Internship Report
on

Service Strategy of United Hospital Limited

Submitted by
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ID: BBA1903018049
Program: Bachelor of Business Administration (BBA)
Major: Marketing
Semester: Spring 2025

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)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: 28 April, 2025

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Shakila Yesmin
Lecturer
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Date of Submission: April 28, 2025

Letter of Transmittal

April 28, 2025

To,

Shakila Yesmin

Lecturer

Department of Business Administration

Sonargaon University.

Subject: Submission of Internship Report on "Service Strategy of United Hospital Limited".

Dear Ma'am,

With due respect, I would like to inform you that it is indeed a great pleasure to have the opportunity for submitting the internship report according to your instructions entitled on "Service Strategy of United Hospital Limited" which was assigned to me as a partial requirement for the completion of BBA program. Throughout the study I have tried the best to accommodate as much as information and relevant issues as possible and tried to followed the instructions that you have suggested. There might be some errors through oversight in the report, I sincerely apologise for such unintentional errors. I would be grateful to you if you kindly consider my unintentional mistakes.

I am grateful to you for your kind guidance and cooperation at every step of my endeavor during the preparation of this report. It would be a great help for if you kindly take some time to go through the report and evaluate this.

Sincerely Yours

Md. Nayem Hasan
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Students Declaration

This is Md. Nayem Hasan, a student of Bachelor of Business Administration, ID No: BBA1903018049 from Sonargaon University (SU) would like to solemnly declaration here that this internship report on "Service Strategy of United Hospital Limited" has been authentically prepared by me under the supervision of Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this thesis anywhere for awarding any degree, diploma, or certificate.

_____

Md. Nayem Hasan

ID: BBA1903018049

Program: BBA

Major: Marketing

Sonargaon University (SU)

Letter of Authorization

I, Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University (SU) hereby certify that the internship report entitled as "Service Strategy of United Hospital Limited" has been prepared by Md. Nayem Hasan, with ID BBA1903018049, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of Bachelor of Business Administration (BBA) with major in Marketing. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this internship paper.

I wish him every success in life.

_____

Shakila Yesmin
Lecturer
Department of Business Administration
Sonargaon University (SU).

Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Shakila Yesmin, Lecturer at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Dr. A.M Shafique, Vice President & Manager, United Hospital Limited of Bangladesh, Gulshan 2, from whom I get opportunity to complete my course internship. I am also grateful to Dr. Awolad Hossen Farhad Second Officer at United Hospital Limited from whom I gained significant knowledge. I also extend special thanks to Md. Aminul Islam Tarafdar, Officer, along with heartfelt gratitude to all the other individuals at United Hospital Limited of Bangladesh. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summary

On August 2006, United Hospital Ltd. was incorporated as a largest private hospitals in the country. United Hospital is considered one of the top private hospitals in Bangladesh. After being attached with United Hospital for three months, it was observed that, United Hospital had a lot of opportunity that they can avail with some proper service strategy and process innovation. The main strength of United Hospital is zero compromise to quality for healthcare system. The findings and analysis encompass both primary and secondary data. Primary data were collected through discussion with hospital doctors, personal observation and performing desk work in different sections/departments. Secondary data were gathered from annual report, organization publications, including newsletters, Sales & Marketing guidelines, handbooks, websites etc. It is found that customers are satisfied with the quality of medical care, professionalism of staff, and the overall hospital environment. United Hospital is effectively using modern medical technologies to diagnose and treat patients. United Hospital is using advanced medical technologies, further integration of electronic health records (EHR) or telemedicine services could improve patient care and operational efficiency. They should strengthen the emergency services unit, ensuring quicker response times and improving readiness for handling all kinds of emergency situations. They should increase community engagement by conduct more health camps, free medical check-ups, and preventive health awareness campaigns in local communities. They should enhance technological integration by utilize artificial intelligence (AI) and predictive analytics to enhance diagnostic accuracy, predict patient outcomes, and streamline operations. With some better services in patient satisfaction, United Hospital can earn much more than what they are achieving now.

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Chapter 01

Introduction

1.1 Introduction

Generally, through the word “Hospital” we assume healthcare association that deals with patient satisfaction. There are various types of hospital for instance- Labaid Hospital, IBN Sina Hospital, Popular Hospital, Square Hospital, BRB Hospital and Islami Bank Hospital etc. But the again when we use the word “Hospital” without any preface, it means the “Privet Hospital”. The Privet Hospital plays an essential role in the healthcare of a country. The objectives of Privet Hospital are to earn profit through patient healthcare assurance. It is as service as well as profit-oriented organization.

Hospital separates its function mostly in three parts-General hospital, Foreign International healthcare assurance and Local Service. The hospital sector of Bangladesh is facing a marvelous reform under the healthcare deregulation and opening up of the economy. Currently this sector is becoming tremendously competitive with the arrival of multination al hospital as well as developing technological infrastructure, effective credit management, higher performance level and extreme patient healthcare satisfaction.

As a requirement for the Bachelor of Business Administration Degree, I was required to finish this internship course of study. An internship program is necessary for every student, especially for the students of Business Administration, which helps them to understand the corporate world. That is why, students are required to do their internship during the last phase of their bachelor's degree, so that they can start a career with some practical experience. It was a great opportunity for network as an intern at United Hospital Limited, Gulshan 2.

United Hospital Limited was established in Bangladesh as a healthcare company under the Company Act1916 and began its operation on August 2006. Numerically it was just another healthcare hospital, one of now functioning in Bangladesh but the founders were committed to making it a little bit different from other hospital.

United Hospital concerns about social commitment and ensures cooperation among the people of all level for 14 example-businessmen, industrialist-especially who are engaged in large-scale industry, agro-based health oriented medium and small-scale industry.

1.2 Rationale of the Study

With the rapid growing competition among nationalized, foreign and private hospital as to how the hospital operates its hospital healthcare and how patient service can be made more attractive, the expectation of the patient has immensely increased. Reciprocating the sentiment, Government/private hospital trying to elevate their traditional hospital service to a better standard to meet the challenging needs, demands. Side by side these hospital have now concentrated their attention towards diversification of their products for better performances and existence.

For the above circumstances, it has become necessary for United Hospital Limited of Bangladesh, one of the leading private hospital, to focus its attention towards the improvement of the patient service. That's why it is quite justified to make an in-depth study about its operation and evaluate the service provided by this hospital and scope for its improvement. The study may help formulating policy regarding the ideas relating to the feelings of the patient and hospital.

Furthermore, United Hospital Limited of Bangladesh executives who are actually executing the policies undertaken by the top management will have a chance to communicate their feelings and will have the feedback about their dealing from the patient.

