

Report On

**Bridging the Healthcare Gap: The Benefits of Corporate
Discounts for All Employees at Universal Medical College and
Hospital**

By

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ID: 18204010

An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
2024

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Saad MD Maroof Hossian, PhD

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Letter of Transmittal

To

Saad MD Maroof Hossain,

Lecturer

BRAC Business School

BRAC University

KHA 224 Bir Uttam Rafiqul Islam Avenue,

Merul Badda, Dhaka.

Subject: Submission on internship report on “Bridging the Healthcare Gap: The Benefits of Corporate Discounts for All Employees at Universal Medical College and Hospital.”

Dear Sir,

In partial fulfilment of the prerequisites for the Bachelor of Business Administration, I am delighted to present the subsequent Internship Report titled "Bridging the Healthcare Gap: The Benefits of Corporate Discounts for All Employees at Universal Medical College and Hospital." This report details everything I learned and accomplished during my internship at Universal Medical College and Hospital. I found my internship at Universal Medical College and Hospital to be both enlightening and inspiring. I diligently labored to guarantee that this report adhered to every single one of your specifications. Your assistance was invaluable; without it, I would not have been capable of finishing this report. I will be eternally appreciative if you give your approval to my report and assist me in completing my degree.

Sincerely yours,

Shaafy Shaahriar Maahady

Student ID: 18204010

BRAC Business School

BRAC University

Agreement to Refrain from Disclosure

Universal Medical College and Hospital, and the undersigned BRAC University student mutually consent that the undersigned shall refrain from utilizing any confidential information or trade secrets belonging to either party during the internship.

Acknowledgement

I would like to express my sincere gratitude to **Mr. Saad MD. Maroof Hossain**, my esteemed supervisor, for his unwavering support, guidance, and understanding throughout my internship tenure. His mentorship has been invaluable in shaping my professional growth, and I am deeply appreciative of the time and attention he dedicated to my development. I extend my heartfelt thanks to **Dipongkor Dutta, ACS (Chief Financial Officer)**, for his continual support and insightful advice during my internship. His expertise and encouragement have been instrumental in broadening my understanding of financial intricacies within the medical field. I am also indebted to **Md. Aminul Islam Suman**, our assistant leader, for his assistance in navigating medical resources, meticulous tracking of hospital expenditures, and dedication to ensuring patient satisfaction. His guidance has been indispensable in enhancing my skills and knowledge in healthcare management. Furthermore, I am grateful to my colleagues whose unwavering support and collaborative spirit have contributed significantly to my professional journey. Their collective wisdom and encouragement have played a pivotal role in my growth and development. Finally, I extend my appreciation to Universal Medical College and Hospital for providing me with the opportunity for experiential learning and professional development. The nine months of my internship have been enriching, equipping me with valuable insights and skills essential for my chosen career path.

Executive Summary

The paper titled "Bridging Healthcare Gap with Corporate Clients" serves as a comprehensive analysis and reflection of an internship carried out at Universal Medical College and Hospital. It aims to delineate the integration of tailored medical services and financial strategies to enhance healthcare delivery to corporate clients. The report is structured into three distinct chapters, each addressing different facets of the internship experience and the operational insights gained therein.

The first chapter introduces the internship framework, detailing the personal experiences and responsibilities of the intern within Universal Medical College and Hospital. It elaborates on the methods utilized to calculate and process discounts offered to corporate clients, from the initial report collection through to the Annual Reporting Package. Challenges faced during the internship and the subsequent outcomes are also discussed, providing a clear view of the practical aspects of the role and its impact on professional growth.

In second chapter, a deep dive into the history and management practices of Universal Medical College and Hospital is provided, alongside an exploration of the broader 401(k) industry and financial practices as seen at T. Rowe Price. The chapter also examines the roles of key financial institutions such as the Institute of Cost & Management Accountants of Bangladesh (ICMAB) and the Institute of Chartered Accountants of Bangladesh (ICAB). Operational, information system practices, and industry analyses further contribute to a rounded understanding of the healthcare and financial services sectors.

The final chapter focuses on the strategic development of portfolio plans intended to surpass competitor services in terms of customer satisfaction. It evaluates satisfaction metrics across various demographics, including class, age, and service type. The chapter concludes with a discussion on managing corporate patient care and maintaining financial records, crucial for operational success in the hospital sector.

In summary, the internship at Universal Medical College and Hospital has equipped the intern with vital knowledge and skills in healthcare management and corporate client services, establishing a foundation for innovative strategies in medical service provision and financial management within the healthcare industry.

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Shaafy Shaahriar Maahady

ID: 18204010

Program: BBA

1st Major: Finance

2nd Major: Computer Information Management (CIM)

1.2 Internship Information

1.2.1 Period, Company Name, Department & Address

Period: October 23th - January 15th, 2023

Company Name: Universal Medical College and Hospital

Department: Finance and Management.

Address: 74G/75, Pea-cock Square, New Airport Road, Dhaka 1215

1.2.2 Internship Company Supervisor's Information

Name: Dipongkor Dutta, ACS (Chief Financial Officer)

Designation: Corporate Client Relations and Finance Executive

1.2.3 Job Scope – Job Description

Managing the financial implications of providing selective discounts on medical services and cultivating relationships with corporate clients are my principal responsibilities as a Corporate Client Relations and Finance Executive at Universal Medical College and Hospital. I am responsible for a pivotal part in luring corporate clients, seeing to it that they are satisfied, and tracking how discounts affect the hospital's bottom line. I was given fifteen days of theoretical instruction on financial analysis and reporting the moment I started working at universal medical college and Hospital. After that, I started my two weeks of practical training to get to know the job and the industry. I was placed in a "Corporate Client Relations and Finance Executive" position following the training sessions and exams, which mostly addressed "Corporate client relations and

discounts in medical service." During my 30-day training, I studied these subjects extensively. As a corporate client partner, they have over 150 clients. They are able to save a significant amount of money because we are constantly prepared to guarantee the greatest health care service and a preferred discount depending on their services. It takes a lot of steps to process a corporate discount plan well. This is how it is done:

1. Identify Potential Corporate Clients:

It is necessary that we conduct research and identify prospective businesses that could gain from becoming corporate clients. We take into account pertinent entities such as local enterprises, insurance companies, and others.

2. Understand Their Needs:

Our duty is to Coordinate a meeting with prospective corporate clients in order to gain insight into their particular healthcare requirements and anticipations. It is essential that we pay attention to their needs and concerns.

3. Develop Customized Packages:

After collecting the necessary information, we are engaging in discussions with our hospital's management and medical staff to develop tailored packages specifically designed for corporate clients. The packages must delineate the discounts and services provided in each category (Bed, Radiology, Blood collection, Lab tests).

4. Pricing and Discount Structure:

Establishing the pricing structure for each service and determining the discount rates for corporate clients. We strive to ensure that the discounts we offer are both competitive and appealing to new clients, while also being financially viable for our institution.

5. Negotiate and Present Offers:

We offer tailored packages to prospective corporate clients and engage in negotiations over the terms. We consistently make arrangements to elucidate the advantages that these programs will provide to their employees or members. We are emphasizing the excellence of medical services and the possibilities for reducing expenses.

6. Record Keeping:

We are meticulously documenting comprehensive information about every corporate client, encompassing their contact details, the mutually agreed discount rates, and the scope of services provided. Utilize a CRM (Customer Relationship Management) system or a spreadsheet to systematically arrange and manage this information.

7. Promote Discounts Internally:

We are ensuring that all hospital personnel are informed about the corporate client agreements and the reductions provided. This would facilitate the smooth provision of services to business clients.

8. Monitor Usage and Discounts:

We monitor the frequency at which corporate clients and their members utilize the discounted services and scrutinize the data to determine the services that are most favored by corporate clients.

9. Feedback and Adjustments:

We frequently collect feedback from our corporate clients to evaluate how pleased they are with our services and discounts, and then make any modifications to enhance their experience.

10. Marketing and Expansion:

We persist in promoting our corporate client program to draw novel organizations. We endeavor to broaden our network by actively participating in industry events and cultivating connections.

11. Financial Reporting:

We are furnishing periodic financial reports to the hospital management, illustrating the influence of corporate clients on the hospital's income and profitability.

12. Compliance and Legal Considerations:

We are ensuring that all agreements and contracts with corporate clients adhere to legal and regulatory mandates.

1.3 Internship Outcomes

1.3: Internship outcome

1.3.1 Student's contribution to the company

At Universal Medical College and institution, where I work as an executive in charge of corporate client relations and financial matters, I am responsible for ensuring the financial stability of the institution while also offering selective discounts on medical services. Attracting and maintaining over 150 corporate clients through special discounts and outstanding healthcare services is the primary responsibility of this position. As part of my orientation to the position, I was required to complete a thirty-day training program, the first fifteen of which covered the fundamentals of financial reporting and analysis. Two weeks of practical training followed to acquaint me with the ins and outs of the industry and my particular role within it. Preparing me to strategically manage and sustain corporate partnerships while controlling the hospital's revenue streams, the training addressed the ins and outs of managing corporate client relationships and the financial consequences of service discounts. By providing a wide range of businesses with affordable, high-quality medical care, my job is crucial to keeping the hospital a chosen provider.

1.3.2 Benefits to the student

There are several advantages for both the students and the university when they are involved with various aspects of Universal Medical College and Hospital, particularly in areas such as Corporate Client Relations and Finance. Listed below are a few of the main benefits:

1. Real-World Experience: I get to work in healthcare and corporate finance, which is great for my career and education. They improve their understanding and abilities by applying classroom knowledge to real-world business situations through this real-world exposure.

2. The opportunity to network: This position has given me the chance to meet and network with people in the corporate and healthcare industries. In terms of future employment opportunities, mentorship, and career advancement, these connections can be vital.

3. Enhanced Employability: Employers are more interested in hiring people with real-world experience and proven skills in handling complex situations, such as juggling several clients and financial concerns in a healthcare context.

4. Institutional Benefits: Involving me helps develop a learning and innovation culture from the viewpoint of Universal Medical College and Hospital. Better processes and methods are often the result of students' fresh viewpoints and up-to-date academic knowledge.

5. Academic Integration: These positions help to connect theory with practice by translating academic knowledge into real-world applications. This improves my educational experience and adds to the academic community by supplying instances from the real world that can be studied and debated in class.

6. Impact on Healthcare Innovation: I tend to be more aware of current trends and technology. Data analysis, financial modelling, and healthcare client relationship management are just a few examples of how their participation can propel process innovation.

Both the students' academic development and the institution's operational objectives are aided by their participation in vital operational tasks inside healthcare institutions, as shown by these advantages.

1.3.3 Problems/Difficulties

Work-Life Balance

Despite being an intern, I commence my workday at approximately 9am, and the workplace concludes its operations at between 7 or 8pm. Consequently, it occupies the majority of my time. Managing work-life balance becomes difficult due to the abundance of remaining time in the day.

Understanding and Analyzing Client Needs

Comprehending the distinct requirements and preferences of many corporate clients might provide a challenge for interns. It is essential to customize the solutions based on the specific needs and expectations of each organization when it comes to medical services.

Record Keeping and Data Management

Accurately maintaining comprehensive records of discounts on services such as beds, radiography, blood collection, and other testing necessitates rigorous attention to detail. As an intern, becoming acquainted with the hospital's record-keeping procedures and assuring precision can be a challenging process.

Learning Industry-Specific Knowledge

The healthcare sector operates under distinct rules, laws, and norms. As an intern, the process of quickly obtaining this knowledge to become proficient in your profession can be intimidating.

1.3.4 Recommendation

Enhance Data-Driven Decision-Making

In order to monitor the monetary effect of real-time discounts granted to corporate clients, I propose establishing or improving a data analytics system. To determine which discounts are best for customer retention and financial health of the hospital, this system should compare the costs and benefits of each approach. In addition, I will propose using predictive analytics to foretell how present discount tactics may affect finances in the future.

Strengthen Corporate Client Relationships

In this proposal, I would suggest creating a system for organized client feedback in order to learn more about the needs and wants of corporate clients. Client demands, service offers, and discount program customizing can all be better understood with this feedback. Also, I think it would be a good idea to have business review meetings with corporate clients on a monthly basis to go over their accounts, get their thoughts, and figure out how to make our services better in the future.

