

# Internship Report

**Title of the report:** Develop an effective communication to reach the corporate organizations

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# 1. Summary

## 1.1 Background of the report

This report has been prepared for partial fulfillment of 14 weeks' internship period for MDMP program. Organizational attachment. During the organizational attachment period the report named **“develop an effective communication to reach the corporate organizations by Apollo Hospitals, Dhaka.”** was assigned by Mr. A. M Abul Kashem, Senior Manager at AHD (Apollo Hospitals Dhaka) and approved by institution supervisor Ms. Salina Aziz of BRAC University.

## 1.2 Background of the Organization

Apollo Hospitals Dhaka is the only JCI Accredited 450-bed multi-disciplinary super-specialty tertiary care hospital in Bangladesh, confidently providing comprehensive health care with the latest medical, surgical and diagnostic facilities. These services are provided by expert medical professionals, skilled nurses and technologists using state-of-the-art technology. The hospital has started its operation on April 16, 2005 with a mission to provide high quality international standard healthcare which will meet the needs and exceed the expectations of the people of Bangladesh.

The hospital, a joint venture between Indian hospital chain Apollo Hospitals Enterprise Ltd and STS Holdings Ltd of Bangladesh, began its operation in Bangladesh in 2005 and soon became a hospital of choice. Its affiliation with prestigious quality brand of Apollo Hospitals Enterprises Limited (AHEL) of India, reflects the International Standard for Quality and Patients Safety in providing corporate healthcare and consumer value in our market niche. It is an eleven-storied building built on four acres of land with 435,000 square feet floor space, which was constructed with assistance of renowned architecture company Smith Group, USA. The hospital is a joint project of Apollo Hospitals Enterprise Limited and STS Holdings Limited (STS Group). The strength of AHD, is to build through struggle and hardship and to upkeep consistent quality in

every aspect of patient service to improve the patient’s health and contribute productively to their condition and thus the opportunity to build lives that are better, fuller and healthier in every way.

### 1.3 Company Profile

**Name of the Company:** STS Holdings Limited

**Name of the project:** Apollo Hospitals Dhaka

**Head Office:** Plot 81, Block E, Bashundhara R/A, Dhaka 1229, Bangladesh

**Date and Place of Incorporation:** August 28, 1997, Dhaka, Bangladesh

**Industry:** Tertiary care hospital

**Position of the Hospital:** First JCI Accredited hospital with winning awards consistently. In 2016, it has been ranked as the best International hospitals in Dhaka

**Number of Employees:** 1800

Senior Consultants: 105, Resident doctors: 228, Nurses: 450

**Major competitors:** United Hospital, Square Hospital, Labaid

**Vision:** To be recognized as a healthcare industry leader, valued by patients and healthcare providers, respected by the healthcare community, sought after as an employer and admired by our competitors.

**Mission:** our mission is to bring Healthcare of International standards within the reach of every individual.

### 1.4 Objectives of the Hospital

For a long time, the people of our country are going abroad and spending huge amount of foreign currency to get quality treatment facilities. Apollo Hospitals Dhaka will deliver

international standard services at affordable costs and give overseas-dependent patients a local option

- To be the best proven infection control system, Emergency and Accident Service, Waste Disposal and Management System
- Corporate & Collaborative Governance ensuring accountability at every step of service
- Strongest IT backup support maintaining the electronic medical health record of patient
- Highest number of medical and surgical subspecialties
- Strong corporate relations team, to maintain best relationship with the clients
- Quality management protocol team to ensure quality, safety and efficiency in all departments of the hospital

### 1.5 Services under one roof

Being the first corporate sector private hospital in Bangladesh, AHD have some responsibilities in setting up competition in healthcare quality. They do not compete on price with the other top tier hospitals but instead continuously improve the patient services quality in order to capture market share and ensure margin growth for business. AHD through its leadership has made conscious commitment since its inception, to provide safe, quality services to the people of Bangladesh.

Dedicated to providing multidisciplinary medical care and backed by state-of-the-art facilities, AHD offers team-based quality patient care that is widely acknowledged to be amongst the best in Bangladesh. AHD, patients have ready access to more than 29 specialized departments and services, which are established as national referral centers. Apollo has nine information centers in major cities outside the capital where patients receive treatment and information.

### 1.6 Internship with Apollo Corporate Relations Department

The corporate relations team is responsible for building relations between the corporate organizations and hospital, helping organizations to benefit from the services being provided by the hospital. To achieve this relationship corporate communication is mandatory which involves

a set of activities in managing and orchestrating all internal and external communications aimed at creating favorable point of view among stakeholders on which the company depends.

AHD emphasizes that social, ethical and environmental responsibility must be taken seriously. At Apollo Hospitals Dhaka, believes that their ability to make a difference extends beyond the hospital walls. Both as an organization and as individuals, they are dedicated to playing an active role in providing services with support, outreach programs and special services to improve quality of life factors. This sense of responsibility to the community is a core element of their professional culture.

