

# SVAVALAMBAN

JUNE 2022 ● ISSUE 1



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Pairing up with us?

**BROUGHT TO YOU  
BY  
AMITY INSTITUTE OF  
HOSPITAL ADMINISTRATION  
(AIHA)**

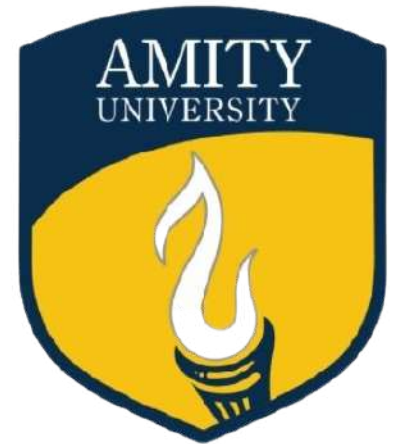
QUATERLY NEWSLETTER

# India's Leading Research & Innovation Driven Pvt. University

## THE AMITY UNIVERSITY LOGO

The Amity University logo is represented in a shield divided into dark blue and golden yellow sections by an upward sweeping line that depicts growth and progress in life, achievable through education. While the shield shape represents the resolute shelter of truth, two contrasting yet adjacent colours connote a blend of modernity with tradition.

The dark blue with contemporary cues of technology, performance and advancement strikes a synergy with the golden yellow radiance of tradition, culture and values. The flame represents the purity and passion for knowledge, while the upper and lower parts of the flame replicate the arch of 'A' and the bend of 'U' respectively, the two leading alphabets of Amity University.



## DR. ASHOK K. CHAUHAN

**Founder President, Ritnand Balved Education Foundation**  
(The Foundation of Amity Institutions and the sponsoring body of Amity Universities)  
**Chairman, AKC Group of Companies**

*"Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders. Today, we are proud that Amity is synonymous with practical, industry focused education, and attracts the best students. Each one of our students will be a success story. This is my dream; this is my commitment."*

## DR. ATUL CHAUHAN

Chancellor, Amity  
University  
President, Ritnand Balved  
Education Foundation  
CEO, AKC Group of  
Companies

*"We are creating centres of thought leadership across the world, where faculty, scientists and brilliant students can explore and expand the frontiers of knowledge."*



## PROF.(DR.) BALVINDER SHUKLA

Vice Chancellor, Amity  
University Uttar Pradesh  
M.Tech. (IIT Kharagpur),  
Ph.D. Queen's University, U.K.  
Council member of AIMA

*"At Amity, we focus on each & every student, to bring out their full potential and empower them with a winning attitude."*





# HEAD OF THE INSTITUTION, AIHA



**Prof. (Dr.) Ajai Kumar Jain (MBBS, PGDMLS, MHA, LLB, PhD)**

*“A leader is one who knows the way,  
goes the way, and shows the way.”*

*—John Maxwell*

Hospital management allows the structured functioning of healthcare.

Hospital administration and its functions can play a significant role in enhancing the quality of hospital treatment, and its managers must possess several skills to carry out these duties efficiently and successfully. More emphasis should be placed on the use of professional hospital managers today, particularly those with a background in health services management. SVAVALAMBAN, our quarterly newsletter serves you a series of happenings in the healthcare field and so much more, it brings me immense pleasure to share it with all of you.

HAPPY READING.



## Vision & Mission at AIHA

Amity Institute of Hospital Administration, a family of professionals, was established in the year 2012. While several batches have passed through the department, it still stands on its basic ground which is to help us grow upward and forward. The management provides communication, implement policies, improve day to day operations, arrange the supply chain, manage financial and human resources, and market hospital services. The way AIHA

faculty impart knowledge is unique. The over archaic vision, sentient to recent technology and care for the boost of National healthcare industry is always given the catbird seat. The pattern of teaching in general involves a pedagogical approach expecting students to take initiative knowledge acquisition and issues beyond the theoretical framework to develop their own abilities & skills to tackle various real life problems. Classroom learning is mainly discussions and interactive

sessions involving case studies & theoretical inputs, simulations, exercises, individual and group presentations in the form of seminars, journal clubs and short projects etc. AIHA envisions management to be an expression of what the organization wants to become, with the aim of producing best product of management with skills of both hospital and business industry.

# PURPOSE AND PERCEPTION BEHIND THE NEWSLETTER

The newsletter can be taken as a prism through which we can see the world of possibilities and innovative ideas revolving around the healthcare sector. SVAVALAMBAN will represent the face of the Amity Institute of Hospital Administration, it will reach out to a greater audience to give a clear idea about what goes in and around AIHA. It will showcase the opportunities in India as well as abroad, in reputed Hospitals, and private firms so to help us all in the right direction.

*The newsletter will cover the healthcare advancements, and the visionaries will get to know the latest news related to the same, with an alumni corner, sharing their experience and guiding us to groom well before we face the competitive sector.*



Madeeha Noor  
Founder, Design Head and Research



Dr. Abhigya Sharma  
Editor in Chief and Content Crafter



Nasir Hussein  
Editor and Content Crafter



Dr. Varun Kapoor  
Data Collection

*The newsletter will have a special page dedicated to the expert series, where the renowned personalities of top hospitals will share their secret to success and everything to be asked in our basket full of questions.*



# HOSPITAL INDUSTRY V/S HOSPITALITY INDUSTRY



The hospital and hospitality industries go hand in hand, but we will highlight the difference between the two.


