

**INTERNSHIP REPORT ON
“FIRST NEURO HOSPITAL”**

**SUBMITTED BY
EENA ADELINE PINTO
USN:4AL21BA030**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY
In Partial fulfilment of the requirements for the award of the degree of**

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

**INTERNAL GUIDE
MRS. HARSHITHA. V. SHETTY
ASSISTANT PROFESSOR
DEPARTMENT OF MBA**



**PG DEPARTMENT OF BUSINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

2020-2023



First Neuro®

Brain & Spine Super Speciality Hospital

A unit of Synapse Neurocare Private Limited | CIN U85100KA2012PTC066928



Mangalore
19/11/2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Eena Adeline Pinto** -M.B.A (2nd Year) (Reg No:4AL21BA030) student from Alvas Institute of Engineering & Technology, Mijar-Moodbidri has successfully completed her internship at First Neuro Hospital from 20/10/2022 to 19/11/2022.

We wish her all the very best for all her future endeavours.

With best regards


Kenneth Prasad 19/11/22

Asst. Manager-Human Resources

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DATE: 30/01/2023

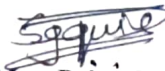
CERTIFICATE

This is to certify that **EENA ADELINE PINTO** bearing USN **4AL21BA030** is a bonafide student of Master of Business Administration program of the Institute (2021-22) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**FIRST NEURO HOSPITAL, MANAGLORE**" is prepared by her under the guidance of **Mrs. Harshitha V Shetty**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.



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DECLARATION

I Hereby declare that this Internship title “FIRST NEURO HOSPITAL” submitted by me to the Department of Management, VISHVESWARAYA Technological University in the partial fulfilment of requirement of MBA programme is a BONAFIDE work carried by me under the guidance of MRS. HARSHITHA SHETTY, Assistant Professor, ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY MIJAR. This has not been submitted earlier to any other University or Institution for the award of any degree/diploma/certificate or published any time before.

Place: MIJAR

DATE:

Signature of student

EENADELINEPINTO

ACKNOWLEDGEMENT

I Would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this organizational study. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I would like to express my sincere thanks to Principal DR. PETER FERNANDES, AIET, MIJAR. I express my deep sense of gratitude to my internal guide MRS. HARSHITHA. V. SHETTY. Assistant professor department of MBA, for his constant support and encouragement to carry out my organization study successful without much difficulty.

I express my heartfelt thanks for their constant encouragement and support during the entire report.

I also would like to thank MR. KENNETH PRASAD Hr of FIRST NEURO HOSPITAL for give me this wonderful opportunity to do my Internship in his hospital

Finally, I express my sincere thanks to my parents, family, friends, and all the staff of MBA department, whose support and encouragement kept me going at times of need. They are all indeed the reason for the successful completion of this report.

Thank You,

EENA ADELINE PINTO

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EXECUTIVE SUMMARY:

This study is conducted on overall activities of the service Industry of FIRST NEURO HOSPITAL. The Study assesses the performance of the organization and examines the changes in environment. This study was conducted for the period of 4 weeks. The purpose of this report is to study and understand the organization as a whole and to know how exactly the various departments function in an organization. The report gives the overall view of the service Industry IE, The healthcare industry. The data for the study is collected from the website of the organization and annual reports. The report of the study prepared and dividing into six chapters; Contains Introduction about the organisation and healthcare industry in India, brief Introduction about the organisation profile, background, nature of the business, vision and mission and quality policy, work flow model, ownership pattern, achievements and awards, product and service profile, future growth. MCKENSEY'S 7S framework and PORTERS five force model of FIRST NEURO HOSPITAL Includes SWOT ANALYSIS, IE, STRENGTH, WEAKNESS OPPORTUNITIES, THREATS OF FIRST NEURO HOSPITAL Analysis of financial statements it consists of PROFIT AND LOSS ACCOUNT, Balance sheet, Ratio Analysis and Learning experience

CHAPTER-1

INTRODUCTION ABOUT ORGANISATION AND INDUSTRY

INTRODUCTION

The Study was done at First Neuro Hospital. This study was conducted to know the overall performance of the hospital and how they work. This is a detailed study about the organizational structure of the hospital and social responsibility that maintained by the organization. The First Neuro Hospital is the brain child of 3 doctors from Mangalore, DR. RAJESH SHETTY, MRS. ROSHNI SHETTY, AND DR. SHANKAR SHETTY, who came together to start a new venture. First Neuro Hospital has 100 beds and it's a super speciality hospital which was inaugurated on 19th April 2015 by former justice Shri. SANTHOSH HEDGE. Neurology, Neurosurgery is a part of most tertiary care general hospitals. Never before has a specialized neuroscience hospital where multiple Neuro sub – specialties are provided under one roof. world class technology has been introduced in our hospital for patient care. The First Neuro Hospital is a advanced centre for, stroke Epilepsy(fits), Parkinson's disease & movement disorders, Paediatric Neurology, Neuro Emergencies, Brain and spine surgeries, Neuro Rehabilitation, Neuro Radiology, and Technologies like MRI, CT, SCAN DIGITAL X-RAY Cath lab, ultrasound doppler, EGG/ENMG, Video EEG. Some of the various facilities like 24 hours neuro critical care with advanced neuro intensive care units. state of the art neuro surgery operation theatres, 24 hours lab, 24 hours pharmacy.

1.2 HEALTHCARE PROFILE:

Healthcare has become one of the India's largest sectors, both in terms of revenue and employment. Healthcare comprises hospitals, medicals devices, clinical Trails, 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. 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 centres (PHCS) in rural areas. The private sector provides majority of secondary Indian healthcare delivery system is categorised into two, major components private, public and, tertiary, and quaternary care institutions with major concentration in metros and tier I and 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 US or Western Europe the healthcare industry is typically divided into several areas. As basic frame work for defining the sector, the United Nations International standards.

Industrial classification categories the healthcare industry as a generally consisting of

1. Hospital activities
2. Medical and dental practise activities
3. Other Human activities

Healthcare equipment's and services companies and entities that provide medical equipment's medical supplies, and healthcare services, such as hospitals home health care provides, and nursing homes. The second industry group comprises sectors companies that produce biotechnology, Pharmaceuticals and miscellaneous scientific services.

Major Players in Hospital Industry:

- Manipal hospital
- Apollo hospital group
- Columbia Asia
- Max healthcare

India's is land full of opportunities for players in the medical services 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. Indian healthcare sector is much diversified and is full of opportunities in every segment, which includes providers, payers, and medical technology. With the increase in the competition, businesses are looking to explore for the latest dynamics and trends which will have positive impact on their business. The hospital industry in India is forecast to increase to RS. 8.6 trillion (US\$132.84 billion) by FY22 from RS. 4 trillion (US\$61.79 billion) in FY17 at a CAGR of 16-17%. The government of India is planning to increase public health spending to 2.5% of the country's GDP by 2025. 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.

1.3 CURRENT SCENARIO:

Healthcare industry in India comprises of hospitals, health insurance, and medical equipment. The healthcare sector is growing at a tremendous pace owing to its strengthening coverage, services, and increasing expenditure by public as well as private players.

- The primary care industry is currently valued at \$15 bn. The share of the organized sector is practically negligible in this case.
- The loan guarantee scheme for covid affected (LGSCAS) proposes a guarantee coverage for the funding provided by scheduled commercial banks to eligible projects in the healthcare sector for setting up or modernizing/ expanding healthcare facilities.
- The diagnostics industry in India is currently valued at \$6bn. the share of the organized sector is almost 35% in this segment (18% in the labs and 12% in radiology)
- The hospital industry in India, accounting for 90% of the total healthcare market, is witnessing a huge investor demand from both global as well as domestic investor
- The Indian medical Tourism market is expected to grow from its current size of \$5bn to \$9-10 by 2021. 70,000 Ayushman Bharat centres, which aim at providing primary health care services to communities closer to their homes, are operational in India.

