

Internship Report on Service Strategy of Square Hospital Limited

Submitted by:

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Program: Bachelor of Business Administration

Major in Marketing

Semester: Summer 2021

Submitted To:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business Administration



Sonargaon University (SU)

Dhaka- 1215

Date of Submission: September 28, 2021

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Submitted To:

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Submitted for the partial fulfillment of the degree of Bachelor of Business
Administration



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Letter of Transmittal

September 28, 2021

To
Sharmila Sikder
Lecturer
Department of Business Administration
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Subject: Submission of Internship Report on Service Strategy of Square Hospital Limited

Dear Madam,

This is my pleasure to submit my internship report on Service Strategy of Square Hospital Limited which I was assigned to complete. It was a great chance for me to acquire experience and knowledge with respect to practical orientation with Square Hospital Limited.

This report contains the Service Strategy of Square Hospital Limited, Panthapath, where I worked as an intern for three months. These three months' internship program in this Square hospital was pretty a good journey for me. I consider that this internship program has enriched my knowledge, skills and ability which will help me to do better in my future career a lot. Moreover, I have tried my level best to prepare this report to be as much informative and relevant as possible. To make this report more valuable I have reviewed some books, journals, articles and annual reports of Square Hospital Limited.

Sincerely yours,

.....
Nayeb Ali
ID- BBA1703012062
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Declaration of student

This is to notify that the internship report on “Service Strategy of Square Hospital Limited, has been prepared as a part of my internship formalities. It is an obligatory part for my BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Lecturer, Faculty of Business, Sonargaon University. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

.....
Nayeb Ali

ID- BBA1703012062

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

Certified that this internship report titled on “Service Strategy of Square Hospital Limited” is a confide work of Nayeb Ali, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

In the beginning I would like to express my gratefulness to the almighty God who has given me the opportunity to go through the whole procedures of internship and to write a report in this regard successfully.

Internship report is a crucial part of BBA program as one can gather practical knowledge and skills within the period of three months by observe in gander forming the daily activities of a chosen organization. In this regard my internship has been arranged in Square Hospital Ltd, Panthapath, Dhaka.

At first, I would like to acknowledge my heartiest gratitude to the Honorable Faculty Sharmila Sikder, Lecturer, Sonargaon University, who has given me full support, ideas and constant supervision throughout the semester for preparing this report. I am thankful to her for how he guided to me with his extreme consistency I every aspect to make their report a successful o Furthermore, I would like to thank Md. Esam Ebne Yousuf Siddique. Chief Administrative Officer (CAO) at Square Hospitals Ltd; Minhaj Uddin Sultan, (General Manager) Accounts & Finance at Square Hospitals Ltd, Dhaka, Dr. Faisal Zaman, (Senior Vice President) of Marketing & Business Development at Square Hospitals Ltd, Dhaka, Bangladesh. nawshad Nawshad Parvez, (Senior Vice President & Head -Human Resources) at Square Hospitals Ltd, Dhaka.

and all other employees of Square Hospital Panthapath Dhaka, forgiving me essential information and guidance as well as helping met understand the different Service Strategy internship practical form.

Finally, I convey my heartfelt thanks to my parents forth discontinuous support both financially and emotionally throughout my under graduate program at Sonargsaon University.

Executive Summary

At the very arena of globalization and technological innovation, hospitals services have become competitive. Among the Square Hospitals is the absolute in a better position in market because these hospitals are organized by the army throughout the Bangladesh as a part my internship program it was assigned to work with from Square Hospitals Ltd.

This report is prepared as a partial fulfillment for the BBA program of the Faculty of Business under Sanrgaon University of Bangladesh. The report is prepared Information procedure of Square Hospitals Limited. A study on 18/F Bir Uttam Qazi Nuruzzaman Sarak (West Panthapath) Square Hospitals Limited the main focus of this report is Information & Service procedures. This report contains seven in parts. First part is about square hospitals.

