

Project report on manipal hospital essay sample

[Health & Medicine](#), [Hospital](#)



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Introduction

Hospital is a health care institution providing patient treatment by specialized staff and equipment. And corporate hospital is a branded and private hospital. It has good quality service and good doctor and high technology equipment. Now, In India health care become a business, corporate hospitals are providing all facilities but the cost is very high, that a

common person can't be effort. The main objective of the research paper is to understand the growth of the corporate hospitals and its impact on the health care at the domestic and international levels. Healthcare sector alone has been growing massively, accounting for almost 5.2 per cent of India's GDP today. Medical care is an enormous business, with the private sector being the most dominant in this industry, accounting for more than 70 per cent of India's urban healthcare service market.

This unequivocal dominance of the private sector has been headed by the emergence of the corporate hospitals in India, especially in the metropolises, where the middle class are multiplying in size and affluence. In fact, the corporate hospitals industry has been estimated to be a \$20 billion industry by the year 2012. Therefore, it can be seen that the corporate hospitals form a very large business in India and the rest of the World. In Bangalore there are approximately 10-15 corporate hospital is present and among that hospital Mani pal hospital is the major. Because it is the India's most recognized private hospital and it has its own brand value and reputation in India and outside the India.

Beat is on. Health is on. Life is on

History

Mani pal Hospitals are India's first hospital to be ISO 9001: 2000 certified for Clinical, Nursing, Diagnostics and Allied Areas. The hospital has been declared winner of the prestigious Golden Peacock National Quality Award 2005 in the service. With a team of some of the best doctors in the world, an attentive staff, state-of-the-art equipment, the hospital provides specialized

medical services at affordable costs in over 40 specialties. Today it is worth Rs225 Corers and five times more in size as compared 5 years before. The flagship hospital under Manipal Health Enterprises is Manipal Hospital Bangalore (MHB), set up in 1991, accredited with NABH and AAHRPP comprises of 55 clinical departments and 11 centres of excellence, and is a landmark healthcare destination of South India. “ A world-class network of healthcare establishments in India”

Manipal Hospitals is part of the Manipal Education and Medical Group (MEMG), which pioneers in the field of education and healthcare delivery. Manipal Hospitals has a special significance in the overall healthcare industry of India and particularly in South India. A social seed sown more than five decades ago is today the country’s third largest healthcare group with a network of 15 hospitals and three primary clinics providing comprehensive care that is both curative and preventive in nature for a wide variety of patients not just from India but also from across the globe. The focus at Manipal Hospitals is to develop an affordable tertiary care multispecialty healthcare framework through its entire delivery spectrum and further extend it to homecare.

One of the most preferred and recognised healthcare facilities by pharmaceutical companies for drug trials, the group’s flagship hospital in Bangalore is NABH accredited and ranked amongst the Top 10 multispecialty hospitals in India.

The ethos of Manipal Hospitals is its belief in the credo of its triad of core values namely “ Clinical Excellence, Patient Centricity and Ethical Practices”

which have led to it becoming one of the best and most trusted healthcare providers in the country today. Our Clinical Excellence is rooted in our excellent team of doctors/medical specialists who are well versed with the latest advancements in their respective field of medical expertise this is further complemented by our teams of highly trained nurses and paramedical people. Patient Centricity is a key tenet that we follow and which has won the goodwill and trust of our patients over the years.

A total 'patient first' approach At all times in the outpatients department—working at late hours of the day and even on holidays—are but a few examples amongst many other such patient Friendly practices that have resulted in us being one of the most preferred hospitals wherever we are present across India and also to the development of a strong bond based on faith and trust with our patients. Besides this, our unwavering and unflinching belief in Ethical Practices along with our social initiatives through the Manipal Foundation and other associated NGOs has enabled us to extend quality and affordable healthcare to the lesser privileged sections of our society. At Manipal Hospitals, we are at the leading edge of technological advancements in the medical world. This, along with state-of-the-art infrastructure and facilities, the finest minds in the country and a genuine desire for providing the best healthcare drives us to deliver path-breaking care for our patients on a day-

to-day basis. From the smallest to the most complex medical problems, we pride ourselves in the way we deliver healthcare. With its flagship quaternary care facility located in the heart of Bangalore city, five tertiary care, nine

secondary care and three primary care clinics across five states, today Manipal Hospitals successfully operates and manages 4, 900 beds and caters to around 2 million customers from Indian and overseas every year.