1.3 Objectives of the Study

Broad Objective:

The main objective of this report was to complete the partial fulfillment of the degree of Bachelor of Business Administration (BBA).

Specific Objectives:

The primary target of the examination is to build up a comprehension about the down to earth managing an account exercise and to relate them with the hypothetical learning obtained from the hospital. Other than these the particular destinations are the followings:

- To identify the key purposes of service strategy.
- To imply theoretical knowledge into practical areas of work.
- To gather comprehensive knowledge on service strategy functions and the

expectations of the patient regarding the service level of the hospital.

- To assess the performance and categorize problems related to promotional Activates of United Hospital Limited.
- To have a strong idea about the patient satisfaction.
- To make some suggestions to solve the problems of United Hospital Limited.

1.4 Scope of the Study

This report provides a lot of information about Service Strategies of United Hospital Limited. It delivers a broad overview of the Hospital Department of United Hospital Limited, Gulshan 2. Moreover, this report contains all the observations and work experience during my internship period. It includes the different aspects of general hospital procedures and its effects on the performance and services of the hospital activities of United Hospital Limited.

1.5 Methodology of the Study

The methodology of the report is stated below, which was appropriately exercised in achieving the above stated objective.

Sources of Data Collection:

The inputs are collected from two sources:

a) Primary Sources:

- Discussion with Hospital Doctors.
- Personal observation.
- Desk work in different sections/departments.

b) Secondary Sources:

- Annual report of the Hospital.
- Consultation of related book and publications.
- Different Statements.
- File, Balance sheet and various documents.

1.6 Limitations of the Study

- In preparing this report several complications and limitations have encountered which are mentioned below-
- United Hospital follows strict confidentiality of their data.
- All required information is not available in any individual.
- Limited scope of visiting.
- Lack of experience and knowledge in internship report writing.
- Because of time constraints many of the aspects could not be discussed in this report.
- Non-availability of the most recent statistical data and information.
- Only three months of internship are not enough to know and learn about all the hospital procedures operation and service activities.

Chapter 02

Review of Literature

2.1 Review of Literature:

Regan (1963) Inseparability of production and consumption involves the simultaneous production and consumption which characterizes most services. Whereas goods are first produced, then sold and then consumed, services are first sold, then produced and consumed simultaneously.

Berry (1980) Because services are performances, rather than objects, they cannot be seen, felt, tasted, or touched in the same manner in which goods can be sensed. **Bateson (1979)** the critical goods–services distinction from which all other differences emerge.

Dan R. E. Thomas (1978) The traditional image of the service business is that the service is "invariably and undeviatingly personal, as something performed by individuals for other individuals.

Knisely (1979) Service performance from the *same* individual may also differ: "People's performance day in and day out fluctuates up and down. The level of consistency that you can count on and try to communicate to the consumer is not a certain thing". **Thomas (1978)** Perishability means that services cannot be saved.

Gronroos (1978) Inseparability also means that the producer and the seller are the same entity, making only direct distribution possible in most cases (Upah,1980) and causing marketing and production to be highly interactive.

Gronroos (1983) The emphasis placed on selection and training of service firm personnel in the literature, and by respondents in the study, raised provocative issues about marketing organization. Should the marketing department control employee training? Does the entire human resource's function belong in marketing? Conversely, would it be more appropriate in certain service firms to consider field managers as the chief "marketers" and decentralize marketing rather than add functions to a central staff.

These and other issues touching on employee performance and marketing's role in facilitating it are worthy of much additional work.

A hospital's service strategy involves planning and delivering healthcare services that meet both clinical and non-clinical needs of patients. **Berry and Bendapudi (2007)** argue that the unique nature of healthcare—where outcomes are uncertain and stakes are high—demands a strategy focused on empathy, reliability, and professional competence.

Patient satisfaction is a key performance indicator and is strongly linked to service outcomes, clinical quality, and patient loyalty (Donabedian, 1988). According to **Zeithaml, Parasuraman, and Berry (1990)**, the SERVQUAL dimensions—reliability, assurance, tangibles, empathy, and responsiveness—are critical for measuring satisfaction in hospital settings.

Patients prioritize communication, responsiveness, and emotional support over just clinical outcomes **(Andaleeb, 2001)**. Trust in caregivers and perceived competence of medical staff are central to satisfaction (**Omoniyi et al., 2018**). Waiting times, staff attitude, and hospital environment directly affect perceived service quality and satisfaction **(Pakdil & Harwood, 2005)**.

Fisk Raymond P. (1981) The average response of 3.86 on the item, "We make a specific effort to encourage our customers to tell other people about our service," indicates that many service firms place a high degree of importance on word-of-mouth communications. Sixty-eight percent of the respondents checked a 4 or 5 on this item.

Hospitals with well-defined service strategies report higher patient satisfaction and retention rates (**Kovner & Knickman, 2011)**. Investment in staff training and digital health tools correlates positively with patient satisfaction **(Aagja & Garg, 2010).** Integrated care strategies

that involve follow-up, patient education, and coordinated care are associated with better satisfaction outcomes **(Sofaer & Firminger, 2005).** Patient-centric service models focus on trust, accessibility, and empathy **(Berry & Bendapudi, 2007).**

Knisely (1979) Service performance from the same individual may also differ: "People's performance day in and day out fluctuates up and down. The level of consistency that you can count on and try to communicate to the consumer is not a certain thing". **Thomas (1978)** Perishability means that services cannot be saved.

A hospital's service strategy involves planning and delivering healthcare services that meet both clinical and non-clinical needs of patients. **Berry and Bendapudi (2007)** argue that the unique nature of healthcare—where outcomes are uncertain and stakes are high—demands a strategy focused on empathy, reliability, and professional competence.

Hospital must have good understanding of how their audience interprets words, symbols, sounds and other stimuli. Targeting the right message receiver will go a long way to improving a hospital's ability to promote their products and services to the targeted customers. Messages are much more likely to be received and appropriately decoded by the customers who have an actual and potential interest in the content of the message.

Chapter 03

Organizational Profile

The United Hospital of Bangladesh Limited is an international healthcare Based Private Hospital", which is committed to provide high quality financial services to contribute to the growth of G.D.P. (Gross Domestic Product) of the country through stimulating trade & commerce, accelerating the pace of industrialization, boosting up export, creating employment opportunity for the educated youth, Poverty alleviation, raising standard of living of the limited income group and over all socio-healthcare development of the country. The Hospital offers full range of Personal, Corporate, International Trade, Foreign Patient,. United Hospital Ltd is the preferred choice in hospital for its friendly and exceptional services, cutting edge technology, tailored solutions for patient needs, global reach in trade and privet and high yield on investments, assuring excellence in Hospital healthcare Services.