Develop Tailored Discount Programs

I support tailoring discount packages to meet the unique requirements and spending habits of every business client. Offering customized discount packages that benefit both the hospital and its clients can be one way to approach this strategy. Clients can be segmented based on factors such as size, industry, and employee health patterns. Emphasize the need of being adaptable and imaginative when designing these deals to boost customer happiness and loyalty.

Invest in Training and Development

Those employees who deal directly with clients or conduct financial analyses should feel extra pressure to participate in continuous training and development programs. I had I suggest setting up frequent training sessions where we go over the latest developments in healthcare, customer service, and financial analysis tools. This may help keep the staff up-to-date on the latest information and techniques for handling corporate client interactions and comprehending the monetary components of service discounts.

Chapter 2: Organization Part

2.1 Introduction

The goal of this report is to explain the steps that Universal Medical College and Hospital took to deal with the difficulties of managing business clients and money. It will talk about the many steps that go into making and implementing discount plans, as well as who is eligible, how these programs affect the hospital's finances, and the overall benefits for both the institution and its business clients. Through an in-depth analysis, this document will show how selective discounts are a key part of the hospital's goal to provide excellent healthcare while also ensuring its financial stability and growth.

2.1.1 Objectives

The primary objective of this research is to enhance readers' comprehension of the advantages of corporate contracts with various organizations and how clients can be satisfied by paying a minimal amount of money while receiving superior healthcare services from Universal Medical College and Hospital.

- ❖ A Comprehension of Healthcare Customer Relationship Management
- ❖ To comprehend financial client retention strategies.
- ❖ Determine the effect that discount strategies have on service utilization.
- ❖ To understand that record-keeping is conducted for auditing purposes
- ❖ Evaluating the Efficacy of Discount Promotions

2.1.2 Information Gathering Methodology

To effectively gather information on the process of managing customer relationships and finance at Universal Medical College and Hospital, particularly regarding discounts and services offered to corporate clients and their families, I used to make a structured approach. Here are the methodologies and key points to consider:

1. Internal Document Review

Objective:

- I Understand existing policies, discount structures, and client agreements.
- I have reviewed policy documents related to customer service, finance, and discount offerings.
- I need to Examine contracts or agreements with corporate clients to understand the terms of discounts and services.
- I analyzed historical audit reports for insights into how discounts were applied and recorded.

2. Interviews with Key Personnel

Objective: I gained insights from staff involved in policy creation, client negotiation, and service delivery.

- I conducted interviews with senior management to understand strategic objectives behind discount policies.
- I talked with finance department (Director and CFO) staff for insights on how discounts impact financial performance and how they are accounted for.
- I did interview customer service representatives to learn about operational challenges and successes in managing client relationships.

3. Survey Feedback from Corporate Clients

Objective: Collecting feedback on the satisfaction and effectiveness of current discount structures and services.

- I designed and distribute surveys to corporate clients asking about their satisfaction with the discounts and services provided.
- I included questions on how these offerings compare with competitors and suggestions for improvements.
- I had ensured anonymity to encourage honest feedback.

4. Data Analysis of Service Utilization

Objective: Evaluating the utilization rates of services offered to corporate clients and their families.

- I analyzed data on the use of IPD, OPD, Radiology tests, and lab tests by corporate clients and their families.
- I assessed the impact of discounts on service utilization rates and identify trends or patterns.
- I needed to compared utilization rates before and after the implementation of discount policies to measure their effectiveness.

5. Benchmarking Against Industry Standards

Objective: Understanding how the hospital's policies and practices compare to industry standards.

- I researched discount policies and customer relationship practices of other hospitals and healthcare providers.
- I identified best practices and areas where Universal Medical College and Hospital could improve.
- I gathered information how innovations in customer service and finance management could be applied.

6. Key Points to Address in MY Findings

- **Policy Clarity:** How clear and accessible are the discount policies and agreements to both staff and corporate clients?
- **Client Satisfaction:** Based on survey feedback and service utilization data, how satisfied are corporate clients and their families with the services and discounts offered?
- **Financial Impact:** What is the impact of the discount policies on the hospital's financial health and audit outcomes?
- **Operational Challenges:** What are the operational challenges in implementing these policies, and how can they be mitigated?
- **Recommendations for Improvement:** Based on benchmarks and industry standards, what improvements can be recommended to enhance customer satisfaction and financial performance?

2.1.3: Scope of Study

Drawing from the work already performed by Universal Medical College and Hospital, this report seeks to elaborate further on the strategic nature of implementing “customer relationship and financial management” practices. Such is achieved through the discussions on discount allocation for IPD, OPD, Radiology, and Lab tests among others. Many details and ideas found in this specific inquiry are due to the conversations with hospital staff. Their general familiarity with and historical data on the topic helped to determine how certain money practices influence customer content and overall hospital revenues equally. This research is embedded in broader health and market legislation patterns, intending to assume that either new rules or economic conditions may arise to compromise the sustainability and timing of the above-mentioned practices. Therefore, this growth tool intends to evaluate the existing hospital relations with corporate clients financially; provide a scrupulous imagination of future risks, and opportunities. In this manner, Universal Medical College and Hospital will be able to maintain its unique value proposition and its focus on outstanding customer support.

2.1.4: Limitation

1. Annual Financial Statements Are Not Accessible: The non-availability of these data makes the financial health of Universal Medical College and Hospital relatively opaque and non-transparent. The very problematic point is that it becomes challenging to determine the ultimate impact of the discount policy on the financial line of the hospital.

2. No Comprehensive Financial Data: The introduction of discounts in IPD, OPD, Radiology X-Rays, and lab tests is a profitable initiative. However, the comprehensive financial data sets, including cost structures and profit margins, are absent. It becomes increasingly difficult to understand how promising this plan is for the future.

3. Information on Salary Range: Cannot be utilized to determine labor expenses as a component of the hospital's total expenditures due to the lack of wage range data for various job functions. But this information can shed light on the hospital's pay plans and budgetary control efforts.

4. Limited Insight into Client Satisfaction Metrics: The lack of thorough feedback or satisfaction surveys prevents a complete understanding of how these discounts impact client retention, satisfaction, and overall service perception, which limits our ability to estimate the potential satisfaction of corporate clients based on discount offerings.

5. Limitation on Comparative Analysis: A thorough examination of comparable institutions or industry standards cannot be carried out due to insufficient financial data and certain operational indicators. Because of this, utilizing financial performance and client service techniques to position Universal Medical College and Hospital in the larger healthcare market is very limited.

6. Limited Assessment of Financial Strategy Performance: Without thorough financial data, it is difficult to assess the performance of the hospital's financial strategy, such as pricing, discounts, and cost management. This makes it hard to tell how these plans contribute to the hospital's goals of sustained expansion and financial security in the future.

2.1.5 Significance

Affordable, high-quality healthcare is becoming more important in Bangladesh to accommodate the country's fast expanding population, making the medical industry a top priority. Central to this environment is the work of Universal Medical College and Hospital (UMCH), which offers comprehensive healthcare to address the diverse requirements of its patients. Corporate clients benefit from UMCH's strategic customer relationship and financial management as they enjoy discounted health packages, including imaging, pathology, laboratory tests, and outpatient visits. These benefits are also extended to loved ones, facilitating quick and easy access to health solutions. In this regard, strategy not only emphasizes UMCH's mission to provide customers with excellent services at all times and under all circumstances but also fuels the broader objective of making health care more accessible and affordable in Bangladesh. As a result, groups such as UMCH play a crucial part in improving health and the overall health of all sectors in the country.

2.2: The Overview of Universal Medical College and Hospital

2.2.1: The Origin of Universal Medical College and Hospital

It was in 1996 that Universal Medical College & Hospital (UMCH) was first founded. In 2004, the current owner took over and made major changes so that they could provide high-quality healthcare. Since then, UMCH has grown into a premier Bangladeshi healthcare institution, offering tertiary care with an emphasis on innovation and a commitment to providing exceptional care to each and every one of its patients.

2.2.2: Mission and Vision

Universal Medical College & Hospital is dedicated to providing exceptional healthcare in a nurturing environment, aiming to be a national beacon of healthcare excellence and innovation. It emphasizes patient safety, continuous improvement in service quality, and supports the education of future healthcare practitioners, aiming to foster trust and a patient-friendly atmosphere.

2.2.3 Core values

A company's fundamental principles are the guiding principles that the company uses to achieve its goals. Universal Medical College and Hospital's fundamental principles are outlined below:

1. Patient-Centric Philosophy
2. Excellence in Healthcare Delivery
3. Innovation and Continuous Improvement
4. Education and Collaboration
5. Accessibility and Affordability
6. Comprehensive and Specialized Care
7. Innovative Medical Services
8. Community Engagement and Service

2.2.4 Company Objective

For Universal Medical College and Hospital, the long-term vision within the context of implementing strategic customer relationship and financial management practices, particularly through discount allocation across services like IPD (Inpatient Department), OPD (Outpatient Department), Radiology, and Lab tests, can be outlined as follows:

1. Enhance Customer Satisfaction and Loyalty: Develop a comprehensive understanding of patient needs and preferences to offer personalized services and discounts. This approach is aimed at improving patient satisfaction, increasing patient retention rates, and encouraging positive word-of-mouth, which is vital for long-term growth.

2. Financial Sustainability and Growth: Therefore, it is essential to find a compromise in the discount distribution sphere that will bring new patients and keep the old ones, at the same time not undermining the hospital's budget structure. Geriatric pricing strategies and various forms of discounts will ensure the financial stability of the hospital and its further development. The extra profits will be spent on implementing modern medical devices, boosting the infrastructure of the hospital.

3. Market Leadership Through Innovation: Universal Medical College and Hospital can position itself as a frontrunner in healthcare innovation through continuous investment in research, technology, and training. Universal Medical College and Hospital can improve patient care, service delivery, and financial management techniques by utilizing data from patient encounters and feedback.

4. Build Strategic Partnerships: Invest in research, technology, and training continually to make Universal Medical College and Hospital the leader in health innovation. Generate all data from patient encounters and comments and use them to help Universal Medical College and Hospital enhance patient care, service delivery, and financial controls.

5. Adaptability to Change: Form partnerships with businesses, insurance companies, and other care providers and provide specialty, all-inclusive packages at a discount. These cooperative agreements can benefit the hospital's client base, range of services, and patient care systems among other things.

6. Community Engagement and Social Responsibility: Strengthening community relationships and demonstrating responsibility to society by ensuring access to quality healthcare for everyone. This may include engaging in health awareness events, contributing to public health initiatives, and receiving discounted or free services for low-income communities.

7. Developing a Skilled Workforce: High-quality patient care and service can be achieved through continuous education, training, and enhancement of staff members. The hospital's commitment to providing world-class medical care services can only be met with an experienced and motivated staff.

8. Data-Driven Decision Making: Hospital executives can rely on data analytics and AI to guide their thinking about finance and consumer relationships. To maximize allocations and improve operational efficiency, analyze patient demand, financial performance, patient feedback, and patterns in financial statements.

By doing so, Universal Medical College and Hospital will become a competitive and customer-focused health center capable of addressing the demands of today's healthcare marketplace while maintaining its primary goal of improving the health of the local population.

2.2.5: Key Partners of this Company

Finally, navigating a complicated ecosystem of partners and stakeholders is crucial to implementing the strategic customer relationships and financial management principles in a health care setting. This is especially true for Universal Medical College and Hospital. Essentially, the happiness of its patients and the safety of its finances depend on the help of relevant partners. In this regard, Universal Medical College and Hospital is likely to depend on the following important partners:

1. Insurance companies: Collaboration with more than one insurer will ensure that the patients can use their plans to cover their treatments. Additionally, arrangements that render healthcare accessible for more patients at a lower cost may also have to be reached for the facility to benefit and the companies to benefit;

2. Corporate clients: The facility is likely to form strong relationships with corporations that offer its employees insurance. In case of reaching contracts, the organizations can be assured a steady stream of paying customers if the facility offers specialized packages or discounts, which would make patients want to use the services of such companies.

3. Healthcare Equipment Suppliers: Ensuring reliable access to the latest and most efficient medical equipment and technology is crucial. Partnerships with leading suppliers can help in securing cost-effective procurement terms, maintenance support, and updates on technological advancements.

4. Pharmaceutical Companies: Forming partnerships with pharmaceutical companies can lead to more access to drugs and special discounts for bulk purchases and the latest medicines, which will have a positive effect on patient care. The ability of patients for whom the provider does not have the necessary drugs prescribed to them by law is limited.

