

**Internship Training**  
**At**  
**Max Hospital, Gurgaon**

**A Report on**  
**Impact of Outreach Activities & Community Engagement in association with Max**  
**Hospital, Gurgaon**

**By**  
**Pawan Kumar Pandey**

**PG/22/069**

**Under the guidance of**

**Dr Nidhi Yadav**

**PGDM (Hospital & Health Management) 2022- 24**



**International Institute of Health Management Research, New Delhi**

## To Whomsoever It May Concern

This is to certify that **Pawan Kumar Pandey** student of **PGDM (Hospital & Health Management) From the International Institute of Health Management Research**, New Delhi has undergone internship training at **Max Hospital, Gurgaon** from **Feb 2024 to June 2024**. The candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific, and analytical. The internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.

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**Associate Dean**

**Academics and Students Affairs**

**IIHMR, New Delhi**

**Dr Nidhi Yadav**

**Mentor**

**IIHMR, New Delhi**

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The following dissertation titled **“Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon”** at **“Max Hospital Gurgaon”** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital and Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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Name

Rahul Khandewal.

Breetha G

Pankaj Talreja

Rahul  
Pankaj  
Pankaj

### Certificate from Dissertation Advisory Committee

This is to certify that **Mr Pawan Kumar Pandey**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. He is submitting this dissertation titled **"Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon"** at **"Max Hospital, Gurgaon"** in partial fulfilment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

Institute Mentor Name: Dr Nidhi Yadav

Designation: Associate Professor

Organization: IHMR, Delhi

  
Organization Mentor Name: Ms Richi

Designation: Marketing Head

Organization: Max Hospital, Gurgaon



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**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation **titled Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon**, from 15<sup>th</sup> Feb 2024 to 15<sup>th</sup> June 2024 and submitted by **Pawan Kumar Pandey** Enrolment No: PG /22/069 under the supervision of **Dr Nidhi Yadav** for the award of PGDM (Hospital & Health Management) of the institute carried out during the period **from Feb 24 to June 24** embodies my original work and has not formed the basis for the award of any degree, diploma associateship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Annexure F

## FEEDBACK FORM

Name of the Student: Puwan Kumar Pandey

Name of the Organisation in Which Dissertation Has Been Completed: Max Hospital, Gurgaon

Area of Dissertation: Marketing

Attendance: 95%

Objectives achieved: Yes

Deliverables: Yes, but some more improvement required in future days.

Strengths: Community outreach, Liaisoning, Campaign planning & operation

Suggestions for Improvement: Regular activity liaisoning

Suggestions for Institute (course curriculum, industry interaction, placement, alumni): - No -

  
Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: Gurgaon

Place: 01-07-24

Dissertation Writing

25

(Completion of Dissertation from respective organization)

The certificate is awarded to

Name Pawan Kumar Pandey

in recognition of having successfully completed his/her  
Internship in the department of

Title Sales & Marketing

and has successfully completed his/her Project on

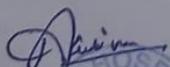
Title of the Project ( Impact of Outreach Activities &  
Community Engagement in association  
with MAX Hospital, Gurgaon )

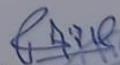
Date 01-07-24

Organisation MAX HOSPITAL, GURGAON

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

We wish him/her all the best for future endeavors.

  
Training & Development  


  
Zonal Head-Human Resources  


Dissertation Writing

20

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## Organizational Profile:



The 106-bed Max Hospital Gurgaon, has treated over 5 lakh patients, utilizing its expertise in 36 specialized sectors including as Cardiac Sciences, Minimal Access and Laparoscopic Surgery, Neurosciences, Urology, Orthopaedics, Aesthetics and Reconstructive Surgery, and Nephrology.

It is a contemporary healthcare institution that has 16 ICU beds, 6 PICUs, 7 NICUs, and 5 Cardiac Care beds, making it one of the largest medical centres in North India. In addition to this, the hospital features endoscopy departments, radiology and pathology diagnostics, and other support units.

Its team of 320 doctors and 272 nurses is exclusively dedicated to offering a world-class healthcare experience. To assist they do this, they use state-of-the-art technology, four high-end modular operation theatres, and a NABL recognized Max Lab and NABH.

Max Hospital Gurgaon offers the advantage of integrated medical care in a multi-disciplinary setting. As a result, it has receive multiple awards and industry accreditation.