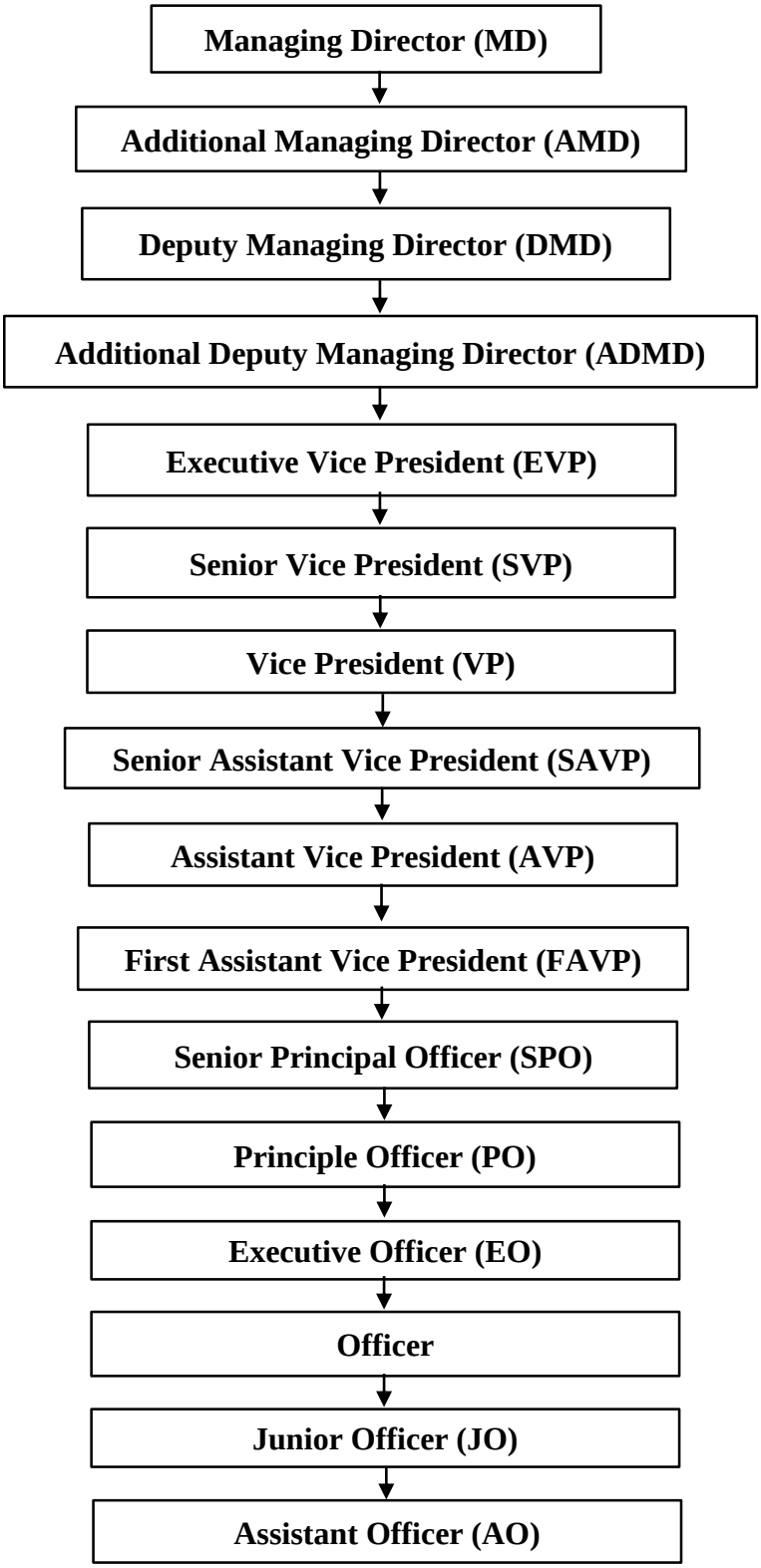
3.1 History of United Hospital Limited

United Hospital Limited was established under the rules and regulations of Bangladesh Hospital and the Hospital companies' Act 1916 on the 2nd August 2006 with the direction of Mr. Raza founder chairman who had a long dream of floating a private hospital which would contribute to the social-health improvement to our countries. He had a long experience and skills as a good entrepreneur. A group of highly competent and successful entrepreneurs joined their hands with the founder chairman to materialize his dream.

Moreover, all of them proved themselves in their particular business as the most successful star with their intelligence, endeavor, hard work and talented entrepreneurship. Among them Mr. Raza became the honorable chairman after the death of the honorable founder chairman. From its very beginning, United Hospital Limited was known as United Hospital which stands for Bangladesh United Hospital Limited. Then for some legal constraints the hospital renamed as United Hospital, which means United Hospital of Bangladesh Limited.

The hospital starts its operation from 2nd August 2006 with Mr. Raza, FCA as the advisor and Mr. Faizur Rahaman as the Managing Director. Both of them have valuable experience in the financial sector our countries. By their practical decision and management directives in the operational activities, this hospital has acquired a secured and unique position in the hospital sector in terms of performance, growth, and excellent management.

3.2 Hierarchy of position in United Hospital Ltd



3.3 The Management Process of United Hospital Ltd:

For any financial and non-financial organization Management is the most valuable and important resources of any kind of organization. And a well-organize management provides the organization to reach its ultimate goal. Management means planning, organizing, staffing, directing and controlling of all financial and non-financial resources of an organization. Different aspects of management practice in United Hospital Ltd are discussed below.

- **Planning:**

United Hospital Ltd has done its planning within the purview of the corporate plan. The overall planning approach in United Hospital Ltd is top-down. Each branch can plan according to the goal imposed by the corporate level. It doesn't plan independently. And United Hospital Ltd has a planning division. This department is mainly responsible for the overall planning.

- **Organizing:**

United Hospital Ltd is organized as per the existing business locations. It has thirty-three branches, each of which is a separate entity. Each unit is responsible for own performance and a Senior Vice President followed by Manager Heads each. He is directly responsible for the performance of their unit. Within each branch it is organized functionally.

- **Staffing:**

The recruitment in United Hospital Ltd is done in two ways. One as a "Management Trainee Officer (MTO)" for the management program and it has a probation period of one year. Another one is non-management level as "Trainee Officer Management Trainee Officer (MTO) is recruited in officer category and their career path is headed towards different managerial jobs.

