



# **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

**Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24**

**Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015**

## **SUMMER INTERNSHIP PROJECT 2025**

### **REPORT TITLE**

**IMPACT OF GOOD COUNSELLING ON POSTIVE PATIENT OUTCOMES**

### **SUBMITTED BY**

**SIJAL PRAHARAJ**

**MBA(BA) BATCH 2024-2026**

**University Regn. No.: 2406258295**

### **FEACULTY GUIDE**

**DR. BISWARANJAN MOHANTY**  
**ASSOCIATE PROFESSOR**  
**(ME-CUM-OP)**  
**BIITM, BHUBANESWAR**

### **CORPORATE GUIDE**

**MR. ABINASH SETHI**  
**(HEAD HR)**  
**SUNSHINE HOSPITAL, BHUBANESWAR**

## CERTIFICATE OF EXTERNAL GUIDE



Date: 19<sup>th</sup> July 2025

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Sijal Praharaj, pursuing Master Of Business Administration from Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar, has sincerely & successfully completed her internship training program in the department of Operation at Sunshine Hospital, Bhubaneswar.

The tenure of her training was from 06<sup>th</sup> June 2025 to 21<sup>st</sup> July 2025.

During her internship period we found her as a sincere, hardworking, dedicated intern with a learning attitude.

We wish her all the best for her future endeavor.

  
**Abinash Sethi**  
Manager, HR

#### Hospital Address :

 Laxmi Sagar Square, Cutback Puri Road  
PO : Budheswar Colony Bhubaneswar - 751006  
 +91 9338102104 | 0674-2571188  
 info@sunshineodisha.com  
 www.sunshineodisha.com

#### Registered Office Address :

SAI SIDHI SWAGAT HEALTH SERVICES PRIVATE LIMITED  
Plot No - 420/2348, Padmavati Vihar, Damana  
Chandrasekharpur, Bhubaneswar - 751021  
Corporate Identity Number (CIN) :  
U85100OR2020PTC034124



## **BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR**

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### **CERTIFICATE OF FACULTY/INTERNAL GUIDE**

This is to certify that MR/MS Sijal Praharaj, bearing university registration no 2406258295 of 2024-26 batch, has completed his/her summer internship at Sunshine Hospital from 06<sup>th</sup> June 2025 to 21<sup>st</sup> June 2025 under the supervision of Dr./Mr./Ms. Abinash Sethi (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date: 21.08.2025

Place: Bhubaneswar

Signature of the faculty/Internal Guide

Name: Dr. Biswa Ranjan Mohanty

Designation: Associate Professor (ME-CUM-OP)

## **DECLARATION**

I, MR/MS Sijal Praharaj, bearing university registration no. 2406258295 (2024-26 batch), hereby declare that the project report titled “**Impact of Good Counselling on Positive Patient Outcome**” is based on my internship at Sunshine Hospital, BBSR, during the period 06<sup>th</sup> June 2025 to 21<sup>st</sup> July 2025 is an original work done by me under the supervision of MR/MS Abinash Sethi (Corporate Guide) and Dr. Biswa Ranjan Mohanty (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:21.08.2025

Place: Bhubaneswar

Signature: Sijal Praharaj

## **ACKNOWLEDGEMENT**

It gives me immense pleasure to express my heartfelt gratitude to all those who have supported me directly or indirectly in the successful completion of this project report.

First and foremost, I would like to sincerely thank Dr. Alok Lodh (CEO) & Miss. Lipsa Sahu (OPD Manager) at Sunshine Hospital, Bhubaneswar, under whose valuable guidance and support this project was completed. Her constant encouragement and insights were instrumental throughout my internship journey.

I am especially thankful to Dr. Biswa Ranjan Mohanty, Associate Professor at Biju Patnaik Institute of Information Technology & Management Studies, for his consistent support, valuable suggestions, and encouragement during the course of my project.

I would also like to extend my gratitude to the management of my college for providing me with the opportunity to undertake this internship and project work as a part of my MBA curriculum.

Lastly, I am deeply thankful to my internal guide Dr. Biswa Ranjan Mohanty, for his continuous guidance, motivation, and patience, which helped me in shaping this report effectively.

Name of the Student: Sijal Prahara  
Registration No: 2406258295

## **ABSTRACT**

This report is mainly based on the data collected from Sunshine Hospital, Bhubaneswar. This hospital is making every effort to meet patient satisfaction and making best use of the resources, policies, rules and regulations. Sunshine hospital is the largest private medical center of Bhubaneswar and commissioned in 2021 with an aim to provide tertiary level health care in selective super-specialty branches of medicine and surgery. Sunshine Trauma center have been established their firm credentials as the leading trauma care facility of the Odisha and adjoining states. The team has orthopedic Surgeons, Critical care physicians and therapists.

This gap analysis assesses the current state and identifies opportunities for improvement in outpatient department (OPD) and diagnostic services, specifically X-ray, CT scans, and laboratory testing. Currently, the OPD experiences significant delays in diagnostic service delivery, with average wait times exceeding industry benchmarks. This inefficiency results in patient dissatisfaction and potential health risks due to delayed diagnosis and treatment. Key findings reveal a lack of integrated scheduling systems for diagnostics, leading to redundant paperwork and prolonged wait times. Additionally, outdated equipment in the radiology and laboratory departments contributes to inefficiencies and inaccuracies in test results.

The desired state includes implementing a centralized scheduling system for diagnostics, upgrading equipment to state-of-the-art technology, and enhancing staff training on efficient patient management protocols. These initiatives aim to reduce wait times, improve service quality, and enhance overall patient experience. The gap analysis recommends prioritizing investments in technology and infrastructure, streamlining operational processes, and fostering a culture of continuous improvement through regular performance monitoring and feedback mechanisms.

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## **CHAPTER-1**

## **INTRODUCTION**

In modern healthcare, the delivery of effective treatment is no longer limited to clinical procedures and medication. Increasing emphasis is being placed on the role of counselling as a critical component of patient care. Counselling in the medical setting involves structured communication between healthcare professionals and patients, aiming to provide emotional support, clarify doubts, enhance understanding of the disease or treatment, and encourage compliance with medical advice. Good counselling helps patients cope with illness, reduces anxiety, and promotes active participation in their recovery process.

The impact of good counselling on patient outcomes has been widely recognized across disciplines, including oncology, psychiatry, cardiology, chronic disease management, and even in general medicine. When patients feel heard, understood, and properly informed, they are more likely to trust their healthcare provider, adhere to treatment regimens, and adopt healthier lifestyle choices. Counselling also plays a vital role in helping patients deal with emotional burdens like fear, denial, depression, or anger that may arise from diagnosis or ongoing treatment.

This report explores how effective communication, empathy, personalized support, and psychological intervention during counselling contribute significantly to positive patient outcomes. It examines improvements in areas such as patient satisfaction, adherence to treatment, quality of life, and faster recovery rates. By analyzing real case studies, patient feedback, and data from healthcare settings, this report highlights that counselling is not merely a support service but a core element of holistic patient care.



In the healthcare system, the **Outpatient Department (OPD)** serves as the first point of contact between patients and medical professionals. It plays a vital role in diagnosis, consultation, minor procedures, and ongoing management of chronic illnesses without the need for hospitalization. Within this setting, patients often arrive with a variety of concerns ranging from physical symptoms to psychological distress, making **effective communication and counselling** an essential part of the care process.

The **impact of good counselling in the OPD** is particularly significant because patients are usually seen for the first time, and initial impressions and interactions influence their perception of the healthcare system. Unlike inpatients, OPD patients have limited interaction time with doctors and nurses, which makes **every counselling moment critical**. Good counselling in this context involves providing clear explanations about the diagnosis, treatment options, medication instructions, lifestyle changes, and follow-up care in a language and manner that the patient understands.

Moreover, the OPD deals with a diverse population — including elderly patients, individuals with chronic diseases (like diabetes or hypertension), pregnant women, children, and those with mental health concerns. These groups often experience confusion, anxiety, or denial about their condition. **Proper counselling addresses these emotional and informational gaps**, ensuring that patients are mentally prepared to follow through with treatment and self-care responsibilities. It also helps in

dispelling myths and misinformation, especially in resource-limited or rural settings where medical literacy may be low.

By fostering **trust, clarity, emotional reassurance, and patient empowerment**, good counselling in the OPD significantly improves patient outcomes. It leads to higher patient satisfaction, better adherence to medication and follow-up visits, early detection of complications, and overall improved health behavior. This report focuses on analyzing how structured and empathetic counselling practices in the OPD contribute to **positive health outcomes**, with support from case studies, patient feedback, and departmental observations.

Good counselling in the OPD goes beyond basic instructions. It involves **empathetic listening, patient education, emotional support, and clear communication**, tailored to individual needs. When patients understand their illness, the purpose of their medications, the importance of follow-up, and the lifestyle changes required, they are more likely to comply with treatment and experience improved health. Furthermore, many patients come to the OPD with fear, confusion, or misinformation about their condition. Counselling helps reduce such psychological barriers by instilling confidence and helping patients feel cared for and respected.

In contrast, when patients are properly counselled, they tend to follow treatment regimens, attend follow-up appointments, and make informed decisions about their care. This ultimately results in **positive patient outcomes**, such as faster recovery, better chronic disease management, fewer emergency admissions, and greater patient satisfaction.