Specialities services provided by the hospital

- Cancer Care / Oncology
- Orthopaedics & Joint Replacement
- Nephrology
- Internal Medicine
- Neurosciences
- Cardiac Sciences
- Obstetrics & Gynaecology



## INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH (IIHMR)

Plot No. 3, Sector 18A, Phase- II, Dwarka, New Delhi- 110075Ph.

+91-11-30418900, [www.iihmrdelhi.edu.in](http://www.iihmrdelhi.edu.in)

### CERTIFICATE ON PLAGIARISM CHECK

Name of Student (in block letter)	Mr. Pawan Kumar Pandey		
Enrollment/Roll No.	PG/22/069	Batch Year	2022 - 24
Course Specialization (Choose one)	Hospital Management 	Health Management	Healthcare IT
Name of Guide/Supervisor	Dr. Nidhi Yadav		
Title of the Dissertation/Summer Assignment	Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon		
Plagiarism detect software used	"TURNITIN"		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
Total words and % of similar contents Identified	15%		
Date of validation (DD/MM/YYYY)	25 /07 / 2024		

Guide/Supervisor

Name: Dr Nidhi Yadav

Signature:

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Library Seal



Student

Name: Pawan Kumar Pandey

Signature:

Dean (Academics and Student Affairs)

Signature:

Date:

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## **Abstract:**

Health camps are a frequent activity carried out by many organizations with varying aims. The goals range from reaching out to underserved people to expanding the client base and thereby enhancing income creation. A multi-specialty health camp was held at RWA. In this study, we discuss the camp profile as well as the utilization of several specialists. The camp was primarily attended by adults, the elderly, and members of the same society. The most commonly consulted specialties at the camp were general medicine, cardiology, ophthalmology, and orthopaedics. The number describes how successful a health camp is.

Medical camps are conducted by health professionals to carry out a limited health intervention amongst the underprivileged community. The poor attend these camps to get free check-up and treatment. Health camps or outreach clinics are the effective strategies adopted by both government and non-government organizations, associations, and societies with various interests and scope. A well-organized health camp with a concentration on the various principles of planning, coordination, collaboration, tools, and techniques will not only make the health camp successful but also aids in improving the health status of the unreached community who are often deprived of basic to advance health care facility due to different circumstances

## **Introduction:**

### **Impact of Outreach Activities & Community Engagement in association with Max Hospital, Gurgaon**

In India 60% of the population lack basic medical facility, so health camps which provide short-term medical interventions for target communities may be beneficial. This study analyses a health camp event in RWA community area of Gurgaon, to provide practical insights for organizing, planning, and implementation of health camps.

Health camps are one of the tactics used, in which a group of health professionals "camp" in a specific location to carry out the desired health intervention. Health camps have been embraced as a popular outreach activity by various organizations.

Max Hospital is well-known for its interventions aimed at hard-to-reach communities. Other groups with different goals use the same strategy. Health camps are increasingly being used by hospitals to advocate for their services and expand their patient base. In recent years, for-profit firms have exploited health camps to increase money through consultation at camp. The hospital hosted health camps with the implied goal of reaching out to the impoverished and difficult-to-reach people.

What is hospital outreach service?

Outreach programs are crucial instruments for offering health education and screening services directly to community people, which helps to reduce health inequities.

What is the objective of outreach?

Outreach is the act of offering services to a population that would not otherwise have access to those services. Meeting someone in need of outreach services at their current location is an important aspect of outreach.

What are the benefits of outreach?

Outreach campaigns can boost brand recognition, promote service awareness, foster customer connections, and generate new leads.

Activities Come Under Outreach Program:

- ★ Health Camp
- ★ Health Talks
- ★ Awareness Programme
- ★ BLS Training
- ★ In-house Branding

## **Rationale:**

The free medical camps are established with the fundamental goal of raising awareness among the underserved community, who lack access to basic healthcare services and understanding about the problems they suffer from. As a result, transparent hands educates participants on the importance and goals of the medical camp, provides free medical advice, and refers them to professional therapy or surgery as needed. These camps ensure that people receive appropriate healthcare and see a doctor before a minor health issue becomes serious.

The purpose of the study is to observe the various approaches taken by the hospital with the help of partners via strengthening the health camps & outreach programmes interventions to enhance the quality of service to the citizens of camp and identify the bottlenecks and challenges to provide suggestions for the same. There is a need of an assessment in order to provide sustainable ideas and approaches to establish this activity as success.