Visio – Mission – Core Value

- * To be the most preferred healthcare provider
- * Who: preferred by patient, doctors, corporate, insurance providers & employees. * Where: in every location where we have a presence
- * Why: quality is our DNA
- * Embodied in our core values of clinical excellence, Patient centricity & ethical practices. * Give value for money paid. An idea can be more easily lost than implemented. When it is shared, it has a multiplier effect. The benefits are enhanced, the achievements doubled and society witness progress. Manipal Hospitals is an eloquent testimony to the vision, motivation and labour of Dr. T. M. A Pai who served the country with a mission to provide quality education and medical facilities at affordable prices. His zeal, dedication and infinite energy inspired others to trigger off a great healthcare revolution, impacting the lives of several thousands. Today Manipal Hospitals provides path-breaking medical services, ably supported by high-end technology. The Groups' over five decade of experience lends our consultants and Para-medical staff an impeccable expertise in healthcare delivery.

The flagship of Manipal Hospitals is Bangalore's Manipal Hospital which offers personalised care to a wide cross-section of the society by harnessing latest technology. The hospital is focused on providing quality and affordable

care in Bangalore's rapidly changing healthcare environment and has emerged as a landmark destination for people from over 20 countries. We, at Manipal Hospitals, continue to strive for clinical excellence, personalised care and medical services that are responsive to the needs of the society.

Padma Bhushan Dr. Ramdas Pai

Chairman,

Manipal Group

Name Designation Rajen Padukone| Managing Director & Chief Executive Officer (MD & CEO)| Dr. H Sudarshan Ballal| Medical Director & Chairman – Medical Advisory Board| Dr. Nagendra Swamy S | President and Chairman, Quality Council| C. Rakesh Singh| Chief Operating Officer|

T Ramoji| Chief Financial Officer and Company Secretary|

Harinarayan Sharma| Chief Officer – Strategy and Business Development|

Muthana C G| Vice President – Operations|

Dr. Malathi A| Head Medical Services, Compliance and Education| Ganesh Selvaraj| GM & Head – Human Resources|

Nandkishor Dhomne| Assistant Vice President – Information Technology|

Saghir Siddiqui| Head – National Sales|

STP Analysis

Any company or business in the world cannot be sustained without segmentation, targeting and positioning. And that concept is also applies on the all corporate hospital and all private hospital. As it is a business they have to do STP analysis. Segmentation is nothing but the grouping or dividing the people on the basics of their similarity in needs and

characteristics. And segmentation can be done by four ways. That are on the basics of demographic, geographic, psychographic, behavioural . and Manipal way of segmentation is psychographic. Under psychographic segmentation we are taking lifestyle, personality, socioeconomic. And that also is doing on the basics of demographic way also (income, age, gender, family size, occupation).

Psychographic segmentation (Social Class)

In the US, the broad social classes are described as Lower lowers, Upper lowers, Working class, Middle class, Upper middles, Lower uppers, and Upper class. In Western societies, class is determined mainly by personal income or wealth, occupation, education, and family background. At face value these would seem like factors that would have a strong influence on the amount and form of consumption of a particular product

- * A: – Upper Middle Class
Upper managerial, admin, or professional
- * B: – Middle Class Intermediate
managerial, admin, or professional
- * C1:- Lower Middle Class Supervisor,
junior managerial, admin or professional
- * C2:- Skilled Working Class Skilled
manual workers
- * D: – Working Class Semi- and unskilled manual workers
- * E:- Subsistence State pensioners, widows, casual workers

Demographics segmentation:-

Income: -high income (5lack per year)

Low income (below 5 lakhs)

Targeting of the market:-

Targeting is the taking the particular segment which will give maximum

profit to the company and you will sustain in the market for the long time .
and Manipal targeting the upper class and families having high income.

Targeting of Manipal:-

High class families and people having high income.

Positioning :-

Positioning is creating the perception on the costumer mind and that perception should be good about the product. And the perception cannot be created by any company or business. It is created by the customer after experiencing the product or service. And positioning is depend upon the two factor that is

POD and POP.

POD (product of difference), POP (product of parity)

Manipal Hospital POD's are:-

1. Play room for the kids in the hospital.
2. Large parking area.
3. Highly medical technology and equipment.
4. Ratio of doctor and patient is 1: 10.
5. Green environment inside the campus.
6. Hygienic food available.
7. Insurance available.
8. Operation is done in package basics.
9. Books store available inside campus.
10. Coffee store is available inside the campus.

11. Building has centralized air conditioning.
12. The newspaper is available at the reception for people at the lounge.
13. Television is available at the waiting hall.
14. The procedure of consultation is systematic.