CHAPTER -02

ORGANISATION PROFILE

BACKGROUND

First Neuro Hospital is owned by (SYNAPSE NEUROCARE PVT LTD) which is the brain child of 3 doctors from Mangalore, DR. RAJESH SHETTY, DR. SUNIL SHETTY, DR. SHANKAR SHETTY. who came together to build a new venture. First Neuro Hospital is a unit of synapse Neuro Care Pvt Ltd and the First Neuro Hospital in south Karnataka. This hospital has 72 bedded super speciality corporate hospital inaugurated on 19th April by former justice Shri. Santhosh Hedge. Neurology and neurosurgery is a part of tertiary care general hospitals. Never before has a specialized neuroscience hospital come up in this region. Neuroscience is highly specialized area with many sub-specialities. The people of this region are better served under a single neuroscience hospital where multiple neuro-specialities are provided under roof. World class technology has been introduced in our hospital for patient care. Synapse Neuro care Private limited is an unlisted private company incorporated on 27 November, 2012 It is classified as a private limited company and registered at registrar of companies Bangalore and it is located in DAKSHINNA KANNADA, KARNATAKA.ITS authorised share capital is INR 20.00 CR and the total paid- up capital is INR 15.90 CR. The current status of synapse Neuro care private limited is-Active. It is Involved in human health activities.

2.2 NATURE OF BUSINESS:

The First Neuro Hospital, is a sector that provides goods and services to treat patients with curative, preventive, rehabilitative, or palliative care. The hospital industry is composed of establishments devoted to prevention, diagnosis, treatment, and rehabilitation of medical conditions. First Neuro offer comprehensive treatment and care for brain and spine related problems through some dedicated multidisciplinary team of specialized surgeons and physician and they also have got dedicated team-work combined with quality service at an affordable cost is their motto to convey the assurance of being the best choice for those seeking medical help for their health problems. This is the neuroscience centre with an exclusive and highly professional team working on brain and spine related problems and provide quality service at an affordable cost. with state- of art- technologies specialized in neuroscience and their motto is “Care that thinks of patient first”. This hospital is a 72 bedded super speciality corporate hospital. This is the first hospital in the region with Epilepsy surgery unit, Paediatric neuro unit, advanced vertigo and balance lab.

2.3 Vision Mission and Quality policy:

VISION:

FIRST NEURO VISION IS “To be India’s best Neuroscience’s centre in the private sector”

MISSION:

FIRST NEURO’S MISSION IS “To provide advanced quality care at an affordable cost while maintaining the highest integrity ethical standards.

OBJECTIVES:

- To achieve the highest degree of transparency by maintaining a high degree of disclosure levels.
- To ensure and maintaining high ethical standards in its functioning
- To give the highest importance to customer or patient relations.
- To ensure that the company follows globally recognized corporate governance practises,
- To helps in decision making process is fair and transparent.
- To ensure a sound system of risk management and internal controls

OUR VALUES:

- Honesty
- Dedication
- Excellence
- Accountability.

QUALITY POLICY:

The patient shall have the ability to file a complaint or grievances as part of the patient rights process and in compliance with the first neuro. The hospitals process for managing complaints and grievances incorporates with the following objectives:

- Provides patients with a mechanism for filling complaints and grievances without fear of retaliation and barriers to services.
- provides patients with information about the mechanism and produce to use to file a complaint or grievances with the hospital. It means channel of correspondence.
- Provide a planned, systematic, mechanism for receiving and promptly acting upon issues expressed by patients and representatives.
- Provide an on- going system for monitoring and trending patient complains and grievances.

JOB ROTATION POLICY:

In order to train the employees on all the verticals within the department and to ensure that the job does not suffer in the absence of a particular employees the job rotation policy is evolved.

OBJECTIVES:

- Reducing the monotony of job
- To create multitasking
- Succession planning
- Creating right employee-job fit
- Testing skills sets of employees

BENEFITS:

- Learning different job in the organisations thus widening
- Performance improvement due to brining in new ideas
- Motivation of employees to deal with new challenges
- Increases employee satisfaction and decreases attrition rate

SEXUAL HARASSMENT PREVENTION POLICY:**AIM:**

First Neuro Hospital is committed to provide a safe, flexible and respectful environment for staff and clients free from all forms of sexual harassment. All First Neuro Hospital staff are required to treat others with dignity, courtesy, and respect.

SCOPE:

This policy applies to board members and all the staff, including managers, supervisors, full-time or part-time or casual, temporary or permanent staff, job candidates, student placement, apprentices, contractors, subcontractors and volunteers.

PATIENT GREVANCE REDRESSAL POLICY:

Scope:

This policy applies to hospital and its off- campus departments.

PURPOSE:

The hospital places a high value on delivering excellent service that is responsive to individual needs. This policy provides a mechanism for initiation, review and, when possible, prompt resolutions of patient complaints concerning the quality of care or service received.

PERFORMANCE APPRAISAL POLICY:

OBJECTIVES:

- To review the performance and potential of the employee on periodic basis.
- To give feedback to the employees for the area of improvement
- For development, growth and job rotation possibilities
- Deciding the annual salary review and promotions.

SCOPE:

All the employees on regular rolls of the hospital who have completed a minimum of 6 months of continuous service during the appraisal year. The increment in salary is depend upon the performance of an individual throughout the year, promotion depend not only upon the performance of the individual but also on the party of vacancies.

EMPLOYEMENT /FAMILY MEDICAL DISCOUNT POLICY:

OBJECTIVES:

To provide concession to the employees and their family members on the charges of medical services availed at first neuro hospital. This policy is introduced as an employee friendly H.R policy to boost the morale of the staff.

LEAVE POLICY:**PURPOSE:**

Leave is granted to employees with the good intention of providing rest, recuperation of health and for fulfilling social obligations, at the same time your absence should not affect the functions of the hospital. The management reserves the right to refuse, revoke, curtail or postpone the leave when required.

CONVEYANCE REIMBURSEMENT POLICY:**OBJECTIVE:**

Conveyance reimbursement policy is to reimburse actual cost of employees using their own vehicle for official purpose. The underlying principle of this policy is that the employee is not put under any inconvenience/incurs any cost while using his own vehicle for office purpose. and to lay down certain guidelines, limits and procedures to regulate such reimbursement rate per K.M is arrived after considering cost of fuel, insurance premium and depreciation.

ATTENDANCE PROCEDURE POLICY:**PURPOSE:**

Punctuality, discipline and following laid down procedures and guidelines are the three main pillars for success of the organisation, success of an organization solely depends on the team efforts of its members.

SCOPE:

A policy has been derived to mark the attendance and movement of the employees to enforce discipline, which is called as attendance procedure policy. This policy is applicable to all employees of the organization.

EMPLOYEES IDENTITY CARD POLICY:

OBJECTIVE:

- To be the symbol of the organization.
- To provide an identity in any emergency situation
- To record attendance
- To bring uniformity and d dignity to the individual

EMPLOYEES GRIEVANCE REDRESSAL POLICY:

AIMS& OBJECTIVES:

To provide the employees an easy and readily accessible for prompt disposal of their day- day grievances.