## **Objective:**

- ❖ Assess the role of outreach activity on footfall in Max Hospital, Gurgaon.
- ❖ Assess expectations and satisfaction perceived by community and organizers from health camps.
- ❖ Gain practical insights from the camp event to advocate participation-friendly policies in the community.

## **Review of Literature:**

Health camps or outreach activities are the effective strategies adopted by organizations, associations, and societies with various interests and scope. A well-organized health camp with a concentration on the various principles of planning, coordination, collaboration, tools, and techniques will not only make the health camp successful but also aids in improving the health status of the unreached community who are often deprived of basic to advance health care facility due to different circumstances.

Health camps are one of the commonly performed activities by different organizations with different intentions. The purpose ranges from reaching out to unreached populations to increasing client base and thus increasing revenue generation. A multi-speciality health camp was organised at RWA. We describe the camp profile and utilization of different specialties in this study.

Health camps serve the purpose of enhancing people awareness about health and offer to amend related fallacy and stigma and wrong attitude towards mental & physical illness and people with illness. Mental health camps offer a potential to local community to receive affordable help and utilise the available resources to identify, counsel or refer people with major health issues or in crises situations to community agencies for providing health care services.

Community health outreach generally entails engaging in social work with vulnerable populations to address homelessness, drug abuse, mental disorders, and youth problems. However, even basic textbooks on social work rarely mention the definition of outreach, and then, it is not considered on its own terms; it is occasionally presented as “detached,” “street-based,” or “preventive” work. The concept of outreach is seemingly easy to understand, but it is not easy to define. Indeed, the definition of community health outreach depends heavily on a health project’s goals and the community’s context. Researchers tend to focus on specific strategies or activities that provide health services as components of a community project thus, outreach strategies are strongly tied with the community involved. Several factors influence the process: the outreach staff (“personal factors”), outreach procedures (“process factors”), and the community in which the outreach is taking place (“environment factors”). Therefore, finding a general meaning of outreach has proven challenging.

Outreach services that give health assessments and treatment to older persons in their homes or communities are often touted as enhancing access and results for this population. However, no systematic review of the efficacy of these services has been conducted. This study assesses the evidence on the effectiveness of outreach services for older adults with mental illnesses in non-institutional community settings. Endpoints of interest include the outreach program's ability to expand access to health services and enhance health outcomes. Community participation is commonly thought to be advantageous in the development, implementation, and assessment of health services. However, numerous obstacles to successful and sustainable community involvement exist. Importantly, there is scant research on how community participation affects outcomes at both the group and individual levels. Our review aims to look at the research on the effects of community participation in high and upper-middle income groups.

## **Methodology:**

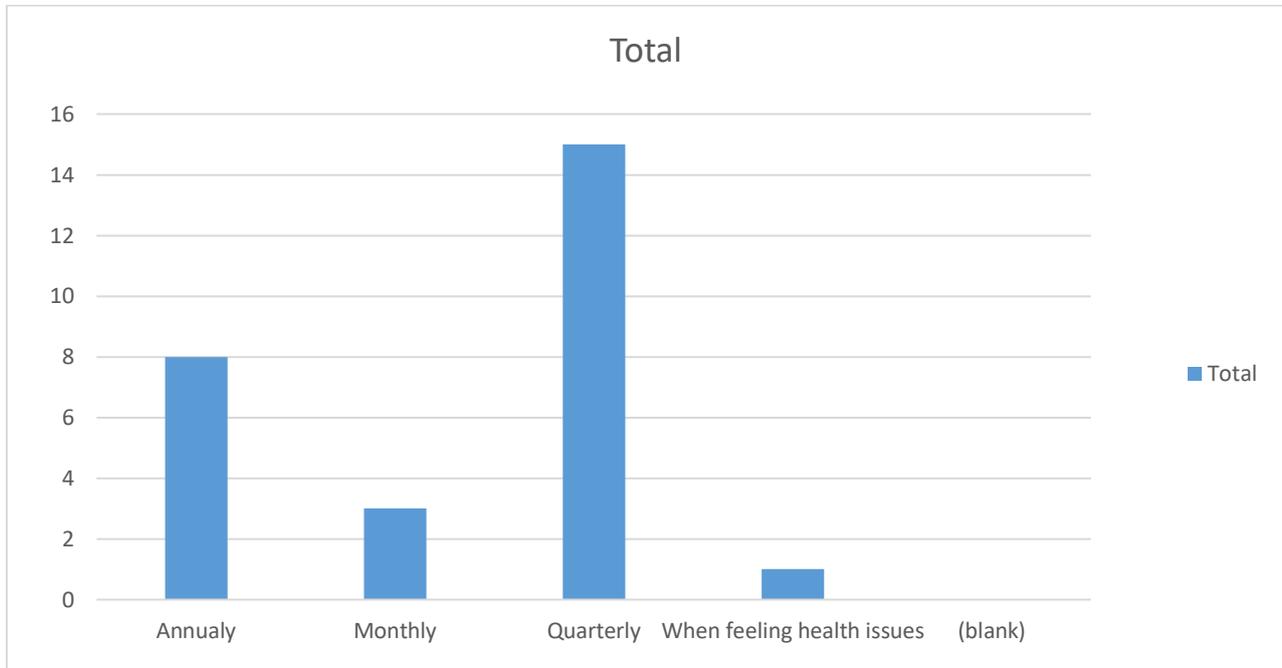
- Study Design: Primary Research
- Sampling method: Snowball sampling
- Data analysis: MS Excel
- Universe : 200
- Sample Size: 30 (15%)
- Data Collection Tool : Questionnaire (annexure 1)
- Study area : Activities done around Gurgaon

