The entire hospital requires being centrally air-conditioned with good lighting. Ventilation is taken care of by air-conditioning.

Special care should be taken to maintain hygienic, cleanliness and whole hospital must be well lit. This is taken care of by the housekeeping department. A hospital has to keep in mind both the aspects of physical evidence that is essential and peripheral evidence. Physical evidence particularly plays an important role in the hospital where the patients are already depressed or traumatized and a good atmosphere could make all the difference.

Review of Literature

An article by Smith(2007) [1] argues that a panoramic, or holistic, approach to new service development and a high level of precision at the micro level, will combine to provide a more successful service design and new service development process. Michael R. Bowers (1987) [2] proposes that hospitals should facilitate market-driven service development. G.M. Naidu et.al (1993) [3] and Burger (1991) [4] examines the result of the study on product-line management (PLM) as management tool on health care industry. Farley (1990) [5] opine that Hospitals may be able to reduce their costs by limiting the breadth of services they provide. Ronald (1993) [6] discussed relationship between quality and profitability. The authors studied each hospital to determine the relationship between quality and profit levels on one hand and price, occupancy levels, and costs per patient on the other.

Global Hospital, being the dedicated center to provide the best treatment has been continuously gearing up with the advancement made throughout the various surgeries and treatment practices. On other hand the mechanism to provide the best practice has been gradual through new innovations and techniques carried out globally in the areas of medicines and surgical practices.

The Purpose to carry out the analysis was to see how effective the strategy was able to create a market with more increased footfalls for the Hospital. These would not only help to define and categorize the market but showcase the effectiveness and the areas of improvements.

Aim of the Study

To study the Growth of Inflow Practices in each departments

Objective of the Study

Following Listed Objectives would be observed:-

1. To see the growth in the departments to which it has been received.
2. To analyze the payment mechanisms for the referrals patients carried out at the Hospital.

Research Methodology

(a) Sample Design

Prospective Study

(b) Sample Technique

Convenience Sampling Technique

(c) Sample Size

Total Size: 284 (Data Collection)

March 2016	April 2016
141	143

Total Sample Size for Study: 124

Departments Taken For Study:

Cardiology

Total Sample Taken: 64

March 2016	April 2016
31	33

Cases Includes:

- A. CAG (Catheter Angiography)
- B. Temporary Pace Maker Implantation
- C. PTCA (Percutaneous Transluminal coronary angioplasty)
- D. Peripheral Angiogram

Internal Medicine & Critical Care

Total Sample Taken: 31

March 2016	April 2016
11	20

Cases Includes:

- A. LAP Appendectomy (Laparoscopic Appendectomy)
- B. DJ Stenting RT

Nephrology

Total Sample Taken: 19

March 2016	April 2016
6	13

Cases Includes:

- A. Brachial Cephiac LT Hand AVF
- B. Renal Transplant Recipient

Urology

Total Sample Taken: 10

March 2016	April 2016
2	8

Cases Includes:

- A. Laparotomy, Bladder Perforation & Closure & Clot Evacuation
- B. Cystoscopy & DJ Stenting
- C. Stent Removal
- D. URSL (Ureteroscopic Lithotripsy)

(e) Duration of the Project

March 01st, 2016 to April 31th, 2016.

Analysis

Table.1.1. Shows the total cases received at each department for the Month of March & April 2016

Departments	Cases Transferred in Month of March 2016	Cases Transferred in Month of April 2016
Cardiology	31	33
Internal Medicine and Critical Care	11	20
Nephrology	6	13
Urology	2	8
Total	50	74

Interpretation

Following analysis shows the increase in the number of cases within the respective departments in the month of April 2016:

- A. Cardiology
- B. Internal Medicine & Critical Care
- C. Nephrology
- D. Urology

The cases transferred were mostly in following manner for the respective departments such as:

A. Cardiology

- 1. CAG (Catheter angiography)
- 2. Temporary Pace Maker Implantation
- 3. PTCA (Percutaneous transluminal coronary angioplasty)
- 4. Peripheral Angiogram

B. Internal Medicine & Critical Care

- 1. LAP Appendectomy (Laparoscopic Appendectomy)
- 2. DJ Stenting RT

C. Nephrology

- 1. Brachial Cephiac LT Hand AVF
- 2. Renal Transplant Recipient

D. Urology

1. Laparotomy, Bladder Perforation & Closure & Clot Evacuation
2. Cystoscopy & DJ Stenting
3. Stent Removal
4. URSL (Ureteroscopic lithotripsy)