- **Directing and Controlling:**

The Management approach in United Hospital Ltd is top-down or authoritative. Information just seeks through lower management layer. Works are designed in such a way that one cannot leave without clearing the tasks as he is assigned for a day. Sitting arrangement in all office is done in a way that the superior can monitor the subordinate all time. Budgeting, rewarding, punishing, etc.

are also practiced as control mechanism.

- **Recruitment Process:**

The set-vice rule of United Hospital Ltd states the recruitment policy of the bank. In general, the board of directors determines the recruitment policy of hospital from time to time. The minimum entry level qualification for any official position other than supportive management is a Bachelor degree. However, informally the management prefers a minimum master's degree for the appointed of probationary officers in the Executive officer position. The recruitment for entry level positions begins with a formal written test which is conducted and supervised by the Institute of Business Administration, University of Dhaka. After successful completion of the written test, a personal interview is conducted for the successful candidates by a panel of experts comprising of renowned and prominent doctors of the country.

3.4 Corporate Culture of United Hospital Ltd

Organizational culture is considered as an essential component of business corporations as it has the ability to bind organizational members together. The culture and values of our hospital have been proved as a source of competitive advantage for us and are acting as a key component to establish the relationship between the bank and our employees and, in turn, between our employees and our patients. Our culture and values also encourage patients and employees to join us and stay with us.

United Hospital has also been able to improve organizational performance via improving the performance of individual contributors and also recognizes existing talents to fill up the higher vacancies within the organization or place them in the right position, wherein the best use of their abilities can be ensured. Our culture promotes sharing of common goal which ensures harmonious relationship in the working environment.

3.5 Corporate Mission and Vision

The hospital has checked out the following corporate objectives in order to ensure smooth achievement of its goals-

- To be the most caring and patients friendly and service-oriented hospital.

- To create a technology base most efficient hospital environment for its patients.
- To ensure ethics and transparency in ail levels.
- To ensure sustainable growth and establish full value of the honorable shareholders. Above all, to add effective contribution to the national healthcare.

❖ **Eventually the hospital also emphasizes on:**

- Provide high quality health services in healthcare.
- Providing efficient patient service.
- Maintaining corporate and local ethics.
- Being trusted repository of patients.
- Making its products superior and rewarding to the patients.
- Sound Capital Base.
- Enhancement of shareholders wealth.

❖ **Company Vision:**

The gist of our vision is "patient satisfaction for zero compromise ". United Hospital of Bangladesh Limited believes in togetherness with its patients, in its march on the road to growth and progress with service. To achieve the desired goal, there will be constant pursuit of excellence in compliance with the international health care. We believe the advantages of healthcare can best be extended to the people with a technology-driven modern medical system that upholds the International values, and United Hospital envisages making itself a perfect instance of that kind. The Hospital strategic plans and networking will strengthen its competitive edge over others in rapidly changing competitive environment. Its personalized quality services to the patient with trend of constant improvement will be the cornerstone to achieve our operational success and medical achievement.

Company slogan is:



3.6 Product and Services of United Hospital Ltd

The hospital serves all types of modern, progressive and dynamic medical as well as hospital services to the patient of all strata of the society. During the short span of time, the hospital has been highly recognized and praised by the medical community, from small entrepreneurs to large traders and industrial conglomerates and emerged as the fastest growing among the third-generation hospital in respect of medical and profitability. United Hospital of Bangladesh Limited successfully marketed its medical service designed to fulfill the needs of various socio-health. As a private hospital, they provide all international medical services.

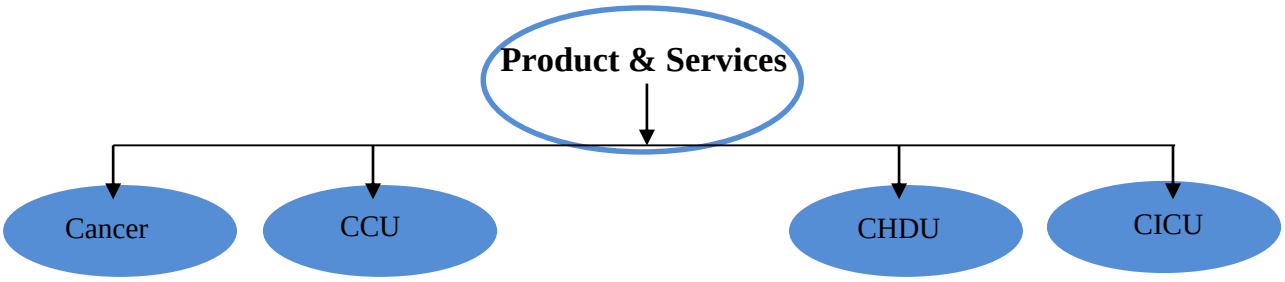


Figure: -Different service of United Hospital Ltd.

Different service of United Hospital Ltd.

- Cardiac Department
- 3 Cathlab
- Mother and Baby care.
- Dental Clinic.
- Hurt Failure Department
- Kidney Center and Dylasis Department
- Daibetic Department.
- Neurology Department
- Urology Department.