### Annexure 1

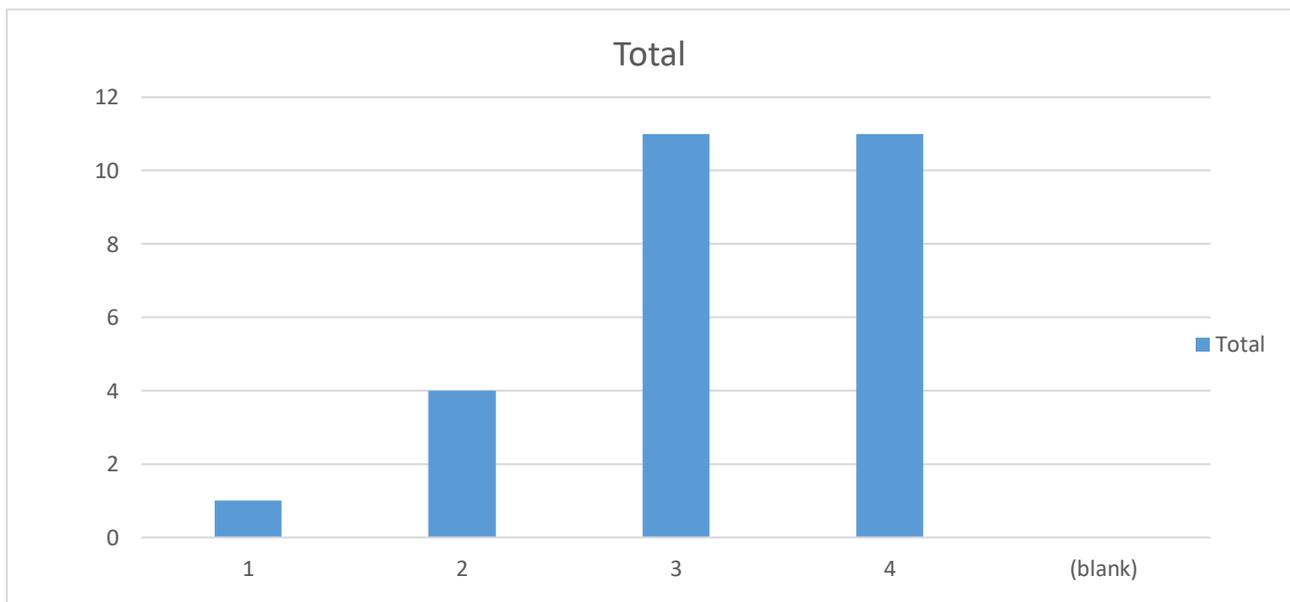
- Satisfaction from Camp activities
- How often do you do a health check up
- What modifications are you hoping to see in the hospital's outreach efforts
- How satisfied you are with staff services and TAT
- Do you think outreach efforts could be made better
- Would you like to visit the hospital for additional consultation
- Do you find the medical advice you received during Health Camp satisfactory
- Do you require any additional services that are part of outreach initiatives

