



## A STUDY ON SUPPORTIVE SERVICES TOWARDS APOLLO HOSPITAL, MADURAI

**R. Navin Raj\*, Dr. J. Guruvikram\*\* & Dr. B. Velmurugan\*\*\***

\* II Year MBA, NPR College of Engineering & Technology, Natham, Dindigul, Tamil Nadu

\*\* Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology,  
Natham, Dindigul, Tamil Nadu

\*\*\* Professor & Head, Department of Management Studies, NPR College of Engineering and Technology,  
Natham, Dindigul, Tamil Nadu

**Cite This Article:** R. Navin Raj, Dr. J. Guruvikram & Dr. B. Velmurugan, "A Study on Supportive Services Towards Apollo Hospital, Madurai", International Journal of Interdisciplinary Research in Arts and Humanities, Volume 9, Issue 2, July - December, Page Number 22-27, 2024.

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### **Abstract:**

This research aims to investigate the supportive services provided by Apollo Hospital, Madurai, with a descriptive approach. The primary objective is to evaluate and enhance these services, ensuring optimal healthcare delivery. A sample size of 105 was selected, and data was collected through a structured questionnaire. The analysis employed percentage analysis, correlation, and chi-square tests, utilizing the SPSS package. The study explores the nature and scope of supportive services, seeking to understand their role in enhancing patient care. The findings will provide valuable insights for healthcare professionals, enabling them to refine their services and improve patient outcomes. This research contributes to the existing body of knowledge on supportive services in healthcare, highlighting areas for improvement and opportunities for growth. The results will facilitate evidence-based decision-making, ultimately enhancing the quality of healthcare services provided by Apollo Hospital, Madurai.

**Key Words:** Supportive Services, Healthcare Services, Patient Care.

### **Introduction:**

Hospital Supportive Services complement the clinical services in any setting. They have a crucial role in mitigation of infection and delivery of safe care to the patients. The spectrum of hospital supportive services encompasses linen & laundry, dietary, transport hospital stores, mortuary and engineering services. Each of these services has a significant role to help abort the "chain of transmission" of infection across various patient care areas in the hospital, while providing them supportive services. The overall patient satisfaction greatly depends on the quality of hospital supportive services rendered to him during his stay. These Services usually work at the back end but their contribution in the overall care of a patient is nowhere less than that of the clinical services. Hospital supportive services are the behind-the-scenes departments that keep a hospital running smoothly and efficiently. These services don't directly provide medical care, but they are essential for ensuring a clean, safe, and functional environment for both patients and staff. Supportive services refer to essential functions and departments within organizations, such as hospitals, that provide indirect but vital support to core operations. These services ensure smooth functioning by managing facilities, logistics, administration.

### **Types of Supportive Service in Hospital:**

Here are some key supportive services typically found in hospitals,

- House Keeping
- Food Service
- Engineering
- Patient Transportation
- Security
- Information Technology
- Billing
- Patient Relations
- Administrative Services

### **House Keeping:**

Housekeeping in hospitals is a critical department responsible for maintaining cleanliness, hygiene, and a safe environment throughout the facility. Some key aspects of Housekeeping in Hospital are;

### **Cleaning and Disinfection:**

Housekeeping staff are responsible for cleaning and disinfecting patient rooms, surgical suites, examination rooms, waiting areas, corridors, and other hospital spaces. They use hospital-grade disinfectants and follow strict protocols to prevent the spread of infections.

### **Emergency Response:**

In emergency situations such as spills of hazardous substances or outbreaks of infectious diseases, housekeeping plays a critical role in containment and clean up to minimize risks to patients, staff, and visitors.

Overall, the housekeeping department in hospitals plays a crucial role in infection control, patient safety, and maintaining a clean, healing environment essential for effective healthcare delivery.

### **Food Service:**

Food service in hospitals is a vital aspect of patient care and comfort, providing nourishment that supports recovery and well-being.

**Patient Meals:**

Hospitals provide meals tailored to patients' dietary needs and medical conditions as prescribed by healthcare providers. This includes special diets such as diabetic, low-sodium, gluten-free, or pureed foods for patients with swallowing difficulties.