Secondary part is OPD Services. In the OPD Service parts the writer just shows an overview of Square Hospitals Limited of their Outpatient Facilities, Medical Specialties. Third part is IPD Services. In this part all information is collected from the respective Square Hospitals Limited the writer also discussed IPD Patient all information 18/F Bir Uttam Qazi Nuruzzaman Sarak (West Panthapath) Square Hospitals Limited” which is the main part of his of his report. Part four contains Ancillary Services. In part five my internship position and major learning point has described. hysician 18/F Bir Uttam Qazi Nuruzzaman Sarak (West Panthapath) Square Hospitals Limited performance as well as to increase their customer

LIST OF ACRONYMS

SHL	Square Hospital Limited
CMC	Critical Micelle Concentration
HR	Human Resource
BBA	Business of Bachelor Administration
TTT	Train The Trainer
SU	Sonagaon University
CCU	Coronary Care unit
ER	Emergency
OPD	Outpatient Service
ICU	Intensive Care Unit
IM	Internal Medicine
BP	Blood Pressure

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Chapter One

Introduction



1.1 Origin of the Study:

Square is an organization with equal emphasis on leadership, technology, quality and passion. It believes in continuous innovation and progress. Its endeavor is to bring the best minds together in a uniquely rich and stimulating environment.

Square drives for excellence; the urge to never stand still, to never slow down and to never stop thinking. Square is a corporate giant active in divergent business and industrial fields. Its present unassailable status is the outcome of its successful diversification. Square holds a very strong position as a business leader in this country, and have earned trusted brand image to the people of Bangladesh.

When asked Mr. Samson H Chowdhury, why the name SQUARE was chosen, he remembered - "We named it SQUARE because it was started by four friends and also because it signifies accuracy and perfection meaning quality.

1.2 Rationale of the Study.

Sixty years of hard work and commitment have brought us where we are today. We are keenly aware of our responsibility as the most respected business organization of the country. Our relentless effort is to make Square Hospital worthy of nation's trust and confidence. While many Bangladeshis are going abroad to seek quality healthcare services at a cost of valuable foreign currency, SHL is contributing to reduce this outflow.

1.3 Objectives of the Study:

1.3.1 Broad Objective:

This report was prepared to fulfill the requirement of acquiring Bachelor of Business Administration degree.

1.3.2 Specific Objectives:

- To understand the service strategy of Square Hospitals Limited
- To develop a documents of different services from marketing aspect.
- To develop SWOT analysis of Unilever Square Hospitals Limited.

1.4 Methodology of the Study:

For accessibility and availability of information I have chosen to work on the Service strategies of Square Hospital Ltd. As the company operates in the market with a huge number of services in different Medical industries, I have decided to focus on one of their successful strategy on providing data. Most of the information used in this report is from secondary sources. The main source of information was the Square Hospital website. In addition information will be collected through face to face interview from the employees of Customer Care, HRD, and Marketing department.

- **Primary Sources:**

Face to face conversation with the Square Hospital employees.

- **Secondary Sources:**

- Annual Reports of Square Hospital
- Various types of websites
- Different research report
- Different Newspapers, articles, journals and publications.

1.5 Limitations of the Study:

The present study was not out of limitations. But it was a great opportunity for me to know activities of healthcare service.

- Some constraints are appended; every organization has their own secrecy that
- is not relevant to others.
- While was collecting data i.e. interviewing the employees, they did not discuss much information for the sake of the confidentiality of the organization.
- The buyers were too busy to provide me much time for the interview.
- Load at the workplace was also a barrier to prepare the report.
- Another limitation was that the data gathered could not be verified for accuracy.

CHAPTER TWO

Literature review

2.1 Literature review:

Zenithal V. (1981) has stated that Customers of hospitality often blame themselves when dissatisfied for their bad choice. Employees must be aware that dissatisfied customers may not complain and therefore the employees should seek out sources of dissatisfaction and resolve them. Greenrooms Christian (1982) had illustrated that service quality is what differentiate hospitality establishments, lacking a clear definition of service quality.

However, a few different suggestions of how to define service quality by dividing it into image, functional and technical components. Another way is to check service quality by determining its fitness for use by internal and external customers. In absence of a definition, it is widely accepted that service quality is wholly dependent on guest's needs and expectations.

Knowing that both service quality and value is difficult to measure, hospitality companies heavily rely on guest's quality perception and expectations. It could be achieved by asking guest's questions related to expectations and their perceptions of the service quality through carefully designed surveys.

Parasuraman (1988) enlists the components of perceived service quality as Assurance, Reliability, Tangibles, Empathy and Responsiveness. The five dimensions of SERVQUAL were used to study the service quality in service industry comprised of banking, tourism, and transport as well as hospitality industry.