## Result & Analysis:

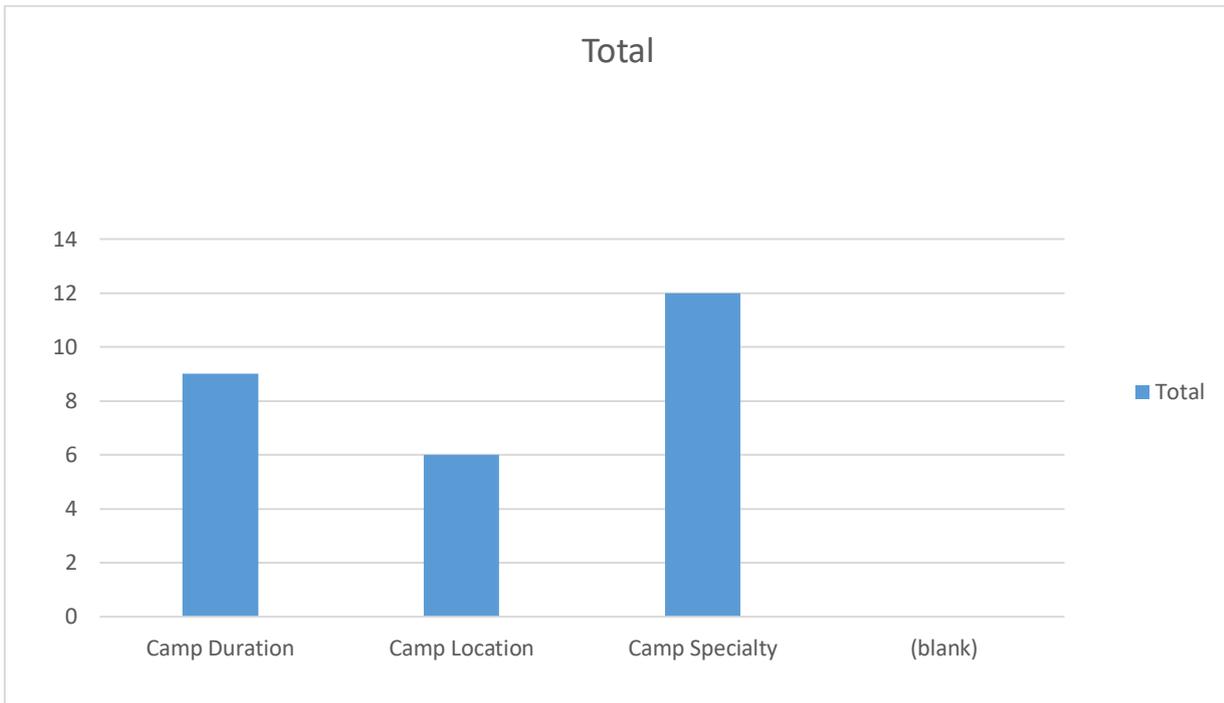
### 1. Frequency of health Check-ups?