Brand Equity

As we know that brand equity is the combination of 4 things i. e. awareness, quality perception, loyal customer and brand asset.

Awareness: – Awareness regarding the Manipal is done by the help of many communication channels like T. V, internet, newspaper etc.

Perception: – To create brand equity, the perception regarding the product or service must be good. The perception about Manipal is very good in the patients mind. According to our survey by the help of field work and internet search. Manipal is known for premium basic i. e. high quality service, high price.

Loyal Customer: – According to our survey the patients are loyal to Manipal Because of their high quality service and excellent doctors.

BRAND ASSET

SWOT Analysis

Manipal Hospitals|

Parent Company| Manipal Group of Institutions|

Category Health Care

Sector| Hospital

Tagline/ Slogan A little care and.... Life's On

SWOT

Strength| 1. ISO 9001: 2008 Certified 2. Has a huge number of customers throughout the country. 3. Making continuous profit from the day of inception. 4. Quality of service is high. 5. Attitude is very good i. e. Human Touch| Weakness| 1. No Legal Advisory Department. 2. Not a General Hospital. 3. Location is not good. 4. Credit is not allowed. 5. Weak Promotion.| Opportunity| 1. Electronic service transaction. 2. In Future, they can increase internationally. 3. Capacity of meeting higher demand. 4. To increase the facility they provide. 5. To become more specialized in various fields. | Threats| 1. Outside competitors 2. Unawareness among public. 3. Globalization.| Competitors| 1. Apollo 2. Fortis 3. AIMS|

SWOT ANALYSIS

The process of corporate diagnosis usually begins with SWOT analysis i. e. the strength, weakness, opportunities and threats. SWOT is diagnostic exercise which assists top management in integrating the organization with its environment. The top management analysis the strength and weakness of the organization as a whole and evaluates those opportunities and threats that exist at the time of review.

Consumer perception about the brand:-

As you know that Manipal hospital is a premium basis that is high quality services and high price, the doctors are excellent, housekeeping and nurses are good care takers and administrations are also helping nature that is the reason they now become the no 1 private hospital in India. According to our

survey some people are satisfied with their quality of service and some are dissatisfied. Some reasons regarding dissatisfaction are:-

1. Inappropriate checking of the patients
2. Process of discharging time is very long.
3. No credit is allowed.
4. Oncology department is very bad.
1. Worst Doctor I have ever seen is Dr, Mukesh Ramane

(By: prashanthm1203 | Dec 11, 2012 11: 34 AM)

2. Horrible Experience at Manipal

(By: divyasnair | Dec 13, 2012 11: 28 PM)

SATISFIED PATIENT:-

1- Ramesh kumar Mahapatra (from ODISHA patient of backbone fracture)- satisfied by doctor behaviour and rating given by him is 4 out of 5. No. of sample we have taken is 30 out of that 7 are unsatisfied and 23 are satisfied.

The causes for satisfaction are:

- 1- Good doctor
- 2- Good nurses and housekeeping staff.
- 3- High technology equipment.
- 4- Hygienic food etc.

Particulars | Satisfaction level Dissatisfaction | 1. Doctor | 23 7|

2. technology (equipment)| 27 3|

3. nurses and housekeeping staff (behaviour)| 15 15|

4. food | 13 17|

5. pharmacy | 22 8|

Number of Samples = 30

Decision making process :-

In consumer decision making process is divided in to five step that is called five stage model:-

1. Problem recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision (During the stage of treatment)
5. Post purchase behaviour (after the treatment)

Decision making process start when the consumer suffering from any diseases , and Manipal hospital is the private hospital and branded hospital. The common man cannot afford the price of the service.

If the person suffering from any major problem or any critical problem like heart problem, then only they will prefer the Manipal hospital.

Information search:-

First of all consideration set, the information can be got from many sources , like from your relatives(word of mouth) , TV , news paper, internet etc. first they collect all information about the all hospital like Manipal , Apollo, Fortis, CMH, City Hospital etc.

After that awareness set, like which hospital is known to you or by your family member or by your friend . Finally, choice set that is declared by observing all the particulars like facilities, distance, affordability etc.

At last they make the decision.