Quintana (2006) suggests that when it comes to customers, it is their perceptions of the quality of service one offers that determines success. The final measure of quality customer service is simply how the customer perceives it. Perceptions are considered relative to expectations. Customers perceive service in terms of the quality of the service they receive and whether or not they are satisfied with their experiences (Parasuraman, Zeithmal & Berry 1988, 1991, 1985).

The perceptions that customers form are vital to service organizations, as the services they offer are intangible and sales rely heavily on a positive perception (Perrault & McCarthy, 1999).

Service quality, from the organizations' perspective, means establishing requirements and specifications. Once established, the quality goal is based primarily on satisfying customers' needs. From the customers' perspective, service quality means how well the goods/services provided by the organization meet or exceed customer expectations (Parasuraman, Zeithmal & Berry 1988, 1991, 1985; Mc Call et al., 1998).

In the context of this research, the service organization would be BUUIC and customers would be the foreign students attending the institution.

Service quality is a concept that has stimulated considerable interest and debate in research literature because of the difficulties in both defining and measuring it, with no consensus on either (Wisniewski et al., 1996).

Asubonteng (1996) defines service quality as the extent to which a service meets customers' needs or expectations. Service quality can thus be defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and, therefore, customer dissatisfaction occurs (Parasuraman et al., 1985).

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Wisniewski, 2001). There are a number of different "definitions" as to what is meant by service quality. One that is commonly used defines service quality as the extent to which a service meets customers' need or expectations (Lewis & Mitchell, 1990; Dotchin & Oakland, 1994a; Asubonteng et al., 1996; Wisniewski & Donnelly, 1996). Service quality can thus be defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al., 1985; Lewis & Mitchell, 1990).

Outstanding service quality can give an organization a competitive advantage which leads to superior sales and profit growth (Canning, 1999). Similarly, Kotler (1996) points out that if the perceived service of a given organization exceeds expected service, customers are likely to use the service provider again or recommend the service provider to others. BUUIC as a service provider is also likely to be evaluated on a similar basis. If foreign students at BUUIC view perceived service as exceeding expected service, they would possibly further their studies at BUUIC or highly recommend it to future students contemplating enrolling at BUUIC.

Service quality is important to all organizations as it is “regarded as a driver of corporate marketing and financial performance” (Buttle, 1996, p.8). It has also been put forward as a critical determinant of competitiveness (Lewis, 1989), and a source of lasting competitive advantage through service differentiation (Moore, 1987). More particularly, service quality affects the re-purchase intentions of customers (Ghobadian et al., 1994).

Most people hear about poor customer service experience than good customer service, and negative word or mouth can have a devastating effect on an organization’s efforts to attract new customers. Customers who have experienced poor service will reveal their experience to other people, and therefore this is likely to lead to a reduction in potential customers (Horovitz, 1990). While public sector customers may not have the choices available in the private sector, poor service can still have a negative effect on reputation.

The starting point for service quality is measurement and analysis (Edvardsen et al., 1994). There is a need for service quality models to enable management to identify high quality and to determine

where problems exist, and it has been argued that attempts to improve quality management are being prevented because of the lack of instruments designed to measure quality (Farrell et al., 1991). It is also important to measure service quality to identify quality related problems, to allow for comparison before and after a service change, and to establish standards of service delivery (Bryceland & Curry, 2001).

Many service quality models have been proposed (Moore, 1987; Heywood Farmer, 1998; Beddowes et al., 1988; Nash, 1988; Phillip and Hazlett, 1997; Robledo, 2001). Of all the model the most enduringly popular, widely cited and best researched method of assessing service quality is SERVQUAL (Asubonteng et al., 1996; Robinson, 1999; Waugh, 2002) developed by Parasuraman et al. (1985, 1988). Thus an advantage of using SERVQUAL is that “it is a tried and tested instrument which can be used comparatively for benchmarking purpose” (Bryslan & Curry, 2001, p. 389). The scale that is the focus of SERVQUAL is perceived quality, which is a customer’s judgment about the excellence of a service (Zeithaml, 1987).