5. Government and Regulatory Bodies: Making sure legislators are on your side and securing their funding and support for various healthcare programs and non-profits is important.

6. Technology and Software Vendors: A partnership with IT and software vendors offering sectoral solutions, EHR and CRM systems, etc., is required for effective financial and customer relationship management. For example, cooperation with ATI on software services and Huawei Cloud on information management services.

7. Academic and Research Institutions: Collaborating with universities and research organizations can help in accessing the latest healthcare research, participating in clinical trials, and providing staff with ongoing education and training opportunities. As a result, the hospital's standing as an innovator in healthcare can rise, and patient care can improve.

8. Community Organizations: The hospital can better serve the community, learn about its health care requirements, and create population-specific health programs by partnering with local organizations and nonprofits.

9. Healthcare Networks and Alliances: Another way of collaboration with other healthcare providers and hospitals can help to pool resources, gain negotiating power with suppliers and insurers, and offer a broad range of services to the patients.

By taking into account and fostering these alliances, Universal Medical College and Hospital can increase operational efficiency, patient care and satisfaction, and financial sustainability in the highly dynamic healthcare field.

2.2.5 Customer Segmentation & Services Offered

A proposed strategy to improve customer relationships and financial management practice in Universal Medical College and Hospital would require a balanced approach focusing on a strengthened financial position and enhanced customer satisfaction. This strategy is introduced through properly allocated discounts for the following services: IPD, OPD, Radiology, Lab test and expansion of relationships in the post-discharge period and loyalty programs and rewards with references. The strategy presented within the framework of the described scenario should include:

1. Customer Segmentation: Patients differentiate their groups based on services utilization, ability to pay, health conditions, preferences, and priorities. The most frequent segments include the following:

- Corporate clients and their employees
- Privately insured patients
- Self-paying patients
- Patients under government health schemes

2. Services Offered: They tailor services to meet the specific needs of each segment. This is including:

- IPD (Inpatient Department): Customized patient care plans, premium wards for corporate clients, or budget-friendly options.
- OPD (Outpatient Department): Efficient scheduling, online consultations, and dedicated health packages.
- Radiology & Lab Tests: Priority scheduling, package deals, and transparent pricing for recurring tests.

Post-Discharge Plan for Patients

1. Follow-Up Care: Structured follow-up care programs to track patient recovery, treat chronic conditions, and cut down readmission rates. It involves:

- ❖ Telehealth and Hotlines for consults over the phone or web.
- ❖ Online platform or phone app that enables the user monitor relevant health metrics and discuss with health professionals as a virtual oncology round.
- ❖ In-person checks after release every month or so.

2. Extra Facilities: Optional services that can boost the patient's comfort and recovery include:

- ❖ Offering personal care services at home for the disabled or the aged.
- ❖ Physical rehab the physical policy period appointments
- ❖ Physical rehab the physical policy period appointments

Costing Plan for Returning Patients

1. Loyalty Programs: They have loyalty programs that reward customers for returning by giving them discounts or extra services like,

- ❖ Discounts on subsequent tests or treatments are part of this.
- ❖ Services for preventive care and regular health check-ups offered through membership programs

2. Transparent Pricing: Prices of specific readings, tests, and packages and if they can offer any cuts in prices for existing patients are all given.

Strategy for New Patients Referred by Existing Customers

1. Referral Benefits: Both the referring patient and the new patient can take advantage of incentives, such as service reductions, free health tests, and loyalty points.

2. Welcome Packages: Service reductions or free health tests and loyalty points and separate web pages for the refer to Refer a Customer.

Corporate Client Engagement

1. Customized Corporate Health Packages: For businesses, create plans that include wellness programs, preventative care, and easy access to their services. They create health plans for businesses that priorities wellness programs, preventative care, and easy access to services.

2. Regular Reviews and Adjustments: Regularly check in with their corporate clients to see how things are going, find out what they think and make any changes that may be required to their plans to meet their changing requirements.

3. Reporting and Analytics: Give their corporate clients in-depth analytics and statistics on employee usage patterns, health results, and the return on investment they get from the health packages that they offer.

With this multi-pronged strategy, the hospital can strengthen its bond with its customers by doubling down on personalized services, incentivizing loyalty, and ensuring holistic care. Thus, the Universal Medical College and Hospital can remain competitive while continuing to keep patient needs at the forefront.

2.3 The Management Practices of Universal Medical College and Hospital

2.3.1: Leadership

One of the management activities at Universal Medical College and Hospital is the establishment of leadership that embraces frequent staff interaction and authorization. The leadership is one that considers historical data and worker input, resulting in an environment that values and integrates employees' expertise. This has been beneficial to the hospital workers since when they are allowed to share their perspective, they feel appreciated and part of the decision-making procedure. When employees across all levels were encouraged to openly communicate, the work culture created such a safe environment for the workers to express opinions and share information. Since the administration could shift focus to accommodate new classifications and prevailing economic circumstances, workers are confident in the hospital. If staff is undertrained or professionalized, they will be unable to work in an ever-changing landscape. Encouragement and acknowledgement of employees' efforts ensure a high level of motivation. Patients demand customer-based care, and this is rendered feasible by assisting staff to accomplish it. Finally, the employees are motivated by management that values mutual recognition, workers' expertise, and preparedness to provide exceptional treatment.

2.3.2 Human Recourse Planning

Strategic management methods must be implemented as part of Universal Medical College and Hospital's human resource planning in order to guarantee effective recruitment and retention of new workers. Factors including workforce demands, talent gaps, and budget limits must be considered in order to establish a thorough plan that is in line with the hospital's beliefs and goals. A comprehensive assessment of the hospital's personnel needs, including demand projections in light of patient volumes, specialist requirements, and turnover rates, should kick off the process. A wider variety of competent applicants can be found by combining internal resources like talent databases and recommendations from current employees with external recruitment channels like job boards and professional networks. In addition, by using tools like skills tests and structured interviews, you may screen and select applicants who are a good cultural fit and have the right set of qualifications. It is important to have programs in place to help employees improve and stay with the company once they are hired. Strategic human resource planning techniques help Universal Medical College and Hospital recruit and keep the best employees, which improves patient care and keeps the hospital competitive.

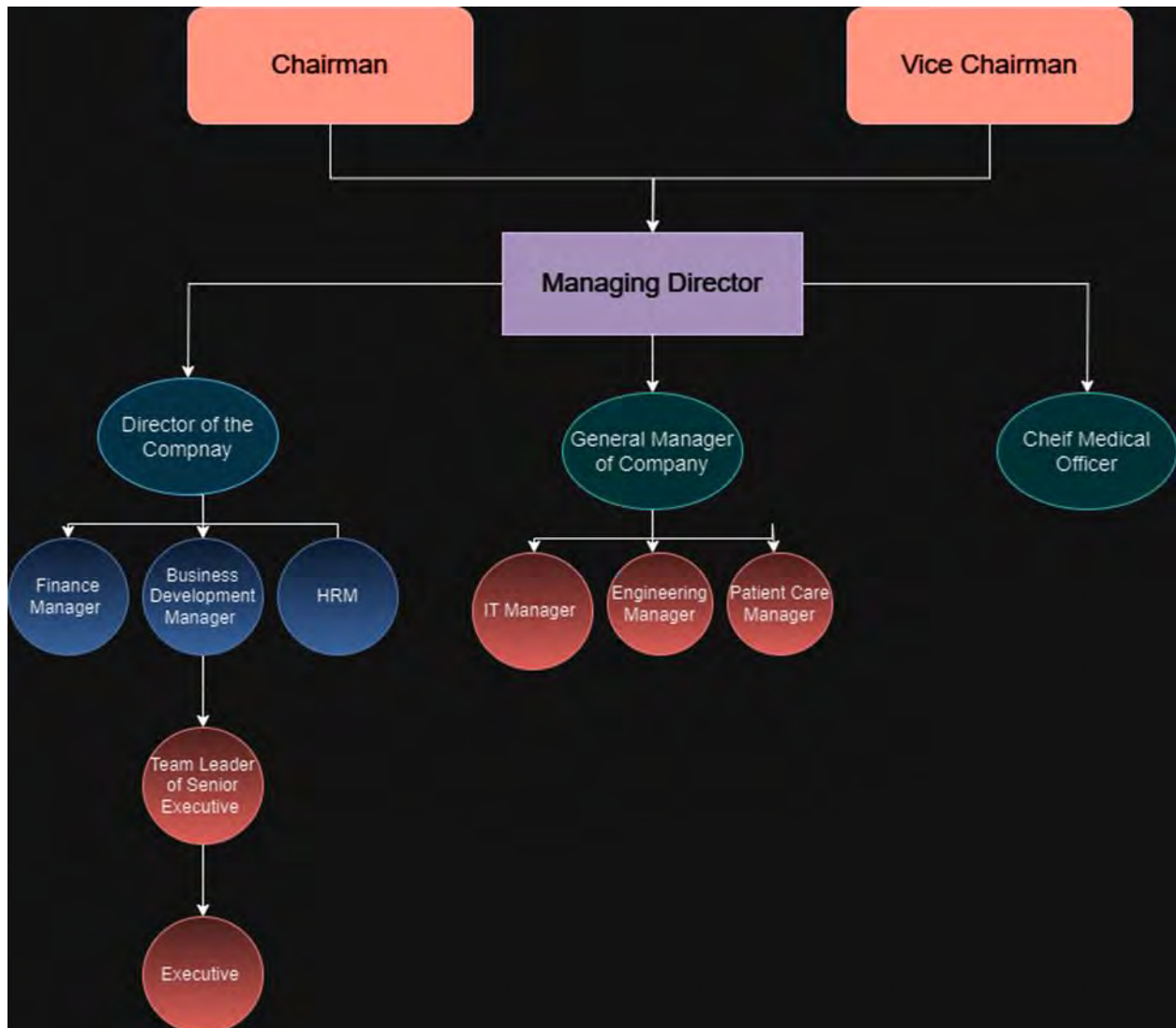
2.3.3 Compensation System

Compensation at Universal Medical College and Hospital (UMCH) follows a tried-and-true system. Interns, for instance, get 5,000 Taka per month, while full-time workers get 15,000 Taka. This basic compensation is set for all positions inside the organization. However, in July of each year, the corporation takes stock of everyone's performance and utilizes that data to determine next year's salary or raise. Bonuses are distributed to employees based on their individual performance evaluations. In addition to improving morale and productivity, this strategy ensures that pay is directly proportional to performance, which helps to maintain workplace fairness.

2.3.4 Training and Development

Training and development are an area where Universal Medical College and Hospital may put a thorough plan in place to help its staff members grow professionally. As part of this effort, healthcare experts might hold frequent training sessions where topics including patient care procedures, medical breakthroughs, and technology updates would be covered. To further encourage a growth mindset among staff members, the hospital might institute mentorship programs in which more seasoned workers help train and advise less seasoned workers. Assuring that the hospital's staff is knowledgeable, adaptive, and equipped to provide high-quality treatment is the top priority for training and development. This, in turn, improves patient outcomes and the organization's success.

2.3.5 Hierarchy of the organization



2.4 Marketing Practices

Since Universal Medical College and Hospital is a huge healthcare organization with an experienced Marketing division, the following part will try to further analyse the most important marketing strategies and techniques utilized by them.

2.4.1 Marketing Strategy

UMCH follows an integrated design and omnichannel marketing strategy. Its mission is to keep its brand image ahead and its position as one of the premier individuals-oriented care providers in Bangladesh and abroad. Adopting a hybrid positioning of blending conventional and online marketing, they aim to raise brand awareness across all their existing and potential customers to the top of their minds. However, within the firm, marketing endeavours are closely coordinated to allow messaging to be consistent and maximize all promotional activities. They have set up new plans and digital channels as a strategic objective to enhance the latter activity and how youthful patients can get vital information about their healthcare from online sources.

2.4.2 Target Customers and Segmentation

Using customer profiling and segmentation analysis, UMCH can pinpoint and explore various patient groups' different attributes, characteristics, needs, and behaviours. They also serve high-value customer segments such as corporate clients, international medical tourists, and urban residents with higher purchasing power ready to afford premium services and facilities. At the same time, the nuance of the vast middle-income class and the rural population is found in these advertisements. By aligning communications with specific segments, UMCH aims to solidify brand affinity among critical segments to the strategic growth plan.

