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-Group A

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Introduction to the Study

Hospitality:

The dictionary meaning refers to the relationship process between a guest and a host and it also refers to the act or practice of being hospitable, that is, the reception and entertainment of guests, visitors, or strangers, with liberality and goodwill.

The terminology is frequently referred to the jobs for hotels, restaurants, casinos, catering and any other service position that deals with visitors.

Hospitality is also known as the act of generously providing care and kindness to whoever is in need.

Hospitals/Health care Units:

On the other hand hospitals or health care units refer to an institution for health care providing treatment by specialized staff and equipment, and often providing for longer-term patient stays.

Health care units are usually distinguished from other types of medical facilities by their ability to admit and care for inpatients.

Types of Health care units:

General Hospitals- The commonest type of hospital which deals with curing much kind of diseases and injuries have an emergency ward and have large number of beds.

Specialized Hospitals- Those hospitals which are meant to deal with specific medical needs

Clinics- it refers to a medical facility smaller than a hospital providing only outpatient services.

A hospital may have numerous departments based on the type of treatment. Some of such departments are:

- a) **Burn Unit.**
- b) **Cancer center.**
- c) **Cardiology.**
- d) **Dentistry.**
- e) **Dermatology.**
- f) **Dispensary.**
- g) **Emergency Department.**
- h) **Trauma Centre.**
- i) **Gastroenterology.**
- j) **Intensive Care Unit.**
- k) **Laboratory Division.**
- l) **Neurology.**
- m) **Nursing Unit.**
- n) **Orthopedic Services.**
- o) **Outpatient Department.**
- p) **Pathology.**
- q) **Pediatrics.**
- r) **Pharmacy.**
- s) **Plastic Surgery.**
- t) **Radiology etc...**

Hospitality in Hospitals:

In today's hospital environment, healing has taken on a whole new look and feel. Patients no longer simply look for a private room but one with a view and a welcome mat.

“There is a real trend in the industry for the health care environment to move from being institutional to being much more inviting and warmth.”

Comments-

What Apollo Hospitals say in this view?

Apollo Hospital, which has recently been accredited by the Joint Commission International (JCI) for its quality of care in a safe environment, is one of the five hospitals in Asia to be accredited by the commission. The standards address facility management and safety and various other management expertises. Says, Dr Prathap C Reddy, chairman of Apollo Hospitals group, "Safety, quality of care and various auxiliary services including proper F&B services have become extremely important for any healthcare service provider."

(Source: The Times of India on 29th October 2009)

What Sakthi Hospital & Research Center says?

These days patients not only ask for proper treatment but more concern is on cleanliness. With so many hospitals coming up in Chennai it has become highly competitive market and to survive we had attached A/C's in wards and even in the waiting hall. Over the years there has been a sea change in the healthcare industry in Chennai.

(Source: Dr.Ramesh, consultant at Sakthi from past 6 years.)

Objective of the Study

This field study is intended to gather opinion of the masses over the need of Hospitality in health care units.

With increasing competition in health industry it has become extremely necessary for the individual units to focus themselves as very well maintained so as to lure customers.

Not only to attract customers but hospitality in health care intends a greater reliability quotient for patients, which is very important in case where the life of a person is involved.

Thus we had tried to capture data from the core of a patient's heart so as to evaluate how important is hospitality today.

The objective of the study also intends to make us learn concepts of actual workings in field, how to collect data from masses, how to develop communication skills and how to present the raw data into a finished report.

QUESTIONNAIRE FOR THE SURVEY ON HOSPITALITY IN HOSPITAL

Sample Details

Name:

Age

Sex:

Occupation:

a> Govt. Job

b> Pvt. Job

c> Business

d> Others

What is your yearly income?

a> 10,000-20,000

b> 20,000-30,000

c> 30,000-40,000

d> More than 40,000

Where do you prefer to go for treatment?

a> Govt. Hospital

b> Private Hospitals

b> Multi Specialty Hospital

d> Polyclinic

How frequent do you visit your doctor?

a> When ill

b> Regular check up

b> Don't go to the doctor, take medicine by their own

Reasons behind your preference?

a> Cost effectiveness

b> Better treatment

b> Hospitality

d> Easy accessibility

What are the value added services you would like to prefer?

a> Cafeteria

b> Internet

b> Telephone

d> ATM

e> Blood bank

Does your hospital avail all the above mentioned facilities?

a> Yes

b> No

What other kind of facilities would u like to have in your hospital?

- (Comments)

Why don't you prefer government hospitals?

a> Hygiene

b> Time taking formalities

c> quality

d> others

If hospitality increases with slight increase of cost would you then prefer government hospital?

a> Yes

b> No

Hospitality has a great impact on the psychology of the patient' - what's your view.

- (comments)

Whether the food provided by the hospital is upto the mark?

a> Yes

b> No

Do you get bills on your transactions in hospitals?

a> Yes

b> No

How would you rate your hospital for maintaining the hygiene in a scale of 10?

(Hygiene as in Cleanliness, maintenance, sanitation, clothing's, cutlery, wash rooms, bed covers, napkins, hospitality wares, hospital arena etc.)

- (Rating)

Findings of the Survey & Analysis

Occupation wise distribution of 30 persons surveyed:

Government jobs	8
Private jobs	10
Businessmen	7
Others Occupations	5

This part of survey focuses on the occupation of respondents. Most of them were working in private firms, while others contained 17% that consisted of housewife, student, and retired persons.

Income Distribution per month:

10000-20000 Rupees	5 persons
20000-30000 Rupees	8 persons
30000-40000 Rupees	7 persons
More than 40000 Rupees	10 persons

Here the monthly income of 30 respondents is depicted which clearly states that mostly of them have their income above 40000 that means they can afford the private hospitals .While 17% were paying through their nose for the treatment.