Parasuraman et al. (1985) and McColl et al., (1998) have originally identified ten determinants of service quality generic to the service industry. These determinants were tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. At a later stage, Parasuraman et al. (1998) developed a 22-item instrument, recognized as SERVQUAL, which has become widely used as a generic instrument for measuring service quality. Zenithal et al., (2003) describe reliability as the ability to perform the promised service dependably and accurately. Past research has shown reliability to be the most important determinant of perceptions of service quality among consumers. Zeithaml et al., (2003) suggest that customers want to do business with organizations that keep their promises. Similarly, all service providers need to be aware of customers’ expectations of reliability. Examples of reliability in the context of this research would include foreign students receiving services from BUUIC staff at the time it was promised to them, the staff showing sincere interest in solving students’ problems as they arise, performing services to foreign students correctly the first time and insisting on error-free records in terms of administration staff at the institution.

CHAPTER THREE

Overview of Square Hospital ltd.

3.1 Introduction.

Square Hospitals Limited, a concern of Square Group is a 400+bed tertiary care hospital. The hospital is an affiliate partner of Methodist Healthcare, Memphis, Tennessee, USA, Sing Health, Singapore, Bangkok Hospital Medical Centre, Thailand and Christian Medical College, Vellore, India.

A lot of physicians have joined from CMC-Vellore, India. Bangladeshi Physicians with impeccable reputation are also part of the medical team. Huge emphasis has been made on quality nursing services, as we have trained over a hundred nurses for over a year. We have nurse educators from Australia, UK, India and the Philippines. Nurses and technicians have already received training from CMC-Vellore which continues to be an on- going process.

Square Hospital is located in the heart of Dhaka and aims to serve greater portion of the capital city. At present it comprises of two buildings on either side of Panthapath connected by an over- bridge. The main hospital building is 18 stories and is approximately 450,000 sq. The second building (ASTRAS) is located across the street and is 16 stories with 136,000 sq. The second building is expected to be operational by 2011. Both facilities are constructed in accordance with US Fire and Building safety standards. The outpatient department of this hospital can serve up to 1200 patients daily, through 60 examination rooms. To ensure optimum healthcare-hospitality, the patients are closely monitored in their waiting times in outpatient clinics, emergency and admissions.

3.2 Mission

Deliver QUALITY health care within 5 CORE standards

- Adhering to high ethical and moral standards at all times
- Making service quality top priority in all we do
- Training staff to work within a quality care environment
-

Providing quality health care service in all processes Delivering customer satisfaction through quality service.

3.3 Vision

Our vision is that Square Hospital will become the location of choice for Bangladeshis and people of South and Southeast Asia for quality healthcare and an integrated center for clinical services, medical and nursing education and research.

CHAPTER FOUR

Main building of Square Hospital ltd

4. SWOT Analysis of Square Hospitals Ltd.

SWOT analysis is the details study of an organization's exposure and potential in perspective of its Strength, Weakness, Opportunities and Threats. This method uses the organization to make their existing line of performance and also focus by SWOT analysis and organization can also study their current position. For this reason, an assessment of every service organization is required to judge the performance from aspects of its strength, Weakness, Opportunities and Threats (SOWT)

4.1 Strengths

Unique and defined Surgical procedure (could not be varied) Facility that encourages movement Up to date equipment. Less time taken (time for operation as well as for recovery is lower than industry average) Educated and experienced and efficient surgeons (perform 600 or more,

operations in a yr. while industry average is 25-50 ops/yr.) Lower nurse-to-patient ratio required which reduces costs Efficient, good quality and mostly uniform service Huge Demands Pay scale of staff higher than union scale of comparable jobs in the area Unique training in administration which allows switching work amongst secretaries Reasonable Rates It has a well reputation in the market. Not engaged in unfair business practice Officers are highly Educated. All employees are friendly. Executives are highly qualified and Experienced. Working environment is very good. All time duty Doctors service (RMO) and Nursing care, Utility & Hospitality Service. As per the, direction of the treating consultant out food strictly prohibited for the patient and attendants Patient attendant pass this pass will allow the holder to remain with the patient unless the patient is in the OT/ICU/CCU/PICU/NICU and Ward (SFU) Children below 7 years are not allowed inside the hospital as a visiting hours.

4.2 Weaknesses

High backlogs of scheduled operations. Limited beds, Services are not patented.

4.3 Opportunities.

Can increase more branches in more attractive places. Private hospitals become more reliable to public. Diversification at other locations. Is this essay helpful? Join Poppers to read more and access more than 350,000 just like it! Get better grades into other specialties with similar opportunities

Establish another hospital in/outside Canada. Add to capacity.