2.4.3 Marketing Channels

Integrating offline and online marketing channels is the fundament of the UMCH approach. At the same time, print advertisements in local and regional newspapers and 30-second television spots during primetime hours on national networks might be some routes taken to promote core services. Nevertheless, digital expansion has become a priority due to the rapid growth in socioeconomic movements such as higher internet and smartphone usage. Their new website now showcases patient stories that are visually appealing, creating an immersive experience along with virtual facility tours. SEO strategy increases organic search visibility, and Facebook is an inexpensive community management platform.

2.4.4 Product and Service Portfolio

UMCH invests heavily in-service development to continuously expand its clinical scope and expertise. In recent years, they opened a new cancer center with a last-generation radiotherapy suite, a medical oncology outpatient clinic, and a special ward dedicated to orthopaedic patients offering advanced joint replacement surgeries. Such innovative centers are immensely promoted using digital and print media advertisements, underlining the elaborate onboarding of foreign specialists and the introduction of ultra-modern medical technology. Coming up ahead, we plan to launch a renovation program and construct day-care surgical suites and an ophthalmology department with refractive laser services.

2.4.5 Branding Activities

Brand consistency is crucial for UMCH to stand out in the fragmented healthcare market and develop the customers' dynasty. They drive the brand identity through the values of class medical excellence, care, and technology, which are entered by the uniform visual identity across all touch points. Rich multimedia brand stories poured on their corporate website and published on social platforms help customers grow emotional links with current and potential patients through genuine testimonials. Continual market research is also a benchmark for ongoing re-strategizing to keep pace with changing consumer tastes and the evolving environment of the industry.

2.4.6 Advertising and Promotions Strategies

UMCH utilizes a hybrid promotional tactic that targets new patient acquisitions at the same time, deepening the level of loyalty within the captive base. Geographic reach enhancing media placements mainly targeting health awareness days and medical condition prevention activities are planned for a better impact. At the same time, hyper-targeted digital ads on platforms such as Facebook allow for more customized retargeting ads dependent on the potential client's web habits, geolocation, and other demographic factors. Providing a winter screening package for diabetes and an orthopaedic surgery package ahead of the winter sports season when it is more likely to have joint injuries are among the program's measurable seasonal and need-based initiatives.

2.4.7 Critical Marketing Issues

Although this company especially has had so much support from the locals who remember its TV ads, it now has to deal with needing help to keep up with the changing digital trends as they emerge. Using effective social listening and analytics tools could help optimize strategy and two-way engagements focusing on the newer platforms of which youth are priority audiences. Besides, there needs to be an integrated marketing technology backbone to ensure cross-channel campaign harmony, measurement, and real-time manipulation. Nevertheless, the fact that leadership has prioritized web redesign with AI integration projects indicates that efforts to resolve urgent digital transformation concerns have already started.

2.5: Financial Performance and Accounting practice:

The company's financial analysis is kept in strict confidence and is not publicly available on their website. With the assistance of my colleague in the accounting department and our chief financial officer, I made an effort to analyze the financial data from the past three years. As one of the 401(k) industry's record keepers.

2.5.1: Liquidity Ratio

❖ Current Ratio: Current Assets/Current Liabilities

Description	2023	2022	2021
Current Ratio	1.94	1.96	2.00

Throughout all three years, the Current Ratio remains above 1, suggesting that the hospital possesses an abundance of current assets to satisfy its current liabilities. If this trend continues, it bodes well for the economy's short-term stability.

❖ Quick Ratio = (Cash and equivalents + Marketable Securities + Accounts Receivable)/ Current liabilities

Description	2023	2022	2021
Quick Ratio	1.94	1.90	1.52

Additionally, the Quick Ratio is greater than 1 in all years, indicating that the institution can meet its short-term obligations even after deducting inventories, which are considered fewer liquid assets. Banks are generally considered to be in a strong position to handle their short-term debts and commitments without liquidating inventory if their Quick Ratio is greater than 1.

2.5.2: Solvency Ratio:

❖ Debt to Equity Ratio: Total Liabilities/Total Equity

Description	2023	2022	2021
Debt to Equity Ratio	1.00	0.98	1.00

Analysis: Ratio of Debt to Equity The fact that this percentage remains relatively constant over the course of the three years suggests that the hospital has been using a mix of equity and debt to fund its expansion. An equal stake for creditors and investors in the company's assets (a ratio of 1) is balanced in many ways, but it also shows a significant amount of financial risk.

❖ Debt to Assets Ratio: Total Liabilities/ Total Assets

Description	2023	2022	2021
Debt to Assets Ratio	0.50	0.49	0.50

Analysis: The debt-to-assets ratio, which hovers around 0.50, signifies that the financial institution finances 50% of its assets via debt. The leverage level in this case is moderate, indicating that the institution has not overly depended on debt to fund its asset base. This is generally regarded as a more prudent approach to ensure long-term solvency.

2.5.3: DuPont Analysis:

The DuPont analysis methodology offers a more comprehensive perspective on the fundamental performance of a company. The foundation of the DuPont analysis framework, which is annotated with the return on equity ratio, consists of profit margin, asset turnover, and financial leverage in comparison to industry norms. Considering that both T. Rowe Price and Principle are providers of financial services, I opted to proceed with Principle. I utilized information from the 2023 annual report.

DuPont Analysis = Net Profit Margin x AT x EM

	Formula	T. Rowe Price	Principle
Net Profit Margin	Net Income Revenue	6.00%	6.00%
Asset Turnover	Revenue Avg. Asset	1.67	1.08
Equity Multiplier	Avg. Total Asset Avg. Shareholder's E	2.00	2.00

- ❖ The product of these three metrics gives the **Return on Equity (ROE)**, which is the primary focus of the DuPont Analysis:
- ❖ $ROE = \text{Net Profit Margin} \times \text{Asset Turnover} \times \text{Equity Multiplier}$
- ❖ **The ROE= 20%**

Interpretation: Analysis and Explanation of the DuPont Report
Dissecting the ROE into three essential components, the DuPont Analysis offers an exhaustive examination of the financial well-being of a company. The results can be interpreted as follows:

1. **Net Profit Margin:** A modest net profit margin of 6% indicates that expenses are being managed efficiently in comparison to revenue. It is of the utmost importance for asset management firms and medical institutions to maintain a balance between revenue generation and operational expenses.
2. **Asset Turnover:** Asset Turnover (1.67): The entity's ability to generate revenues from its assets is demonstrated by this high turnover. Service-oriented organizations, such as hospitals or asset management companies, may perceive an increased turnover rate as a sign of favorable operational efficiency.
3. **The Equity Multiplier:** The equity multiplier (2.0) indicates that there are two BDT of assets for each BDT of equity, suggesting a moderate level of leverage. This indicates that the organization complements equity financing of its assets with debt, which may increase ROE if the supplementary debt is economically viable.

4. **ROE:** The Return on Equity (ROE) of 20% indicates that the organization or company is successfully producing profits from its equity holdings. The observed return on equity (ROE) is at least satisfactory for shareholders, as it signifies effective financial administration and streamlined operations.

2.5.4: Accounting Practice

2.5.5: Core Accounting Principles

Based on [institute of Cost & Management Accountants of Bangladesh](#) (ICMAB) and the [Institute of Chartered Accountants of Bangladesh](#) (ICAB), the following guidelines for the accounting practices are provided. Here are the fundamental accounting principles that a hospital like Universal Medical College and Hospital in Bangladesh should follow to handle corporate client relations and discounts, taking into consideration the unique aspects of the country's healthcare system and its financial rules:

1. Regulatory Compliance: The first point is important to remind all the rules and regulations you must follow when conducting accounting processes. Those include but are not limited to accounting legislation concerning the pharmaceutical sector established by Bangladesh Securities and Exchange Commission and the Bangladesh Ministry of Health and Family Welfare. It is also important to stress that you must comply with local tax legislation.

2. Standardized Billing Procedure: The second advice is to operate standardized and transparent billing procedures with all customers. To ensure your compliance is properly documented and traced, the facility has to accurately record all discounts provided to corporate customers.

3. Keeping Track of Money: Third, I suggest you switch to accounting based on the accrual principle. This will provide you with a track of money and show the real financial state of the hospital.

4. Costing Allocation: Fourth, you need to design a proper mechanism of direct and overhead expenditure allocation in order that all services will cover their fair portion of expenses.

5. Audit and Internal Controls: The fifth suggestion is to organize timely internal audits and controls. Part of the control process implies the organized regular check-ups of client billing and discounts.

6. Reporting and Financial Analysis: The sixth advice is to perform a more thorough financial analysis taking into account all the corporate agreements. This should be done through the variance analysis to see the difference with the planned figures.

7. Debt Management Tip: To control accounts receivable and not cause cash flows problems. Establish transparent payment conditions with corporate clients and follow up on late payers.

8. Financial Planning and Budgeting: The eighth suggestion is to budget properly. The facility should have a comprehensive budget that would include possible discounts and earnings from partnerships. The long-term goals and financial strategy should be consistent and planning would be done in such a way that it would include your corporate relationships.

9. Inventory Management: Proper inventory to manage the inventory properly, especially medical and pharmaceuticals. This helps to reduce waste and mismanagement caused by overstocking.

10. Utilize Financial Software: Use modern software that is designed to manage all financial processes in healthcare to reduce reporting mistakes and increase operational efficiency.

11. Sustainability Practices: Integrating sustainability practices into financial operations, such as investing in energy-efficient equipment and waste reduction strategies, could prove to be financially beneficial in the end.

12. Stakeholder Reporting: The reliability and accessibility of the hospital are enhanced by the frequent updates given to stakeholders, such as corporate clients, management, and regulatory agencies, regarding the financial processes.

2.5.6: Method of Accounting

Following the guidelines set out by the Institute of Cost & Management Accountants of Bangladesh (ICMAB) and the Institute of Chartered Accountants of Bangladesh (ICAB), Universal Medical College and Hospital in Bangladesh should take the following three factors into account when using accounting methods to manage corporate client relations and discounts:

1. ABC, or activity-based costing: In a nutshell, activity-based costing allows businesses to precisely monitor and distribute expenses to individual services and processes. The process begins with the identification of business processes, and then, based on consumption rates, the costs of those processes are allocated to all goods and services. When delivering tiered discounts to different corporate clients, it is vital to have a thorough grasp of hospital expenses and profitability by client or service type. This technique provides that understanding. Strategic decisions on which services to market and at what prices to achieve maximum profit are also improved by this.

2. Variance Analysis: Synopsis: Revenue and expense projections for corporate client contracts should be compared with actual performance utilizing variance analysis on a regular basis. It is essential to understand the reasons of deviations in order to assess the effectiveness of discount strategies and client relationship management. This analysis might help with that. The ability to make real-time adjustments to the hospital's financial strategy ensures that the cheap offers do not negatively impact their profitability. Additionally, it is useful for financial planning and predictive budgeting in relation to upcoming commercial engagements.

3. The IFMIS; an Integrated Financial Management Information System: For all your financial management information needs—customer records, invoices, and transactions—create and establish a central database. This system must follow ICMAB and ICAB standards to enable reporting, compliance, and decision-making and to ensure that all data is correctly captured. Real-time monitoring of financial metrics is made possible by an IFMIS, which also improves the accuracy of financial reporting and shortens the time required for manual reconciliations. Better cash flow management depends on timely billing and collecting activities, which it ensures. It also helps with managing complicated discount arrangements and a large number of corporate clients.

2.5.7: Accounting Cycle

We have developed an accounting cycle exclusive to Universal Medical College and Hospital in order to help manage corporate customer relations and the consequences of offering certain discounts on medical services. This cycle aims to ensure correct and comprehensive financial reporting in compliance with the healthcare industry laws and regulations of Bangladesh.

1. Identifying Transactions

Finding every business client financial transaction is the goal of this description. Received money, discounts, and services provided fall under this umbrella. The date, service kind, corporate customer information, and relevant discount are just a few of the important details that must be meticulously recorded in each transaction.

2. Journal Entry

Journal Entry include every transaction in a matching journal book. To make things easier, use separate journals for different categories of transaction, such as revenue, receivables, and payables. As per the guidelines of double-entry accounting, each entry must include debits and credits, and all financial impacts must be recorded properly.