The company ensures the effective flow of information on internal activities and external factors across the management levels. The hospital has been trying to bring in predictability in the cost as in most cases patients do not know anything about the fees they have to bear at the end of their hospital stay. All individuals receive a clear message from senior management that control responsibilities must be taken seriously. They succeeded in executing the expansion strategy to grow network and strengthen their position as a leading provider of value-based integrated healthcare in Bangladesh - always a step ahead in terms of advanced and latest technology, the first internationally accredited JCI Hospital has set the highest standards for the country's private healthcare systems.

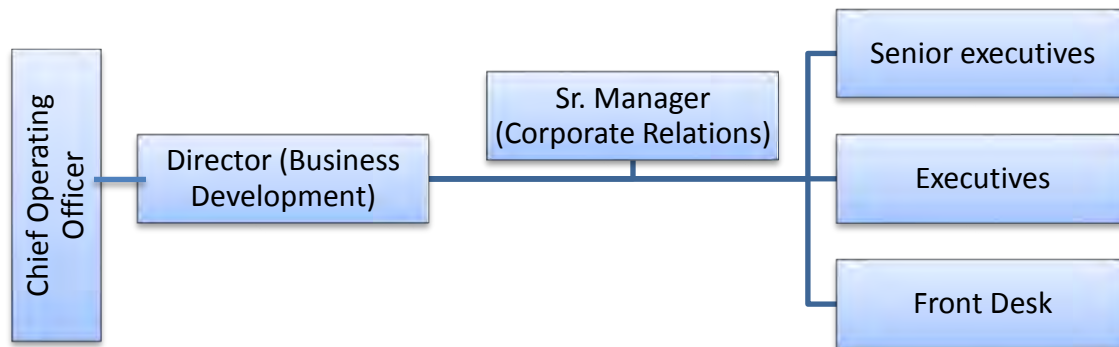
The hospital has introduced personalized attention in a big way. Currently, they have 280 agreements with organizations, private and public companies, Bangladesh cricket board, local/foreign insurance companies, NGOs, educational institutions and clubs.

## 2. Narrative

## 2.1 Overview

Corporate Relations is a term that mean any potentially sustainable relationship between a company and a nonprofit organization providing value to both. These are often cause-related and mission-related. The main purpose of corporate relations is to support the organization's mission (2008 Mosaik Strategies, LLC)

## 2.2 Organizational structure of Corporate Relations Department



## 2.3 Job description

I am working with this department since 2015 till present as Senior Executive-Corporate relations (Business Development).

### Job Description

- Corporate Sales and relationship building
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Identify potential clients, and the decision makers within the client organization.
- Research and build relationships with new clients.
- Present new products and services and enhance existing relationships
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Submit weekly progress reports and ensure data is accurate
- Visit corporate In-Patients and ensure the right services

1. Initially I was assigned to keep the record and update the number of corporate houses that we are dealing with. Being the new member in the team, I was given the opportunity to visit few corporate houses to renew the agreements that has ended. This has given me the opportunity to build a good relation with the companies that has lost touch from our services. Under the supervision of Mr. Kashem, I was able to take part in negotiations, bidding, quotations and tenders.
2. We often conduct meeting with the corporate houses providing win-win situation for both the sides. This includes providing the list of preventive health check-ups, which can be taken by the employees of the organization annually. This helps the organization to mark a trend analysis of the health of their employees. Based on it, the employees are being treated, which give them a total job security. Though every organization has their own company group insurance facility, we try providing those clients extra care as they being our corporate members.
3. My major tasks are to focus on corporate organizations, helping to promote our services by creating an awareness in the society, ensuring health and well-being for all, at every stage of life.
4. By providing health sessions to our corporate clients, we promote our CSR in the community. According to the SDG Goal: 3, which says ‘ensure healthy lives and promote well-being for all at all ages’. The health sessions are free of cost, awarding our community with the essence of our continuous hard effort to contribute in our society.

### 3. Analysis and Evaluation

### 3.1 Overview

The aim of this paper is to describe how I have created an effective communication system and provided the health care facilities in different organizations. I emphasize in building up strong relationship with the corporate clients aiming to become their trusted partners during their vulnerable times.

### 3.2 My contribution during the period

- a) Build new relationship with potential clients: to identify the company's requirement in health care facility.

First either parties approach the proposal for corporate agreement. A draft proposal is being sent to the organization along with the facilities that we provide. The company go through our proposal and gives a consent on the proposal. A meeting is being set with the company, and on the day of meeting we learn their requirements and needs that we negotiate on. For example: we negotiate on packages, services and offers. Many organizations prefer for discounted prices, where we they bargain on our price being offered.

In such case, after the meeting is done, we propose the price quotation to the Finance department. With the consent of the finance director, a special discount rate is being offered to the company. The discount is usually within 25-30% off upon the corporate rate. If the company's expected rate is being fulfilled they offer the price to their heads, and comes forward to send their employees for health checkups.