Evaluation of Manipal hospital:-

The Indian hospital industry would be worth USD 28 billion by 2020 as 2010. During 2010-2015 the Indian hospital service industry is projected to grow at a CAGR of more than 9%. Medical tourism in India is growing at a CAGR of over 27 per cent during 2009-2012. Medical tourism market is valued to be worth USD 310 million and is expected to generate USD 2. 4 billion by 2012. Hospitals and Diagnostic centres have received FDI worth USD 786. 14 million between April 2000 and April 2010. 1 per cent of India's GDP is spend on health, whereas France spends 10. 4 per cent and Japan spends 8 per cent. According to 2001 population norms, there is still a shortage of 4, 477 primary healthcare centres and 2, 337 community healthcare centres. India would require 1. 75 million beds by 2025.

Over 6800 more hospitals are needed in India to provide basic health facilities to people in rural areas. The various hospitality brands have started aggressive expansion in the country. Some of the companies that are planning to expand include Anil Ambani's Reliance Health, Hindujas, Sahara Group, Apollo Tyres and Panacea Group.

There is a shortage of 350, 000 nurses in India, partly because many qualified nurses leave for better prospects abroad. India needs double the number of doctors from 0. 7 million to 1. 5 million and triple the number of nurses from 0. 8 million to 2. 5 million. The nurse-doctor ratio in India is 1. 5: 1 compared to 3: 1 in developed countries. During the last five years rural

health sector has been added with 15, 000 health sub-centres and 28, 000 nurses and midwives.

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INDUSTRY OVERVIEW

* The estimated size of Indian Healthcare industry was USD 3. 5 billion in 2008 and is projected to grow at 23 per cent per annum to touch USD 8. 0 billion by 2012 and by 2017 will reach over USD 15. 0 billion. * There is an

increasing number of private and public healthcare facilities and are expected to rise in demand for the industry accounting for USD 6. 7 billion.

As we know that number of private hospital increasing day by day in India and increasing hospital the competition also increase. And as we know that it is a business so, Manipal hospital doing always innovation in its service to sustain in the market. In the major innovation in service is well dress of employees and receptionist as below:-

And innovation in the patient care and innovation in technology, Manipal is the first hospital in India who is introduced technology like robotics in Gynaecology. And innovation from manual procedure to fully automatics procedure. One most important thing regarding the Manipal hospital is that they are taking patient opinion about that hospital after the treatment. And those opinions help them to make change in the hospital, according to our research, no other hospital doing such kind of thing.

Most innovative things related to Manipal hospital are:

1. First in Karnataka to perform a successful cadaver kidney transplant, on a young man in 1995, by this innovation Manipal got a huge reputation and that reputation convert in to brand.
2. First in Karnataka to introduced lithotripsy, non-invasive treatment for kidney and gall bladder stones.
3. First in Karnataka to introduce the PET-cum-CT scanner.
4. First in Karnataka to introduce the unique concept of dialysis-on-wheels.
5. First hospital in India to introduced high frequency ventilation for sick newborns.
6. First hospital -based laboratory in India to be accredited by

NABL. Those innovative things give the path to success in the business and as well as good brand image for Manipal . after all it is a private hospital and they are doing business in the market . one story which touch our heart about the Manipal is that one person (mr. sidharth. s)suffering from cancer and that was his last stage , he also know the situation, but doctor reply that we can handle it , but after 12 day they say that we cannot do anything it's better to you can go . it indicates that they are doing only business not anything else .

To create brand image they are doing many types of annual functions , doctor days and independence day etc. why we are saying that Manipal is a premium basics brand :- they are taking high price and giving high service ex:-one delivery case can be handled in CMH approximately RS-5, 000 and that case can be handled In Apollo approximately RS-50, 000 but that case is handled by RS-60, 000 which is very high , but they are giving all kinds of facilities and services like , operation is done by the help of robotics control for that there is no chance of any mistake.

And one more thing regarding Manipal hospital is that they are taking huge money from the patients indirectly, which all other hospital is not taking Example:-registration fee is RS-100, normal service fee is RS-300 if Luxury, then Rs-400 and if super specialty, then RS-700 which is pathetic. When we ask that question to the patient they said that" we don't know what is the difference between the normal service, luxury service, and super speciality". In our point of view, the Manipal Hospital is very good in service. The hospital using new technology like robotics, etc.

Award won by Manipal hospital

Success story of Manipal in media are :-

Conclusion :-

Finally, we concluded that India having very bright future in the field of hospitality . Indian corporate hospitals are well recognized throughout the world. And regarding the Manipal hospitals, the Manipal hospitals are doing well throughout the India and in outside also. The hospitals having good growth rate for the every consecutive years and offering best service facilities with the corporate fee structure. And the hospital management mainly targeting the upper class people.

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