**Quality and Satisfaction:**

Patient satisfaction with food service is an important aspect of hospital care. Hospitals may collect feedback to continually improve meal quality, variety, and service delivery.

**Engineering:**

Engineering in hospitals encompasses a diverse range of roles and responsibilities focused on maintaining and improving the physical infrastructure, medical equipment, and technology systems critical for delivering healthcare services.

**Facilities Management:**

Hospital engineers oversee the maintenance, repair, and operation of building systems such as HVAC (Heating, Ventilation, and Air Conditioning), plumbing, electrical, and fire protection systems. They ensure the hospital environment remains safe, comfortable, and compliant with regulatory standards.

**Emergency Preparedness:**

Engineers play a key role in emergency planning and preparedness, ensuring that hospital systems and infrastructure can withstand and respond effectively to natural disasters, technological failures, or other emergencies.

**Patient Transportation:**

Patient transportation is essential for transferring patients between different areas within the hospital, such as from emergency departments to inpatient units, or from wards to diagnostic imaging or surgical suites.

**Safety Protocols:**

Patient transportation involves strict adherence to safety protocols to prevent falls, injuries, and transmission of infections. Transport personnel are trained to handle patients carefully and securely during movement.

**Emergency Transportation:**

In emergency situations, hospitals may have dedicated emergency response teams or utilize rapid response teams to transport critically ill or injured patients to specialized care units or operating rooms without delay.

**Security:**

Security in hospitals is crucial to ensuring the safety of patients, visitors, and staff, as well as protecting hospital property and sensitive information. Hospital security includes measures to control access to the facility through entrances, exits, and sensitive areas such as emergency departments, intensive care units, and medication storage areas. This may involve security guards, surveillance cameras, and electronic access control systems.

**Safety of Patients and Staff:**

Security personnel are trained to respond to emergencies such as aggressive behavior, threats, or violent incidents within the hospital premises. They work closely with hospital staff to de-escalate situations and ensure the safety of everyone involved.

**Emergency Response:**

Security teams are prepared to respond to medical emergencies, fire alarms, and other incidents that require immediate intervention or evacuation procedures. They collaborate with hospital staff and emergency services to coordinate responses effectively.

**Information Technology:**

Information technology (IT) refers to the use of computers, software, networks, and other electronic devices to store, retrieve, transmit, and manipulate data, often in the context of business operations or other enterprises. Information technology (IT) in hospitals plays a critical role in improving patient care, enhancing operational efficiency, and supporting clinical decision-making.

**Patient Portal & Engagement Tools:**

IT enables patient portals where patients can access their health records, schedule appointments, communicate with healthcare providers, and participate in their own care management. This promotes patient engagement and empowerment.

**Medical Devices & Integration:**

IT systems integrate with medical devices (such as monitors, infusion pumps, and ventilators) to capture real-time patient data directly into EHRs. This improves workflow efficiency, reduces manual data entry errors, and enhances patient monitoring.

**BILLING:**

Billing in hospitals refers to the process of generating and managing charges for medical services provided to patients, as well as submitting claims to insurance companies or patients for reimbursement.

There are two types of Billing in Hospital,

- In-Patient Billing
- Out-Patient Billing

**In-Patient Billing:**

Inpatient billing in hospitals involves the process of accurately documenting and charging for medical services provided to patients who are admitted to the hospital for inpatient care.

**Out-Patient Billing:**

Outpatient billing refers to the process of charging and collecting payment for healthcare services provided to patients who receive care on an outpatient basis, meaning they visit the hospital, clinic, or healthcare facility for treatment or services that do not require an overnight stay.

**Patient Relations:**

Patient relations in hospitals refer to the department or team responsible for managing interactions between patients, their families, and the healthcare facility. The primary goal of patient relations is to enhance patient satisfaction, improve the overall

patient experience, and address concerns or issues that patients may encounter during their stay

**Communication & Support:**

Patient relations staff serves as advocates for patients, providing clear and effective communication about hospital policies, procedures, and services. They offer support and guidance to patients and their families, helping them navigate their healthcare journey.