## **SCOPE**

This report focuses on exploring the scope and significance of effective counselling in the Outpatient Department (OPD) and its direct and indirect influence on positive patient outcomes. The study is confined to the outpatient setting where patients receive consultation, diagnosis, treatment plans, and follow-up instructions without hospitalization.

The scope includes the following key areas:

1. Assessment of Counselling Practices in OPD:

- Evaluating how counselling is currently provided in OPD settings — by doctors, nurses, or health educators.
- Identifying the tools and methods used (e.g., verbal explanations, printed materials, visual aids).

2. Impact on Patient Understanding and Awareness:

- Understanding how counselling improves patients' knowledge of their medical condition, treatment options, lifestyle adjustments, and medication adherence.
- Examining how well-informed patients are more likely to take responsibility for their health.

3. Influence on Emotional and Psychological Well-being:

- Assessing how good counselling reduces anxiety, fear, denial, and confusion that often accompany medical diagnoses.
- Exploring the role of emotional support in motivating patients to follow through with care plans.

4. Improvement in Treatment Compliance:

- Measuring how counselling affects patient compliance with prescribed medications, follow-up visits, and dietary/lifestyle changes.
- Identifying gaps in communication that lead to non-adherence or repeated OPD visits.

#### 5. Patient Satisfaction and Trust in Healthcare Providers:

- Evaluating how empathetic and respectful counselling builds patient trust and satisfaction with the healthcare experience.
- Observing how positive interactions influence patient loyalty and continued use of healthcare services.

#### 6. Operational Efficiency of OPD:

- Analyzing how good counselling can reduce repeat visits, medical errors, and patient confusion, leading to smoother OPD functioning.

#### 7. Limitations and Barriers:

- Highlighting challenges such as time constraints, language barriers, limited staff training, and high patient load that affect counselling quality.

This study is limited to the outpatient environment and does not cover inpatient or emergency care counselling. However, the findings can contribute valuable insights to hospital administration, healthcare professionals, and policy makers for improving outpatient care quality through structured counselling approaches.

## **OBJECTIVES**

The main objective of this study is to examine the role and effectiveness of counselling in improving patient outcomes within the Outpatient Department (OPD). It aims to understand how structured and empathetic counselling influences patients' understanding of their health conditions, compliance with treatment, and overall emotional well-being. The study seeks to evaluate current counselling practices in OPD settings, including the methods used, the time allocated, and the involvement of healthcare professionals such as doctors, nurses, and trained counsellors.

This report also aims to assess how counselling improves patient awareness regarding diagnoses, medication regimens, follow-up care, and necessary lifestyle modifications. A key objective is to investigate the effect of counselling on treatment adherence—how well patients follow the prescribed medical advice after receiving proper guidance and reassurance. Furthermore, the study explores the psychological benefits of counselling, such as reduced anxiety, improved coping mechanisms, and greater patient confidence in managing their health.

Another important goal is to analyze how good counselling enhances patient satisfaction and trust in healthcare providers, thereby strengthening the doctor-patient relationship. The study also aims to identify common barriers to effective counselling in OPD environments, such as time constraints, high patient volumes, limited staff training, and language or cultural differences. Based on the findings, the report intends to offer practical suggestions for improving counselling processes, making them more patient-centric and efficient.

## **METHODOLOGY**

The methodology of this study outlines the systematic approach used to collect, analyze, and interpret data regarding the impact of good counselling on positive patient outcomes in the Outpatient Department (OPD). A combination of **qualitative and quantitative research methods** was adopted to gain a comprehensive understanding of how counselling affects patients' physical, emotional, and behavioral responses after visiting the OPD.

To begin with, **primary data** was collected directly from patients, healthcare professionals, and administrative staff within the OPD through structured interviews, questionnaires, and direct observation. A sample size of patients from different demographics (age, gender, literacy levels, disease type, etc.) was selected to ensure diversity and reliability of the findings. Patients who received counselling were asked to rate their understanding of the diagnosis, satisfaction with the interaction, emotional comfort, and adherence to medical advice.

For the **secondary data**, relevant literature such as hospital policies, counselling guidelines, academic journals, previous case studies, and patient satisfaction reports were reviewed to support the primary data and provide background context.

Ethical considerations were taken into account during the study. All patient interviews were conducted after obtaining **informed consent**, and confidentiality was maintained throughout the data collection and reporting process.

This mixed-method approach ensured that both **numerical evidence and personal experiences** were taken into account, providing a well-rounded analysis of how effective counselling can positively impact patient outcomes in the OPD setting.

## **LIMITATIONS**

While this study provides valuable insights into the impact of good counselling on patient outcomes in the OPD, it is important to acknowledge several limitations that may affect the interpretation and generalization of the findings:

1. OPDs often have high patient volumes and limited consultation time, which restricts the duration and depth of counselling. This may affect the consistency and quality of counselling observed during the study and may not reflect ideal practices.
2. Different healthcare providers may use varying communication techniques based on their personal approach, experience, and training. This variability can make it difficult to measure the uniform effectiveness of counselling across different professionals.
3. Much of the study relies on patient feedback, which can be influenced by personal emotions, expectations, literacy levels, and cultural beliefs. As a result, patient responses may not always objectively reflect the actual quality or content of counselling provided.
4. Due to time and resource constraints, the study may have been conducted on a limited number of patients and healthcare professionals within a specific OPD or hospital. This limits the ability to generalize the results to all healthcare settings or populations.
5. This study primarily focuses on short-term patient satisfaction, understanding, and immediate behavioral responses. It does not follow patients over a longer period to assess the sustained impact of counselling on health outcomes, medication adherence, or disease progression.
6. In multilingual and low-literacy populations, effective counselling may be hindered by communication gaps. This may have affected the clarity and reception of counselling, despite best efforts, and introduced variability in patient comprehension.

7. Several external factors such as family support, socioeconomic status, access to medication, and existing knowledge about the illness may also influence patient outcomes. These variables are difficult to control and may confound the relationship between counselling and outcome.
8. The study does not deeply examine the training or formal communication skills of healthcare providers delivering the counselling. The absence of standardized counselling protocols may have influenced the effectiveness and consistency of counselling across cases.

## **CHAPTER 2**

## **HOSPITAL PROFILE**

**NAME OF HOSPITAL:** SUNSHINE MULTISPECIALITY HOSPITAL, BHUBANESWAR.



**AREA:** It is spread over 55,600 Square ft. a campus that offers high quality and affordable medical care.

**CORE SPECIALITIES:** Neuro science, Orthopedic, Pulmonology, Cardiothoracic and vascular surgery, Gynecology, Urology, Gastro science.

**TYPES OF CARE PROVIDED:** Tertiary care

**ACCREDITATION:** NABH Accredited

**ACCESIBILITY:** Wheel-chair accessible entrance

**TAG LINE:** Happy To Help.

## **About the Company**

Sunshine Hospital is a multi-super specialty healthcare institution located in Bhubaneswar, Odisha, known for its commitment to clinical excellence and patient-centered care. Established in January 2021, it is part of the Sunshine Group of Hospitals, which originated in Hyderabad and is recognized for delivering high-quality healthcare services across India.

The hospital was founded with the goal of making world-class medical services accessible and affordable to people from all sections of society, including underserved and rural populations. With a focus on comprehensive outpatient and inpatient care, Sunshine Hospital offers services in cardiology, neurology, nephrology, orthopedics, oncology, gastroenterology, general medicine, pediatrics, and more. It operates a 24x7 emergency department, advanced diagnostic labs, and specialized units like ICU, NICU, dialysis, and physiotherapy, making it a one-stop solution for a range of health concerns.

The hospital is equipped with state-of-the-art infrastructure, modern surgical suites, and digital diagnostic tools, ensuring efficient and accurate patient care. It is supported by a team of highly skilled and compassionate doctors, nurses, and administrative staff who are trained to handle complex medical cases with precision and empathy.



### MISSION

To ensure access to State-of-Art Health Care Services for everyone- by being affordable & compassionate, while integrating the best clinical practices with education & research .

### VISION

To create an aspirational, world-class medical facility by setting new benchmarks in providing unparalleled health care experience to every strata of society.

### VALUES

- Sensitivity
- Precision
- Innovation
- Continuous Learning
- Accountability

### ଉଦ୍ଦେଶ୍ୟ

ଶିକ୍ଷା ଓ ଅନୁସନ୍ଧାନ ସହ ଉତ୍ତମ ନିଦାନିକ ଅଭ୍ୟାସ ମାଧ୍ୟମରେ ଏକୀକୃତ, ବ୍ୟୟଯୋଗ୍ୟ ଓ ସହାନୁଭୂତିକ ସ୍ବାସ୍ଥ୍ୟ ସୁବିଧା ସଭିଙ୍କୁ ଅତ୍ୟାଧୁନିକ ଯତ୍ନପାତ୍ର ଦ୍ବାରା ସେବା ଯୋଗାଇଦେବା ।

### ଲକ୍ଷ୍ୟ

ସମାଜର ସବୁବର୍ଗକୁ ଅତୁଳନୀୟ ସ୍ବାସ୍ଥ୍ୟସୁବିଧା ଯୋଗାଇ ଦେଇ ଉଚ୍ଚ ଅକାଂକ୍ଷୀ ବିଶ୍ୱସ୍ତରୀୟ ଡାକ୍ତରୀ ସୁବିଧା ସୃଷ୍ଟି କରି ନୂତନ ମାନବିୟ ପ୍ରତିଷ୍ଠା କରିବା ।

### ମୂଲ୍ୟ

- ସମ୍ପେଦନଶୀଳତା
- ସଠିକତା
- ଅଭିନବତା
- ନିରନ୍ତର ଶିକ୍ଷା
- ଉତ୍ତରଦାୟିତ୍ବ

### **Vision of the Company:**

To create an aspirational, world-class medical facility by setting new benchmarks in providing unparalleled health care experience to every strata of society.