3.7 Marketing Mix of United Hospital Ltd

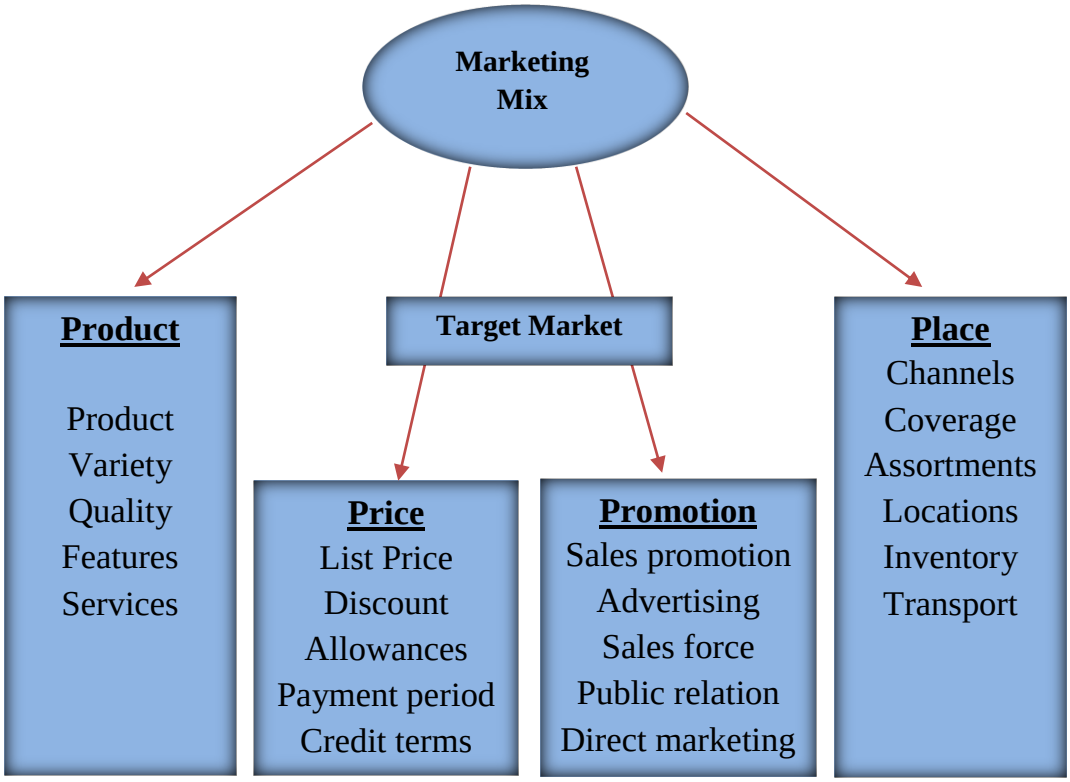
The marketing mix is the set of controllable tactical marketing tools – Product, Price, Place and Promotion; that the organization blends to produce the response it wants in the market. The marketing mix is consisting of everything the organization can do to influence the demand for its

product or services. United Hospital Ltd is service oriented organization. For any organization that provides service-

It is important that all the 4 Ps' of marketing mix are implemented properly.

4Ps':

1. Product
2. Price
3. Place
4. Promotion



Chapter 04

Internship Responsibilities

4.1 Duties and Responsibilities as an Intern

Internship program is a mandatory requirement for any student of BBA in Sonargaon University. I was an intern at United Hospital Limited, and assigned to work in the assistant marketing executive and other department of the hospital. In these three months of internship program, I have learned various procedures regarding marketing and other financial activities of united hospital Limited. Moreover, each and every employee of United Hospital were co-operative and friendly. They helped me throughout the entire period of my internship. During my internship period, I worked indifferent departments. As an intern, my activities were as follows-

The following activities which were done by me-

- Providing the patient accurate information regarding what type of documents will be essential to get the better treatment.

- Filling up Know Your Customer (patient) (KYC) Form for personal and corporate risk rating. After completing the form properly, I used to put various seals on the forms, those seals included the name of senior marketing officer, the name of the assistant relationship manager, relationship manager, operational manager, seal of the branch etc.

- Making phone calls to the patient for gathering necessary file or previous report to take doctor appointment, national ID card for doing patient ID card for our hospital or any other inquiries.

- Product buy and distribute all the department for their as per requisition, I maintained the 111, 121 series files.

- Using the photocopy and printing machine for necessary purposes.

- Finding the MTDR, MSTD, SB and old marketing list or marketing document forms which were closed.

4.2 Problems that I faced as an Intern

This was the first time I worked in any organization. It was totally a new experience for me. During the internship period I faced several problems. They are mentioned below-

- Knowing the people in charge and hierarchy of United Hospital Limited.
- Adjusting with the work environment.
- Understanding my duties and responsibilities, what I could or could not do as an intern of this hospital.
- In filling up patient names, numbers, address I was overconcerned at first, since there was no scope of over writing and mistake, after writing that important information regarding customers I used to double check which took a lot of time.
- The internship program of United Hospital is non-paid, but unfortunately the work environment outweighs the payment issue.
- Software used by United Hospital was fully accessible to their interns, and theoretical knowledge was given, which was sufficient enough to know the overall procedure of the hospital and also the department.

4.3 Impacts of Internship Experience in My Career

The employees of United Hospital, were very polite and friendly. They helped me to adjust quickly with the hospital environment. Doing my internship in this hospital helps me to know the medical industry and their activities. Since my focus was in assistant executive, so I was more involved with that another department of the hospital. Now, it is very clear to me how united hospital Limited operates their activities on the ground in this country. Moreover, I believe that this internship experience will help me much to build up my future career. My learned experience is as follows-

- I also observed the procedures to various policy.
- I learned how united hospital provides the information to their patient.
- I experienced the formalities to issue a pay order and product collect.
- I learned how to maintain office etiquette and how to behave with supervisors and staffs.
- Finally, I learned how to be responsible and liable for my own action.

Chapter 05

Service Strategy of United Hospital Limited

5.1 Service Strategy Significance in United Hospital Limited

The significance of service strategy for United Hospital Limited Bangladesh lies in its ability to drive patient satisfaction, maintain a competitive edge, and contribute to the long-term success of the medical within the specific context of the Bangladesh medical sector. Here are key reasons why service strategy is crucial for United Hospital Limited Bangladesh:

- **Patient Satisfaction and Retention:** United Hospital operates in a market where patient satisfaction is pivotal. A well-crafted service strategy ensures that the medical meets and exceeds patient expectations, fostering loyalty and encouraging patient to continue their medical relationships with United Hospital.

- **Competitive Differentiation:** In a competitive medical environment, United Hospital service strategy allows the institution to stand out by offering distinctive and superior services. This differentiation is essential for attracting new customers and retaining existing ones.

- **Brand Reputation:** A strong service strategy contributes to the positive reputation of United Hospital in the eyes of its patient and the broader community. A favorable reputation can lead to increased patient trust and confidence in the medical reliability and integrity.

- **Market Positioning:** Service strategy is instrumental in positioning United Hospital in the market. By emphasizing specific service strengths or unique offerings, the medical can carve out a distinct identity that resonates with the needs and preferences of its target patient base.

- **Adaptation to Local Market Dynamics:** Bangladesh's medical sector may have unique characteristics and patient behaviors. A tailored service strategy allows United Hospital to understand and adapt to these local market dynamics, ensuring that its services align with the cultural and economic context.

- **Digital Transformation:** Given the increasing digitalization in the medical sector, a service strategy that embraces technological advancements is crucial. United Hospital ability to integrate digital channels and innovative solutions into its service offerings ensures relevance in a rapidly evolving financial landscape.

- **Risk Management and Compliance:** medical operations in Bangladesh are subject to regulatory standards. A service strategy that includes robust risk management and compliance measures helps United Hospital navigate regulatory requirements, minimizing legal and operational risks.

- **Employee Engagement and Training:** Service strategy involves not only patient-facing aspects but also the internal dynamics of the organization. Ensuring that employees are engaged and well-trained contributes to the delivery of consistent and high-quality services.