**Quality Improvement:**

Feedback collected through patient relations helps identify areas for improvement in patient care and services. This feedback is used to implement changes that enhance patient satisfaction and safety.

**Administrative Service:**

Administrative services in hospitals encompass a broad range of non-clinical functions that are essential for the efficient operation and management of the healthcare facility. These services support various administrative, financial, and operational aspects of hospital management.

**Human Resource Management:**

Administrative services manage staffing needs, recruitment, training, and development of hospital personnel. They handle employee benefits, payroll administration, and compliance with employment laws and regulations.

**Financial Management:**

This involves managing hospital finances, budgeting, financial reporting, revenue cycle management, billing, and accounts receivable. Financial administrators ensure financial stability, cost control, and efficient resource allocation.

**Marketing:**

Marketing in hospitals involves strategies and activities aimed at promoting the hospital's services, building brand awareness, and attracting patients. It plays a crucial role in communicating the hospital's value proposition to the community, patients, and referring healthcare providers.

**Statement of Problem:**

Supportive services play a vital role in enhancing patient care and overall healthcare outcomes in hospitals. These services go beyond medical treatment to address patients' psychological, emotional, social, and practical needs. Despite their significance, there is a need for thorough research to evaluate the effectiveness, usage patterns, and implementation barriers of supportive services in healthcare settings. As hospitals continually strive to improve patient care, satisfaction, and experience, the importance of supportive services has come to the forefront. These services include a range of non-clinical interventions and amenities designed to cater to patients' physical, emotional, and logistical needs during their hospital stay, ultimately enhancing their overall well-being.

**Objective of the Study:**

**Primary Objectives:**

- To identify and categorize the types of supportive services available in Apollo Specialty Hospitals, Madurai

**Secondary Objectives:**

- Identify barriers and challenges in the implementation and integration of supportive services.
- Evaluate patient and healthcare provider perceptions of the effectiveness and impact of supportive services.
- To explore barriers and facilitators to the utilization of supportive services from the perspectives of patients and healthcare providers.

**Need for the Study:**

Effective supportive services have been shown to positively impact health outcomes, such as reducing hospital readmissions, improving medication adherence, enhancing recovery rates, and overall patient well-being. Researching the effectiveness of these services can provide evidence-based strategies for improving patient outcomes. As healthcare continues to evolve, understanding the evolving role of supportive services is critical. Research can anticipate future trends in healthcare delivery and inform strategies for adapting supportive care models to meet evolving patient needs and healthcare challenges.

**Scope of the Study:**

The scope of a study on supportive services in hospitals encompasses the specific boundaries, focus areas, and objectives that define the research. Supportive services encompass a range of non-medical interventions aimed at addressing the holistic needs of patients, including emotional, social, spiritual, and practical support. These services are essential for promoting comprehensive patient care beyond medical treatment alone.

**Hypothesis of the Project:**

The Hypothesis set for the Project is,

- H0 - Employees are satisfied with the Supportive services
- H1 - Employees are not satisfied with the Supportive services

**Research Design:**

Research design for studying supportive services in hospitals involves selecting a methodological approach that effectively explores and evaluates the delivery, effectiveness, and impact of supportive services on patient care and outcomes. Clearly define the research questions or objectives that will guide the study. These should focus on understanding aspects such as the types of supportive services offered, their utilization, effectiveness, patient satisfaction, and impact on healthcare outcomes.

**Research Methodology:**

Research methodology in the context of studying supportive services in hospitals involves the systematic approach and techniques used to gather and analyse data to address research questions or objectives related to supportive care.

**Method of Data Collection:**

The method of data collection in research refers to the tools and techniques used to gather information relevant to your study's hypothesis. Data are the basic inputs to any decision-making process in business. In this survey in order to meet the objectives of the study both primary data and secondary data were collected.

**Primary Data:**

This involves collecting new data directly from the source. Common methods include surveys, interviews, observations, focus groups, and experiments. The questionnaire was handed over to various respondents and the data is collected.

**Secondary Data:**

This involves using existing data collected by others. Examples include government reports, academic journals, and organizational archives. Problems and deals with research design data collection method. Sampling plan, sampling method.