2.5 OWNERSHIP PATTERN:

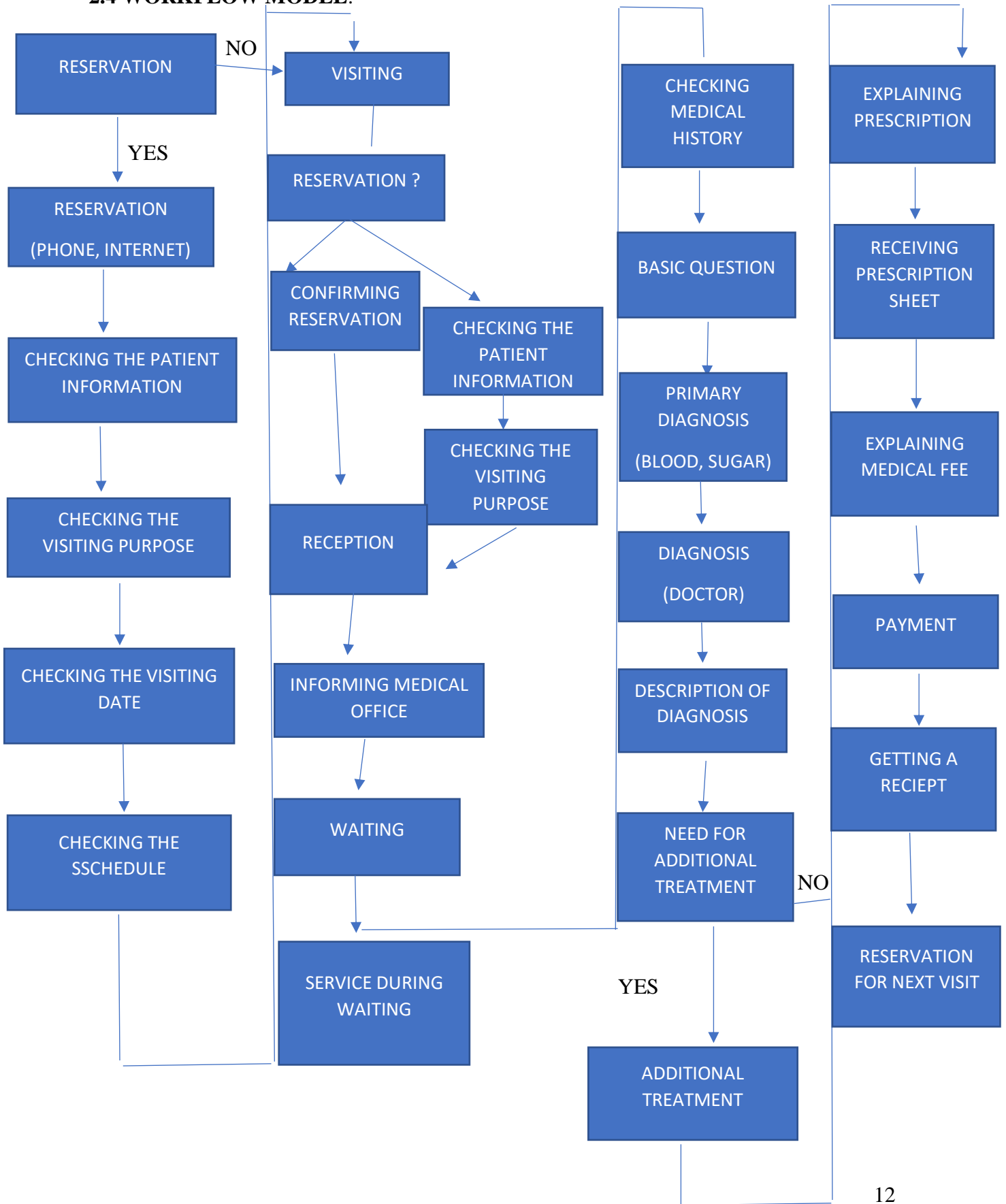
The company has 3 directors and I reported key management personnel. The longest serving directors currently on board are BARETHYAR SHANKER SHETTY and RAJESH SHETTY who were appointed on 27 November, 2012. They have been on the board for more than 8 years. The most recently appointed director is ROSHAN SHETTY, who was appointed on 10july,2015. BARETHYAR SHANKER SHETTY has the largest number of other directorships with a set at a total of 1 company. In total, the company is connected to one another companies through its directors.

27/NOVEMBER ,2012-BARETHYAR SHANKER SHETTY-DIRECTOR

27/NOVEMBER ,2012-DR. RAJESH SHETTY -DIRECTOR

1/APRIL,2021-APARNA VENKATARAMAN BHAT-KMP

2.4 WORKFLOW MODEL:



2.6 PRODUCT AND SERVICE PROFILE:

NEURO CRITICAL CARE:

- Quality care at every step”. All neuro emergencies (24/7) handled by Neurologist/Neurosurgeons/Neuro Intensivists only- from initial evaluation to subsequent management (NO DUTY DOCTORS/ STUDENTS)
- 15 Bedded advanced Neuro ICU with ventilator support- both invasive and non-invasive. Facility for continuous EEG Monitoring in the ICU
- Neuro Critical Care team specialized in management of all neuro emergencies including stroke/seizures/Neuro infections/Comatose patients needing long term ventilator and ICU support.
- Uniquely designed cubicle ICU’S for patient comfort/ privacy with dedicated patient visitor’s corridor, to maintain sterility of our ICU’S
- ICU’S procedures done include Dialysis/plasmapheresis, besides ECHO/ultrasound.
- 24/7availability of Neuro Intensivists for timely intervention and care.
- HDU (High Dependency unit) at ward levels to shorten ICU stay and reduce costs, to involve and train family members in caring for the disabled patients.

NEUROLOGY:

The department of Neurology is headed by DR. RAJESH SHETTY, DR. RAKSHITH SHETTY, DR. RAGHAVENDRA BS AND DR. SHISHIR DUBLE. This includes all sub-specialities like Stroke/epilepsy/ movement disorders and Parkinsonism / Neuromuscular disorders, various spinal disorders etc.

SERVICE OFFERED:

- OPD (Monday to Saturday)
- 24/7 Neuro Emergencies
- Well equipped and staffed IP wards categories to all categories of patients
- Well- equipped Electrophysiology Dept for EEG/ENMG/EVOKED POTENTIALS
- Video EEG unit for pre-surgical evaluation of epilepsy patients.

PAEDIATRIC NEUROLOGY UNIT:

This unit headed by DR. SHRUTHI N.M. Evaluation and management with children with

- EPILEPSY
- AUTISM
- CEREBAL PALSY
- ADHD-HYPERACTIVITY
- NEUROMUSCULAR DISORDERS
- LEARNING DISABILITY
- NEUROMETABOLIC DISORDERS
- KETOGENIC DIET FOR EPILEPSY
- BOTOX TREATMENT FOR SPASTICITY
- TREATMENT OF ALL NEUROLOGICAL DISORDERS AFFECTING CHILDREN

STROKE UNIT:

SERVICES OFFERED:

- 24/7 Stroke unit>Initial evaluation and subsequent treatment carried out by only neurologists
- Carrying out IV Thrombolysis and Mechanical Thrombectomy with stent retrievers
- Advanced Stroke ICU
- Well-equipped Neuro Rehab Unit.

NEUROSURGERY:

The department of Neurosurgery includes brain and spine surgery, complex neurovascular surgeries, minimally invasive neurosurgery, navigation guided surgery, stereotactic surgery etc.

- Well-equipped OTS for carrying all complex Neurosurgeries including vascular (Aneurysm/ AVM'S) skull base, Epilepsy, brain and spine surgeries
- Well-equipped post-op and Neuro ICU'S for post- surgical care.
- His team includes DR. SHANDA MOORTHY, Consultant Neuro surgeon, MCH (AIMS-NEW DELHI)

NEURO-REHABILITATION:

The department of Neuro-Rehabilitation is a speciality which aims to aid recovery from a neurological disorders and disability (EG. following a stroke/ Head injury and paralysis. Neuro rehabilitation includes physiotherapy/ speech therapy/occupational therapy/ PEDIAGTRIC Neuro rehabilitation/ cognitive rehabilitation etc. First neuro intents to provide world class Neuro Rehab Facilities for the people of region. This Department is headed by DR. GANESH BAVIKATTE AND DR. DHEERAJ ADIGA.

OBJECTIVES:

To provide advanced, affordable, evidence-based care for all patients with neurologic disorders.

NEURO REHABILITATION TEAM CONSISTS OF:

- Neurologist and neurosurgeon
- Physiatrists
- Nurses
- Physiotherapist
- Occupational therapist
- Clinical psychologist
- Dietician
- Orthotist.

NEURO IMAGING AND INTERVENTIONAL NEUROORDIOLOGY:

Neuro imaging and Cath lab managed by experienced neuro radiologist. This department is headed by am experienced neuroradiology equipped with stat of the art neuro Cath lab, doing various intervention procedures.

- Endovascular coiling for cerebral aneurysms
- Mechanical thrombectomy for acute ischemic stroke
- Carotid/vertebral artery stenting for patients with severe symptomatic arterial stenosis/dissections.

- Endovascular embolization for cerebral and spinal arteriovenous malformations/Dural arteriovenous fistula/pre- surgical embolization or brain tumours.

PILEPSY UNIT:

Curing epilepsy through medical and surgical means. The epilepsy unit headed by DR. SHISHIR DUBLE.

SERVICES OFFERED:

- Clinical evaluation of patient with medically refractory epilepsy.
- Advanced video EEG unit
- Neuro psychological assessment
- Epilepsy surgery.

TECHNOLOGY:

First neuro hospital offers state of art technology for diagnostic and therapeutic procedures.

- Advanced Neuro Cath lab
- MRI
- Digital X-RY
- ULTRA SOUND/DOPPLER.

VERTIGO AND BALANCE LAB:

A Specialised lab for complete evaluation and treatment of vertigo and balance related problems. This is the first and only one kind in Karnataka equipped with contemporary diagnostic therapeutic equipment's and technical manpower required for managing vertigo and balance disorders DR.RAKSHITH.C. KEDAMBADI, HEADS THE VERTIGO AND BALANCE LAB.

SERVICES OFFERED:

- Crania choreography
- Video hystero-graphy
- Dynamic visual acuity test
- Vestibule ocular reflex test
- Subjective visual vertical test

- Auditory evoked potential-BERA
- Caloric irrigator
- OTO acoustic emissions
- Vestibular evoked myogenic potential
- Audiometry
- Head impulse test
- Vestibular physiotherapy
- Stabilimeter.