- **Long-Term Sustainability:** A service strategy that emphasizes sustainability is critical for United Hospital long-term success. By adapting to changing market conditions, embracing innovation, and maintaining financial stability, the medical can ensure its continued relevance and growth.

In summary, the service strategy of United Hospital Bangladesh is integral to building a strong brand, fostering patient loyalty, and positioning the medical as a leader in the dynamic and competitive medical sector of Bangladesh.

5.2 Service Strategy of United Hospital Limited:

United Hospital has been able to gain trust among people from all walks of life and has established a reliable permanent seat by providing state-of-the-art technology-based services through 150 branches and 64 sub-branches across the country. United Hospital is a trusted financial institution for people of all classes of society engaged in various professions today. United Hospital has been operating since 2011 to provide services to the esteemed patient of this area.

Key Elements of a Service Strategy for United Hospital Limited:

a) Patient-Centered Care

- The hospital's service strategy likely focuses on providing high-quality, compassionate care to patients. This includes personalized treatment plans, attentive nursing staff, and an emphasis on patient safety.

- Patient satisfaction surveys and feedback mechanisms are often integrated into the strategy to assess and improve care delivery.

b) Comprehensive Healthcare Services

- A wide range of medical services, from outpatient consultations to advanced surgical procedures, diagnostic services, and rehabilitation programs, would be part of their service offerings.
- United Hospital Limited may provide specialized services in areas such as cardiology, oncology, orthopedics, pediatrics, and maternity care.

c) Use of Technology and Innovation

- The hospital may invest in advanced medical technologies, including state-of-the-art diagnostic equipment, telemedicine services, and Electronic Health Records (EHR) systems to improve healthcare delivery.
- Incorporating AI and data analytics for better diagnosis and treatment planning could also be a part of their strategy.

d) Quality and Compliance Standards

- Ensuring that the hospital adheres to national and international healthcare quality standards and regulations is essential. United Hospital Limited may follow accreditation standards such as ISO certifications, Joint Commission International (JCI) accreditation, or other relevant certifications.
- Continuous training and professional development for healthcare providers are essential to maintaining high standards of care.

e) Accessibility and Affordability

- A key element of the service strategy could involve making healthcare services accessible to a broad range of patients, including offering flexible payment plans, insurance partnerships, and financial assistance programs.
- United Hospital may also emphasize providing services in a timely manner, reducing wait times for consultations, and ensuring easy access to emergency services.

f) Collaborative Healthcare Network

- Developing a network of healthcare professionals, specialists, and support services is likely part of their service strategy to provide holistic care.
- Collaboration with other hospitals or health centers could be an aspect of providing specialized care, particularly for complex medical conditions.

g) Focus on Preventive Healthcare

- A strong service strategy may include promoting preventive healthcare through awareness campaigns, health check-up packages, vaccination programs, and wellness initiatives.
- United Hospital may offer education and programs that encourage healthy lifestyles, early detection of diseases, and the prevention of chronic conditions.

h) Efficient Operations

- Streamlining administrative and clinical processes to ensure faster service delivery and minimize patient wait times is a key operational goal for hospitals.
- United Hospital may focus on optimizing hospital resource management, reducing bottlenecks in patient flow, and maintaining cost-efficiency without compromising service quality.

i) Community Engagement

- As part of its service strategy, United Hospital may engage with the local community through health education programs, charity events, and social responsibility initiatives. This strengthens its position as a socially responsible healthcare provider.

j) Sustainability

- An increasing number of hospitals are adopting green initiatives, such as reducing waste, using energy-efficient systems, and promoting sustainable practices in operations. United Hospital Limited could incorporate these practices into its overall strategy.

The service strategy of United Hospital Limited is likely a combination of these principles, focused on delivering high-quality, patient-centered care while incorporating the latest medical technology.

5.3 Service Quality:

a) Quality of Care

- **Medical Expertise:** United Hospital Limited likely ensures that patients are treated by highly skilled, qualified, and experienced medical professionals, including doctors, nurses, and specialists.
- **Advanced Treatments and Technology:** Offering up-to-date medical treatments and leveraging modern technologies for diagnosis, surgery, and patient monitoring improves care outcomes.
- **Patient Safety:** The hospital would prioritize patient safety by following strict protocols, preventing medical errors, and ensuring the correct administration of treatments and medications.

b) Personalized Care

- **Individualized Treatment Plans:** Patient care at United Hospital is likely tailored to each individual's needs, taking into account their medical history, preferences, and lifestyle factors.
- **Patient-Centered Approach:** In this model, healthcare providers focus on addressing the patient's emotional, psychological, and physical needs, which can positively impact recovery and overall satisfaction.
- **Communication:** Clear and empathetic communication between healthcare providers and patients is essential in creating a trusting relationship and ensuring that patients understand their treatment options, procedures, and post-care instructions.

c) Timeliness of Services

- **Reducing Wait Times:** United Hospital would aim to provide timely services, minimizing wait times for consultations, diagnostic tests, and procedures. Efficient management of patient flow is crucial in improving patient satisfaction.
- **Appointment Scheduling:** Offering flexible and easily accessible appointment scheduling systems, possibly including online booking options, ensures that patients can receive care when needed without unnecessary delays.

d) Comfort and Environment

- **Clean and Safe Environment:** Ensuring the hospital is clean, hygienic, and well-maintained contributes to patient comfort and safety. A pleasant, welcoming environment also has a positive psychological impact on patients.
- **Patient Facilities:** Patient rooms, waiting areas, and other facilities should be designed to promote comfort and privacy, with amenities such as comfortable seating, adequate lighting, and soothing aesthetics.
- **Quiet and Peaceful Atmosphere:** Ensuring that patients can rest and recover without noise disruptions, a critical part of the healing process.

e) Patient Empowerment

- **Patient Education:** United Hospital would provide patients with relevant information about their conditions, treatment options, and preventive care. This enables patients to make informed decisions about their health.
- **Involvement in Decision-Making:** Encouraging patients to actively participate in decisions regarding their treatment helps improve satisfaction and trust in the care process.

f) Accessibility and Convenience

- **Geographical Accessibility:** United Hospital should be located in an easily accessible area with sufficient transportation options, especially in emergencies.
- **Financial Accessibility:** Offering various payment options, including insurance coverage and payment plans, makes healthcare more affordable and accessible to a larger population.