When respondents were asked about their preference for treatment:

Govt. hospital	8
Pvt. Hospital	15
Multi-specialty hospital	5
Polyclinic	2

It can be understood that mostly people are unanimous that the private hospitals are better option than government and by multi -specialty because exclusive hospital have higher fees while government hospital don't have better facilities.

When these persons were asked about their visit to doctor:

Regular check up	06
Don't go	04
When ill	20

Here most person visit to doctor when they are suffering from any disease, while 20% go for regular checkup it shows their concern towards their health. Yet few of them referred to take medicines on their own.

When asked about their reason for preferences:

Cost effectiveness	10
Better treatment	09
Hospitality	06
Easy accessibility	05

When they were asked for their preferences they are looking in hospitals, 33 % are with cost effectiveness, while only 5 respondents were positive with easy accessibility.

About additional services they would prefer:

Cafeteria	02
Telephone	08
Internet	02
ATM	10
Blood bank	08

Here mostly feel that ATM should be installed in hospitals for quick payment of charges, here only 4 persons raised the need of good cafeteria and internet. Yet most of them demanded a good canteen.

When asked whether your hospital avail the above mentioned facilities:

Yes	11
No	19

Here in this question mostly people were not satisfied by their hospital for not providing particular services. 37% were satisfied with their hospitals for providing those facilities. They wanted that at least core services should be availed.

Their view when asked why they don't prefer government hospitals:

Hygiene	13
Time taking formalities	3
Quality of treatment	13
Others	1

When issue raised to them for their dislike of govt. hospital mostly were didn't liked because of the quality of treatment, 10% didn't like because of time taken for formalities. Hygiene emerged as the main factor of dislike it as supported by 44%.

Would you prefer better treatment at a higher cost?

Yes	17
No	13

57% would love to go for their treatment in govt. hospital if quality is increased , here we can see 13 persons are still there who will not like this option , they would prefer to private hospital for their treatment.

Whether the food provided by hospitals is up to mark:

Yes	20
No	10

When asked about the food provided by their hospital is better around 67% were satisfied, but persons from govt. hospitals were not happy with their services.

When asked about whether your hospital provides the bill:

Yes	26
No	4

Current situation of the health care industry in India

Need for Regulation-

Private health care in India assumes significance in light of sub Saharan conditions of the overall health care system in the country. For a country of 1.3⁺ billion people, it has just 203,723 Government run hospitals. Even most of those are of 1960 format. Most lack modern equipments, processes and medicine. The current scenario is that we have only 6 doctors per 10000 people; however the WHO standard is 1 doctor per 1800 persons.

Sorry State of Regulation-

The Clinical Establishments Bill, 2007 set up by the central government in June 2007 to set **Quality** standards for all hospitals, nursing homes, and clinical establishments.

To operate in India first a Hospital needs to get a Registration or a Provisional Registration. However the whole process takes 2-3 years. To get a registration certificate the unit has to obtain a NOC from the municipal authority. Operating without a Registration certificate / License is rs 5000/- only, which is even less than an average person's hospital bill.

NABH-(National Accreditation Board for Hospitals and Health care Providers)-

An autonomous body set up under the QCI, (Quality Council of India), granting accreditation certificates to health care units in India.

So far only 20 hospitals have been accredited and 54 applications are pending. Some have been rejected too

Some of accredited hospitals-

- B M Birla Heart research centre, Kolkata
- Malabar Institute of Medical Science, Calicut
- Kerala Institute of Medical Science, Thiruvananthapuram
- Fortis Healthcare, Noida
- Sagar Apollo Hospital, Bangalore
- Manipal Hospital, Bangalore
- Escorts Heart Institute & Research centre ltd., Kochi
- Fortis Escorts Hospital, Jaipur

Registration by States-

Out of the 28 states in India, only 13 register nursing homes and hospitals. In the remaining 15 they come under Shops and Establishments Act or The Societies Act

The 13 states having registration system are:-

- Andhra Pradesh
- Delhi
- Karnataka
- Madhya Pradesh
- Maharashtra
- Manipur
- Mizoram
- Nagaland
- Orissa
- Punjab
- Sikkim
- Tamil nadu
- West Bengal

Peer Comparison

	Delhi	Singapore	US
Information to Patients	No Guidelines	Estimated bill- Average bill per day	Online death rate, procedure, information
Nursing Staff	1 nurse/10 beds	1-1.5 nurse/bed	1 nurse/patient
Operation Theatre	1 bed in 180 sq.ft. room	Emergency lighting, power, post anesthetic recovery,	Call-in-system, cardiac monitor, resuscitator, defibrillator, aspirator.
Quality Assurance	No committee or system	Committee to monitor	Data driven assessment system
Penalty for Non-Registration	Rs 5000/- or/and 3months imprisonment	Singapore \$20,000or/and 2yrs imprisonment	Expulsion/Medicaid network representing 85% of market
Penalty for Offence	Fine of s 500	S\$ 10,000 and/or 1 yr imprisonment	Not available

Conclusion-

Standing tall between streets, India's health care units count to attend hundreds of check-ups and dozens of admittance every day. With a gargantuan population of 1.3⁺ billion it is absolutely necessary to take care of the entire gamut with proper sanitation and responsibility.

We may say that half of the patient pain is relieved with the pleasant behavior of the doctors and nurses. Thus there is a great role of hospitality in improving the health of India.

From the Study we can conclude that people in Chennai are demanding:

- Better management
- Best facilities
- Competitive cost
- Global Standards
- Ease of conduct
- Reliability
- Mental Satisfaction and
- Proper Treatment.

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- **Times of India**
- **Deccan Chronicle**

Thank you