### **Mission of the Company:**

To ensure access to State-of-Art Health Care Services for everyone- by being affordable & compassionate, while integrating the best clinical practices with education & research.

### **Value of the Company:**

- Sensitivity
- Precision
- Innovation
- Continuous Learning
- Accountability

### **Quality Policy:**

We are committed to maintain the highest standard of care & treatment with special emphasis to patient safety and satisfaction. We constantly strive on improving quality indices and make it our hallmark of practice.

### **Achievements of Company:**

- More than 1500 Brain Stroke Cases Treated Successfully.
- More than 1000 Brain & Spine Surgeries operated Successfully.

- More than 30 Bi-Portal Endo spine Surgery Operated Successfully.
- More than 800 Covid Patients Managed with minimal Mortality Rates.
- More than 1500 ICU cases Successfully Treated with Minimal Mortality.
- Safe Hand CTVS Surgery with 0% Mortality rates.
- 350+ Angioplasty Procedures within a span of 6 Months.
- 300+ Replacement Surgeries Since Jan-2022.

### **Overview of Company:**

- 100 Bedded Hospital
- Trauma center
- PMGAY, GJAY
- 24×7 FREE Ambulance
- 4+ Year of experience
- High qualified super specialist doctors
- ICU, SICU, MICU, CT I

## Centre of Excellence & Medical Expertise:

- The hospital features multiple centers of excellence including **Cardiology, Neurology, Orthopedics, Gastroenterology, Spine Surgery, Urology and Nephrology.**
- It is supported by an experienced team of consultants such as **Dr. P.K. Sahoo, Dr. Payod Kumar Jena, Dr. Ayashkant Mohanty, and Dr. Alok Lodh,** among others



# **INDUSTRY ANALYSIS OF SUNSHINE MULTISPECIALITY HOSPITAL**

## **1. Industry Overview: Indian Healthcare Sector**

India's healthcare industry is one of the fastest-growing sectors in the country. It comprises hospitals, diagnostics, medical devices, telemedicine, medical tourism, and health insurance. Valued at over **USD 372 billion in 2022**, the industry is projected to reach **USD 638 billion by 2030**, driven by factors like population growth, increasing lifestyle diseases, greater health awareness, and public-private healthcare partnerships.

The **hospital segment** alone accounts for nearly **80% of the total healthcare market**, and within that, **multi-specialty hospitals** like Sunshine are gaining prominence due to their ability to offer integrated services under one roof — ranging from diagnostics and surgery to rehabilitation.

## **2. Positioning of Sunshine Multispeciality Hospital**

**Sunshine Multispeciality Hospital**, especially in its Bhubaneswar branch, is strategically positioned in the **emerging healthcare landscape of Eastern India**, where demand for quality tertiary care services is rapidly growing. It serves as a **mid-size private multispecialty hospital** offering advanced services in cardiology, Orthopedics, neurology, nephrology, critical care, general surgery, and more.

Key factors that strengthen Sunshine's positioning include:

- **Affordability combined with quality**, making it accessible to middle and lower-income groups.
- **Modern infrastructure and equipment**, attracting urban and semi-urban patients.
- **Reputation from its Hyderabad parent hospital**, which boosts trust in new branches.

- **Strong focus on patient-centric services**, including counselling, diagnostics, and 24x7 emergency care.

### **3. Market Trends and Opportunities**

Sunshine Multispeciality Hospital operates in a dynamic environment shaped by key trends:

#### **a. Rising Burden of Non-Communicable Diseases (NCDs):**

Chronic illnesses such as diabetes, heart disease, and kidney disorders are on the rise, creating demand for **specialist care and multi-disciplinary services**, which Sunshine provides.

#### **b. Digital Health and Telemedicine:**

Post-COVID-19, the shift towards **e-consultations, tele-ICUs, and digital diagnostics** has accelerated. Sunshine has the opportunity to invest in telehealth platforms to expand its reach.

#### **c. Health Insurance Penetration:**

Government schemes like **Ayushman Bharat** and increasing private insurance coverage are enabling more people to access private hospitals like Sunshine.

#### **d. Medical Tourism Potential:**

India is becoming a hub for medical tourism, and hospitals like Sunshine can position themselves as cost-effective centers for international patients, especially for orthopaedics, cardiac, and elective surgeries.

### **4. Competitive Landscape**

Sunshine Hospital competes with a mix of **corporate chains** and **local standalone hospitals**, such as:

- **Corporate Competitors:** Apollo Hospitals, AMRI, CARE, KIMS, and Narayana Health
- **Local Competitors in Odisha:** SUM Ultimate Hospital, AMRI Bhubaneswar, Utkal Hospital, Kalinga Hospital

What sets Sunshine apart is its **focus on affordability without compromising clinical excellence**, its **well-known brand name in Hyderabad**, and its **emphasis on patient experience** including counselling, emotional care, and family education.

## 5. Regulatory Environment

Sunshine Hospital, like other private multispecialty hospitals, operates under regulations from bodies such as:

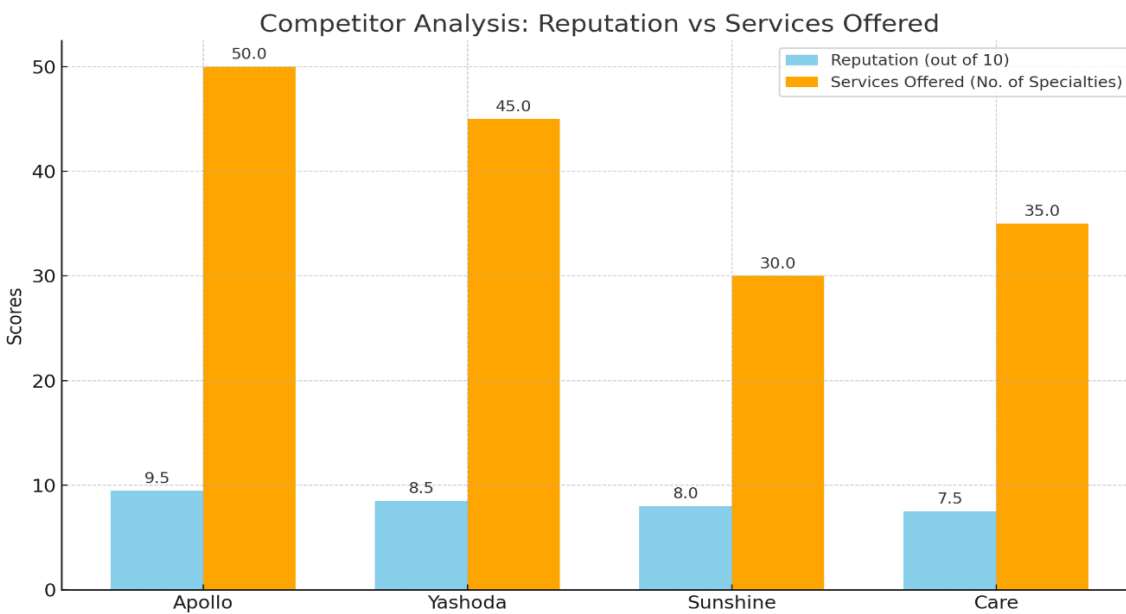
- **NABH** (National Accreditation Board for Hospitals) for quality and safety standards
- **Clinical Establishment Act**
- **Medical Council of India (MCI)/NMC** for staff qualifications and practices
- **Ayushman Bharat empanelment** for government healthcare delivery



## **CHAPTER 3**

## COMPETITOR ANALYSIS

Competitor analysis is a critical part of any business strategy. For a healthcare institution like **Sunshine Hospital**, understanding how it compares with other hospitals in the region helps in identifying strengths, addressing weaknesses, and discovering growth opportunities. This analysis compares Sunshine Hospital with top competitors like **Apollo Hospitals**, **Yashoda Hospitals**, and **Care Hospitals**, which are renowned for their advanced healthcare services.



### Detailed Comparison Parameters:

#### A. Reputation

- Sunshine Hospital has a solid reputation locally, especially in orthopedics and neurology.
- Apollo has a national and international brand presence, ranking higher in terms of brand value.
- Yashoda and Care are well-established regionally but cater to different strengths.

## **B. Services Offered**

- Sunshine offers about **30+ specialties**, mainly focused on orthopedics, trauma, neuro, and cardiology.
- Apollo offers **50+ specialties**, including rare services like organ transplantation and robotic surgeries.
- Yashoda and Care offer between **35–45 specialties**, with strengths in oncology, nephrology, and cardiology.