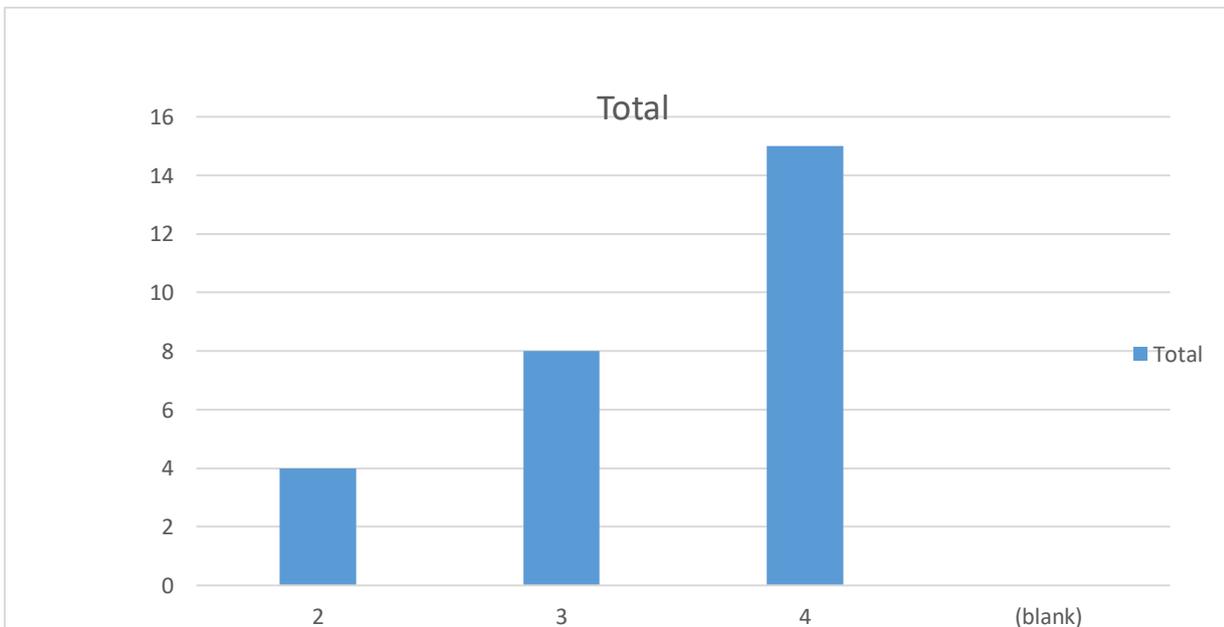
### 2. Satisfaction from camp



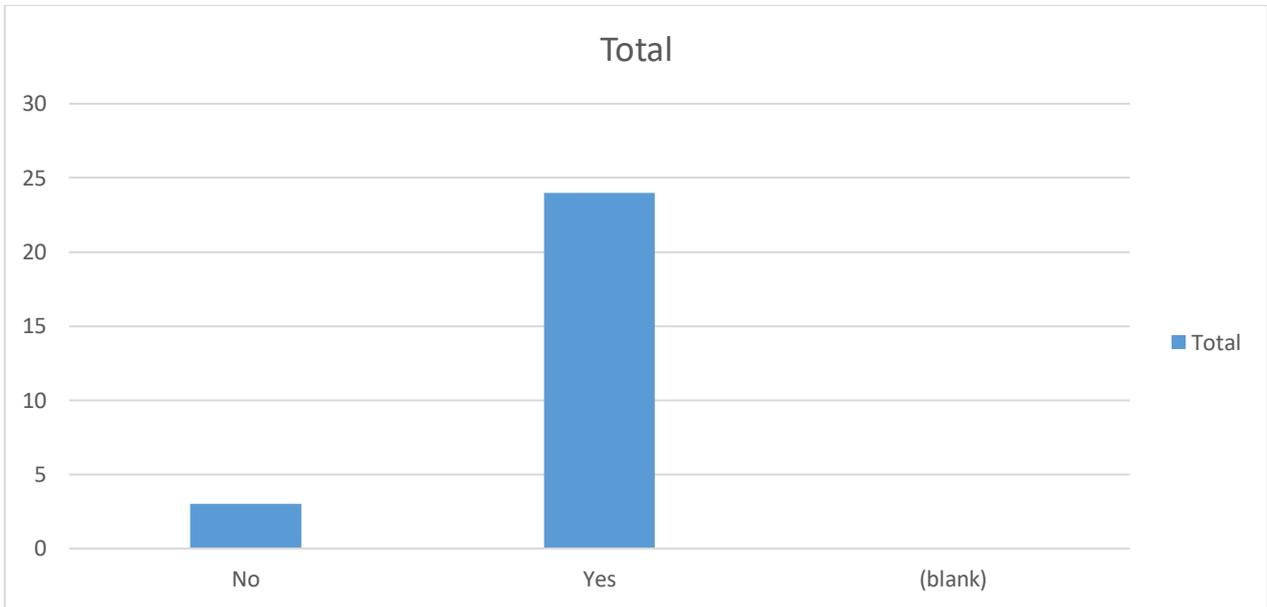
### 3. Modifications required in camp



