

CASE STUDY OF PLANNING AND ESTABLISHMENT OF A GREENFIELD HOSPITAL

CLIENT:

A charitable Trust which embarked upon establishment of a Comprehensive Cancer hospital project in tier Two city of Maharashtra

SITUATION:

The trust had managed to create an initial corpus for planning and implementation of this project and being the arm of a cooperative bank it could bank on possibility of additional infusion from the parent but the planning team lacked the experience in healthcare project specifics for a Greenfield hospital project and required expertise sharing, knowledge transfer and navigation with active involvement through the entire length of the project.

We were selected on the basis of our huge previous experience of active clinical areas and understanding of end user requirements, Project planning prowess and facility and services planning insights.

INTERVENTION :

1. We started with freezing the **Concept to Launch** which is a very critical step in planning stage and involves a critical knowledge transfer from experts for Concept development and recommendations on an APT facility and services model. It was based upon a **scientific needs analysis** and **critically analyzing the concept for** suitability
2. Financial planning with Capital **formations** and **business model and business plan** and **precise budgets and financial plans** were outlined. Though the trust functioned on infusion in form of donations we had to get built in mechanism to make it sustainable over long term . with **Pros and cons clearly laid down on table.**
3. With our previous **experience** and a **deep insight into project planning**, we help develop a **well aligned Proof of concept** for a given project to **targeted business objective with a charitable trust specific** differently aligned strategy to suit their different formations and objectives.
4. Impact assessment of **Construction costs, Equipment costs and allied costs** of the project.
5. We could offer **end to end hand holding negotiating thro design of the proposed building, ideal Facility and Services Plan, addressing Patient flow and work flow**

requirements at the same time satisfying the norms of regulatory authorities of the area . Special emphasis was on functional planning of Radiotherapy, critical care and Surgical areas taking in to account impact factors for infection control activities

6. Major inputs were into establishing **Project monitoring mechanisms** for Construction phase and later phases.
7. We could provide a comprehensive **Equipment advisory** and **HR planning process**. It would deign **optimum process plans** based on applicable standards in clinical and management areas to set up the work culture right from the day of commissioning in Greenfield projects.

Impact:

We could deliver for the Charitable trust a state of the art Comprehensive Cancer care facility in this tier Two city with a sustainable business model with several key USPs with built in mechanisms to help for long term survival and sustain the competition IN THIS CITY FOR THE LAST DECADE.

SARATHY



Knowledge Catalyst in Healthcare