## **C. Technology & Infrastructure**

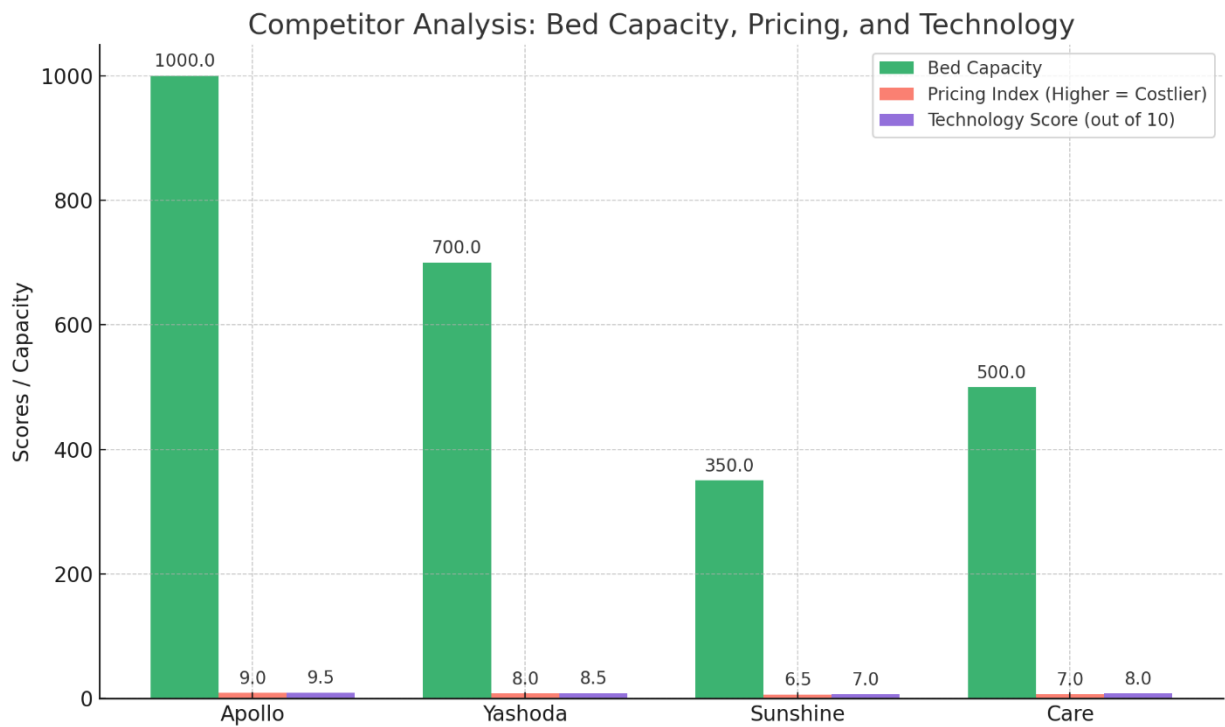
- Sunshine uses advanced technology in orthopedics and critical care, including digital imaging and EMR.
- Apollo is highly advanced, offering robotic surgeries, AI diagnostics, and telemedicine.
- Yashoda and Care are moderately equipped with high-end ICUs and digital diagnostics.

## **D. Pricing**

- Sunshine is more affordable than Apollo and Yashoda, making it accessible to middle-income patients.
- Apollo is the most expensive, targeting premium and international patients.
- Care offers a mid-range pricing structure, slightly above Sunshine.

## **E. Bed Capacity**

- Apollo: 1000+ beds
- Yashoda: 700+ beds
- Sunshine: 350+ beds
- Care: 500+ beds



## **SWOT Analysis of OPD in Sunshine Hospital**

### **Strengths:**

- Established Presence:

Sunshine Hospital's OP pharmacy benefits from the overall reputation and patient base of the hospital itself.

- Convenient Location:

Being inside the hospital, it offers easy access for patients and staff.

- Integration with Hospital Services:

The pharmacy can easily coordinate with other hospital departments for patient care.

- Familiarity and Trust:

Patients may prefer the pharmacy due to familiarity with the hospital environment and trust in the hospital's standards.

- Potential for Specialization:

The pharmacy could potentially specialize in specific medications or services related to the hospital's focus areas.

**Weaknesses:**

- Limited Space:

The pharmacy might be constrained by its physical space, limiting inventory or the ability to handle a large volume of customers.

- Potential for High Prices:

Being part of a hospital, the pharmacy might have higher prices compared to standalone pharmacies due to overhead costs.

- Wait Times:

Depending on staffing and volume, patients might experience longer wait times.

- Dependence on Hospital Policies:

The pharmacy's operations are subject to the hospital's rules and regulations, which could be restrictive at times.

- Potential for Limited Brand Recognition:

If the pharmacy is not clearly differentiated from the hospital, it might not build its own strong brand.

**Opportunities:**

- Expansion of Services:

The pharmacy could offer services like medication therapy management, vaccinations, or home delivery options.

- Technology Integration:

Implementing an online portal for prescription refills, telehealth consultations, or mobile apps could improve convenience and efficiency.

- Partnerships with Local Healthcare Providers:

Collaborating with other clinics or doctors could expand the pharmacy's reach and patient base.

- Targeted Marketing:

Promoting specific services or medications to patients based on their needs and the hospital's specialties could drive growth.

- Focus on Specialty Medications:

Identifying and stocking specialty medications relevant to the hospital's patient population could create a niche market.

### **Threats:**

- Competition from Other Pharmacies:

The presence of other pharmacies, both within and outside the hospital, could impact market share.

- Generic Drug Availability:

Fluctuations in the availability of generic medications could affect the pharmacy's ability to fill prescriptions.

- **Changes in Healthcare Regulations:**

New regulations or policies related to pharmacy operations could create challenges and increase compliance costs.

- **Impact of Hospital-Specific Events:**

A decrease in patient volume due to a hospital-specific event could affect the pharmacy's business.

- **Emerging Technologies:**

New technologies or business models in the pharmaceutical industry could disrupt the pharmacy's traditional operations.



## **CHAPTER 4**

## **Customer Analysis of Sunshine Hospital in OPD Department**

Customer analysis in the OPD (Outpatient Department) of Sunshine Hospital helps understand patient demographics, behavior, expectations, and satisfaction. It is essential for improving patient experience, ensuring quality service, and strengthening the hospital's competitive position.

### **1. Patient Demographics and Profile**

Patients visiting the OPD at Sunshine Hospital come from diverse backgrounds. The majority fall within the age group of **25–60 years**, which includes working professionals and homemakers. A significant number of elderly patients also visit for chronic illness consultations. Children visit mainly for pediatric services.

- **Gender:** The patient base is almost evenly split between male and female, with a slight rise in female patients for departments such as gynecology and general medicine.
- **Location:** Most OPD patients reside in **Hyderabad city** and surrounding semi-urban areas. The hospital also attracts patients from nearby towns due to its growing reputation.
- **Socioeconomic Background:** The hospital caters primarily to the **middle and upper-middle-class segments**. Lower-income patients are served through government healthcare schemes like Arogyasri or EHS.
- **Occupation:** Patients include working professionals, students, retirees, and homemakers, indicating a broad cross-section of society.

### **2. Patient Needs and Expectations**

Patients visiting the OPD come with certain key expectations from the hospital. These include:

- **Timely Consultation:** Most patients expect minimal waiting time and efficient scheduling.
- **Access to Specialists:** Patients prefer consultations with experienced and well-qualified doctors.
- **Affordable Services:** Many look for a balance between quality care and reasonable pricing, especially for regular check-ups.
- **Clean and Comfortable Environment:** A hygienic OPD waiting area and consultation room significantly affect patient perception.
- **Friendly and Informative Staff:** Patients want clear explanations of diagnoses and treatment from doctors, nurses, and administrative staff.
- **Follow-Up and Digital Support:** Easy appointment booking, report access, and reminders for follow-ups are increasingly in demand.

### 3. OPD Patient Journey

The typical patient journey in Sunshine Hospital's OPD includes the following steps:

- **Registration:** Either done at the reception desk or through online booking systems.
- **Waiting:** Patients wait for their turn; this varies based on appointment volume.
- **Consultation:** Interaction with the specialist, followed by recommendations for tests or medications.
- **Diagnostics (if needed):** Tests are carried out at the in-house lab or radiology departments.
- **Pharmacy Visit:** Prescribed medicines are collected from the in-hospital pharmacy.

- **Billing and Exit:** Final billing is done, and follow-up appointments are scheduled if needed.

#### **4. Patient Satisfaction and Experience**

Customer satisfaction is fairly high in the OPD, especially in terms of medical care. However, certain areas require improvement.

- **Doctor Consultation:** Patients are generally very satisfied with the expertise and professionalism of the doctors.
- **Staff Behavior:** Polite and cooperative, though some patients have reported delays or a lack of proactive communication.
- **Waiting Time:** This remains a moderate concern, particularly during peak hours or weekends.
- **Cleanliness:** The OPD premises are well-maintained, which enhances the patient experience.
- **Pharmacy and Billing:** Pharmacy services are reliable, but the process can be time-consuming during rush hours.

#### **5. Feedback and Common Complaints**

Patient feedback has highlighted some recurring issues:

- **Waiting Time Delays:** Patients sometimes have to wait longer than expected, even with appointments. Solutions include better queue management and scheduling.

- **Communication Gaps:** Some patients feel they do not receive complete information from staff or doctors. There's a need for improved communication and patient education.
- **Navigation Confusion:** First-time visitors often find it hard to locate departments. Better signage and help desks can solve this issue.
- **Pharmacy Queue:** Long queues during peak hours suggest a need for multiple counters or online payment integration.

## 6. Patient Loyalty and Retention

Many patients who visit the OPD return for follow-ups, indicating a good level of loyalty.