PSYCHIATRY UNIT:

The departments hold out comprehensive mental health services, including psycho pharmacology, counselling, CBT, and de-addiction to all age groups. we believe in not only providing evidence-based, clinically-proven treatment to our patients, but also taking a holistic approach in addressing the bio-psycho-social needs of the concerned family through education, stress, management, meeting dietary needs and emphasizing on physical activity exercise. Our psychiatry department is headed by DR. NISHI GURU AND DR. DEEPTHI V H AND MRS. REETI RASTPOGI.

SERVICES OFFERED:

- IN- Patient and outpatient services for the treatment of depression, anxiety, mood disorders, schizophrenia, substance dependence and dementia.
- IQ and Learning disability assessments.
- Individual psychotherapy for all psychiatric disorders personally disorders, psychological and behavioural problems in children.
- Neuro psychological testing and cognitive retaining for patients diagnosed with dementia, epilepsy and traumatic brain injury.

PARKINSON'S DISEASE AND MOVEMENT DISORDER UNIT;

Headed by DR. PRASHANTH I.K India's leading Parkinson's and movement disorders specialist.

SERVICES OFFERED:

- Clinical evaluation of patients with Parkinson's disease and movement disorders.
- Injection apomorphine for Parkinson's patients.
- Botulinum toxin for various movements disorders like dystonia/blepharospasm etc.
- Evaluation of advances Parkinson's patient for deep brain stimulation.

RADIOLOGY:

Department of Radiology and Imaging sciences offer complete and comprehensive imagining solution to patients and take care of all their needs in the best possible manner. Radiology department has unique facilities and value- added services.

LABORATORY:

First neuro laboratory is committed to give excellent, timely report to IPD, OPD, and health check- up Patients. The laboratory is committed in giving shortest turnaround time not only in biochemistry tests but also in microbiological and pathology tests through its well- trained staff and strong IT support. The laboratory is managed by a fulltime pathologist and microbiologist. its well equipped with fully automated biochemistry analysers.

MEDICAL RECORD DEPARTMENT (MRD)

The medical record departments get the information of each patient with the access of the unique hospital ID and the data is collected in the form of record. The records are kept in the department for a temporary period. The medical record department holds all the details and records of the patients who are admitted.

The medical record departments hold the following information:

- Outpatient records.
- In patient records
- Reports of medical legal cases
- Receiving files from user department
- Registration and patient registration details

- Checking the file for deficiency
- Issue record to police
- Issue of records in case of death and birth
- Amendment and correction in the patient files
- Daily census and statistics
- Retrieval of records of other purpose.
- Release of information and confidentiality
- Retrieval of records is concentration admission
- Checking the file for deficiency.

ADMINISTRATIVE DEPARTMENT:

This department includes Human resource department, marketing department, Department of pharmacy, Information technology department quality management department.

HUMAN RESOURCE DEPARTMENT:

Human resource department is the management of an organization's work force, or human resources, It is responsible for attraction, selection. training, assessment, and rewarding employees, while also overseeing organizational leadership and culture, and ensuring compliance with employment and labour laws.

FINANCE DEPARTMENT:

This department performs all works related to budget and ideal use of the items of such budget, Also, it prepares payrolls, and monthly wages, and concludes of operation and maintenance and purchases. In addition, it makes available all amounts of money required for procurement of all materials and equipment.

MARKETING DEPARTMENT:

This department is responsible for implementation of hospital marketing program including external and internal communication, patient satisfaction monitoring, advertising and community education and awareness. It serves clients and patients of hospital by using their feedback to develop products that satisfy their needs and improves their services to meet patient or client's expectation.

DEPARTMENT OF PHARMACY:

First neuro offers genuine medicines round the clock, through their 24- hours pharmacies. It also provides customer care any time of the day. Their priority is to stock an entire range of pharmaceutical and medical products, and delivering them efficiently to their customers with critical medicines.

INFORMATION TECHNOLOGY DEPARTMENT;

The IT department at first neuro hospital is concerned with taking the back-up of the day-to day activity of the organization. it also controls security issues in the organization and maintain employee information. They ensure that the facility is equipped with the latest technologies with an eye on the future. The IT departments places a vital role in the record of patient details such as registration details, OPD, consultant, status of dispatchment, billing and sample collection. and all the transaction activity information will be stored in one server which is in IT department.

QUALITY MANAGEMENT DEPARTMENT:

Quality is a way of life and they continuously set new standards and benchmarks for themselves. For them no two clients are alike and neither are the challenges they face. They offer their clients and unparallel expertise through their hospital quality consulting services.

- Quality improvement
- Critical path and continue of care guideline
- Utilisation management
- Patient safety
- Risk management.

2.7 ACHIEVEMENTS/ AWARDS:



- First neuro hospital is the 6th largest hospital receiving stroke patient in India.
- NABH ENTRY LEVEL CERTIFIED (NATIONAL ACCREDITATION FOR HOSPITALS AND HEALTHCARE PROVIDERS)
- Best out-going student in neurosurgery
- The silver jubilee medal
- NIMHANS-1999
- Hindustan Ciba-Geigy medal for the best paper on Epilepsy
- 47th Annual conference of the neurological society of India, Trivandrum 1998

2.8 FUTURE GROWTH AND PROSPECTS:

- They are planning to tie up with medical colleges in rural areas.
- They are planning to become global destination in healthcare.
- They are planning to provide the insurance facilities in the future aspects
- Increasing health awareness

In the year 2023 they have planned to start up new hospital in Kasaragod KERALA with the name “SECOND NEURO HOSPITAL”.

CHALLENGES:

- High competitions
- Hike in price of drugs
- High -cost recruitment and selection and training process
- 3rd Wave of corona is a challenge to this hospital.

CHAPTER -03

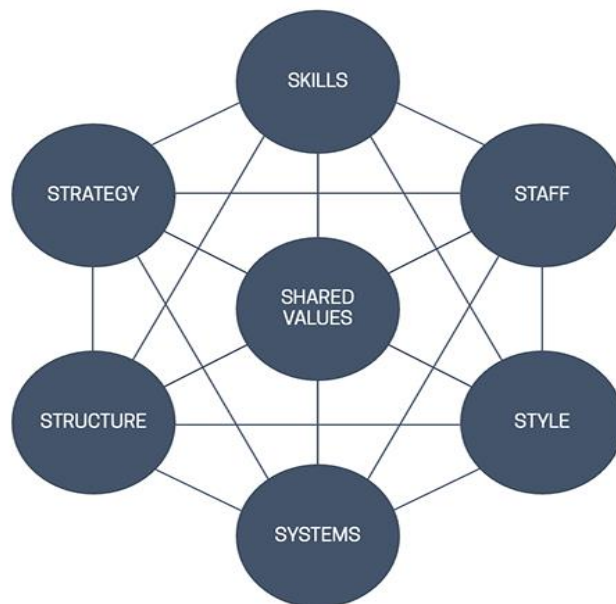
MCKINSEY'S 7S FRAME WORK

MODEL AND PORTER'S FIVE

FORCE MODEL

MCKINSEY'S 7S FRAMEWORK:

The MCKINSEY'S 7S FRAME work is a management model which was developed by business consultants ROBERT H. WATERMAN AND TOM PETERS in the year 1980. This model is often used as an organizational analysis tool to assess and monitor changes in the internal situation of an organization. The 7s are structure, strategy system, style, skills, staff, and shared values. In MCKINSEY model the seven areas of the organization are divided into soft and hard areas. Strategy, structure, system are the hard elements and style, skills, and shared values are the soft elements.



1. STRATEGY:

A plan of action designed to achieve a long term or overall aim of the organization is called strategy. As we see in first neuro hospital strategy is that though they have huge costs for the treatment they try to understand their patients and provide better services treatment. The main strategy of first neuro hospital is to provide 24/7 services and satisfying the customers.

2. SYSTEM:

The daily activities and procedures that staff use to get the job done

In first neuro hospital they are using these systems to achieve their day -to day objectives and to satisfy their customers.

- Operational system
- Financial system
- Computer system
- Human resource Management
- Recruiting system
- Billing system

3. SKILLS:

The ability to use one's knowledge effectively and readily in execution or performance

- Training for management of new patients
- Orientation training
- Latest hospitality technologies
- Training based on hiring medicines
- Training on safe storage of medicines.

4. STAFF;

A group of people who work for an organization, often for a special purpose, works within an organization. There are around 250-300 employees in First neuro hospital.