4.4 Threats

Lots of new banks are coming in the scenario with new services.

Local competitors can capture huge market share by offering similar services

In today's economy, depression of global economy always adversely affects our economy.

Political unrest and terrorism have adversely affected our economy

4.5 Organization of the main building.

Basement 3 and 2

Car park (can accommodate 80 cars)

Basement 1

Emergency room (ER) with 6 beds for non-critical cases, two procedure rooms, two trauma rooms; ER registration and ER pharmacy; linear accelerator for radiation therapy; morgue

Ground floor

ER with 4 beds for critical cases, ER triage; lobby; cafeteria; flower and gift shop

First & second floor

OPD clinics with 60 consultation rooms; Physiotherapy center

Third floor

Radiology and Imaging; dialysis unit; chemotherapy center; outpatient Fine needle aspiration cytology(FNAC) clinic; outpatient Bone Marrow procedure room

Fourth floor

Intensive care unit (ICU) with 21 beds of which two are isolation units; Coronary care unit (CCU) with 11 beds; endoscopy and bronchoscopy suite with complete facilities for ERCP (equipped with C arm) as well as lithotripsy

Fifth floor

OR complex with 8 ORs, including two dedicated for Cardiac surgery; Cardiac surgical intensive care unit (CSICU) with 7 beds; Surgical intensive care unit (SICU) with 13 beds; two cat lab Post Cath recovery room with 6 beds

Sixth floor

Twenty-four foundation beds; Pathology; Hospital pharmacy; CSSD

Seventh floor

Labour and delivery (L&D) with 4 L&D rooms and two dedicated ORs for Caesarian section, Neonatal Intensive care unit (NICU) and Pediatric intensive care unit (PICU) with 21 beds of which two are isolation units; Inviter fertilization (IVF) center; Obstetrics and Gynecology (OBGYN) OPD clinic

Eighth floor

Mother and child floor: 19 rooms with 28 beds

Ninth floor

Pediatrics floor: 19 rooms with 26 beds

Tenth to fourteenth floor

Each floor has 22 rooms with 31 beds. The Tenth floor is equipped with Telemetry service

Fifteenth floor

Library and training rooms

Roof top

Helipad

THE ASTRAS BUILDING IS ORGANIZED AS: Basement to third floor Car park (can accommodate 100 cars) The remaining 9 floors will provide service for the hospital.

4.6 Pathology & Lab Centre

SQUARE Hospital pathology and laboratory center is located on the sixth floor of the main building. However, outpatients sample collection rooms (phlebotomy centers) are located on the first and second floor.

We use vacuum tubes to collect blood from our outpatients and inpatients. These tubes are

labeled with our customized labels which are bar coded. This ensures that patient samples are not mixed up. Samples are transported to the laboratory where all the tests are done.

Our philosophy is that we do tests which all other laboratories in the country do but we follow the best possible methodology and guidelines (i.e. we do it better) and we do some tests which is not available elsewhere.

All our reagents are stored under appropriate conditions. Expired reagents are not used. All our automated analyzers are state of the art machines. Calibrations and controls are run as per international guidelines. We participate in internal and external quality assurance programmes. We publish our results as stat, urgent or routine. Stat results are reported within half an hour and urgent results are published in two hours. Routine results whenever possible are published in four hours. Our laboratory is operational 24 hours a day, 365 days a year. You may wish to use our services at any time of day. We also have home collection service for a small nominal fee.

BLOOD BANK

SQUARE Hospitals aims to provide our patients with the safest possible blood, comparable to any international standard. The patient may receive blood from our blood bank stores or may receive blood obtained from donors (which are typically family or friends).

Our objective is to protect both the donor as well as the recipient of the blood.

When a donor arrives at blood bank, the individual goes through a strict screening guideline. The screening process consists of a confidential medical history, physical examination which includes checking the donor's body weight, pulse, blood pressure and temperature. A small sample of blood is also taken from the donor to check his or her hemoglobin level. All information regarding the donor evaluation is kept strictly confidential.

We then take a sample of blood from the donor and check for certain infectious diseases. This includes screening for malaria, test for syphilis, hepatitis B (surface antigen and antibody to core antigen), hepatitis C and HIV (both antigen & antibody). We also check the donor blood group.