**Analytical Tools for the Study:**

Analytical tools are essential for interpreting data and deriving meaningful insights in research studies, including those focused on studying supportive services in hospitals. The commonly used statistical tools for analysis of collected data are:

- Percentage analysis
- Correlation

**Period of the Study:**

The Period of the Study is from 25.03.2024 to 30.06.2024

**Area of the Study:**

A Study is based on the Supportive services in APOLLO MULTI-SPECIALITY HOSPITAL, MADURAI.

**Limitation of the Study:**

- Study is Limited to the information given by the Employees in APOLLO MULTI- SPECIALITY HOSPITAL, MADURAI-20.
- Surveys, questionnaires, or other measurement tools used to assess patient satisfaction or service utilization may lack validity or reliability.

**Company Profile:**

Apollo Hospitals, founded by Dr. Prathap C Reddy in 1983, is a pioneering force in Indian healthcare. As the first corporate hospital in India, it has set the standard for private healthcare in the country. With a robust presence across the healthcare ecosystem, Apollo Hospitals offers a range of services, including hospitals, pharmacies, primary care, and diagnostic clinics. The group also provides telemedicine facilities, health insurance services, and research foundation. Apollo Hospitals is known for its clinical excellence, affordable costs, modern technology, and research & academics. It has introduced several cutting-edge innovations in India, including South East Asia's first Proton Therapy Centre. With a patient-centric culture and a focus on preventive healthcare, Apollo Hospitals has been trusted by over 150 million individuals from 140 countries. The group has also championed several social initiatives, including SACHI, SAHI, and the CURE Foundation, and has been recognized by the Government of India with commemorative stamps for its contributions to healthcare.

**Company Vision & Mission:**

**Vision:**

Apollo's vision for the next phase of development is to Touch a Billion Lives.

**Mission:**

“Our mission is to bring healthcare of International standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity”.

**Awards:**

- South Indian Talent Awards (SITA) - Outstanding Company of the Year (2024)
- The Economic Times Healthcare Leaders Summit - Medical Value Travel Award (2023)
- Indian Marketing Awards - (2022)

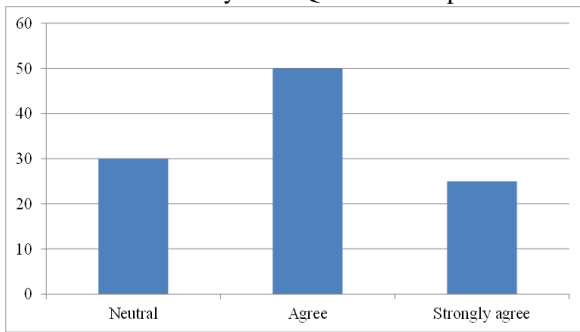
**Leadership Team:**

- Dr. Prathap C Reddy (Founder-Chairman):
  - Padma Vibhushan (2010)
  - Padma Bhushan (1991)
- Dr. Preetha Reddy (Executive Vice Chairperson):
  - Recognized for her contributions to healthcare and education
- Ms. Shobana Kamineni (Promoter Director):
  - Women Economic Forum's "Businesswomen of the Decade"
  - Honorary doctorates from Bryant University and BML Munjal University
- Dr. Suneeta Reddy (Managing Director):
  - Recognized for her visionary leadership and strategic insight
- Dr. Sangita Reddy (Joint Managing Director):
  - Chair of G20 Empower
  - Global healthcare influencer and social entrepreneur