Their Male and Female distribution is 3;4.

5. STYLE:

Style refers to the employee common and shared way of thinking and behaving

Management is the central power sources that make the decision under the guidelines issued by the head. Head of each divisions constitute the management committee headed by the directors. The committee formulates strategic plans and policies to take the organization forward and reviews implementation of the hospital's annual plans.

6. SHARED VALUES:

These are the core values of the organization and reflects its general work ethic. They can

be characterized as the whole norms, views and culture shared by the people working in the

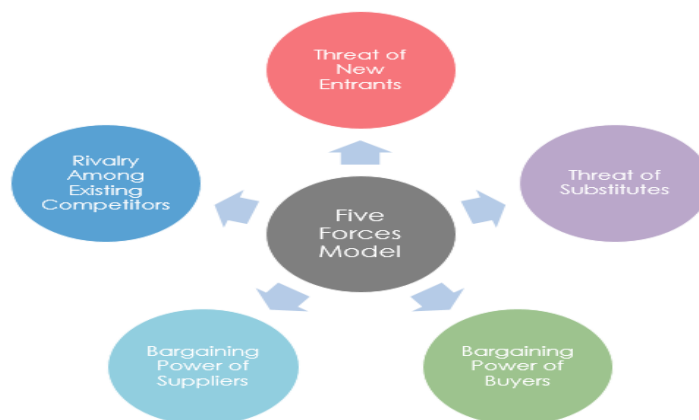
organization. The values are the things that you would save for even if they were demonstrably not profitable. The values of First Neuro are as follows:

- Customer satisfaction is of cordial value to first neuro hospital.
- Honesty
- Dedication in work
- Excellence and accountability
- High concern for quality, Safety and work environment.

7. STRUCTURE:

They are following formal structure in the organisation. It also represents formal relationship among the various positions and activities performed in the organisations. It involves the arrangement of reporting relationship, line of communication, rules and procedures which exists to guide the activities performed by various positions in organizational structure.

3.2 PORTER'S FIVE FORCE MODEL:



1. THREAT OF NEW ENTRANTS:

This is relatively small when it comes to healthcare organisation. There are small number of companies that dominate the sector and the threat of new entrants is quite low.

The smaller companies which try to have their own set up with a good pipeline of products are seen to be acquired or merged with the largest players.

2. BARGAINING POWER OF THE SUPPLIERS:

Suppliers hold a very strong bargaining position as this sector is totally dependent on its services and products. In Healthcare industry despite the increasing cost of healthcare demand does not stop, as people don't stop getting sick in addition, government are also concerned about people's health and quality of life government, pharmacies, hospitals, clinics really rely on suppliers for drugs, and medicines, medical devices, First AIDS and equipment.

3. THREAT OF SUBSTITUTE PRODUCTS OR SERVICE:

Customers prefer cheaper prescription products and will also turn towards the services from clinicians or the hospitals which are cost efficient. In the pharmaceutical industry, a product enjoys the premium only as long as it is patented. As soon as product goes off patent, the industry witnesses many generic formulations being offered at very competitive prices.

4. BARGAINING POWER OF CUSTOMERS(BUYERS):

In the Healthcare industry, customers hold a relatively weak bargaining power in terms of patients as a buyer of medicine, they really do not have a lot of choices and should take the medications as prescribed by their doctors. In many instances, governments make bulk purchase of medications, and these decisions are made using a tender system, Where pricing by the suppliers still plays a major role. Since even in this case the number of potential suppliers is often limited, the buyers still have limited bargaining power.

In the developed world Where the insurance system is very well developed, customers are interested in taking a health insurance and pay the price for it as they may not be able to afford expensive lifesaving operation if injured.in many countries insurance is I mandated by law.

5.RIVALRY AMONG EXISTING COMPETITORS:

The Healthcare industry witnesses high competition levels. In the private Healthcare industry, the competition can be strong if there are several clinics that are run by private individuals, where patients can seek Healthcare. regard to pharmacies and the pharmaceutical industry, the competition is also intense. They also put in big money to marketing, trying to seek top of mind share of their prescribes, introduce free goods option for distributors and retailers, and in many cases, there are heavy price competition amongst generic players in the market.

CHAPTER -04
SWOT ANALYSIS

A SWOT analysis is a framework that is used to analyse a company's Competitive positioning in its business environment. Swot analysis is a frame work used to develop strategic planning. A Swot analysis evaluate the internal strengths and weaknesses and its external opportunities and threat in an organization's environment.



1. STRENGTH:

Strengths of any company or organisation encounter and accumulatively account for the positive aspects of any brands. This is exactly what the case with the First Neuro Hospital is as well. IT accounts for a number of strengths that makes it one of the most favourable Hospital. The following are the strengths of a First Neuro Hospital

- It is a super speciality hospital.
- Amazing advanced technologies and equipment's
- Highly qualified and experienced doctors.
- First Neuro is a strong brand name
- They provide 24/7 emergency services.

2. WEAKNESS:

Weaknesses in an organization account for the downside in a brand's works and services.

The weaknesses of First Neuro Hospital Include:

- There is no separate HR, Finance and Marketing department
- High costs
- It is observed that coordination between administrative departments could be improved which could enhance the organisation functional efficiency.
- High attritions rate among the staffs.

3. OPPORTUNITIES:

Opportunities Elements that the organization could exploit to its advantages.

- They are providing training
- They have advanced technology
- They provide internship
- They provide career guidance to workers
- Medical tourism is an emerging area in turn prove to be a big opportunity

4. THREATS:

Threat element in the environment that could cause trouble for the business or organisations. Threat includes external factors beyond organization control that could place the organisation at risk.

- Upcoming hospitals coming with new facilities and services can be major threat.
- Competitors, existing hospitals can be a threat.
- Rise in drugs price., Violent incidents in health care.

CHAPTER -05
FINANCIAL STATEMENT
ANALYSIS

FINANCIAL STATEMENT:

Financial statement is a written records that convey the business activities and the financial performance of a company. Financial statements should be understandable, relevant, reliable and comparable. The objectives of financial statements are to provide information about the financial position, performance and changes in financial position of an enterprise that is useful to a wide range of users in making economic decisions.

PROFIT&LOSS ACCOUNT:

An income statement or profit &loss account is one of the financial statements of a company and shows the company's revenues and expenses during a particular period.

PARTICULARS	01/04/2020 TO 31/03/2021	01/04/2019 TO 31/03/2020	01/04/2018 To 31/03/2019
Revenue from sale of services	24,75,45,394	23,76,14,873	18,33,90,041
Total revenue from operations other than finance company	24,75,45,394	23,76,14,873	18,33,90,041
Other income	33,78,118	23,77,962	15,01,600
Total revenue	25,09,23,512	23,99,92,835	18,48,91,641
Purchases of stock-in-trade	3,35,86,549	3,14,44,391	2,42,49,746

Changes in inventories of finished goods, work-in-progress and stock-in-trade	-14,22,582	-1,38,167	-1,21,811
Employee benefit expense	4,22,88,580	6,74,04,949	5,77,31,586
Finance costs	2,78,22,486	2,76,25,868	3,05,10,852
Depreciation expense	2,67,63,986	2,67,65,888	2,78,69,336
Total depreciation, depletion and amortisation expenses	2,67,63,986	2,67,65,888	2,78,69,336
Other expenses	10,86,21,180	6,96,92,647	6,06,29,383
Total expenses	23,76,60,199	22,27,95,576	20,08,66,092
Total profit before prior period items, exceptional items extraordinary items and tax	1,32,63,313	1,71,97,259	-1,59,74,451
Total profit before extraordinary	1,32,63,313	1,71,97,259	-1,59,74,451
Total profit before tax	1,32,63,313	1,71,97,259	-1,59,74,451
Current tax	22,323	-	-
Deferred tax	33,49,049	1,05,86,614	-58,61,425

Total tax expenses	33,71,372	1,05,86,614	-58,61,425
Total profit(loss)for period from continuing operations	98,91,941	66,10,645	-10,1,13,026
Total profit (loss)for period before minority interest	98,91,941	66,10,645	-10,1,13,026
Total profit (loss)for period	98,91,941	66,10,645	-10,1,13,026
Earnings per equity share (abstract)	-	-	-
Basic earnings per equity share	(INR/SHARES) 8.75	(INR/SHARES) 5.85	(INR/SHARES) 0
Diluted earnings per equity share	(INR/SHARES) 8.75	(INR/SHARES) 5.85	(INR/SHARES) 0

BALANCE SHEET:

A balance sheet is a financial statement that reports a company's asset, liabilities and shareholder's equity at a specific point in time, and provide a basic for computing rates of return and evaluating its capital structure.