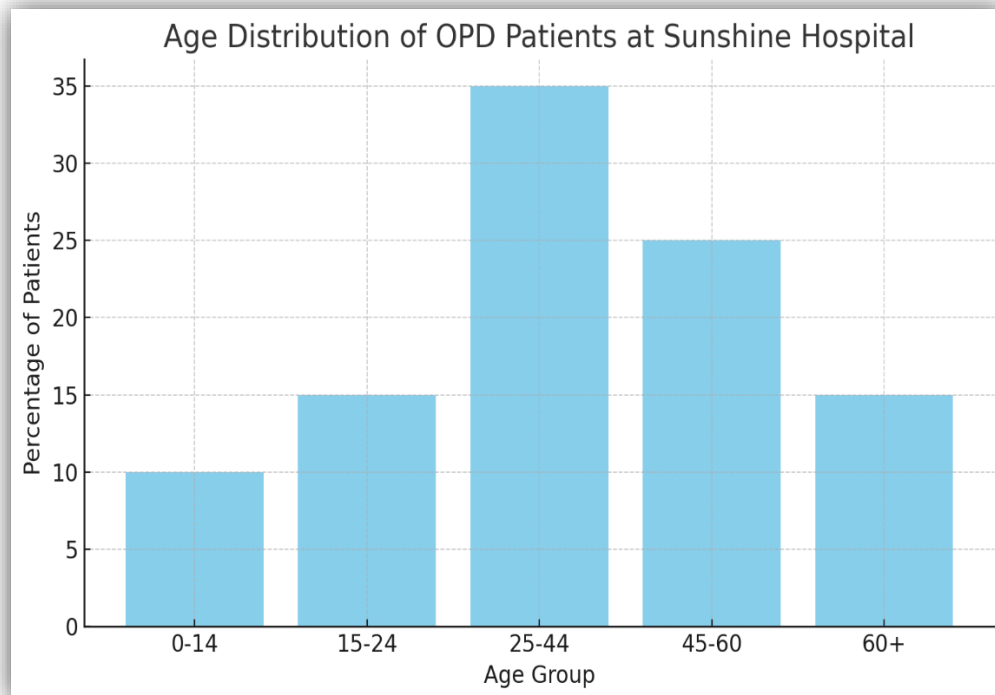
- **Chronic Cases and Family Consultations:** Patients with long-term illnesses often return for continuous care. Some also recommend the hospital to friends or family, showing strong **word-of-mouth marketing**.
- **Digital Tools and Convenience:** Online booking, digital reports, and SMS alerts have improved patient convenience and retention.
- **Trust in Medical Care:** The trust built through effective treatment encourages repeated visits and builds long-term relationships.

## 7. Competitive Positioning in the Market

Sunshine Hospital holds a favorable position compared to other hospitals and clinics in the region.

- **Versus Small Clinics:** Sunshine provides more comprehensive services and specialist doctors, which smaller clinics may lack.

- **Versus Larger Corporate Hospitals:** Sunshine is more affordable while still maintaining quality, making it attractive to middle-income patients.
- **Reputation in Specialties:** The hospital has built strong credibility in areas such as orthopedics, pediatrics, and internal medicine, drawing repeat patients in these departments.



## **CHAPTER 5**

## **ACTUAL WORK DONE, ANALYSIS AND FINDINGS**

### **Benefit of Patient Satisfaction Survey**

Patient satisfaction surveys in outpatient departments (OPDs) offer several key benefits:

- **Improved Quality of Care:** Surveys provide insights into patient experiences and help identify areas for improvement, leading to enhanced quality of care.
- **Informed Decision-Making:** Feedback helps healthcare providers make data-driven decisions about changes and upgrades in services and processes.
- **Enhanced Patient Experience:** Understanding patient preferences and concerns allows for better service delivery, contributing to a more positive overall experience.
- **Increased Patient Retention:** Satisfied patients are more likely to return and recommend the service to others, which can boost patient retention and attract new patients.
- **Staff Motivation and Training:** Constructive feedback can highlight areas where staff excel or need additional training, fostering professional development and improving team performance.
- **Compliance and Accreditation:** Regular surveys can help ensure compliance with healthcare standards and support accreditation processes by demonstrating a commitment to patient-centered care.
- **Benchmarking and Performance Tracking:** Surveys enable healthcare organizations to track performance over time and benchmark against industry standards or similar institutions.

### **Skills and Knowledge Gained:**

As a hospital management student, working in an outpatient department I have gained several key skills and knowledge areas.

- Developing skills in patient interaction, addressing concerns, and handling complaints professionally to enhance patient satisfaction.
- Understanding how to efficiently manage patient intake, scheduling, and transition through different stages of care.
- Learning how to allocate and manage resources such as medical staff, equipment, and space effectively to maximize efficiency and patient care quality.
- Gaining skills in coordinating between different departments and ensuring effective communication among medical professional, administrative staff and patients.
- Familiarity with daily operational procedures, including handling patient data, and adhering to regulatory standards.
- Learning methods for assessing and improving the quality of care and services within the OPD setting.

## The Feedback Form Of OPD

**OPD FEEDBACK FORM**  
ବାହ୍ୟରୋଗୀଙ୍କ ମତାମତ ଫର୍ମ

**Dear Guest,**  
your feedback is valuable for us to improve our services in the Hospital. Kindly comment on the services as mentioned below.

ମାନନୀୟ ଅତିଥି,  
ଚିକିତ୍ସାଳୟରେ ଆମ୍ଭମାନଙ୍କର ସେବା ପ୍ରକ୍ତିର ଉନ୍ନତି ପାଇଁ ଆପଣଙ୍କ ମତାମତ ଅତ୍ୟନ୍ତ ମୂଲ୍ୟବାନ । ଦୟାକରି ନିମ୍ନଲିଖିତ ସେବା ସମ୍ବନ୍ଧରେ ମତବ୍ୟ ଲେଖନ୍ତୁ ।

Is this your : ☐ First Visit ☐ Follow up Visit Date : 19.7.25  
ଏହା କଣ ଆପଣଙ୍କର : ☐ ପ୍ରଥମ ସାକ୍ଷାତକାର ☐ ପରବର୍ତ୍ତୀ ସାକ୍ଷାତକାର ତାରିଖ :  
Name of Patient / Patient Attendant : Souparna Prava Kosta Date of Birth :  
ରୋଗୀଙ୍କ ନାମ / ରୋଗୀଙ୍କ ସହାୟକଙ୍କ ନାମ : ଜନ୍ମ ତାରିଖ :  
UHID No. Mobile No. 935324928 Email Id :

| Sl No. | Parameter<br>ନିର୍ଦ୍ଧାରିତ ମାନ                                                                                     | Excellent<br>ସର୍ବୋତ୍କୃଷ୍ଟ           | Good<br>ଭଲ               | Satisfactory<br>ସନ୍ତୋଷଜନକ | Can improve<br>ସନ୍ତୋଷଜନକ<br>କରିହାଯାଇପାରେ | Poor<br>ନିରାଶ୍ୟଜନକ       |
|--------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------|---------------------------|------------------------------------------|--------------------------|
| 1.     | Availability of Sufficient information in the Hospital<br>ହସ୍ପିଟାଲରେ ସହଜରେ ପର୍ଯ୍ୟାପ୍ତ ସୂଚନା (ତଥ୍ୟ) ଉପଲବ୍ଧ        | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 2.     | Time required for Registration<br>ପଞ୍ଜିକରଣ କରିବା ପାଇଁ ସମୟ                                                        | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 3.     | Behavior & Attitude of Hospital Staff<br>ଆପଣଙ୍କ ପ୍ରତି ହସ୍ପିଟାଲ କର୍ମଚାରୀଙ୍କ ବ୍ୟବହାର ଓ ମନୋଭାବ                      | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 4.     | Overall Cleanliness of Hospital including Bathroom & Toilets<br>ସ୍ନାନଗୃହ ଓ ଶୈତାଳୟ ସମେତ ସାର୍ବଜନିକ ଅଞ୍ଚଳର ସ୍ୱଚ୍ଛତା | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 5.     | Availability of drug at OPD Pharmacy<br>ବାହ୍ୟରୋଗୀଙ୍କ ପାଇଁ ଫାର୍ମାସିରୀ ସହଜ ପ୍ରାପ୍ୟ ଔଷଧର ଉପଲବ୍ଧତା                   | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 6.     | Opinion about Radiology Services<br>ରେଡିଓଲୋଜି ସେବା ସମ୍ବନ୍ଧରେ ଆପଣଙ୍କ ମତ                                           | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 7.     | Opinion about Laboratory Services<br>ଲାବୋରେଟରୀ ସେବା ସମ୍ବନ୍ଧରେ ଆପଣଙ୍କ ମତ                                          | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 8.     | Helpfulness of Security Staff<br>ନିରାପତ୍ତି ହୋଇଥିବା ଜଗୁଆଳୀ ମାନଙ୍କ ସାହାଯ୍ୟ ବାଣିତା ମନଭାବ                            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |
| 9.     | Overall Experience during your visit to the Hospital<br>ସର୍ବୋତ୍ତମ ହସ୍ପିଟାଲ ପରିଦର୍ଶନର ଅନୁଭୂତି                     | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/>                 | <input type="checkbox"/> |

How did you know about our hospital ? / ଆପଣ ଆମ ହସ୍ପିଟାଲ ବିଷୟରେ କିପରି ଜାଣିଲେ ?  
☐ Doctor ☐ Friends/Relatives ☐ Electronic Media ☐ Newspaper ☐ others