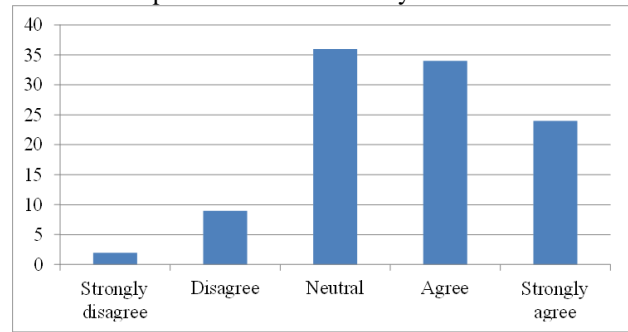
**Data Analysis and Interpretation:**

**Percentage Analysis:**

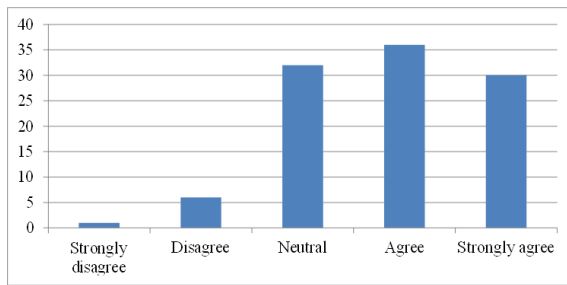
**Ambulatory Staff Quick To Respond**



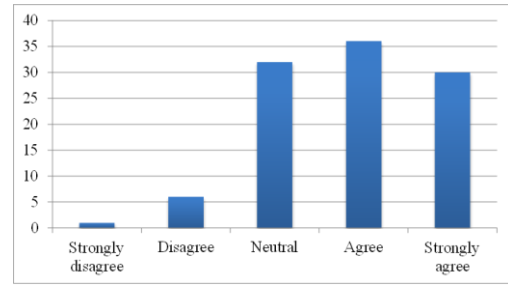
**Apollo It Portal Was Easy To Handle**



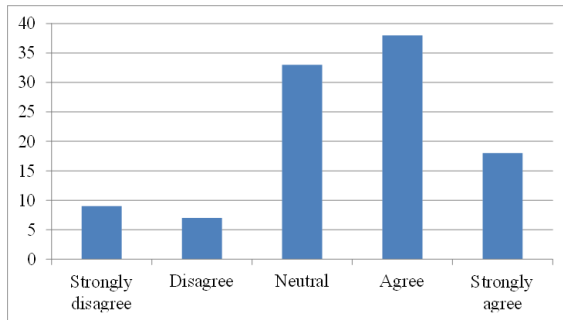
**Billing For In-Patient & Out Patient Takes Long Time**



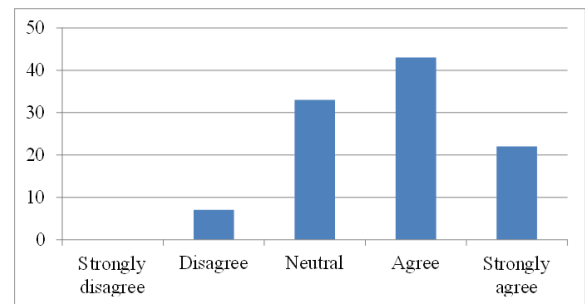
**Hr Supportive Service**



**Choices For Special Dietary Needs**



**Enough Security**



**Suggestions:**

- Ensure clear and timely communication with patients and families about wait times, procedures, and discharge plans.
- Reduce wait times and improve efficiency in areas like appointment scheduling, check-in, and billing.
- Providing amenities like entertainment options, and offering flexible visiting hours for families.
- Cross-train staff in different support service areas to improve flexibility and coverage during peak times or staff shortages.
- Create a system for gathering feedback from staff about challenges and areas for improvement.
- Consider implementing more flexible visiting hours for families, accommodating different needs and schedules.
- Automate repetitive tasks like appointment reminders, lab test results reporting, and medication dispensing.
- Cross-trained staff can provide backup support, reducing wait times and improving overall efficiency.
- Implement programs that recognize and reward staff for their contributions. This can be through public recognition, awards, or bonus schemes.

**Conclusions:**

In summary, supportive services are essential to a healthcare system's success. By prioritizing enhancements in patient experience and staff efficiency, hospitals can create a positive and productive environment. Clear communication, streamlined processes, and improved patient comfort build trust and reduce stress for patients and their families. Empowering staff with technology, cross-training, and open communication enables them to deliver exceptional care efficiently. By focusing on these improvements, hospitals can establish a supportive service system that improves patient outcomes, staff satisfaction, and the institution's reputation.

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