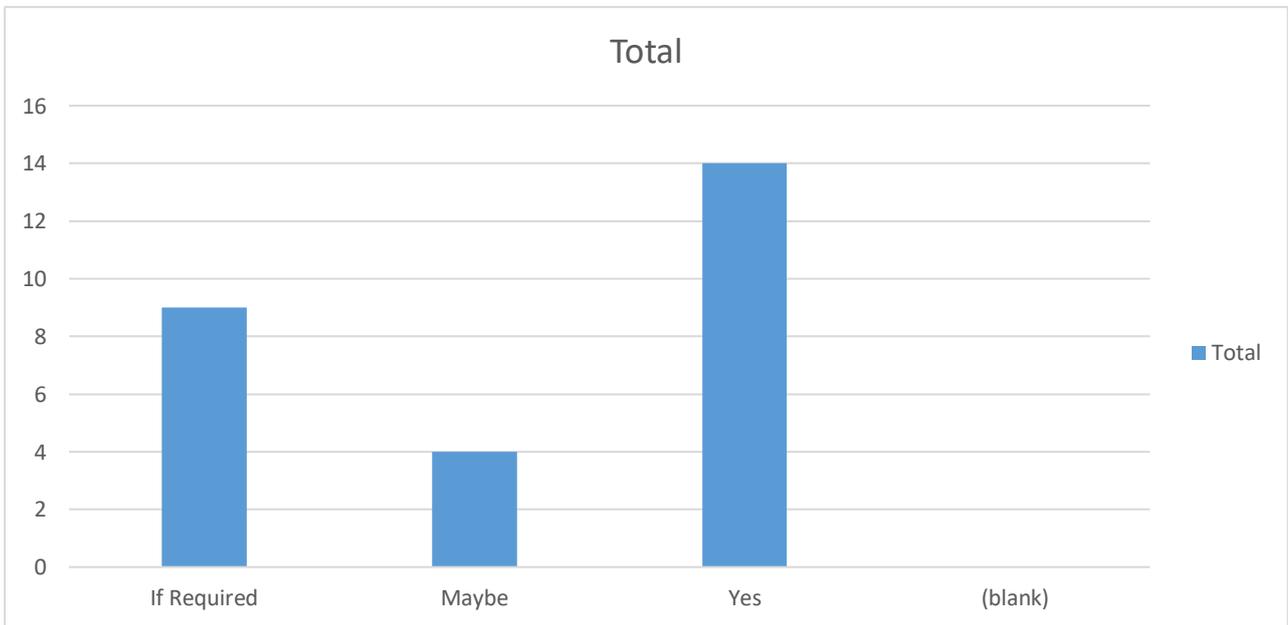
### 4. Satisfaction with staff services



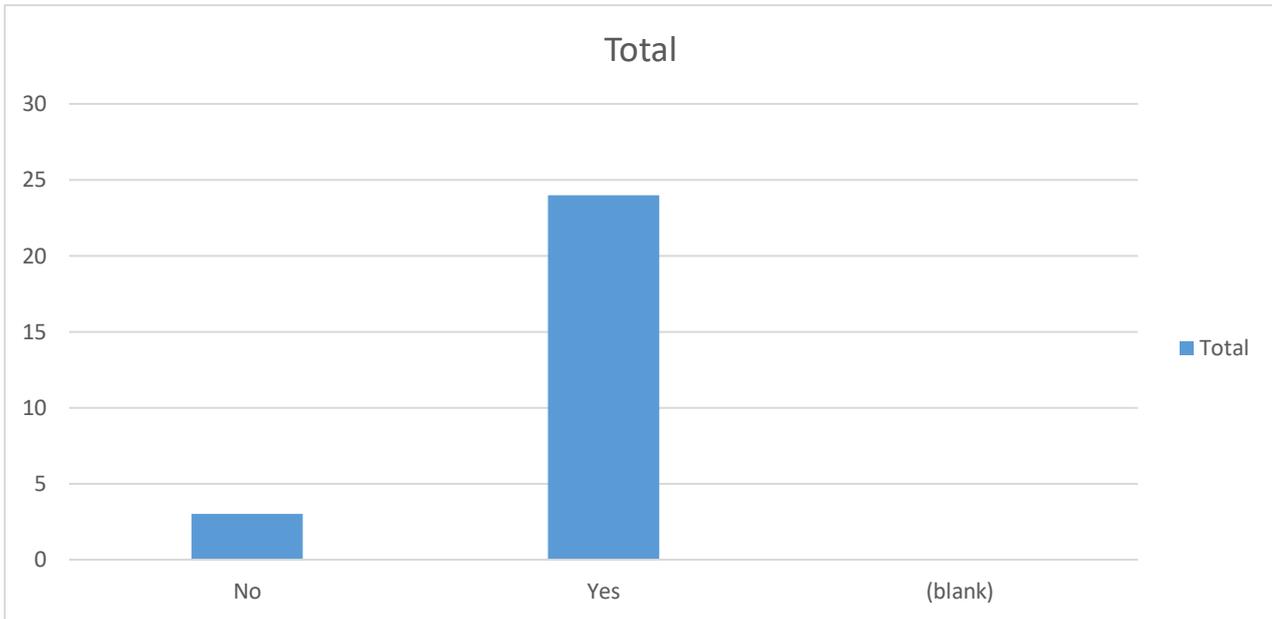
**5. Any modifications in outreach activity**