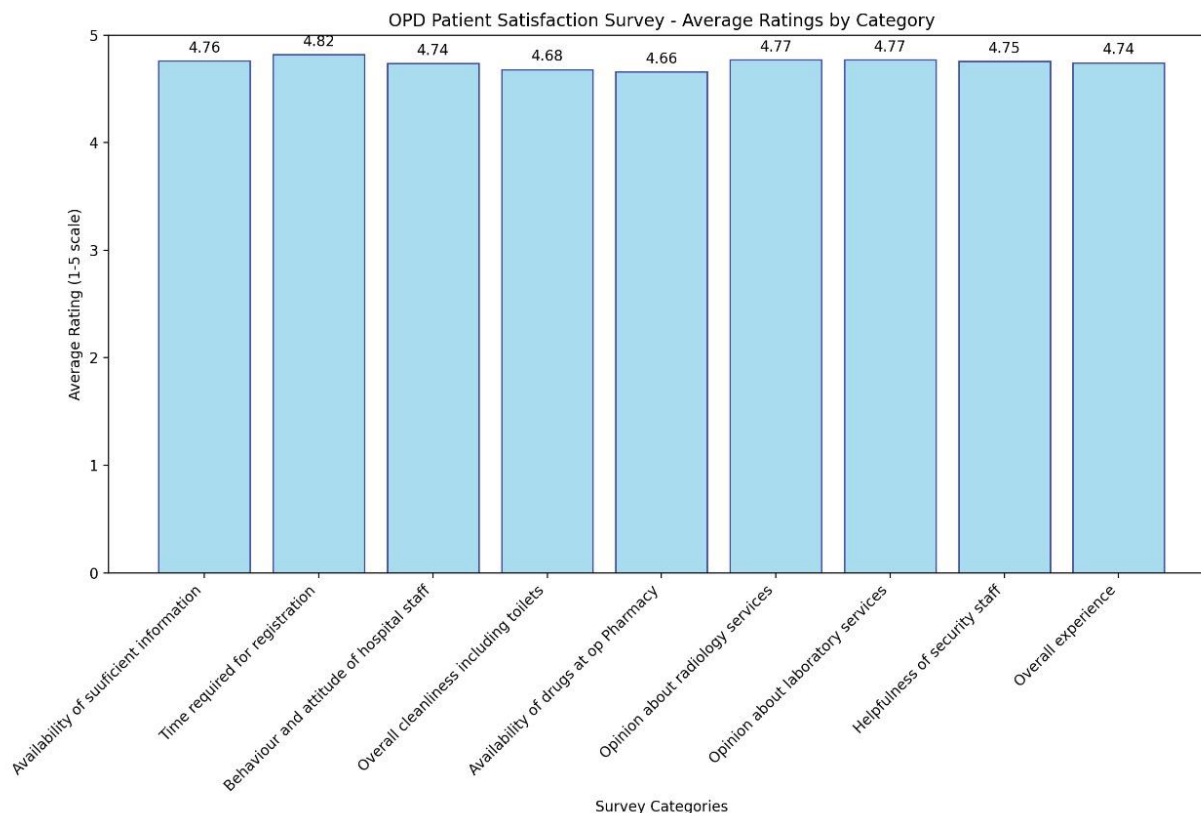
Ramesh Anandh  
Signature / ସ୍ୱାକ୍ଷର

# Report Evaluation on OPD Feedback

| A      | B          | C                                 | D                       | E           | F                                         | G                                 | H                                           | I                                        | J                                       |
|--------|------------|-----------------------------------|-------------------------|-------------|-------------------------------------------|-----------------------------------|---------------------------------------------|------------------------------------------|-----------------------------------------|
| L. NO. | DATE       | PATIENT/ATTENDANT DETAILS         | DOCTOR                  | CONTACT NO. | 1. Availability of sufficient information | 2. Time required for registration | 3. Behaviour and attitude of hospital staff | 4. Overall cleanliness including toilets | 5. Availability of drugs at op Pharmacy |
| 1      | 07.06.2025 | Mrs. Nirupama Nayak(43895)        | Dr. R sahuo             | 9861054755  | 4                                         | 5                                 | 4                                           | 4                                        | 4                                       |
| 2      |            | Mr. T Simanchal(43819)            | Dr. ritesh Acharya      | 7735968533  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 3      |            | Mrs. Chumina Behera(12463)        | Dr.Tanmaya Padhy        | 6372038654  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 4      |            | Mrs. Pramodini Parida(14028)      | Dr.Ritesh Acharya       | 7788899253  | 5                                         | 5                                 | 4                                           | 4                                        | 3                                       |
| 5      |            | Mr. D K Swain(12462)              | Dr.Ritesh Acharya       | 8480020301  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 6      |            | Mr. kaleb ken(                    | Dr.Ritesh Acharya       | 9861120291  | 5                                         | 5                                 | 4                                           | 5                                        | 5                                       |
| 7      |            | Mr. Subasha Samal(41805)          | Dr. B Mishra            | 8144669346  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 8      |            | Mr. Dillip kumar Patra(18280)     | Dr. Payod kumar Jena    |             | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 9      |            | Mr. Sibaram Baral(                | Dr. Payod kumar Jena    | 9938726886  | 5                                         | 5                                 | 4                                           | 5                                        | 4                                       |
| 10     |            | Mr. Pradip(42766)                 | Dr. Abhisek Jha         | 9348694739  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 11     |            | Mr. Raghunatha Baral(43892)       | Dr. Tanmay Padhy        | 9986730126  | 5                                         | 5                                 | 4                                           | 4                                        | 5                                       |
| 12     |            | Mr. A Behera(43543)               | Dr. Tanmay Padhy        | 9090674210  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 13     |            | Mr. Bhabani MohanMahapatra(28481) | Dr. Ritesh Acharya      | 9437515944  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 14     |            | Mrs. Truptimayee Nayak(43897)     | Dr. C.R. Behera         | 6372765605  | 4                                         | 5                                 | 5                                           | 4                                        | 5                                       |
| 15     |            | Mr. Bijay Kumar (43211)           | Dr. Ritesh Acharya      | 9437622887  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 16     |            | Mr. Satyanarayan Patnaik(40788)   | Dr. Tanmay Padhy        | 9437472622  | 5                                         | 5                                 | 4                                           | 5                                        | 5                                       |
| 17     |            | Mr. Debaraj Mishra(31026)         | Dr. Debasis Sarangi     | 8696913392  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 18     |            |                                   |                         |             |                                           |                                   |                                             |                                          |                                         |
| 19     | 09.06.2025 | Mr. Sita Kanta Pattnaik(19867)    | Dr. P.K. Jena           |             | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 20     |            | Mr. G Sahoo(32651)                | Dr. Tanmay Padhy        | 9776977624  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 21     |            | Mr. Ashok Sahoo                   | Dr. Abhisek Jha         | 9777650047  | 4                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 22     |            | Mr. Himanshu                      | Dr. P.K. Jena           | 9090257022  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 23     |            | Mr. S S Pati                      | Dr. Sabyasachi Pattnaik | 9437635471  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 24     |            | Mrs. Kabita Dalal(17260)          | Dr. P.K. Jena           |             | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 25     |            | Mr. Durga Prasad Mishra           | Dr. Roshan Sahu         | 9938532459  | 5                                         | 5                                 | 4                                           | 5                                        | 2                                       |
| 26     |            | Mr. Narendra Dal                  | Dr. Roshan Sahu         | 9937738005  | 5                                         | 5                                 | 5                                           | 3                                        | 4                                       |
| 27     |            | Mrs. Minati Das                   | Dr. Sachidananda Swain  | 9776598908  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 28     |            | Mr. A K Pradhan(36942)            | Dr. Tanmay Padhy        | 9040321238  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 29     |            | Mr. G Pradhan                     | Dr. Debasis Sarangi     | 8978016472  | 4                                         | 4                                 | 4                                           | 3                                        | 5                                       |
| 30     |            | Mrs. Santi Das(43952)             | Dr. R. K Goenka         | 7978288772  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 31     |            | Mrs. Basanti Barik(41662)         | Dr. R. K Goenka         | 8926091332  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 32     |            | Mr. Krushna Ch. Swain(43016)      | Dr. R. K Goenka         | 9124462254  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 33     |            | Mrs. Laxmi Das(41289)             | Dr. R. K Goenka         | 7326871110  | 4                                         | 4                                 | 4                                           | 4                                        | 4                                       |
| 34     |            | Mr. Debraj Mangal                 | Dr. R. K Goenka         | 8658965109  | 4                                         | 5                                 | 5                                           | 5                                        | 4                                       |
| 35     |            | Mr. biswanath Das(21682)          | Dr. R. K Goenka         | 9437293391  | 3                                         | 5                                 | 4                                           | 3                                        | 2                                       |
| 36     |            | Mr. Nikunja Panda                 | Dr. B Mishra            | 9878059378  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 37     |            | Mr. S Rout(27997)                 | Dr. B Mishra            | 9853260526  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 38     |            | Mr. Subhasankar Mohanty           | Dr. Biswajit Mishra     | 9861565177  | 2                                         | 3                                 | 3                                           | 1                                        | 2                                       |
| 39     |            | Mr. Sambit Patra                  | Dr. Biswajit Mishra     | 8917360985  | 3                                         | 4                                 | 4                                           | 1                                        | 3                                       |
| 40     |            | Miss. Sagun                       | Dr. Biswajit Mishra     | 765303178   | 4                                         | 4                                 | 4                                           | 4                                        | 4                                       |
| 41     | 10.06.2025 | Mr. Prasanta Kandi(41939)         | Dr. Roshan Sahu         | 7326070555  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 42     |            | Mrs. M Behera(41383)              | Dr. Roshan Sahu         | 8328837309  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 43     |            | Mr. Santosh Lenka(44019)          | Dr. R K Goenka          | 8249438852  | 5                                         | 5                                 | 5                                           | 5                                        | 5                                       |
| 44     |            | Mr. P N Behera(35574)             | Dr. P K Jena            | 9437538640  | 4                                         | 4                                 | 5                                           | 4                                        | 5                                       |