If the donor is of the same blood group as the potential recipient and all tests are negative the donor is asked to donate blood. This he or she does in a reclining chair in blood bank. The donor is observed for at least thirty minutes and is provided with refreshments.

SQUARE Hospitals provides whole blood as well blood components. This includes packed red cells, plasma, platelets, platelet rich plasma and cryoprecipitate.

An adult if he or she requires platelets needs four to six donors. These donors will donate whole blood from which the platelets are separated and the amount platelets obtained from four to six donors comprises of one dose of platelets for adults. This entire cumbersome process may be avoided by obtaining platelets by aphaeresis technology from a single donor. *SQUARE* Hospitals is equipped with appropriate platelet aphaeresis machines.

Blood donation is safe. New, sterile, disposable equipment's are used at *SQUARE* Hospitals blood bank. If you are a healthy adult, you can usually donate one bag (450 ml) of blood without endangering your health. Within 24 hours of blood donation your body replaces the lost fluid enough within several weeks; your body replaces the lost red blood cells.

CHAPTER FIVE

Service strategy of square Hospital ltd.

5.1 Inpatient Services

Inpatient Facilities

- 400+ beds
- Large, comfortable, full-furnished suites and deluxe patient care rooms
- Large, clean, modern private & semi-private rooms
- Cable TV & telephone services
- Specialized hospital beds with all state-of-the-art medical outfits
- Central gas system (piped oxygen in all units)
- 24-hour nurse call & monitoring system
- Dietitian supported meals

ICU, CCU, NICU, PICU, CSICU, SICU

- Labor and Delivery Unit
- State-of-the-art Operating Theaters
- State-of-the-art Cardiac Catheterization Lab.

Critical Care

SHL is well-aware of the inadequate critical care services in Bangladesh. The ER, ICU and CCU are exceptionally well designed to rectify this. All ambulances will be staffed with trained paramedics. Two rooms in ER are dedicated as trauma rooms. Emergency Services

- 24-hour Emergency & Trauma Services with Express TRIAGE & Resuscitation area
- Emergency Cardiac Care Specialists
- Trauma Surgery Specialists
- 24-hour Ambulance Service
- Regional Helicopter Transport Service

When a patient arrives at the ER, s/he will be seen at the ER triage area. Critical patients will immediately be sent to the area next to the triage area which is composed of 4 beds with intensive care facilities. Non-critical patients will travel to basement 1 via the lift located at the ER triage area. The lift connects the ER area to floors above where the patient can be transferred to ICU, CCU, OR and obstetric floor. This lift will not be used for any other purpose.

Coronary Care Unit (CCU)

A coronary care unit (CCU) is a hospital ward specialized in the care of patients with heart attacks, unstable angina, heart failure and various other cardiac problems that require continuous monitoring and treatment.

Intensive Care Unit (ICU)

Intensive care unit is one in which patients requiring close monitoring and intensive care are housed for as long as needed. Our ICU contains highly technical and sophisticated monitoring devices and equipment, and the staff in this unit is educated to give critical care as needed by the patients. The ICU and CCU are designed in a way where the nurses and physicians are situated in a central position with rooms around them. Patient vitals can be monitored with a central monitor.

5.2 Outpatient Services

OPD Services

The outpatient department of the hospital can serve 1200 patients per day through 60 examination rooms. To ensure optimum healthcare-hospitality, the patients are closely monitored in their waiting times in outpatient clinics, emergency and admissions.

Outpatient Facilities

- 60 fully-equipped medical consultation & exam rooms
- 100+ foreign-trained medical & nursing specialists
- Open daily – convenient early morning / afternoon / late evening hours

Medical Specialties:

- Internal Medicine
- Cardiology
- Pulmonary Medicine
- Gastroenterology
- Pediatrics & Neonatology
- Neurology
- Hematology
- Nephrology
- Endocrinology
- Hematolog