3. Recording in G/L

The major accounting record keeping due to the needs to consolidate financial items over time is crucial. Using it to find the larger image of the hospital financial situation and how various transactions have impacted it.

4. Working on Trial Balance

It is a requirement to prepare a trial balance to confirm that all journal entries are completed and that the total credits equal the total debits. Confirming the accuracy of the financial account is a prerequisite to producing the reports.

5. Entry for Adjustment

Accruals, prepayments, depreciation and doubtful debts provably must be considered. It is an essential part of ensuring that there is consistency and accuracy, in line with accrual basis accounting, which requires the information for report purpose.

6. Adjust the Trail Balance

To ensure that the debits and credits are equal after making the required modifications, a new trial balance must be prepared. Using this corrected trial balance, financial statements can be prepared.

7. Preparing Financial Statements

The adjusted trial balance is used to create financial statements like the income statement, balance sheet, and statement of cash flows. These documents reveal a great deal about the hospital's financial health, the effectiveness of their discount initiatives, and the status of their relationships with corporate clients.

8. Reflections on the End

Entries must be made to close out temporary accounts (such as revenues and expenses) and transfer their net effect to permanent accounts (such as retained earnings). Because of this, the intermediate accounts will be zero in the next accounting period.

9. Post-Closing Trial Balance

The purpose of the post-closure trial balance is to verify that the correct closing of all temporary accounts has been accomplished and that only the balances of permanent accounts are carried over to the next period. The next accounting cycle can now begin with these books in order.

10. Documenting and Archiving

Lastly, keep all records of financial transactions and paperwork in accordance with local legislation. This will be useful for audits and future reference. Make sure that all previous data is stored securely and can be easily accessed for purposes such as financial audits.

2.5.8: Depreciation

For a variety of reasons, many corporations utilize straight-line depreciation. This includes 401(k) firms. While the optimal method of depreciation for each given company will depend on its specific circumstances, a 401(k) administrator may favour a straight-line approach for the following reasons:

1.Simplicity

Financial reporting and record-keeping should adhere to the idea of simplicity, which states that such procedures should be as simple and uncomplicated as possible. The objective is to ensure that users without extensive accounting expertise may easily comprehend and utilize the financial data. Accounting procedures should be as straightforward and simple as possible to allow for easy understanding, verification, and analysis; this principle supports this goal. Stakeholders are better able to make educated decisions as a result of less room for error, faster data processing, and increased openness.

Use: Using standard and easy ways for accounting operations like invoicing, spending tracking, and financial reporting can bring simplicity to a medical setting like Universal Medical College and medical. One option is to use a straightforward ledger system that is easy for anybody to understand and maintain; another is to use the straight-line depreciation technique for fixed assets.

2. Consistency

Keep everything consistent by sticking to the same policies, processes, and methodologies while you're accounting for multiple fiscal periods. To provide a reliable and consistent view of the financial health and performance of a company, it is essential that its financial statements remain comparable throughout time. Fundamental to this objective is this concept. Accounting procedures of an organization are based on three pillars: justification, reporting, and uniform application. Still, method change is not out of the question.

Relevance: To retain consistency, Universal Medical College and Hospital would continue to value the inventories, compute the medical equipment depreciation, and record the revenue from the services as follows: better strategy planning and trend analysis are allowed when the financial performance can be compared in different times

3. Alignment with Current Market Situations

Universal Medical College and Hospital would apply the same technique to evaluate inventories, calculate depreciation of medical equipment, and distribute revenues from services. It would also provide a better planning and pattern analysis when performance might be compared reasonably across multiple periods of time.

Practical Use: A hospital, for example, could review and revoke its service fee plans in response to dynamics or changes on the competitive market, the relevant healthcare law, and patients' demand to adjust its accounting procedures to the state of the market. In light of the current state of the economy, the attitude of patients toward the billing has transitioned, which is why we may potentially change the approach to calculating the amount of doubtful accounts.

Adhering to these principles is critical for the organization to effectively respond to both internal and external changes. Additionally, by ensuring that financial information is precise, transparent, and pertinent, they aid stakeholders in making more informed decisions.

2.5.9 Accounting Disclosure

Here are some important accounting disclosures that you should consider include in your financial statements and reports, given your employment at Universal Medical College and Hospital and the focus on managing the financial implications of discounts to corporate clients:

1. Accounting Policy Disclosure

Include all relevant accounting policies including consolidation basis, depreciation techniques, revenue recognition, and changes from the previous year—in a clear and concise manner when preparing the financial statements. This makes sure that everyone can see how the financial statements were made and helps them understand them.

Application: For instance, give an explanation of the reasoning behind the chosen revenue recognition techniques for services rendered under corporate contracts and reveal if medical equipment uses the straight-line or accelerated depreciation method.

2. Openness Regarding Corporate Client Discounts and Conditions

Need to give specifics about the corporate discounts offered, how they work, who is eligible to get them, and how much of an effect they have on revenue. Stakeholders can see how these discounts affect profitability as a whole.

This is an application. The conditions of the discounts (such as loyalty or volume discounts) and the proportion of income generated from corporate clients at reduced rates are examples of possible details.

3. Contingent Liabilities and Risks Disclosure

They need to provide a list of all pending legal matters, disagreements over service contracts, and financial guarantees offered to third parties as examples of contingent liabilities or potential financial risks that could impact the hospital's budget.

This is an application. It is important to be transparent about any possible liabilities that may arise from contested claims with corporate clients over service agreements or changes in government healthcare funding regulations.

4. Related Party Transaction Disclosure

Company need to are required to disclose any financial dealings with entities that are related to the hospital, such as other businesses held by the hospital's owners or managers, or any entities that control or significantly influence the hospital.

This is an application. For example, the hospital may have a financial relationship with a family member who owns a medical equipment company or may have rendered services to other affiliated medical firms.

5. Disclosure of Segment Reporting

When applicable, disclose segment reporting that breaks down the hospital's activities by business unit or service line, such as inpatient, outpatient, diagnostic, and corporate health services.

If the hospital's revenue is heavily dependent on corporate client services, this will help illustrate how various segments affect the bottom line.

6. Financial Instrument and Management Disclosures

They need to mention any financial risk management methods that were put in place, as well as any debt instruments, leasing commitments, and other relevant financial information.

This is an application. Included in this data set are the hospital's loan terms, interest rates, maturity profiles, and any methods employed to mitigate currency and interest rate risk.

In addition to informing stakeholders about the institution's financial health and risk management methods, Universal Medical College and Hospital can stay in compliance with applicable accounting standards and regulations by following these disclosure principles.

2.6 Operation Management and Information System Practice

Universal Medical College and Hospital depends substantially on effective operational management and information system practices for the efficient administration of complex service offerings, collaborations with corporate clients, optimization of daily operations, and strategic decision-making. The ability to integrate electronic health records (EHRs), patient data, scheduling, billing, and financial management into a unified HIS might help the hospital reach this objective. Customizing this system to manage the peculiarities of corporate client agreements is necessary for tracking discounted services, client-specific billing protocols, and analytical functions to monitor service utilisation rates and profitability. Apart from the improved resource allocation, patient flow, and high quality of services, the flawless integration of the data analytics for personnel management and demand forecasting should be among the major targets for operational management. Accurate financial reporting is a precondition for both the trust of the corporate clientele and the prescribed standard for the local regulatory developments. The integration meets both of these, allowing also advanced operational efficiency. Universal Medical College and Hospital will be able to stay relevant in the dynamic environment by implementing a robust information system and a systematic operational management approach.

2.7 Industry and Competitive Analysis

2.7.1: Porter's Five Factors Theory:

In order to make examination of the competitive aspect of any industry more structured, Michael E. Porter has created a concept outline which is known as Porter's Five Forces. By applying this model to Universal Medical College and Hospital, one can determine the competitive aspect that revolves around it. Consider the following five forces in relation to your hospital setting, then analyze how each may relate to the theoretical framework as well as the practical implementation within the medical field:

1. New Competitors

Entering the healthcare market is infamously challenging because of the high cost of infrastructure, the need to comply with laws, and the cost of cutting-edge medical equipment. However, as the need for health care continues to grow, new entrants to the market may appear.

By capitalising on long-standing partnerships with corporations, enhancing technology on a regular basis, and upholding rigorous certification criteria, Universal Medical College and Hospital can stay ahead of the competition.

2. The Suppliers' Bargaining Power

Pharmaceutical firms, makers of medical equipment, and information technology providers are all examples of healthcare suppliers. Their influence changes as a function of product differentiation and market saturation.

A hospital can lessen its reliance on any one supplier by investing in alternative products or technology, entering into long-term contracts, or joining purchasing consortia.

3. The Influence of Buyers in Bargaining

Customers at a hospital could be price and quality conscious individuals or large corporations. Buyers wield more influence when they grow price sensitive and have more options to choose from.

Improving service quality, providing unique services suited to corporate client needs, and implementing customer relationship management tactics to boost client retention are all ways that Universal Medical College and Hospital might diminish buyer power.

4. Threads of Substitute Products and Services

Alternative medicine, telemedicine, outpatient surgery centres, and other non-hospital-based health services may provide lower costs or more convenience as alternatives to hospital services. This poses a threat to hospitals as a whole.

To facilitate an examination of the industry's competitive landscape, Michael E. Porter formulated a conceptual structure referred to as Porter's Five Forces. This model can be used to guide your thinking about the competitive environment associated with Universal Medical College and Hospital. To see how these five forces, relate to my hospital and whether hospital fits into the underlying framework and its applications that manifest themselves in the implementation of health care, consider the following.

5. Industry Rivalry

Competition amongst existing companies. In places where there is a high concentration of healthcare providers, existing companies can be strong competitors. Besides, they offer services with different added value – they are superior, while the value offered to the client is the same. Existing companies use rivalry strategies – lowering prices, launching advertising campaigns, and providing superior service. Universal Medical College and Hospital can only be highly positioned as a provider of top-notch medical treatment. They should also implement programs to reward corporate clients and loyal patients. Additionally, the company must continuously work on patient care and happiness.

Understanding these five forces will give Universal Medical College and Hospital more people's view of the dynamics and competitive nature of the healthcare business. With this understanding, the hospital will be able to exploit opportunities in the healthcare business and eliminate its disadvantages.

2.7.2: SWOT Analysis

Strength

1. **Recognized for Providing Superior Medical Care:** An evaluation of the medical capability of UMC&H Patients and Firms in search of excellent medical treatment have been and continue to be drawn to Universal Medical College and Hospital largely for the excellent treatments it provides
2. **Distinctive Medical Services:** for its modern outstanding infrastructure and special medical services as well as advanced diagnostic, surgery, and treatment interventions and therapies.
3. **Patient Capabilities:** Universal Medical College and Hospital with a membership of more than 150 businesses has not experienced any major swings on corporate clients thanks to cases of disease or any other significant shift.

Weakness

1. **Over-Reliance on Corporate Clients:** Although corporate customers bring in a great deal of money, it can work against the hospital when it comes to changes in corporate health insurance or financial cuts.
2. **Geopolitical Constraints:** The hospital's limited territorial coverage would not allow to develop a network of patients in distant regions and new markets.
3. **Infrastructure state:** Poor infrastructure or outdated technologies may hinder the facility's work by reducing efficiency and innovation, negatively affecting the administration and the standard of services.

Opportunities

1. **Service diversification and expansion:** The opportunity to meet the needs of emergent healthcare by offering new services from telemedicine to preventive healthcare programs or opening treatments that have been previously available can be tailored to treat specific medical ailments.
2. **Geographic Expansion:** The hospital has the potential to increase its revenue and patient base in underserved areas through the exploration of untapped regions or the establishment of satellite clinics.
3. **Strengthen access to resources:** Improve access to information and technology resources through collaborative partnerships and alliances with others. As a result, exactly, will increase competitiveness and innovation. Possible ways to achieve this can be via partnerships with pharmaceutical companies, academic institutions, or international organizations in the healthcare sector.

Threats

- 1. Extremely Competitive Market:** In a selected region, hospitals and healthcare providers face an extremely competitive market. That is, the overall business environment is described by reduced profit margins, pricing championships, and high churn rate of clients
- 2. Regulatory Alterations:** A change in healthcare legislation, insurance coverage, or government grants may affect hospital operations and reimbursement rates while also increasing compliance needs. Thus, it may be difficult to maintain fiscal stability and operating freedom.
- 3. Technological disruption:** Rapid advancements in medical technology and change in the type of healthcare service could make the current structure become outdated. To be top players in the evolutionary healthcare sector, there may be a need to make substantial financial expenditures.

