



LOVELY
PROFESSIONAL
UNIVERSITY

TOPIC : CLINIC WEBSITE (CARING FOR LIFE)

FINAL REPORT OF CSE 326 (END TERM)

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Student Declaration

This is to declare that this report has been written by us. No part of the report is copied from other sources. All information included from other sources have been duly acknowledged. We aver that if any part of the report is found to be copied, we are shall take full responsibility for it.

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INTRODUCTION TO HEALTH CARE

Health care means a wide and intensive form of services, which will be related to well being of human beings. Health Care is a social sector. Health Care services are provided at state level with the help of central government. Health care is a wide and intensive industry, which covers Hospitals, Health Insurances, Medical software, Health- equipments and Pharmacy in it.

Major inputs of health care industry:

The major inputs of health care industries are as listed below:

- I. Hospitals
- II. Medical insurance
- III. Medical software
- IV. Health equipment's

Overview of health care sector in India:

India's healthcare sector has made impressive strides in recent years. It has transformed to a US\$ 17 billion industry and is surging ahead with an annual growth rate of 13% a year.

The healthcare industry in India expected to grow in size to Rs270,000 crore by 2012.

The healthcare industry employs over four million people, which makes it one of the largest service sectors in the economy of our country.

Healthcare is dependent on the people served;

India's huge population of a billion people represents a big opportunity. People are spending more on healthcare. The rise in literacy rate; the higher levels of income; and an increased awareness through the deep penetration of media, has constituted to greater attention being paid to health. India has a very low density of doctors. Infant mortality is amongst the highest in India.

Hospitals in India are running at 80-90% occupancy. Major corporations like the Tata's, Apollo Group, Fortis, Max, Wockhardt, Piramal, Duncan, Ispat, etc. have made significant investments in setting up state-of-the-art private hospitals in cities like Mumbai, New Delhi, Chennai and Hyderabad. Good healthcare in India is in extreme short supply and it is this gap that the corporate is looking to plug. Most users of healthcare prefer private services to government ones. The private healthcare segment has grown into a formidable industry estimated to be Rs. 8,00,000 crores. Using the latest technical equipment and the services of highly skilled medical personnel these hospitals are in a position to provide a variety of general as well as specialists' services.

"India is well positioned to tap the top end of the \$3 trillion global healthcare industry because of the facilities and services it offers, and by leveraging the brand equity of Indian healthcare professionals across the globe", said Vinod Khanna, Union Minister of State for External Affairs.

The Government of India places top priority to healthcare in the national agenda. It's very serious about encouraging indigenous R&D and creation of human capital. This would improve the quality of life of our people, leading to greater socio-economic progress of the country. As medical costs sky rocket in the developed world, countries like India have immense potential for what is called "Medical Tourism", highlighted Harpal Singh, Conference Chairman, in his theme address. "

India, with outstanding human resource talent and the setting up of world class medical facilities, was now poised to take leadership in the fast emerging arena of healthcare management which is witnessing the first signs of globalization”.

INTRODUCTION TO CLINICS & HOSPITALS

Until the early 1980s, Government-run hospitals and those operated by charitable organizations. The last two decades have seen the mushrooming of corporate and privately run hospitals. Most large trust and corporate hospitals have invested in modern equipment and focus on super-specialties.

The private sector accounts for 70% of primary medical care and 40% of all hospital care in India. They employ 80% of the country’s medical personnel.

The corporate hospital sector is most evolved in the south while charitable/trust hospitals proliferate in the west. However, the north and east are also showing growing trend in private hospital expansion. Key therapeutic areas are cardiology, nephrology, oncology, orthopedics, geriatrics, maternity and trauma/critical care. Hospitals are not for profit making, they are social institution to make available to society the required Medicare services. However this may not be true for private hospitals. Today hospitals are a place of diagnosis and treatment of human ills, for the training research, promoting health care activities and to some extent a center helping biosocial research. WHO states that hospitals are socio-medical organization whose functions are: Curative, preventive, patient services and training of health workers in biosocial research. With time the classes and quality of hospitals have changed a lot today. Most hospitals today are trying to provide all ultra-facilities and are in the process of making state of the art hospitals. Hospitals provide the infrastructure facility to healthcare.

OUR VISION

“To provide health facilities at cheapest rates”

OUR MISSION

“To provide quality care in key specialties, exploiting the full potential of technology, with medical and managerial expertise”

A PIECE OF WORD FROM THE MANAGEMENT

“We at caring for life clinic believe in our motto- let the sweetness remain. For this end we attempt to provide more than just the best possible medical treatment to our patients. Our faith lies in the miraculous power of human touch. In keeping with this faith, our patients are treated with personal care and medical expertise. We strive continuously to invest in technology and healing techniques. Our aim is to combine expertise, state-of-art-equipment and care- to control the spread of diabetes and manage the lives of diabetic individuals”.

Why CARING FOR LIFE? VALUE STATEMENT

- Offer international standard of quality at reasonable cost.
- Care with human touch.
- Maintain a high standard of awareness towards social issues, environment and ecology and contribute towards quality of life of the present as well as the future generations.
- Maintain mutually beneficial relationships with other agencies involved in healthcare and related areas, both governmental and non-governmental

STRENGTH

- Quality of the doctors, nurse and staff
- Medical facilities and equipment and infrastructure (room is a/c, phone lines....)
- Ambience and the general atmosphere of the hospital
- Attitude of the staff, even the menials (human touch)

- Specialization
- Pricing is reasonable.

WEAKNESSES

- The patients are completely at the mercy of the doctors.
- Not a general hospital.
- The Doctor: Patient ratio is low.

OPPORTUNITY

- More training to the staff for improving their behavior and medical knowledge
- To increase the facilities they provide.
- To become more specialized in various fields.

Threats

- The government is reducing the grants given to hospitals, thus making it impossible to cater to the poor people.
- Competitions.
- Unawareness among public.
- The unions of the menials and even doctors: they can go on a strike, disrupting the functioning of the entire health care unit.

CONTRIBUTION:

1. Develop a team mentality. Think "we," not "me."
2. Be open to the ideas of your teammates. No one person has a monopoly on good ideas. ...
3. Be respectful of others. Listen to their ideas. ...
4. Be approachable. ...
5. Be helpful. ...
6. Be a role model. ...

7. Accept others as they are. ...
8. Avoid rewarding people for things they do that annoy you.