- Dermatology
- Rheumatology
- Physical & Rehabilitation Medicine
- Infectious Diseases
- Geriatric medicine
- Diagnostic & Interventional Radiology
- Clinical Pathology
- Medical Oncology
- General Surgery
- Cardiovascular & Thoracic Surgery
- Neonatal & Pediatric Surgery
- Obstetrics & Gynecology
- Otolaryngology(Ear/Nose/Throat)
- General & Cardiac Anesthesiology
- Minimal Invasive Surgery (MIS)
- Neurosurgery
- Orthopedic & Joint Surgery
- Hepatic Biliary Surgery
- Colorectal Surgery
- Urology
- Surgical Oncology
- Dental & Maxillofacial Surgery
- Ophthalmology
- Plastic Surgery
- Emergency Medicine & Trauma Surgery

All hospital services are carried out with the support of the hospital information system, especially tailored to meet the requirement of our staff and patients

5.3 Ancillary Services

SQUARE Hospital aims to provide unparalleled service to the people of Bangladesh by delivering the highest possible level of care. For this, huge investment has been made on equipment and technology. We have successfully recruited consultants from USA, UK and quality hospitals in the Middle East. About half a dozen physicians are coming from CMC, Vellore. Bangladeshi physicians with impeccable reputation are also part of the medical team. Huge emphasis has been made on quality nursing services, for which we have trained over a hundred nurses for more than a year. We have nurses' educators from Australia, UK, India and The Philippines. Nurses and technicians have already received training from CMC Vellore and it continues to be an on-going process. Medical services will be provided as both outpatient and inpatient services as well as an Ambulance service. Dental services are also incorporated within the medical services.

The most up-to-date diagnostic laboratory in the country is located at SH. The laboratory is equipped with excellent analyzers. To support tumor diagnosis Flow cytometry and immunohistochemistry is being set up. Modern techniques not typically available in Bangladesh in areas such as Blood Bank and Surgical Pathology are being implemented. Examples include automated tissue processor, automated strainers, gel cards for blood bank, component preparation. Frozen section facilities will be available round the clock.

Radiology and Imaging

In addition to all standard modern radiology equipment's, SH offers two CT scanners (54-slice and 16-slice). We are thus capable of performing quality CT Angiograms. A 1.5 Tesla MRI machine is in place. Radiology also offers Bone densitometric scan, portable X-rays, ECHO and USG to meet patient requirement whenever and wherever necessary. Level 7 of the main building is dedicated to women services. This area is equipped with its own ultrasonography and mammogram. To facilitate patient diagnosis and treatment, PACS (Picture Archiving and Communication System) is in place. This enables us to store and recreate 3-dimensional images. Images can be sent anywhere in the world for second opinion. Patients may obtain images in CDs.

Diagnostic Facilities include:

- 1.5-Tesla Supercon. MRI
- 64-slice CT Scan
- 16-slice CT Scan
- Digital X-ray, BMD
- ECG, ECHO, ETT, EEG, EMG, NCV
- 24-hour Holter Monitor

- 24-hour Ambulatory BP
- Mammography
- 4D Ultrasound
- Pulmonary Function Test
- Endoscopy, Bronchoscopy, ERCP
- State-of-the-art clinical laboratory
- Home & office service

All hospital services are carried out with the support of the Hospital Information system, especially tailored to meet the requirements of our staff and patients All hospital services are carried out with the support of the hospital information system, especially tailored to meet the requirement of our staff And patients.

Accommodations

ROOM TYPE	PER DAY / PER BED	Deposit Money (Tk.)
Ward	2,000.00	10,000.00
Twin Shared Cabin	3,500.00	12,000.00
Single Standard	5,500.00	20,000.00
Single Deluxe	7,500.00	25,000.00
Suite	17,500.00	55,000.00
ICU / CCU	7,500.00	25,000.00
NICU / PICU	7,000.00	25,000.00

Charges Include

- Food (As per the direction of the treating consultant. Outside food is strictly prohibited for the patient and attendants.)
- Duty Doctors Services (RMO) and Nursing Care
- Utility & Hospitality Services
- House Keeping & Laundry Services

Charges Exclude

- Investigations, Medications, Consultations, Major hospital supplies, Procedures, Blood screening and cross matching, Daily newspaper, Telephone & Others.
- Allocated Bed/Room: When patient is shifted to OT/ICU/CCU/CT-ICU/NICU/PICU/LDR, allocated bed/room of the patient will be treated as vacant and will not be available for the patient attendant.

For any surgery package, charges of C-ARM and Harmonic Scrapple are excluded. Charges will be applicable if it is used for the patient during operation.