By rectifying its deficiencies, capitalizing on its opportunities, and circumventing its risks, Universal Medical College and Hospital has the potential to preserve and potentially enhance its position as a preeminent healthcare provider in the region.

2.8: Summary and Conclusion:

As a dependable provider of superior medical services, Universal Medical College and Hospital has established a strong presence in the dynamic and competitive healthcare sector. Hospital expansion and competitiveness are propelled by an emphasis on managing corporate client contacts and optimizing financial performance by means of specialized services and solid client relationships. Universal Medical College and Hospital ensures accurate financial reporting, streamlined operations, and resource utilization through the implementation of state-of-the-art information technology and effective operational management procedures. The hospital maintains its position in the industry by implementing strategies such as offering customized reductions to select corporate clients and promptly responding to market developments. However, the hospital faces obstacles, such as its inability to expand beyond its corporate clientele, its restricted geographic reach, and its need for improved technology. In order to mitigate these concerns and capitalize on opportunities for innovation and growth, Universal Medical College and Hospital may consider expanding their service area, establishing strategic alliances, or undertaking a geographical expansion.

By effectively managing its weaknesses, seizing advantageous circumstances, and restricting potential risks, Universal Medical College and Hospital can sustain its position as a leading provider of healthcare. While adjusting to the evolving healthcare system, the organization will continue to deliver exceptional value and service to both patients and corporate clients.

Without having completed my internship at Universal Medical College and Hospital, I would not have had the opportunity to gain such invaluable experience in the field. I sought guidance from both my superintendent and the team leader. They possess my utmost appreciation.

2.9: Recommendation/Implication:

1.Diversity Service Offering

Expand the scope of services to encompass new domains and sub-domains. For example, possible first offerings might include disease-specific remedies, telemedicine consultations, or preventative healthcare programs. This strategic de-risking move could help us broaden our patient portfolio and increase our revenue streams.

Explore the local community to identify underserved healthcare needs through market scoping. Invest in the required hardware and software for the new service lines and solidify our relationships with the industry players for lasting partnerships.

2. Strength Technology Infrastructure

Improve operational capacity, simplify patient treatment, and secure the technological platforms behind data-intensive decision-making. The process is conducted via modern medical applications, including electronic health records, telemedicine software, and other tools.

Thanks to technology improvements and training opportunities, and funding is equally vital to ensure that your personnel is qualified to employ them. In coordination with merchants and IT application developers, create solutions tailored for the medical centre.

3. Expand Geographic Reach

Establish satellite clinics or expand operations to alternative locations While I know most of you operate as independent clinics, satellite clinics or alternative locations can also expand your patient base and reach underserved communities.

Assess the feasibility of potential sites. Determines the following factors: market share, population growth, legislative strategy, infrastructure needed.

4. Strengthen partnerships with Corporate Clients

Develop stronger relationships with corporate clients to offer personalized healthcare solutions and services, as well as additional benefits that add value. For example, improve the corporate discount programs and prioritize customer services.

Implement dedicated account management departments that work with corporate clients. These departments will be able to identify the needs of corporate clients better, promptly resolve any issues, and generally improve the quality of services. Regularly receive feedback from clients and maintain open communication to measure client satisfaction from services provided.

5. Put Money into Staff Training and Development

There should also be programs that entail specialized training for employees to enhance their skills as leaders, customer service representatives, and physicians. Conversely, they should demote staff members without sufficient knowledge and inadequate dedication to this function.

It is critical to create educational programs that teach participants how to use technology correctly, communicate effectively, and understand the standards of clinical practice. Additionally, for this organization to effectively recruit and maintain high-caliber personnel, it must furnish prospects for professional development, education, and progression.

Overall, the implementation of these recommendations will help Universal Medical College and Hospital gain more visibility, acquire more clients (both corporate and individual), and maintain its excellent quality of healthcare services. Therefore, the hospital will continue to thrive and succeed in the long run by employing the strategies proposed in this document.

Chapter 3: Project Part

3.1 Introduction

One major challenge Universal Medical College and Hospital would face is maintaining high ratings when it comes to patient satisfaction in their bid to keep the leading position in the health sector and generate more profits. The impact of discount distribution and custom offerings must be considered; however, the knowledge capture process must also be considered when changing health service lines. The core aim of my project was to investigate the influence of the various patient and service factors on the level of satisfaction reported by patients receiving outpatient oncology services at UMCH for better formulation of recommendations improving the patient experience.

The study aimed at two tasks: first, to get 200 surveys from former and current oncology patients; second, to assess their satisfaction levels. Additionally, 15 patient qualitative interviews focused on isolating typical features that positively and negatively influence the patients' experiences. Consequently, this would be in the service components that need to be strengthened, eventually leading to higher satisfaction scores. UMCH can win experience gaps that help extend the brand affinity when rivalry is growing, keep the patients staying longer and referring others, make advocacy more encouraging on social media, and help make strategic decisions.

3.1.1 Background/Literature Review

Patient satisfaction is an often-used signal of healthcare quality that directly contributes to social transience, treatment adherence, and favourable perceptions that build institutional goodwill. Spending time with people going through a difficult time is the most rewarding part of the job. Prior works have primarily focused on the main factors of patient perception, especially among oncological patients around the globe because the devastating health and psychosocial impacts of cancer require dependable and practical support.

A 250-patient survey of Indian outpatient oncology centres indicated that communication, empathy during consultations, and convenience of support services including pharmacy wait times most affected satisfaction. Over 75% of respondents said interpersonal and service delivery features affected whether they would suggest the institution to family or friends with comparable

conditions (Rastogi et al., 2020). According to qualitative interviews, patients appreciated doctors explaining treatment plans in a way that was easy to understand given their fears. Organized scheduling and clean exam rooms that facilitated rest also strengthened impressions.

In Thailand, a cross-sectional study administered questionnaires to 102 cancer patients before, during and after chemotherapy or radiotherapy sessions to identify satisfaction determinants. Field notes and interviews supplemented quantitative insights. Patients most commonly identified doctors who spent adequate time clearly explaining diagnoses, potential side effects from different dosage instructions, what to do in case of emergencies, and methods for symptom management as top drivers of overall satisfaction. Unrushed consultations left patients feeling heard and confident in self-care abilities (Jootun et al., 2009).

Ethiopia presents unique healthcare access challenges owing to resource shortages. A cross-sectional study at Tikur Anbessa Specialized Hospital in Addis Ababa distributed validated questionnaires to 385 chemotherapy patients to assess satisfaction levels and influencing factors. Findings showed long wait times before consultations, lack of sufficient privacy when discussing sensitive medical issues, and dirty facility environments negatively impacted patient experiences and satisfaction ratings. Patients recommended investing in more staffing and improved cleanliness standards (Melaku et al., 2015).

In China, a descriptive study interviewing 110 outpatients undergoing chemotherapy at Tianjin Medical University Cancer Institute and Hospital aimed to understand satisfaction levels and unmet needs. Deficiencies reported included insufficient discharging instructions and coordination between oncology departments that caused confusion, unaddressed pain concerns, and medication side effect preparedness. Researchers emphasized improving inter-departmental teamwork and standardizing education provision regarding cancer treatment courses (Li et al., 2016).

These international studies demonstrate universal priorities around clear, empathetic communication from healthcare practitioners and convenient, clean service environments. Organized operations additionally factor significantly. While therapeutic outcomes remain paramount, non-clinical qualities strongly influence satisfaction and perceptions of care.

3.1.2 Objectives

This research aimed to determine patient satisfaction at Universal Medical College Hospital's outpatient cancer services. The goals were threefold:

1. To assess patient satisfaction with treatment experiences using a survey of 200 previous and present patients.
2. Conduct in-depth interviews with 15 patients to discover service qualities that significantly affect patient satisfaction.
3. To improve satisfaction by identifying experience qualities that need more attention. This would help UMCH improve retention, advocacy, and reputation by highlighting strengths and deficiencies.

3.1.3 Significance

Understanding oncology patient satisfaction factors is crucial as cancer prevalence rises in Bangladesh. Positive experiences improve care retention, treatment adherence, and institutional reputation, all crucial outcomes. UMCH must differentiate by identifying key service elements as more vendors emerge. Additionally, patient-reported insights enable customised development of well-being-promoting encounters. Increasing patient satisfaction may lead to referrals from current and previous patients. Overall, understanding significance drivers helps improve quality, accessibility, and perceived value of specialised cancer offerings.

3.2 Methodology

Mixed methods were used to acquire quantitative and qualitative data. This provided more patient satisfaction insights at UMCH's outpatient cancer unit.

A 5-point Likert scale survey with 24 questions measured satisfaction for quantitative data collecting. Demographic questions were also included. The sample size was set at 200 patients, anticipating a 25% response rate. Systematic random sampling identified every 5th patient from daily appointment registries over a 3-month period.

For qualitative data, semi-structured interviews were conducted with a purposive sample of 15 patients to gain deeper contextual understanding. Maximum variation sampling targeted a diverse

mix of gender, age groups, cancer types, and socioeconomic backgrounds. Interview questions addressed specific satisfying and dissatisfying experiences to obtain rich, descriptive feedback.

Upon receiving ethics approval, eligible patients were recruited in outpatient waiting areas with informed consent. For surveys, a link to the computerized form was provided with paper copies available. Interviews occurred in private consultation rooms upon completion. Participation was voluntary without incentives to avoid coercion.

Quantitative data was analysed through SPSS using descriptive statistics to understand sample characteristics and satisfaction ratings for individual attributes. Comparison was made according to demographics using ANOVA and independent t-tests.

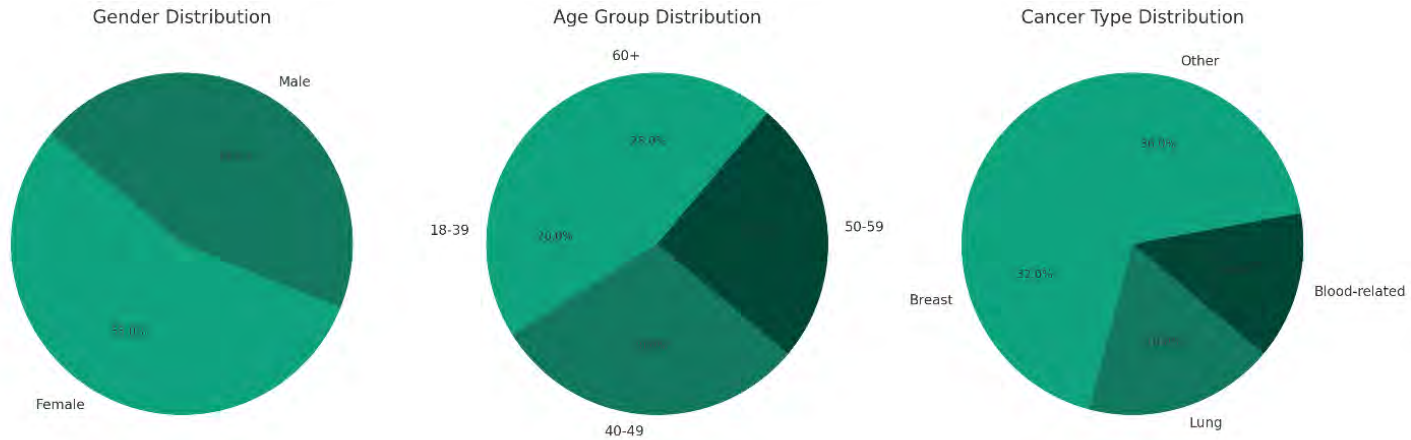
Interviews were audio-recorded, transcribed verbatim and coded thematically in NVivo. Direct quotes exemplified prominent themes. Analysis involved investigating relationships between emerging factors.

Findings from surveys and interviews were triangulated to validate insights and make robust recommendations. Presenting results to UMCH administration will facilitate internal service improvements based on patient-prioritized needs. Limitations relate to generalizability considering the specific context.