Table No 5.2 BALANCE SHEET OF FIRST NEURO HOSPITAL

PARTICULARS	31-03-2021	31-03-2020	31-03-2019
Balance sheet (Abstract)			
Equity and liabilities (Abstract)			
Shareholder's funds (Abstract)			
Share capital			
Reserves and Surplus	11,29,75,000	11,29,75,000	11,29,75,000
Non- current assets (abstract)	-	-	-
Tangible assets	26,14,76,232	27,92,51,638	27,62,23,42
Intangible assets	-	-	-

Total fixed assets	26,14,76,232	27,92,51,638	27,62,23,342
Non-Current investments	-	-	-
Deferred tax assets(net)	1,75,75,682	2,09,24,731	3,15,11,345
Long-term loans and advances	18,74,051	18,74,051	16,97,601
Other non-current assets		10,56,039	21,12,078
Total non-current asset	28,09,25,965	30,31,06,459	15,44,366
Current assets (Abstract	-	-	-
Current investments	-	-	-
Cash and bank balances	3,67,683,065	47,91,906	12,54,692
Short-term loans and advances	1,30,65,982	5,48,167	42,97,370
Other current assets	25,78,294	13,32,947	nil
Total current assets	5,87,23,361	1,11,18,335	88,46,433
TOTAL ASSETS	33,96,49,326	31,42,24,794	32,03,90,799

RATIO ANALYSIS

Ratio analysis is the process of analysing and interpreting numerical relationship based on financial statement. It is the technique of interpretation of financial statement with the help of accounting ratio derived from the balance sheet and profit and loss account.

USES OF RATIO ANALYSIS:

Ratio analysis is a technique of analysis the financial statement by calculating ratio. here are the uses of ratio analysis:

- It is useful for inter firm comparison which implies that company compares its performance with that of its industry peer.
- It is useful in intra firm comparison which means that company will compare the performance of various departments of the company so as to judge the best department within the company.
- It is useful in simplifying the accounting figures to make them understandable to a layman, because it is easier to understand ratios then plain figures.
- It is also useful in forecasting and planning for the future, also it helps in control by comparing the actual performance with that of forecasted performance and looking for reasons for it.
- It is also used for analysis of financial statements by various interested parties like bankers, creditors, suppliers etc. for taking future decision about the company.

TYPES OF RATIOS:

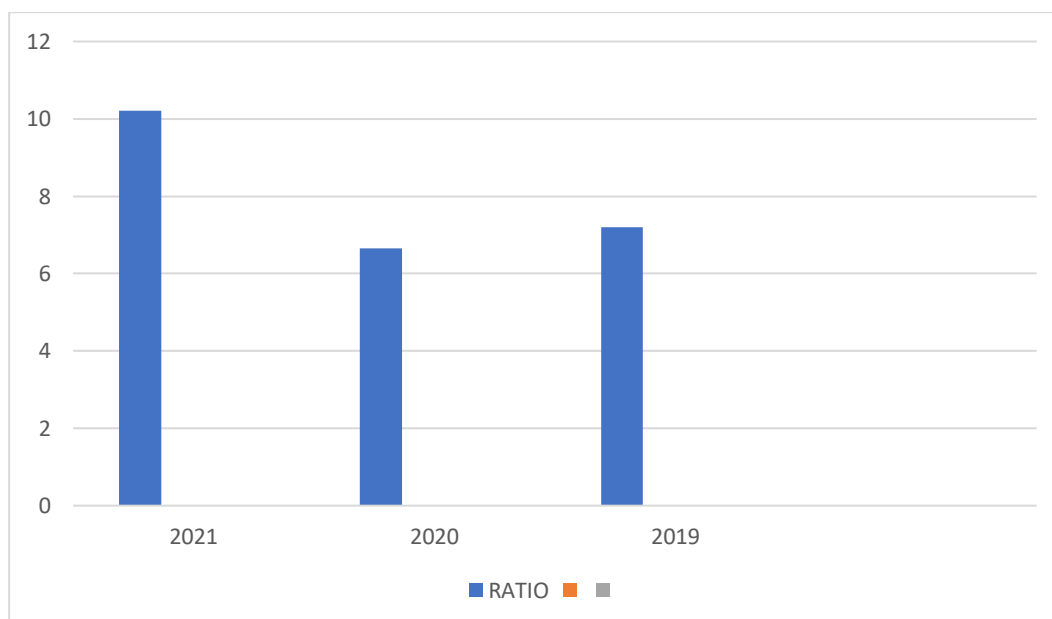
5.3 CURRENT RATIO:

Current ratio=Current assets/Current liability

TABLE 1:

YEAR	CURRENT RATIO
31/03/2021	10.28
31/03/2020	6.6543
31/03/2019	7.1960

CHART 1:



INTERPRETATION:

Rate of current ratio means that the company has been aggressive in financing its growth with values this can read result in learning as a result of the additional interest expenses near company current ratio as increased in the previous year.

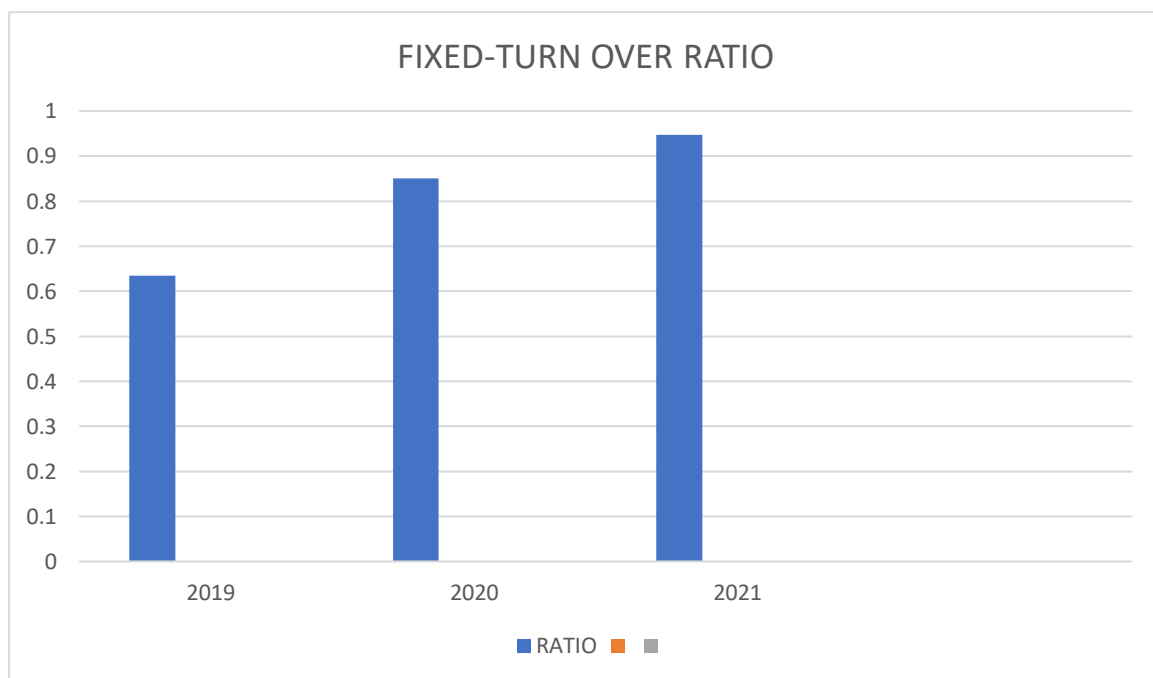
5.4 FIXED ASSET TURNOVER RATIO:

FIXED ASSET TURNOVER RATIO=NET SALES/ FIXED ASSET

TABLE 2:

YEAR	CURRENT RATIO
31/03/2021	0.9467
31/03/2020	0.8508
31/03/2019	0.6339

CHART 2



INTERPRETATION:

In the year 2021 fixed asset turnover ratio is 0.9467 and in the year 2019 was 0.8508. A

Higher fixed asset turnover ratio indicates that a company has effectively used investments in fixed assets to generate sales. FATR is general used by analysts to measure operating performance.