In this regard, my communication is often done with the company's HR team. The concerned person sends me the list of clients, who will be coming for health check-up. A detailed client information is being provided to me, with which I make their UHID (unique hospital identification data) prior their visit to our



hospital. I provide the concerned HR person, a fixed date, at which the clients are supposed to report at the corporate desk by 9:00 AM.

The day before the clients report at corporate department, I make sure to provide all the information at Master Health Check department, where the customer service representative mark the corporate clients requirement. Often, I have to keep a track on my clients, to figure out whether their services are fulfilled. Expediting their services among the regular patients, stands out our services to these corporate clients.

After all the checkups have been completed, I make sure all the reports have been signed and completed by the MHC department representatives. A fitness certificate is being provided to each clients. The delivery of these reports are being dropped at the concerned company, or being collected individually by the clients.

Such system is being followed annually by different organization during the year. For example; we receive the requests often by embassies, NGOs, multinational organization, local organization.

b) Promoting a small gift health check voucher at the corporate house:

British American tobacco (BAT) has recently agreed upon to buy 300 Gift health check coupons for their employees. The gift coupon has been made, to gift any one a health check, which has a validity for 6 months. This agreement was done on October 2016, when the organization has agreed on to bring a Guest speaker on Diet: Ms. Tamanna Choudhury.

I had to work on the proposal to receive the permission from my CEO, and coordinate the whole process. This includes, arranging the health session, by fixing a convenient date and time by both the parties. Blocking the consultant's

slot by coordinating with the Apollo call center department. Next I had to send a mail to the admin, requesting a transportation facility, mentioning the drop-in and out.

c) Handling foreign insurance patients: in-patient & out-patient:

c.1 In-patient (IPD): one of my daily tasks are to check the IPD corporate check list. Usually any foreign patients are being given to the corporate team to be handled. We have foreign insurance agreement done with 12 insurance companies. When the patient informs us about his/her insurance facility to be availed, we check with their mother insurance company, whether any existing agreement is there, if not we inform them about our third party insurance service provider.

Currently, we work with 6 third party insurance companies, across the world; India, Malaysia, Singapore, United Kingdom. For example: British high commission clients have their mother insurance with Healix, but as we do not have any direct agreement with them, a third party insurance provider named- meera rescue and medical services provide us their Guarantee of Payment (GoP) letter, on the basis of providing them the information of the patient, insurance reference number, patient room number, national ID card, passport copy, estimated cost of stay and also their diagnosis medical summary by the doctor. Only, if the mother insurance company agrees to coordinate with the third party insurance company, the patient is given GoP and thus benefited with direct billing, if not, the patient has to pay cash.

c.2 out-patient (OPD): Foreign patients such as UN, ISD, Embassies prefers cashless services, on the basis of showing their insurance card, guarantee letter from their organization. On getting them as an evidence, we provide them cashless facility. At times, I have to confirm from the organization, for them to avail cashless facility on specific services, like dental and dermatology or any beautification procedures, such facility cannot be entertained.

d) Vaccination services extended:

This month we have extended our vaccination services at Asian Development Bank (ADB) to provide the patients typhoid vaccines, based on the necessities. We take our nurses and product at their premises and provided the facility.

During the Dhaka terrorism crises in July, a special force named Redline (UK security services) has come to our hospital, to avail vaccines for their 3-year period of stay in Bangladesh. They have taken vaccines for typhoid, tetanus, influenza and yellow fever. A database has been shared by the organization, of the clients who would be taking the facility. According to the list, the services has been provided.

## Self-evaluation

During my internship period, I have learnt to proof myself in the corporate level. Each and every day, I kept track of my performance by maintaining and excel file of my contributions, which is being submitted to Director- Business development who marks my KPI. For example; the file tracks on, number of health session provided in a month, number of organizations I look after being the focal point, upon which the revenue is being calculated. A track has been kept on number of communication, sms, phone calls being made to which organization regarding the dealings being made. A plan of next 2 months is made, to keep in track the number of activities analyzed as well as executed. This not only helps to keep the count, but also we can predict the revenue as well as my output in the organization.

My failure during this period has not only taught me to be strong but also overcome them with solutions and decision making, I have learnt to make instant decision making, as I am to deal with customers with critical issues. A delay in the process can create a glitch in the whole system. Starting to picking up clients call to fulfilling their requests, often create a pressure on me, as I have to deal with many such urgent cases at a while. Working under my manager, has taught me to be strong enough to face short-tempered, over demanding clients. I have been taught to tactfully respond them, by not hampering our image as well as hurt their sentiments. Frequent training is being provided, such as fire drill, basic life support, corporate leadership, communication skills advancement,

earthquake drill, health hazards, etc. these trainings are essential, not only as a part of being an employee in the organization, but also an asset in the future.

## 4. Conclusion

We being from developing country, yet to improve a lot in our Information technology systems, communication process, urge to make instant right decisions at the right time, proactively helping out to sort an issue. Even after lacking such qualities, we as a nation are thriving our best to compete globally in the health sector. According to my opinion, if proper training and right management is being guided, we as a nation can be the best medical service provider in Asia.