g) Patient Feedback and Continuous Improvement

- **Regular Surveys and Feedback:** To assess and improve service quality, patient feedback through surveys, online reviews, and follow-up calls is critical. United Hospital would likely have mechanisms in place for collecting and analyzing patient feedback.
- **Actionable Responses:** Acting on feedback, whether positive or negative, helps identify areas for improvement and implement changes to enhance service quality.

h) Staff Competence and Attitude

- **Well-Trained Staff:** United Hospital would ensure that all staff, from clinical professionals to administrative staff, are well-trained and possess the necessary skills to perform their duties effectively.
- **Compassionate Care:** The hospital likely emphasizes the importance of empathy, kindness, and respect in interactions with patients. This creates a more positive healthcare experience and encourages patient loyalty.

i) Effective Communication

- **Clear Communication Channels:** United Hospital Limited would focus on open, transparent communication between medical teams and patients. Ensuring that patients understand their medical conditions, treatment options, and care plans is essential.
- **Staff Communication Skills:** Healthcare providers must listen to patients' concerns, answer questions, and ensure that patient's feel heard and respected.

j) Post-Treatment Care

- **Follow-Up Services:** Providing follow-up appointments, calls, or check-ups after treatments or surgeries ensures that patients are recovering well and that any complications are addressed promptly.
- **Rehabilitation and Support Services:** If necessary, rehabilitation services or support groups may be available for patients undergoing post-surgery recovery or long-term treatment for chronic conditions.

k) Ethical Standards and Privacy

- **Confidentiality and Data Protection:** Upholding strict standards of patient confidentiality and ensuring the protection of personal health data is essential for maintaining trust.
- **Ethical Treatment:** Ethical guidelines for patient care, respecting patient rights, and ensuring informed consent are essential aspects of service quality.

Chapter 06

Findings of the Study

6.1 Findings of the Study

a) Patient Satisfaction Levels

- **High Patient Satisfaction:** A study might show that United Hospital's patients generally report high satisfaction levels with the quality of medical care, professionalism of staff, and the overall hospital environment.
- **Key Satisfaction Drivers:** Patients may indicate that timeliness, attentive care, and effective communication by medical staff contribute significantly to their satisfaction.
- **Areas for Improvement:** Some common feedback might include longer wait times for appointments, unclear communication in certain departments, or the need for more comfortable waiting areas.

b) Quality of Care and Treatment Outcomes

- **Advanced Medical Technologies:** The study could reveal that United Hospital is effectively using modern medical technologies to diagnose and treat patients, leading to improved treatment outcomes.
- **High Success Rates in Procedures:** The hospital might show excellent success rates in complex surgeries, such as cardiac surgery or orthopedic operations, compared to national or regional averages.
- **Patient Safety Standards:** Findings might indicate a strong adherence to patient safety protocols, with a low incidence of medical errors, hospital-acquired infections, and adverse events.

c) Operational Efficiency

- **Efficient Use of Resources:** The study may highlight the hospital's effective management of resources, such as staff, medical equipment, and patient flow, contributing to quicker treatment times and reduced waiting periods.

- **Process Streamlining:** Findings might reveal that United Hospital has successfully streamlined administrative processes, such as patient intake, billing, and discharge procedures, reducing operational bottlenecks.
- **Areas for Improvement:** Some operational areas may still require optimization, such as patient scheduling systems or improving coordination among different departments.

d) Staff Competence and Professionalism

- **Well-Qualified Staff:** The study may emphasize that United Hospital employs a highly trained, qualified, and experienced medical and administrative staff.
- **Staff Training Programs:** United Hospital might be found to invest significantly in continuous professional development and training programs for its employees, ensuring up-to-date knowledge and high service standards.

e) Patient Communication and Education

- **Effective Communication with Patients:** Findings might show that healthcare professionals at United Hospital engage well with patients, explaining medical conditions, treatment options, and aftercare in a manner that patients can understand.
- **Patient Education Programs:** The study might find that United Hospital has established educational programs, such as workshops, brochures, or digital platforms that inform patients about preventive healthcare and post-treatment care.

f) Infrastructure and Facility Quality

- **State-of-the-Art Infrastructure:** The study could reveal that the hospital's infrastructure, including patient rooms, diagnostic labs, and operating theaters, meets or exceeds international standards.
- **Cleanliness and Safety:** The hospital is likely to score well in cleanliness and maintaining a hygienic environment, which is crucial for patient comfort and infection control.

- **Patient-Centric Facilities:** Facilities such as waiting rooms, cafeterias, and restrooms might be evaluated as comfortable, clean, and easily accessible, enhancing the overall patient experience.

g) Financial and Administrative Management

- **Affordable Healthcare Options:** The study may indicate that United Hospital offers a variety of payment options, including insurance partnerships and financial assistance programs, making healthcare accessible to a wide range of patients.
- **Transparency in Billing:** United Hospital might be found to provide clear and transparent billing practices, with easily understandable invoices for patients.

h) Community Engagement and Corporate Social Responsibility (CSR)

- **Health Outreach Programs:** The study could find that United Hospital is actively involved in community health initiatives, such as free medical camps, health awareness campaigns, or partnerships with local NGOs to promote health in underserved communities.
- **Corporate Social Responsibility (CSR):** The hospital may be found to have a strong CSR strategy that includes environmental sustainability efforts, such as reducing energy consumption, waste management, or supporting local charities and public health programs.

i) Areas of Improvement and Recommendations

- **Technology Integration:** The study might suggest that while United Hospital is using advanced medical technologies, further integration of electronic health records (EHR) or telemedicine services could improve patient care and operational efficiency.
- **Staffing and Workload Management:** A recommendation might be to address staff burnout or improve workload distribution in high-demand departments to ensure continued high-quality care without compromising staff well-being.

- **Enhanced Patient Feedback Mechanisms:** The study could suggest establishing more comprehensive and real-time patient feedback systems to gather insights into patient experiences and improve service delivery.

j) Competitive Positioning and Market Reputation

- **Reputation and Trust:** The study may indicate that United Hospital is well-regarded in the community for its high standards of medical care, its reputation for excellence in specialized fields, and its commitment to patient well-being.
- **Market Competitiveness:** The hospital's competitive positioning could be assessed in relation to other local and regional healthcare providers, showing how United Hospital differentiates itself in terms of quality, affordability, and services.