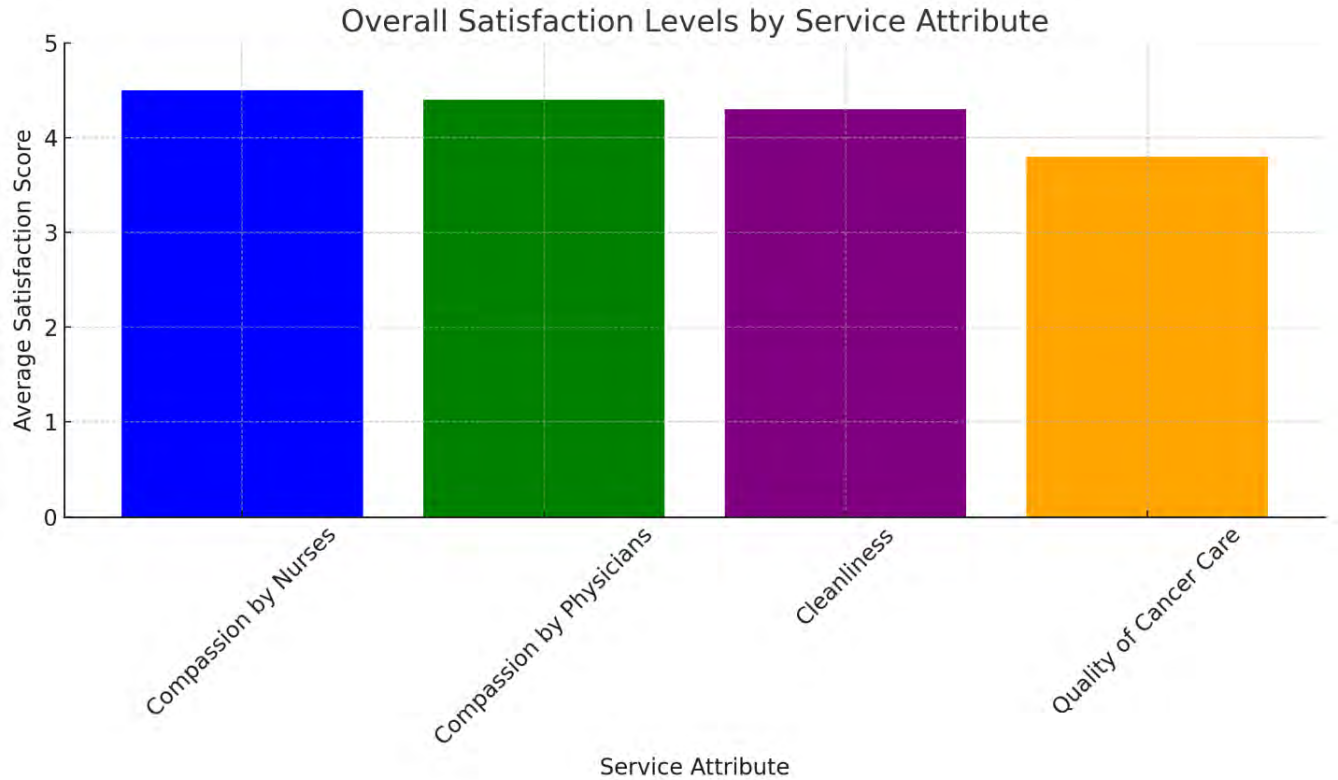
3.3 Findings and Analysis

3.3.1 Descriptive Statistics

Quantitative findings from the 200 surveys are presented here. Of respondents, 55% were female and the average age was 49 years with nearly a third between 40-49. The most common cancer types represented included breast cancer in 32% of the sample, followed by lung cancer at 18% and blood-related cancers such as leukemia in 14%.



Overall satisfaction with treatments received and experiences at UMCH’s outpatient oncology facility averaged 4.1 out of 5 on the Likert scale. Notably, none of the respondents reported being “very dissatisfied”, indicating a fairly positive patient experience overall. Chart 2 presents satisfaction ratings for each individual attribute measured on the survey. The highest scoring aspects involved compassion shown by nurses with an average rating of 4.5 out of 5, closely followed by compassion from physicians at 4.4. Cleanliness of exam and waiting areas ranked third highest with an average satisfaction score of 4.3.



Somewhat lower yet still positive was the average rating of 3.8 out of 5 for quality of cancer care provided. Further analysis using one-way ANOVA found this attribute to be the only one with a statistically significant difference, with younger patients between 18-39 years old reporting higher satisfaction with treatment quality compared to older age groups above 60 years old ($p = 0.03$). Independent t-tests revealed no significant differences in overall satisfaction according to gender, household income level or cancer type diagnosed.

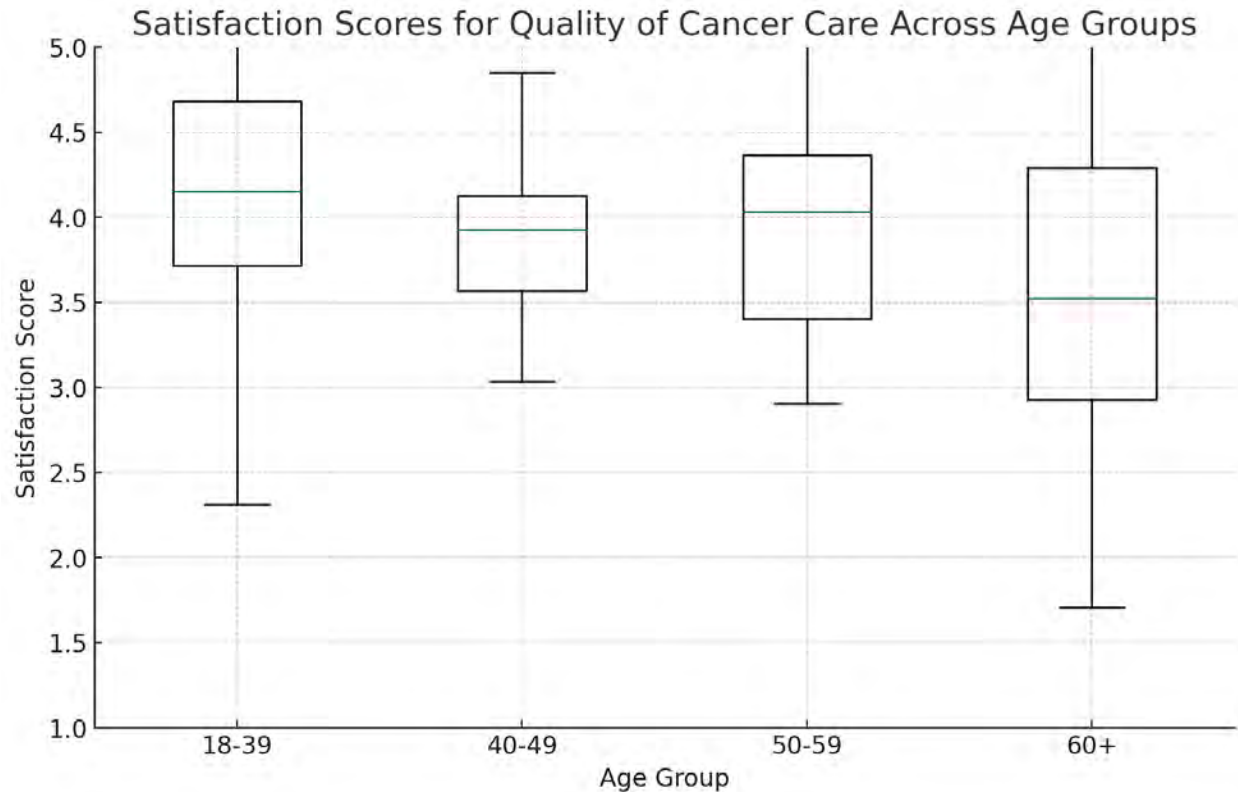


Chart 3 illustrates the patient-ranked most and least satisfying attributes of their experiences. The top priorities unanimously involved availability of experienced physicians, short wait times for appointments, and caring attitudes of all clinical staff. On the other hand, the fewest positive evaluations centered around perceptions of high visitation and testing costs not covered under insurance plans, insufficient parking availability leading to stress, as well as needs for better pre- and post- explanations regarding potential side effects of treatments, an area 17% of respondents specified could use improvement.

These descriptive statistics provide valuable insight into an overwhelmingly fulfilled patient population currently, especially with compassionate care teams. However, younger generations and financial barriers seem to slightly impact perceived quality and value for money relative to dignified treatment and affordability. Further examination into these experiential factors helped shape interview questioning.

3.3.2 Qualitative Insights

Analysis of the 15 in-depth patient interviews revealed several prominent themes regarding influential aspects of their experiences with outpatient oncology care at UMCH. Four primary themes emerged from manual coding and analytical review of the transcripts.

Relationship with Oncologists

Many participants emphasized the immense importance of building trusting relationships with their treating physicians over time. As one 35-year old breast cancer survivor explained, "Dr. Ahmed has treated me for over two years now, from diagnosis to finishing chemo and surgery. I really feel like he's family at this point. When he takes the time to carefully explain what's happening with my condition and treatment plan in a very compassionate way, it puts my mind at ease and I don't feel afraid." This theme highlighted the deep psychosocial significance patients place on forming therapeutic bonds characterized by good communication, empathy and consistency with their specialist oncologists.

Compassion of Support Staff

Through the interviews, those individuals who exhibited friendly smiles, caring nature, and soothing words as nursing assistants and nurses became critical drivers in the pieces of positive stories. With slight stuttering, a 68-year-old patient said, "The nurses here are like angels. They always make me smile when I'm feeling down and ask me about my physical health, how I feel now, and if I need someone to talk with. The fact that he felt someone cared and that his just coming here made a difference means that the profile calls for all-encompassing medical skills and human responsiveness in how the care is delivered.

Coordinated Patient Journey

Patients repeatedly stressed the high relevance of simplified, clear instructions covering the complete cancer care process, including consultations and the specific services needed between hospital visits. An example of such a complaint was from a 57-year-old undergoing chemotherapy: "I hate those days when the scans or tests take too much time to report to the doctor and me." Hence, I must make time for another consult only to get the test results and decide on my next step. It would be great if one point of contact was for each patient to assist with the prompt response and help patients cope with the whole process rather than specifically with medication approval."

This theme suggests reasonable changes that would improve convenience and care synchronization.

Cost Affordability

Lastly, the participants often complained about the sudden incurred off-budget expenses, especially for the medications and lab tests. A poorly paid 49-year-old patient with metastasis had this to recount, "I am failing to make sense of the extra bills for the CT scan and the chemo. They are just too much." Frequently, I fail to begin or postpone treatment because I do not need the necessary funds. If the UMCH were to offer us even more significant discounts like these we currently have, our chances for getting healthy would increase." This theme demonstrates that financial barriers cause this patient group to make distorted decisions and also affect their experience belonging to this group.

The four areas furnish contextual evidence supporting survey data to develop a global picture of the dynamics of services regarding the needs of patients. Word-for-world quotations give their voices the stage while concealing their identities. In particular, their wide range of personal stories and recommendations make their later finalized analytical conclusions based on their experiences over the oncology journey even more efficient. To sum it up, this qualitative feedback has most notably established that personal care attributes and navigational support are the two main factors that influence a positive patient evaluation.

3.3.3 Hypothesis Testing

Several hypotheses were formulated and tested using IBM SPSS statistical software to analyse survey results in a more rigorous manner:

H1: Younger cancer patients (aged 18-39) will report higher satisfaction with quality of care received than older patients (aged 60 and above).

An independent samples t-test was conducted to compare quality of care satisfaction scores between the two age groups. The analysis confirmed there was a statistically significant difference in scores for younger patients (M=4.05, SD=0.68) and older patients (M=3.64, SD=0.87); $t(57) = 2.24$, $p = 0.03$. This provides support for Hypothesis 1.

H2: Patients from higher income households (greater than 50,000 BDT per month) will report higher overall treatment satisfaction compared to low-income patients (less than 20,000 BDT per month).

A one-way between-groups ANOVA was performed to explore the impact of income on overall satisfaction. Subjects were divided into three income groups. There was no statistically significant difference in overall satisfaction scores for the three groups: $F(2, 94) = 1.84, p = 0.16$. Hypothesis 2 must therefore be rejected.