| A  | B          | C                              | D                       | E          | F | G | H | I | J |
|----|------------|--------------------------------|-------------------------|------------|---|---|---|---|---|
| 18 |            |                                |                         |            |   |   |   |   |   |
| 19 | 09.06.2025 | Mr. Sita Kanta Pattnaik(19867) | Dr. P.K. Jena           |            | 5 | 5 | 5 | 5 | 5 |
| 20 |            | Mr. G Sahoo(32651)             | Dr. Tanmay Padhy        | 9776977624 | 5 | 5 | 5 | 5 | 5 |
| 21 |            | Mr. Ashok Sahoo                | Dr. Abhisek Jha         | 9777650047 | 4 | 5 | 5 | 5 | 5 |
| 22 |            | Mr. Himanshu                   | Dr. P.K. Jena           | 9090257022 | 5 | 5 | 5 | 5 | 5 |
| 23 |            | Mr. S S Pati                   | Dr. Sabyasachi Pattnaik | 9437635471 | 5 | 5 | 5 | 5 | 5 |
| 24 |            | Mrs. Kabita Dalal(17260)       | Dr. P.K. Jena           |            | 5 | 5 | 5 | 5 | 5 |
| 25 |            | Mr. Durga Prasad Mishra        | Dr. Roshan Sahu         | 9938532459 | 5 | 5 | 4 | 5 | 2 |
| 26 |            | Mr. Narendra Dal               | Dr. Roshan Sahu         | 9937738005 | 5 | 5 | 5 | 3 | 4 |
| 27 |            | Mrs. Minati Das                | Dr. Sachidananda Swain  | 9776598908 | 5 | 5 | 5 | 5 | 5 |
| 28 |            | Mr. A K Pradhan(36942)         | Dr. Tanmay Padhy        | 9040321238 | 5 | 5 | 5 | 5 | 5 |
| 29 |            | Mr. G Pradhan                  | Dr. Debasis Sarangi     | 8978016472 | 4 | 4 | 4 | 3 | 5 |
| 30 |            | Mrs. Santi Das(43952)          | Dr. R. K Goenka         | 7978288772 | 5 | 5 | 5 | 5 | 5 |
| 31 |            | Mrs. Basanti Barik(41662)      | Dr. R. K Goenka         | 8926091332 | 5 | 5 | 5 | 5 | 5 |
| 32 |            | Mr. Krushna Ch. Swain(43016)   | Dr. R. K Goenka         | 9124462254 | 5 | 5 | 5 | 5 | 5 |
| 33 |            | Mrs. Laxmi Das(41289)          | Dr. R. K Goenka         | 7326871110 | 4 | 4 | 4 | 4 | 4 |
| 34 |            | Mr. Debraj Mangal              | Dr. R. K Goenka         | 8658965109 | 4 | 5 | 5 | 5 | 4 |
| 35 |            | Mr. biswanath Das(21682)       | Dr. R. K Goenka         | 9437293391 | 3 | 5 | 4 | 3 | 2 |
| 36 |            | Mr. Nikunja Panda              | Dr. B Mishra            | 9878059378 | 5 | 5 | 5 | 5 | 5 |
| 37 |            | Mr. S Rout(27997)              | Dr. B Mishra            | 9853260526 | 5 | 5 | 5 | 5 | 5 |
| 38 |            | Mr. Subhasankar Mohanty        | Dr. Biswajit Mishra     | 9861565177 | 2 | 3 | 3 | 1 | 2 |
| 39 |            | Mr. Sambit Patra               | Dr. Biswajit Mishra     | 8917360985 | 3 | 4 | 4 | 1 | 3 |
| 40 |            | Miss. Sagun                    | Dr. Biswajit Mishra     | 765303178  | 4 | 4 | 4 | 4 | 4 |
| 41 | 10.06.2025 | Mr. Prasanta Kandi(41939)      | Dr. Roshan Sahu         | 7326070555 | 5 | 5 | 5 | 5 | 5 |
| 42 |            | Mrs. M Behera(41383)           | Dr. Roshan Sahu         | 8328837309 | 5 | 5 | 5 | 5 | 5 |
| 43 |            | Mr. Santosh Lenka(44019)       | Dr. R K Goenka          | 8249438852 | 5 | 5 | 5 | 5 | 5 |
| 44 |            | Mr. P N Behera(35574)          | Dr. P K Jena            | 9437538640 | 4 | 4 | 5 | 4 | 5 |

| A  | B          | C                                   | D                      | E          | F | G | H | I | J |
|----|------------|-------------------------------------|------------------------|------------|---|---|---|---|---|
| 40 |            | Miss. Sagun                         | Dr. Biswajit Mishra    | 7653033178 | 4 | 4 | 4 | 4 | 4 |
| 41 | 10.06.2025 | Mr. Prasanta Kandi(41939)           | Dr. Roshan Sahu        | 7326070555 | 5 | 5 | 5 | 5 | 5 |
| 42 |            | Mrs. M Behera(41383)                | Dr. Roshan Sahu        | 8328837309 | 5 | 5 | 5 | 5 | 5 |
| 43 |            | Mr. Santosh Lenka(44019)            | Dr. R K Goenka         | 8249438852 | 5 | 5 | 5 | 5 | 5 |
| 44 |            | Mr. P N Behera(35574)               | Dr. P K Jena           | 9437538640 | 4 | 4 | 5 | 4 | 5 |
| 45 |            | Mr. Anumraj (37344)                 | Dr. P.K. Jena          | 8637274479 | 5 | 5 | 5 | 5 | 5 |
| 46 |            | Mr. Satyajit Khamdai(41460)         | Swayam Bikash Pattan   | 6372896299 | 5 | 5 | 4 | 4 | 3 |
| 47 |            | Mrs. Anuradha Demath(27325)         | Dr. Roshan Sahu        | 8093730190 | 4 | 3 | 1 | 4 | 1 |
| 48 |            | Mr. Bipras Padhi(23423)             | Dr. R. K Goenka        | 9437381033 | 5 | 5 | 5 | 5 | 5 |
| 49 |            | Mr. Satyabhama Giri(42690)          | Dr. P.K. Jena          | 8895009536 | 5 | 5 | 5 | 5 | 5 |
| 50 |            | Mr. H Rout(44005)                   | Dr. Sachidananda Swain | 7978511147 | 5 | 5 | 5 | 5 | 5 |
| 51 |            | Mr. Ajaya Biswal(31624)             | Dr. R K K Goenka       | 9437650215 | 5 | 4 | 4 | 5 | 4 |
| 52 |            | Mrs. Upasana Mishra(44028)          | Dr. Unmesh Sahoo       | 6370123775 | 5 | 5 | 5 | 5 | 5 |
| 53 |            | Mr. Prashant Kumar Chhotaray(44016) | Dr. P.K. Jena          | 9938538802 | 5 | 5 | 5 | 5 | 5 |
| 54 |            | Mrs. Tara Satapathy(44003)          | Dr. Ritesh Acharya     | 9437756318 | 5 | 5 | 4 | 5 | 5 |
| 55 | 11.06.2025 | Mrs. Sanjukta Dash                  | Dr. Pragyanshree       | 9692110104 | 5 | 5 | 5 | 5 | 1 |
| 56 |            | Mr. Brajakishore Mohanty(44002)     | Dr. P.K. Jena          | 7008863587 | 3 | 3 | 4 | 3 | 3 |
| 57 |            | Mrs. Farida Begum                   | Dr. P.K. Jena          | 9692094286 | 4 | 3 | 5 | 4 | 3 |
| 58 |            | Mr. Ajaylal Dash(41012)             | Dr. Debasis Sarangi    | 9937758500 | 5 | 5 | 5 | 5 | 5 |
| 59 |            | Mrs. Pravashini Barik(42494)        | Dr. Tanmay Padhy       |            | 5 | 5 | 5 | 5 | 5 |
| 60 |            | Mrs. Sonita Maharana                | Dr. Ritesh Acharya     | 9827001424 | 5 | 5 | 4 | 5 | 5 |
| 61 |            | Mr. Ramachandra Dash(43468)         | Dr. B Mishra           | 8260703636 | 5 | 5 | 5 | 5 | 5 |
| 62 |            | Mr. D.C Swain(18280)                | Dr. B Mishra           |            | 5 | 5 | 5 | 5 | 5 |
| 63 |            | Mr. Pratap Kumar Biswal(37426)      | Dr. B Mishra           | 7848806121 | 5 | 4 | 4 | 4 | 5 |
| 64 |            | Mr. Basanta Kumar Behera(18918)     | Dr. B Mishra           | 7853000766 | 5 | 5 | 5 | 5 | 5 |
| 65 |            | Mrs. Pramodini Parida(14028)        | Dr. B Mishra           | 7788899253 | 5 | 4 | 3 | 3 | 5 |
| 66 |            | Mrs. Iemammoni Swain(38010)         | Dr. B Mishra           | 7078552570 | 5 | 5 | 5 | 5 | 5 |



During the internship period in the OPD department, a total of 100 patient feedback responses were collected to assess the quality of services provided and to identify areas of improvement. The main objective of collecting this feedback was to understand patient satisfaction levels and evaluate their experiences regarding various aspects of OPD services. Feedback was gathered through a structured questionnaire that included both rating-scale and open-ended questions. These forms were distributed to patients after their consultations, and the responses were collected over a defined period.