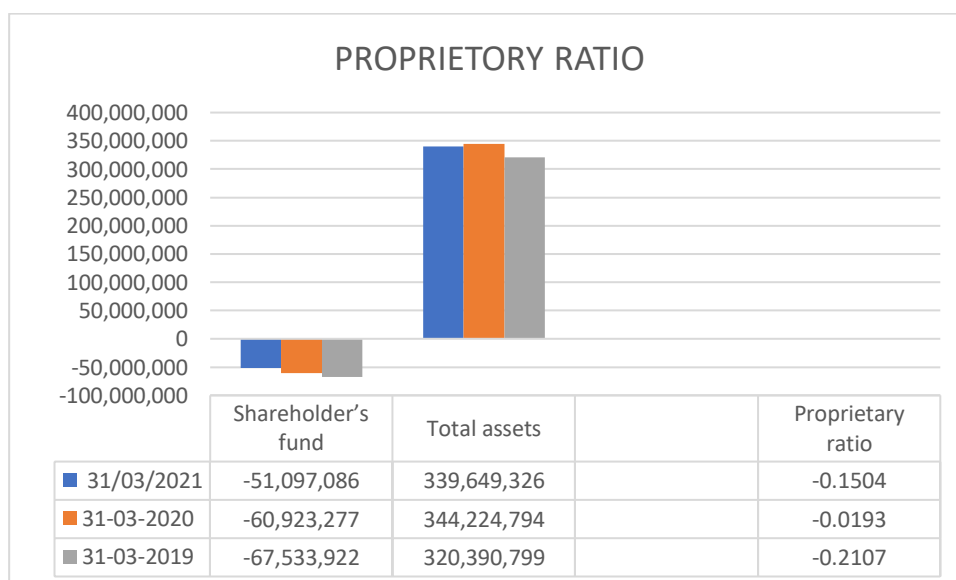
5.5 PROPRIETARY RATIO:

$$\text{PROPRITORY RATIO} = \text{SHAREHOLDERS FUND} / \text{TOTAL ASSETS}$$

TABLE 3:

YEAR	PROPRITORY RATIO
31/03/2021	-0.1504
31/03/2020	-0.0193
31/03/2019	-0.2107

CHART 3



INTERPRETATION:

The proprietary ratio (also known as the quality ratio) is the proportion of shareholder's equity to total assets, and as such provides a rough estimate of the amount of capitalization currently used to support a business. If the ratio is high, this indicates that a company has a sufficient amount of equity to support the functions of the business, and probably has room in its financial structure to take on additional debt, if necessary. Conversely, a low ratio indicates that a business may be making use of too much debt or trade payables, rather than equity, to support operations (which may place the company at risk of bankruptcy).

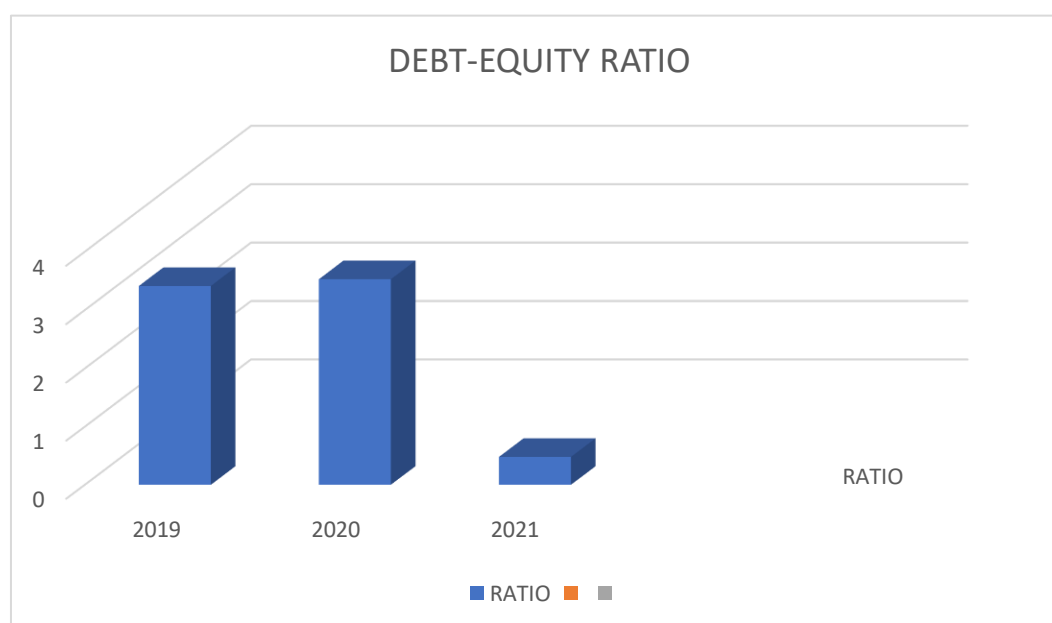
5.6 DEBT EQUITY RATIO:

DEBT EQUITY RATIO=LONG TERM DEBTS/EQUITY

TABLE 4:

YEAR	DEBT EQUITY RATIO
31/03/2021	0.4794
31/03/2020	3.5282
31/03/2019	3.4120

CHART 4:



INTERPRETATION:

A higher ratio indicates that there is more usage of creditor financing IE, bank loans than shareholder's financing. Lack of performance could be one reason why a company is seeking out aggressive debt financing, to obtain enough cash to fulfil its debt obligations. Therefore, companies with high debt-to-equity ratio risk faces reduced ownership value, increased default risk, trouble obtaining financing and violating debt covenants. A more financially stable company usually has lower debt to equity ratio. However, low ratio may not always be a good thing. It could also indicate that the company is not taking advantage of the increased

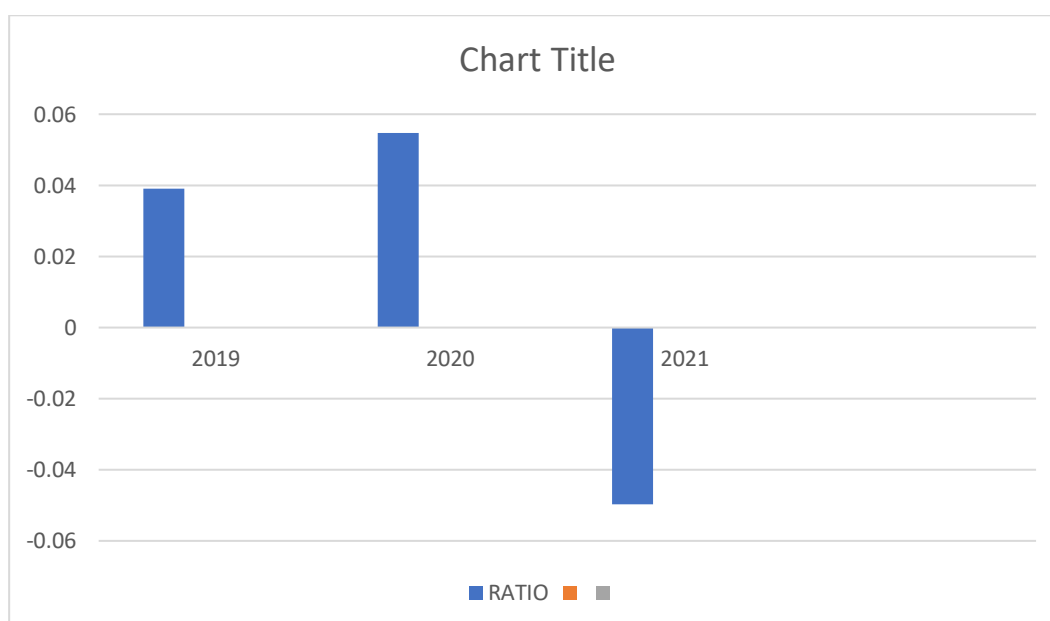
5.7 RETURN ON TOTAL ASSETS: (ROA)

ROTA=EBIT/NET ASSETS.