Chapter 07

Recommendations and Conclusion

7.1 Recommendations

Based on an analysis of the hospital's performance, patient feedback, and operational effectiveness, here are several **recommendations** that could help **United Hospital Limited** further improve its service quality, operational efficiency, patient satisfaction, and overall healthcare delivery:

a) Enhance Patient Experience

- **Improve Patient Communication**: Ensure all medical staff, including doctors, nurses, and administrative personnel, are trained in effective communication. This includes listening to patient concerns, explaining treatment plans clearly, and answering any questions the patients might have.
- **Patient Education Initiatives**: Increase patient education through brochures, videos, and digital platforms (websites, apps) to help patients understand their conditions, treatment options, and preventive care. Offering educational sessions or webinars on health management would further empower patients to take charge of their health.
- **Follow-Up Care**: Implement a more robust follow-up care system, such as automated reminders for post-discharge care, follow-up appointments, and check-ups for chronic condition management. This would help improve patient outcomes and enhance satisfaction.

b) Improve Operational Efficiency

- **Streamline Appointment Scheduling**: Introducing a more efficient, user-friendly appointment scheduling system, possibly integrated with online portals and mobile applications, could reduce wait times and improve patient flow.
- **Optimize Patient Flow**: The hospital could focus on improving the efficiency of its operations in terms of patient movement across departments (e.g., from diagnostics to treatment or surgery). Implementing Lean principles or Six Sigma methodologies could reduce bottlenecks and waiting times.
- **Digital Health Records**: Further integration of Electronic Health Records (EHR) across departments would enhance coordination, reduce paperwork, and improve overall patient care management. It would also facilitate quicker access to patient history and treatment plans, reducing the likelihood of medical errors.

c) Expand Access to Services

- **Telemedicine Services**: Expand telemedicine offerings, especially for follow-up consultations or non-urgent care. This could help provide convenient access to healthcare, especially for patients in remote or underserved areas.
- **Mobile Health Solutions**: Develop a mobile app for patient appointments, test results, medical advice, and real-time updates. It could also serve as a platform for booking appointments, providing health tips, and offering real-time chat support with healthcare providers.
- **24/7 Emergency Services**: Strengthen the emergency services unit, ensuring quicker response times and improving readiness for handling all kinds of emergency situations. This might include better staffing during peak hours, better equipment, and optimized workflow to reduce waiting times.

d) Invest in Staff Training and Development

- **Continuous Education Programs**: Introduce more continuous professional development programs for clinical and non-clinical staff. This ensures that they are up to date with the latest medical procedures, technologies, patient care protocols, and soft skills related to patient interaction.
- **Patient-Centered Care Training**: Emphasize training in emotional intelligence, empathy, and cultural competence for all staff, helping them engage with patients more effectively and with sensitivity to their needs.
- **Staffing Levels and Workload Management**: Ensure appropriate staffing levels during peak periods to avoid burnout and ensure that patients receive timely care. Introducing flexible work shifts could help manage staff workload better, ensuring staff satisfaction while optimizing patient care.

e) Improve Hospital Infrastructure

- **Patient Comfort and Privacy**: Improve hospital facilities to ensure that they are comfortable, welcoming, and conducive to healing. This might include renovating patient

rooms, updating waiting areas, improving noise management, and ensuring greater patient privacy.

- **Sustainability Initiatives**: Invest in eco-friendly initiatives, such as energy-efficient lighting, waste management systems, and green building certifications, to contribute to environmental sustainability while cutting operational costs.
- **Better Signage and Navigation**: Enhance the hospital's way finding system, using clear signage, maps, and digital tools to help patients and visitors navigate the facility more easily.

f) Strengthen Patient Safety and Quality Assurance

- **Safety Protocols and Regular Audits**: While patient safety standards might already be strong, regular audits and the introduction of advanced monitoring systems to track patient safety can further reduce medical errors and improve patient outcomes.
- **Accreditation and Certifications**: Pursue or maintain international accreditations such as Joint Commission International (JCI) or ISO certification to reinforce the hospital's commitment to global standards of healthcare quality.
- **Risk Management Programs**: Strengthen risk management programs to proactively identify potential areas of concern (e.g., infection control, adverse events, or patient harm) and implement preventive measures.

g) Increase Community Engagement and Corporate Social Responsibility (CSR)

- **Health Outreach Programs**: Conduct more health camps, free medical check-ups, and preventive health awareness campaigns in local communities. These programs can improve the hospital's visibility, educate the public on health issues, and attract more patients.
- **Collaborate with Local Governments and NGOs**: Partner with local governments and non-governmental organizations (NGOs) to provide healthcare services to underserved or marginalized populations, especially in rural or remote areas.
- **Charity Initiatives**: Develop more charitable initiatives to support underprivileged patients who may be unable to afford healthcare services, either through financial assistance, discounted rates, or subsidized treatment.

h) Financial Management and Transparency

- **Cost-Effective Healthcare Solutions**: Explore partnerships with insurance providers to offer more affordable healthcare packages for patients. This could also involve bundling services into packages, offering discounted rates for routine health checkups, or preventive care.
- **Transparent Billing Practices**: Improve transparency in the billing process by offering patients a clearer breakdown of services and treatments, reducing confusion or dissatisfaction related to costs. Hospitals can adopt price transparency tools and digital platforms that provide estimates before treatments.

i) Enhance Technology Integration

- **AI and Predictive Analytics**: Utilize artificial intelligence (AI) and predictive analytics to enhance diagnostic accuracy, predict patient outcomes, and streamline operations. For example, AI could assist in analyzing medical images, predicting patient deterioration, or optimizing hospital resource usage.
- **Patient Data Analytics**: Use data analytics to identify trends in patient health, satisfaction, and care quality. Analyzing this data could help inform clinical practices, identify areas for improvement, and personalize care strategies.

j) Strengthen Internal Communication

- **Interdepartmental Collaboration**: Improve coordination between various hospital departments (e.g., emergency services, inpatient care, diagnostics, and billing) to ensure smooth patient care from admission to discharge.
- **Regular Staff Meetings and Feedback Mechanisms**: Establish regular staff meetings or feedback sessions where employees at all levels can discuss operational issues, raise concerns, and offer suggestions for improvements.

7.2 Conclusion

In conclusion, United Hospital Limited stands as a significant healthcare provider, offering a wide range of medical services to the community. The hospital has made substantial efforts to provide high-quality care, ensure patient safety, and maintain operational efficiency. United Hospital Limited is on the right path to continuing its legacy of providing quality healthcare. By acting on the recommendations and continuously adapting to the needs of the patients and healthcare industry, the hospital can maintain its competitive edge, enhance patient satisfaction, and uphold its reputation as a leader in healthcare service delivery. The hospital's commitment to quality, patient care, and community outreach will be pivotal in ensuring it remains a trusted healthcare provider for years to come. However, as with any healthcare institution, there are always opportunities for improvement to stay ahead in a dynamic healthcare environment and continue meeting the evolving needs of patients.

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