REPORT ON
VISIT OF MBA HM STUDENTS TO MEDICALL (NEW DELHI)

Eleven students of MBA (HM) (8 from first year and 3 from second year) Visited “MEDICALL” an exhibition cum conference from 21st Sept 2018 to 23rd Sept 2018. The venue of the event was Pragati Maidan. Medical is organized by Medexpert Business Consultants Pvt. Ltd. Promoted by Dr. Manivannan, the Joint Managing Director of Kauvery Hospital, and a 1000 bedded Hospital in South India. There were more than 200 stall set up by different companies / hospitals etc to showcase the latest innovations in the field of healthcare. Many Doctors, Healthcare Professionals, entrepreneurs and students visited the expo.

Many seminars were also organized on the sidelines of the expo. The students of MBA (HM) of Poornima University attended the following seminars:

1) **Branding and Marketing for Hospitals:** Small & Medium hospital owners feel that marketing is a costly exercise and find it difficult to select the right marketing medium. The experts discussed appropriate and effective low-cost strategies including PR, Digital and Social Media marketing for hospitals.

2) **Hospital Projects:** Discussions on how to build Hospitals Faster Cheaper and Better. Get advice from the people who have walked the talk. Learn the intricacies of Master Plan, Design, Elevation, Choosing Consultants, Project Execution, Timelines, NABH Standards, Quality Controls, Functional & Space Planning.

3) **How to choose the right Hospital Software:** Do we need a HMS or not? Do we buy off the shelf? Do we develop it? Or is there a new way of doing things? Is there a hybrid solution that gets you the best of both the worlds – Faster, Cheaper & Simpler – all the above questions were discussed in the seminar.

4) **Survival Strategies for Small and Medium Hospitals:** Small & Medium hospitals are concerned about the competition from bigger hospitals. Small & Medium Hospitals lack bandwidth and right resources when it comes to managing their hospital. This seminar focused on survival strategies and practical solutions for running small & medium hospitals professionally and profitably.
The students also exchanged contacts with the exhibitors and prospective employers.