TABLE NO: 5 RETURN ON TOTAL ASSET RATIO

YEAR	RETURN ON TOTAL ASSET RATIO
31/03/2021	0.0390
31/03/2020	0.0547
31/03/2019	-0.0498

TABLE 5:



INTERPRETATION:

The result shows the company's return on investments ratio going to decreased it negatively impact on the company from the capital raising of the investors. The return on assets ratio, often called the return on total assets, is a profitability ratio that measures the net income produced by total assets during a period by comparing net income to the average total assets. In other words, the return on assets ratio or ROA measures how efficiently a company can manage its assets to produce profits during a period. since company asset's sole purpose is to generate revenues and produce profits, this ratio helps both management and investors see how well the company can convert its investments in assets into profit

5.8 Earnings per share:

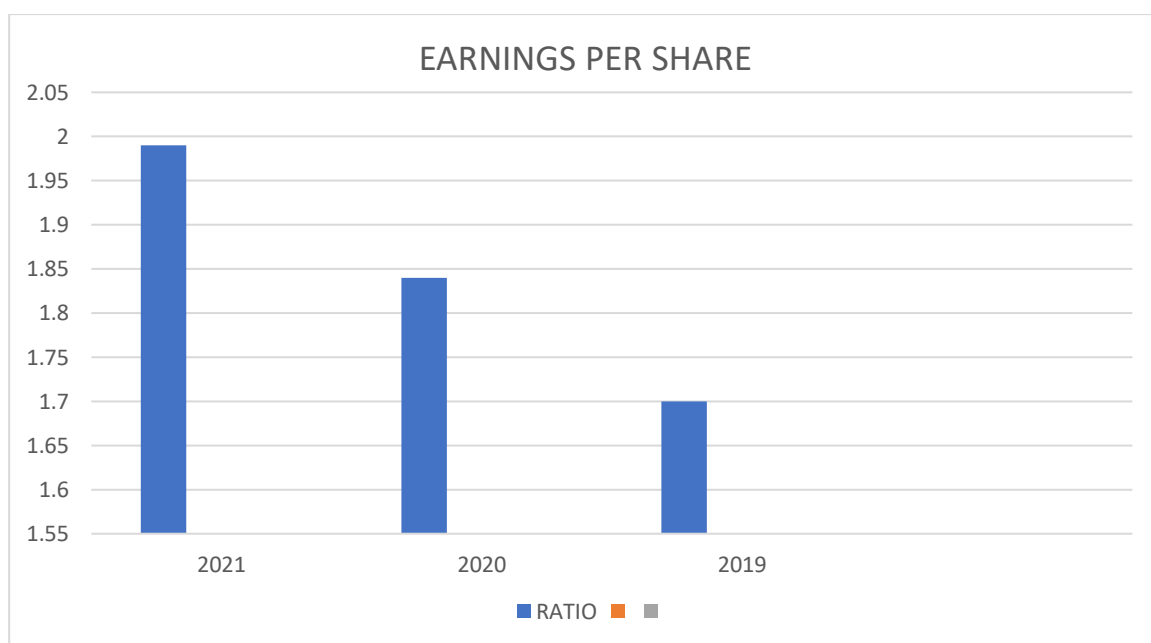
The formula to calculate this ratio is

$$\text{EARNINGS PER SHARE} = \text{NET PROFIT} / \text{NO. OF EQUITY SHARES}$$

TABLE NO 6: Earnings per share

YEAR	EARNINGS PER SHARE
31/03/2021	1.99
31/03/2020	1.84
31/03/2019	1.70

CHART NO :6



5.9 QUICK RATIO:

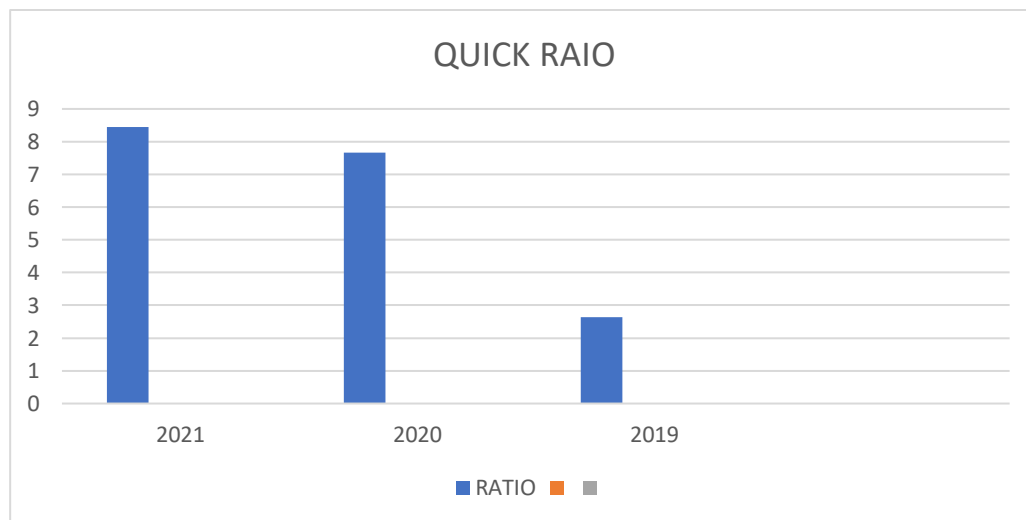
The formula to calculate quick ratio is,

$$\text{QUICK RATIO} = \text{QUICK ASSETS} / \text{CURRENT LIABILITIES}$$

TABLE :7

YEAR	QUICK RATIO
31/03/2021	8.45
31/03/2020	7.67
31/03/2019	2.64

CHART NO :7



INTERPRETATION:

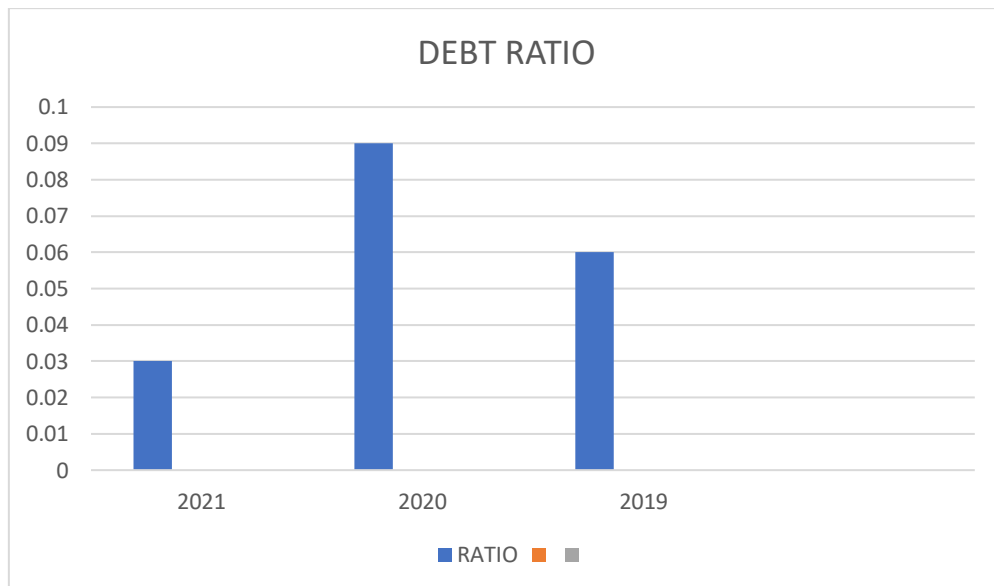
The above table and graphs shows the quick ratio of the hospital, when comparing to three years of ratio 2021&2020 is having the highest ratio of 8.45&7.67 which is an indication that the firm is liquid and has the ability to meet its current or liquid liabilities in time. It is generally thought that if quick assets are equal to current liabilities then the concern may be able to meet its short term obligations.

6.0 DEBT RATIO:

The formula to calculate this ratio is,

$$\text{DEBT RATIO} = \text{TOTAL LIABILITIES} / \text{TOTAL ASSETS}$$

YEAR	DEBT RATIO
31/03/2021	0.03
31/03/2020	0.09
31/03/2019	0.06



INTERPRETATION:

The above table and graph shows the debt ratio of the firm, in all three years there is no much difference in them, they are all between 0.3 to 0.6 here the companies with lower debt ratios and higher equity ratios are known as conservative companies.

CHAPTER -06
LEARNING EXPERIENCE

I have done my internship (organization study) in FIRST NEURO HOSPITAL. would like to share my learning experience about first neuro hospital. I have collected information for my organization study from the company's record books, notice boards, and first neuro websites. It helped me to prepare my internship reports. It was 30days of internship. This hospital helped me in gaining good knowledge about the functioning of that organization in detail.

Here I learnt about the start-ups, company nature, company profiles and services profile workflow model, future growth of organisation etc. This internship helped me to learn more about the first neuro hospital.

According the MCKENNEY'S 7S Framework model there are seven basic dimensions which represent the core of marginal activities and theory Porter's Five Force Model helps to identifies and analyses five competitive force that shape every industry and helps to determine an industries weakness and strengths.

Financial statement is the financial backbone for every business unit. It acts a mirror for future activity, the profit and loss account, balance sheet, ratios which gave an overall idea about financial performance of the company. This internship benefited me and after the completion of my one-month internship I have got good knowledge about first neuro hospital

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ANNEXURE