During my internship at Sunshine Hospital, I was assigned to the Outpatient Department (OPD), where I actively participated in various activities under the supervision of hospital staff. The work was primarily focused on observation, assistance, and administrative support, which helped me gain practical exposure to patient care and hospital management.

### 1. Patient Guidance and Interaction

- Assisted patients with the registration process and directed them to the concerned consultation rooms.
- Helped elderly patients and first-time visitors by explaining hospital procedures.
- Provided guidance to patients regarding follow-up visits and consultation schedules.

### 2. Administrative and Documentation Support

- Supported staff in maintaining patient records, appointment schedules, and updating case sheets.
- Assisted in organizing and collecting patient feedback forms for analysis of service quality.
- Helped manage queues and ensured smooth flow of patients in the OPD area.

### 3. Observation of Doctor–Patient Counselling

- Observed how doctors and counsellors communicated with patients to reduce anxiety and build trust.
- Learned the importance of empathy, active listening, and clear communication in counselling.
- Understood the role of counselling in improving patient satisfaction and treatment adherence.

#### 4. Assisting in Patient Education

- Provided basic instructions to patients after doctor consultation, such as dosage timings and follow-up dates (as advised by the doctor).
- Distributed patient information leaflets and educational material prepared by the hospital.
- Assisted in spreading awareness about lifestyle modification tips for better health outcomes.

#### 5. Coordination with Other Departments

- Coordinated with the pharmacy, diagnostic labs, and billing department to ensure patients received seamless services.
- Helped in arranging and handling patient files, prescriptions, and test reports.

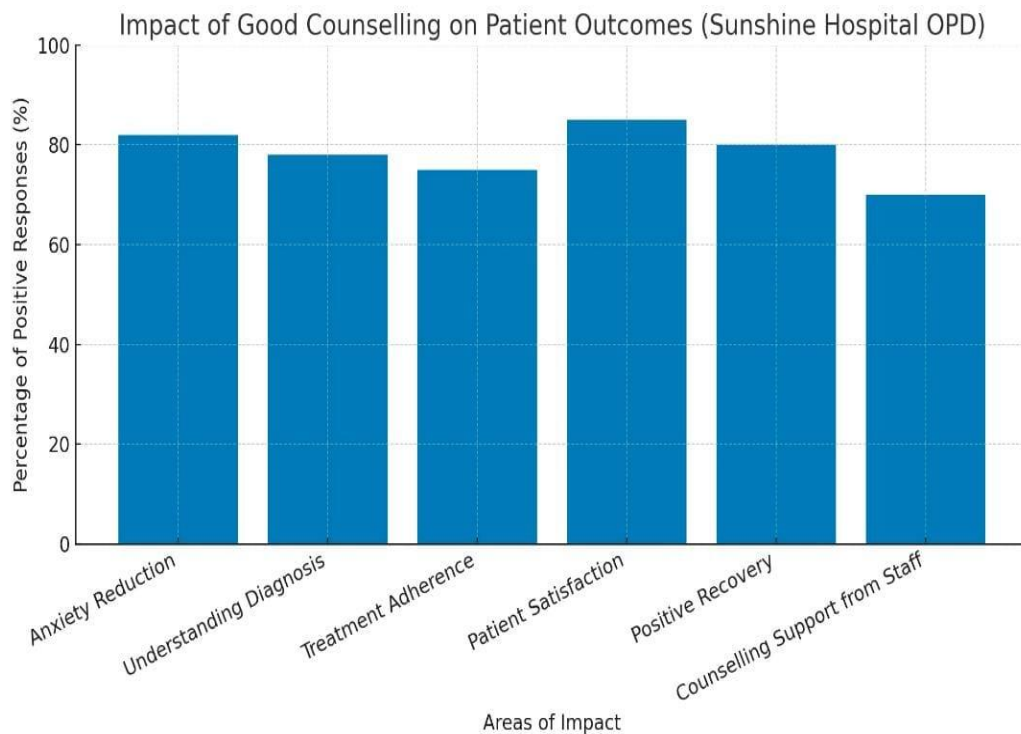
#### 6. Data Collection and Feedback Analysis

- Collected and analyzed 100 patient feedback forms to assess the effectiveness of counselling in OPD.
- Compiled observations and data for the SIP project report on “Impact of Good Counselling on Positive Patient Outcomes.”

#### 7. Skill Development

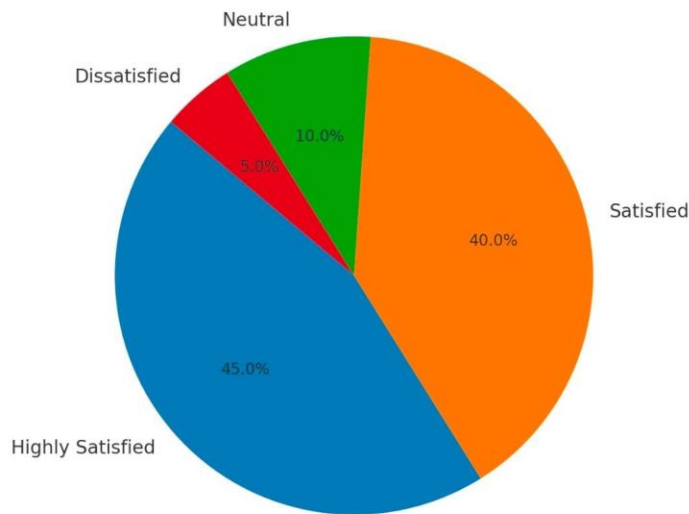
- Enhanced communication and interpersonal skills through direct interaction with patients and staff.
- Gained exposure to hospital operations, time management, and teamwork in a professional healthcare environment.

## Findings:



It shows that counselling helped reduce anxiety in 82% of patients, improved understanding of diagnosis in 78%, and increased treatment adherence in 75%. Similarly, 85% of patients reported higher satisfaction levels, 80% experienced better recovery outcomes, and 70% acknowledged the support of staff in counselling processes. This indicates that counselling plays a critical role in building trust, improving compliance, and enhancing overall patient well-being.

Patient Satisfaction Levels in OPD (Sunshine Hospital)



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The pie chart illustrates the distribution of patient satisfaction levels based on feedback collected from OPD patients. It shows that 45% of patients were highly satisfied with counselling, 40% were satisfied, while 10% remained neutral and only 5% expressed dissatisfaction. This clearly highlights that counselling in the OPD department is largely effective, with a combined 85% of patients expressing positive satisfaction, thereby contributing to the hospital's reputation and patient loyalty.

## **CHAPTER 6**

## **CONCLUSIONS**

In conclusion, the role of good counselling in improving patient outcomes cannot be overstated. Effective counselling serves as a vital bridge between clinical care and patient understanding, empowering individuals to actively participate in their own health and recovery journey. Through empathetic communication, emotional support, and clear guidance, counselling addresses not just the physical symptoms of illness but also the psychological, emotional, and social challenges patients may face. This holistic approach leads to better adherence to treatment plans, reduced anxiety, and a stronger sense of trust between patients and healthcare providers.

Counselling enhances patient engagement by helping them understand their diagnosis, treatment options, and lifestyle changes necessary for recovery. It promotes informed decision-making, which boosts patients' confidence in managing their health. Moreover, when patients feel heard, respected, and supported, they are more likely to follow medical advice and attend follow-up appointments, resulting in improved clinical outcomes and reduced hospital readmissions.

In various healthcare settings, especially in departments like OPD, oncology, mental health, and chronic illness management, counselling has proven to reduce stress, enhance coping strategies, and build resilience among patients and their families

Ultimately, integrating counselling into the patient care process is a key step toward delivering patient-centered healthcare. It aligns medical treatment with emotional care, contributing significantly to both short-term recovery and long-term well-being. Hospitals and healthcare institutions should therefore prioritize structured counselling services as an essential component of comprehensive care to ensure positive health outcomes and a better quality of life for patients.

## **SUGGESTIONS**

To enhance the impact of good counselling on patient outcomes, it is essential to integrate counselling services into routine healthcare practices. Hospitals and clinics should not treat counselling as a separate or optional service but rather as a core component of holistic patient care. Especially in departments such as Outpatient (OPD), oncology, psychiatry, and chronic illness management, counselling must be embedded within the treatment plan to address the emotional and psychological needs of patients alongside medical care.

Training healthcare professionals in basic counselling skills is another vital step. Doctors, nurses, and administrative staff who interact with patients regularly should be equipped with communication skills, empathy, and active listening techniques. These interpersonal skills can significantly improve patient satisfaction, reduce stress, and build trust, even if formal counselling is not possible in every interaction.

It is equally important to provide counselling before and after critical medical events. For example, offering counselling before surgery can prepare the patient emotionally and mentally, while post-treatment counselling helps in recovery and long-term lifestyle adjustments. This ensures continuity of care and reduces anxiety or feelings of isolation during the treatment journey.

Encouraging family involvement in counselling sessions can also improve patient outcomes. When family members understand the patient's condition and emotions, they can provide stronger support and become active participants in the healing process. This collaborative approach fosters a positive environment both at home and in the hospital.

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