Graph.1.1

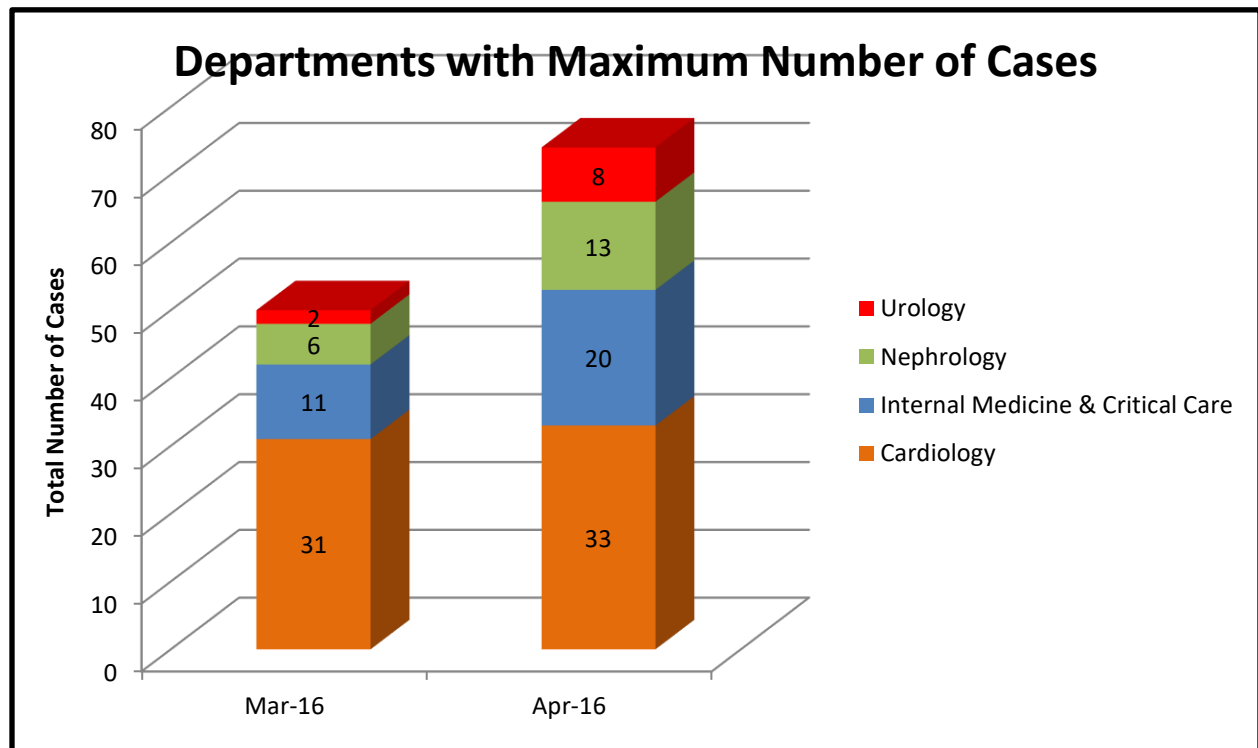


Table.1.2 Shows the total cases received from various sources for the month of March 2016 & April 2016

Categories of Sources	Cases Transferred in Month of March 2016	Cases Transferred in Month of April 2016
Hospitals	26	4
Nursing Homes	17	3
Doctors	64	87
Employees Referrals	24	40
Total	131	134