CHAPTER SIX

Findings and Analysis

6.1 Findings

- Square Hospital develops customer service on the ground of empathy, pro-active attitude and care and respect for all.
- This department is a 24 hours/365 days support service for patients and visitors. In OPD area, Customer Service Officers provide information, registered patients; deliver reports of test and investigation and council attendants and visitors.
- In IPD, Customer Service Department presents pro-active service, Customer Service Officers visit cabin to cabin; hear patients' voice about related service necessities and amends instantly.
- Located at the main entrance of the hospital, here, customers find directions to various departments and services, verification of admitted patient rooms, doctor's details of outdoor service and answers others questions ahead of time.
- Customer service provider always stand aside of a confused customer for relief from hesitation, walk patient to patient asking their needs. This desk receives all outside calls of information. The wide range of enquiry is supported with the Hospital Information System.

CHAPTER SEVEN

Conclusion & Recommendation

7.1 Conclusion

Aiming to provide global standard healthcare services locally at an affordable cost, a Tk350 crore Square Hospitals is set to go into formal operation next month.

The Square Group in affiliation with three renowned international hospitals is implementing the 300-bed tertiary-care hospital located at Panthapath in Dhaka.

These international partners are Methodist Healthcare, Memphis, Tennessee, US, Christian Medical College (CMCH), Vellore, India and Care IVE (Inviter Fertility Centre) Centre, Singapore.

“We hope we will formally launch the operation of the hospital on December 16, 2006 for the customers,” said Tapan Chowdhury, managing director of the Square Hospitals, while talking journalists on the hospital premises yesterday.

He said had the leading local investors come forward, medical services could be one of the major sectors in Bangladesh. But it did not happen because the feedback of any investment in this sector comes late.

‘Good initiative returns good recognition’—keeping this slogan in mind, the Square Group has come forward with tremendous confidence and invested Tk350 crore in construction of the hospital,” he said, adding that this is not a commercial venture of Square Group and its objective is not to merely make money.

He further said in this context that the income of the hospital would be reinvested in its development.

“I can assure you that we will provide quality medical services with an affordable cost, which will be more competitive than any internationally recognized hospital operating in Bangladesh,” the Square Hospitals MD said. Informing that Bangladeshi people spend about Tk4000crore by taking medical services from abroad, he said, “We hope the Square Hospitals would be able to save this huge amount of money through providing services.” He, however, said Square will not compromise with quality.

The Outpatient Department (OPD) of the hospital is capable of serving 1200 patients a day through 60 fully equipped medical consultation and examination rooms. The patients will get the outdoor facilities from early morning to late evening.

The fully equipped Inpatients Department (IPD) of the Square Hospitals is also ready to provide medical services to the patients.

Coronary Care Unit (CCU), Neonatal Intensive Care Unit (NICU), Pediatric Intensive Care Unit (PICU), Cardiothoracic Intensive Care Unit (CTICU) and all other branches of IPD, usually available in an internationally recognized hospital, have also been set up at the Square Hospitals. To ensure an international medical service from a local hospital, Square Hospitals is encouraging reputed non-resident Bangladeshi (NRB) doctors working abroad. Out of the 100 doctors, a total of 25 non-resident Bangladeshi (NRB) specialist doctors have been appointed so far in the hospital and many more are waiting to join the hospital, according to the hospital officials. Besides, approximately 200 doctors and 380 nurses will be appointed in the Square Hospitals.

It has already appointed 150 nurses from home and abroad. For further advancement of the medical sector in Bangladesh, it has hired some nurses from the Philippines, Australia and India. Local nurses, who are already appointed, will be trained up from CMCH, Vellore, India.

The hospital comprising two buildings on either side of Panthapath is connected by an over bridge. With US fire and safety standards, the 18-storey main building has already been equipped with international standard machineries. And the 16-storey second building, which is now under construction, is expected to be operational by late 2010.

7.02 Recommendation

Based on my three months' observation in the hospitals, I achieved lot of practical knowledge. During the internship period I faced some problems and based on that I state the following recommendation to the hospitals.

- They should update their hospitals software and system that ultimately result in fully automated hospitals activities to attain customer satisfaction.
- Number of employees of square hospitals should be increase.
- The billing department needs more experience staff for smooth working.
- Officials whom are involved in Customer Services should be trained properly. Because some time they cannot give proper suggestions to the customer queries. Though they try to give their best.

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