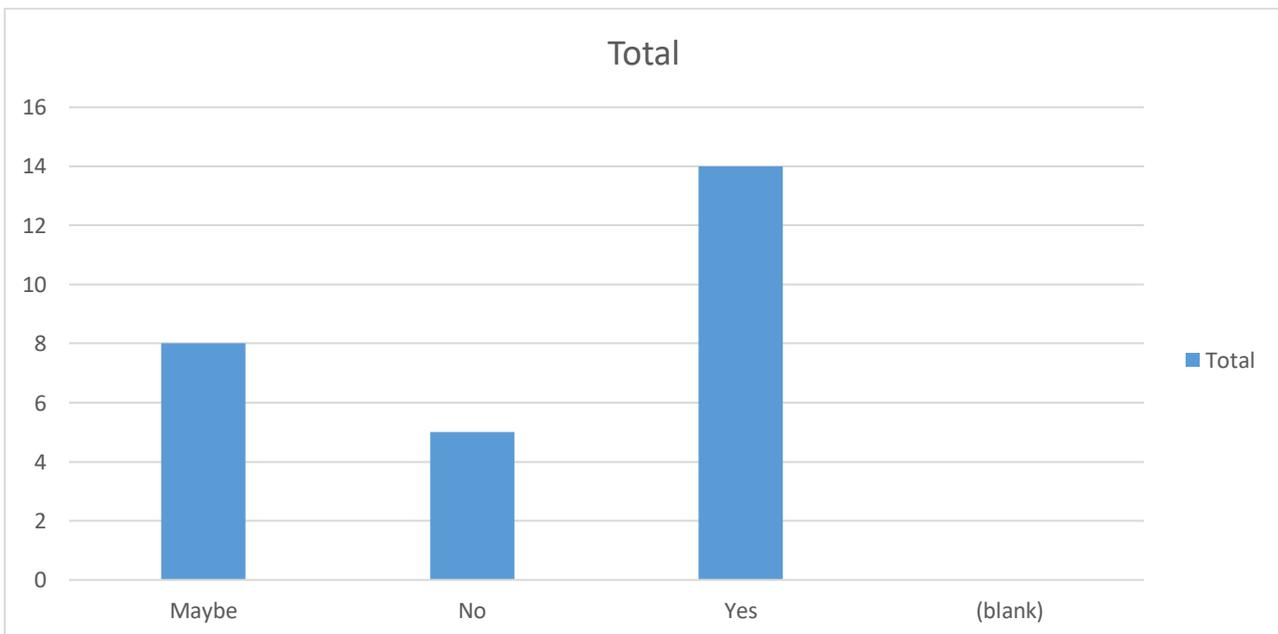
**6. Patient conversion for additional consultation**



### 7. Satisfaction from Drs consultation



### 8. Additional services need to added in camp



## **Discussion:**

- ❑ The data results suggest that patients are switching from annually to quarterly health check-ups as they transition to early health check-ups.
- ❑ With regard to the quality of service provided to patients in health camps, it helped build reputation and trust among participants, which may be viewed as a marketing strategy.
- ❑ Apart from hospital branding and marketing, our primary goal is to raise public awareness about the prevention, control, and management of health issues.
- ❑ Patient footfall increased as a result of outreach operations in both the OPD, IPD, and PHP.

## **Conclusion:**

- The outreach initiatives increased patient footfall in the hospital's outpatient department.
- Outreach location and duration have been upgraded, brand visibility rises.
- The outreach services process is becoming more formalized, and policies are being established accordingly.
- Health camps are effective way to of delivering public the primary health care, typically in the unreached area to achieve universal health coverage,
- Specialist services is a cost-effective way to bridge the major gap in achieving universal health coverage especially in rural areas.
- It provides resident doctors to practice theoretical learning from the classroom to ground zero.
- Health camps give an opportunity to understand the healthcare needs of the community served, build the healthcare provisions, and strengthen the healthcare delivery system.

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