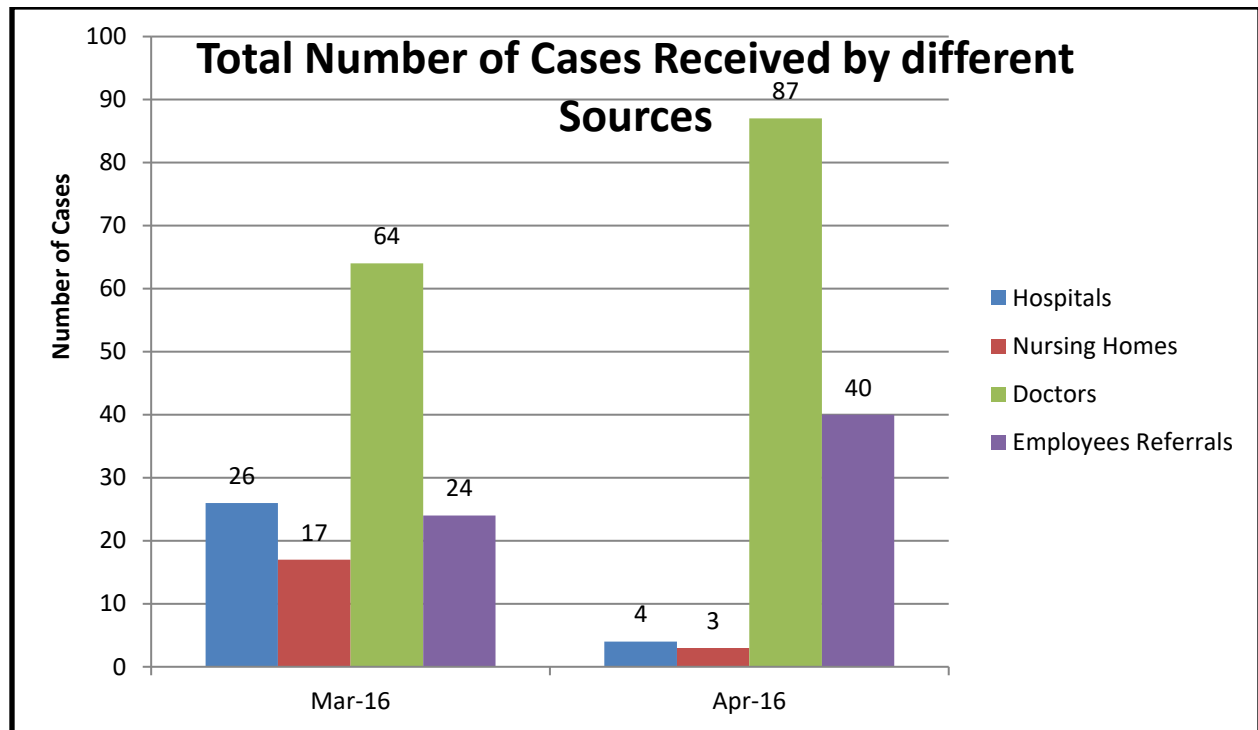
Interpretation

The flow of patients at Aware Global Hospital is mostly carried out on referral basis apart from streamlined process at OPD. Patients are also referred from multiples sources seeing the criticality at centers where adequate treatment facilities are minimal at stake. Being the multi-specialty centers of treatment and diagnosis, Global Hospital makes it possible to handle these cases and give a patient a new life. Through constant interaction and repo building by the strategic Business Development personnel all measures are taken to keep the patients safe through initial till final stage of discharge. The majority of cases referred by other Hospitals, Diagnostic clinics and Doctors include:

1. RTA (Road Traffic Accidents)
2. CAG (Catheter angiography)
3. LAP Appendectomy (Laparoscopic Appendectomy)
4. Renal Transplant
5. Tracheostomy
6. Stent Removal
7. PTCA Procedure (Percutaneous transluminal coronary angioplasty)

Graph.1.2

Shows the total cases received from various sources for the month of March 2016 & April 2016



Conclusion

Marketing is a function by which a marketer plans, promotes, and delivers goods and services to the customers. In the services marketing, the providers are supposed to influence and satisfy the users. When people buy services offered by a service provider in a true sense, they buy the time, knowledge, skill or resources. Marketing the service is meant marketing something intangible. It is like marketing a promise. The applications of marketing principles in the services sector are the main things in the services marketing. It is the managerial process of managing the service.

Therefore, marketing the Health services needs to be carried out cautiously as the coverage would also increase if proper satisfaction is delivered to the patients. Major point that matters the most is type of service that is designed. The delivery model should be made according to the need of the society which also marks the success of the services or packages. The comparative rates, models, and all other elements should be aligned properly so that maximum coverage can be carried out.

With the analysis of the report, it was found that flow of patients from various sources is comparative as because of the distance between the Hospital and the referral is higher. This also brought out the facts with the presence of major Healthcare facility within the radius as compared to sending patients to respective facility.

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