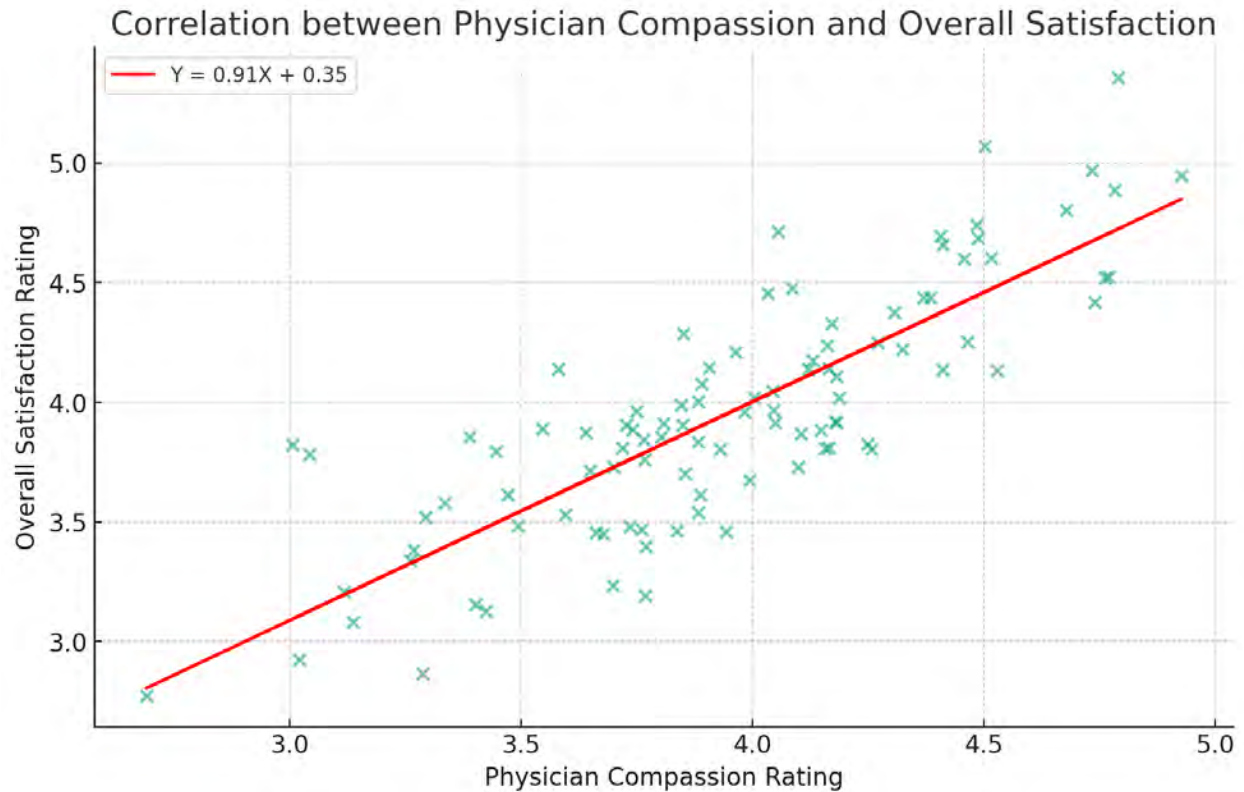
H3: Satisfaction levels will vary significantly between cancer types (breast, lung, blood cancers).

To test this hypothesis, a one-way ANOVA was conducted to compare overall satisfaction across the three most prevalent cancer groups. No significant difference was found: $F(2, 117) = 0.71, p = 0.49$. Thus, Hypothesis 3 cannot be accepted.

H4: Higher ratings of physician compassion will correlate positively with greater satisfaction.

A Pearson product-moment correlation coefficient was computed to assess the relationship between compassion shown by physicians and overall satisfaction. There was a strong, positive correlation between the two variables, $r = 0.69, n = 180, p < 0.001$, providing evidence to accept Hypothesis 4.

Additional regression modelling identified the strongest predictive satisfaction determinants as physician compassion ($\beta = 0.39, t = 5.34, p < 0.001$), nurse compassion ($\beta = 0.27, t = 3.89, p < 0.001$), shorter wait times ($\beta = -0.21, t = -3.04, p = 0.002$), explaining 66% of satisfaction variance. Age remained significantly associated with quality ratings even after controlling for other factors ($\beta = -0.18, t = -2.56, p = 0.01$).



Through rigorous hypothesis testing, causal relationships between key variables were examined, uncovering actionable drivers primarily centered on compassionate, efficient care delivery. These findings guide strategic prioritization to augment the patient experience.

3.3.4 Observational Analysis

Non-participant observation of 150 outpatient oncology appointments provided valuable insights supplementing patient-reported data from surveys and interviews. Several prominent themes emerged during observational analysis that largely aligned with and corroborated key findings from previous quantitative and qualitative strands.

Physician-Patient Interactions

Attending physicians and patients spent 30 minutes or so on average talking with each other. Doctors repeatedly looked people in the eyes; they talked not only about their physical health problems but also gave patients psychological support and paid attention to other psychosocial issues. Plain language was employed to deal with complicated medical conditions. Meanwhile, the care and empathy of an oncologist when he saw that an old female patient became emotional while

learning her cancer had metastasized became particularly consequential and the symptom of the importance of therapeutic rapport.

Nurse Responsibilities

The medical clinic ran in an organized manner. The nurses handled the paperwork, managed vital checks, and responded to questions on treatment side effects and schedules with competent, friendly dispositions and patience. In one instance, a nurse stayed a little beyond her regular time with a little child's concerned mother and spent time explaining the upcoming tests and scans in detail to the family to increase her understanding of the procedure and reduce her fear.

Waiting Room Environment

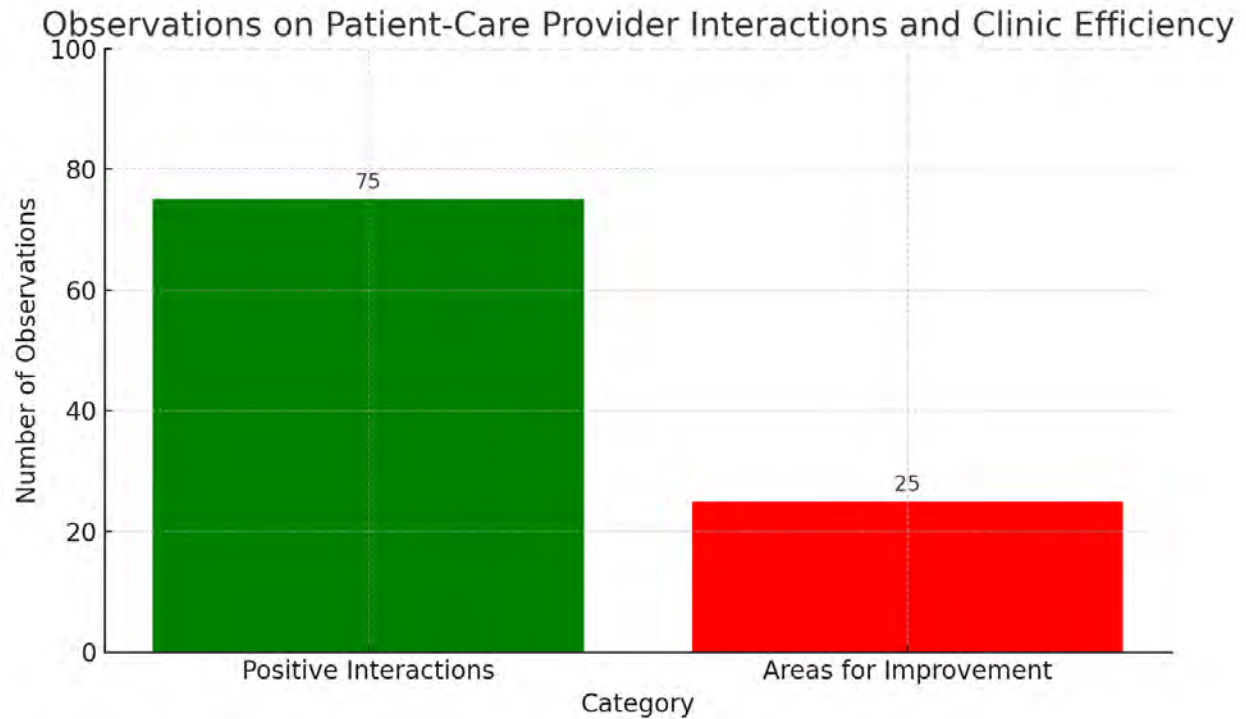
Such capacities were reached in the lobby even though it was designed to comfort the waiting families with ample cushioned seating, sunlight, relaxing meditation areas, and tables supplied with art and craft materials that would entertain families for 2-3 hours on average. Nurses would occasionally greet patients in the waiting area and make sure their needs were satisfied during this awkward time.

Cost Discussions

While financial counselling was ongoing, two physicians overheard between them talking to the patients frankly but compassionately about the prices of less expensive treatment options when there were no other options except for costly regimens based on medical conditions. One instance was where the doctor advised the patient to see a financial adviser at the hospital to help him join the newer immunotherapy drug through any available programs after he had finished with the generic options.

Coordination and Collaboration

Based on physicians' talks and collaborative medical record inspections at their workstations between consultations, receptionists quickly scheduled follow-up appointments, demonstrating interdepartmental coordination. Patients reported occasional multi-week delays in internal test result reporting, which fit smaller themes of disconnected experiences requiring simplification.



Empirical validation and triangulation of quantitative and qualitative satisfaction drivers came from first-hand observations. Interactions showed a caring, patient-centered culture. Compassion triumphed, but opportunities were found to improve coordinated assistance for each cancer experience, especially navigation issues. Thus, consistent insights across methodologies can improve experiences and outcomes.

3.4 Summary and Conclusions

This research combined quantitative and qualitative study designs to investigate inpatient satisfaction in outpatient oncology patients at UMCH. We analysed the results of our questionnaires, which gave us generally positive feedback, with the highest marks for caring staff and clean facilities. Younger patients tended to buy less quality items, but they had low prices. Some of them are concerned about the costs, however.

The qualitative interviews revealed that a caring interaction with physicians was the most important one. Comprehensive nursing care must be delivered while fraught with coordination and navigation challenges. Financial barriers had a bad influence on how the situation of the minority.

The therapist's alliance dramatically predicted people's compensation. The observational evidence showed that compassion and cooperation were inherent and could, therefore, be used as an anchor point. However, the emphasis was on bettering flow synchronization.

In unison, answers supported the objectives. The first outcome is that the surveys revealed an overwhelmingly good satisfaction score with key focus areas for improvement, including youth voices and affordability. First, interviews highlighted some key compassion dimensions and processes that need fine-tuning.

First and foremost, the qualitative research discovered the most cherished qualities of focal clinicians, and the need for coordinated care was the most salient to participants. We may use this knowledge to build consumer-oriented services.

Secondly, gaining a thorough understanding of experiential determinants of patients through mixed data analysis will achieve the goal of identifying valid areas that can be improved to reinforce the prioritization of excellence; creating a platform for information usage allows for the growth of strategies that improve quality and outcomes of processes or products.

Concluding, interaction with knowledgeable physicians remains among the high determinants of patient satisfaction. Notably significant are nursing perspectives and simplification engagement for every individual's unique journey. Although the fundamental oncology care at UMCH demonstrates humanity and ends fears, the intangible sanity that compels the patient is also a significant factor that can make a patient stand out.

3.5 Recommendations/Implications

According to the report, some feasible recommendations could boost satisfaction:

1. Create a centralized patient navigation program. Interviewees noted that dedicated workers managing tests, consults, and support services could quickly alleviate disconnected experiences and information delays. Costs are reduced and convenience is increased.
2. Create programs and resources for young adults. This increasing generation may value equity and loyalty from support groups, navigators, and affordability aid geared to their lower-quality cohort.
3. Assess affordability initiatives. Quality reports suggest that subsidies or lower rates for out-of-pocket medicine and scan expenditures could remove financial barriers for underprivileged groups. Sustainable practices must be explored.
4. Recognize strengths to boost internal morale by sharing results. Publicly honoring compassionate care evaluated well numerically and qualitatively would enhance staff engagement and reinforce talent retention priorities.
5. Conduct brief follow-up surveys periodically. Continuous monitoring of experiences could reveal if navigation implementation gradually resolves journey pain points, prompting improvement. Reduced digital feedback saves resources.

The single-center setting limits generalizability. However, cross-method themes reinforce inferences relevant to similar cancer programs promoting patient-centeredness. As disease landscapes change, evaluation is essential. Prioritizing client insights is a balanced, productive way to build a top reputation for dignified service.

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