Hospital is a 24-hour medical treatment facility, which can be a public or private sector building where patients are admitted for treatment. It is largely managed by professional physicians, surgeons, and nurses. Hospital is managed by hospital administrators, responsible for, directing, supervising, and evaluating work activities of medical, nursing, technical, clerical, service, and maintenance. They implement programs including human resource administration, training, and coordination of medical, nursing, and physical plant staff. Different types of hospitals can be, general, district, or specialized including trauma and rehabilitation centers.

Hospitality Management is more relevant to the hotel industry but now hospitals have included the term HOSPITALITY as hospitals are now seen as a place of comfort, and care, with the best modern facilities for patients. Hospitality is the act or service of receiving and hosting guests. The management looks after some aspects of customer care, housekeeping, laundry services, and stay assistance.



*In summation, the hospital is an industry dealing with patient health treatment where hospitality plays an important role in customer care.*

# CAREER PROSPECTS FOR MASTERS IN HOSPITAL ADMINISTRATION (MHA)



Masters in Hospital Administration have excellent opportunities for graduates in the private and public sectors of various reputed organizations in India and abroad. MHA postgraduates are in demand for every area of recruitment with a perfect salary package, such as in the medical and educational sectors.

## TOP GOVERNMENT RECRUITERS

In the government sector, the graduates are in a wide range and highly rewarding for the postgraduates. Some of the best MHA government sectors are:

- Centres for Disease Control and Prevention
- National Institute of Mental Health and Neuroscience
- India Central Drugs Standard Control Organization

The initial Salary expected for different positions in MHA can range between 6-8 LPA.

## TOP PRIVATE SECTOR RECRUITERS

- Health Maintenance Organization
- Fortis
- Max healthcare
- Medanta
- Reliance firm
- Tata firm

## JOB OPPORTUNITIES ABROAD FOR MASTERS IN HOSPITAL ADMINISTRATION

Some of the best MHA salary packages with better jobs in abroad are as follows:

- Clinical Research Manager
- Nursing Home Administrator
- Ambulatory Care Manager
- Consultant
- Medical Coder

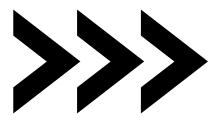
## INTERNATIONAL TOP COMPANIES HIRING MHA STUDENTS:

- United Health Group
- Abbott Laboratories
- University of Pittsburg Medical Centre
- World Health Organisation

## COUNTRIES IN THE WORLD WHICH OFFER JOB OPPORTUNITIES TO MHA:

- Australia
- USA
- UK, Netherland and Canada.





In frame Dr. (Prof.) Anil Arora, Madeeha Noor, Dr. Abhigya Sharma, Nasir Hussein (Left to right)

## DR. (PROF.) ANIL ARORA

MD, DNB, DM GASTRO  
(AIIMS)  
FRCP (Edinburgh)  
FIAMS, FISGE, FAGEI,  
FRCP (London), FAASLD  
Chairman, Institute Of  
Liver Gastroenterology &  
Pancreatico Biliary  
Sciences  
Sir Ganga Ram hospital

How our prominent doctors see our burgeoning health sector. To know this, we went to Delhi's renowned Sir Ganga Ram Hospital where we interviewed the Chairman of the department of Gastroenterology, Prof. Dr. Anil Arora.

We started the confabulation with the following questions:

**Q: Sir, how has been the journey from the beginning of your career to the position you hold now?**

A: Well, I began my career at AIIMS, Delhi where I did my MBBS. This was followed by MD and DM. I was wholly focused on hard work, honesty, and dedication, position was never my concern. It's certain once you grow older, you will hold the reputed position but how satisfied are your patients with your behavior, temperament is something which I was ever concerned about.

**Q: Whether Gangaram Hospital ready for future calamities like COVID-19?**

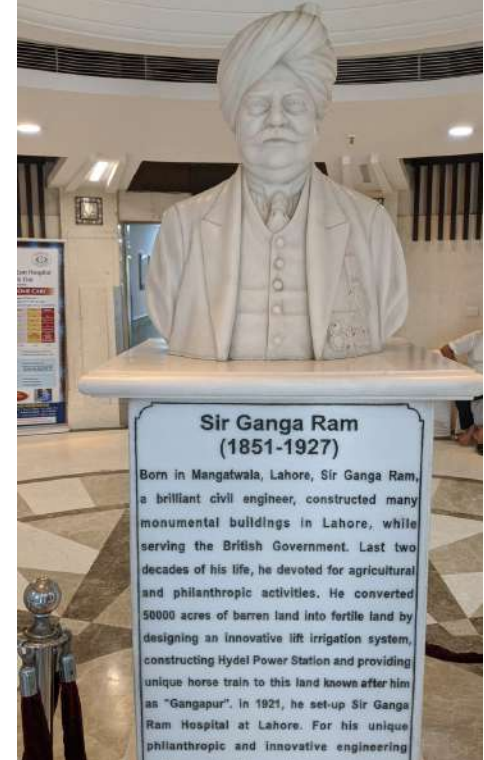
A: You can never be prepared for natural calamities. If you are always prepared for eventualities and calamities then nobody will ever die. Pandemics will occur once in a century and whatever we face, we must learn lessons.

**Q: Having an experience of more than 35 years, how do you see the role of hospital administrators in a hospital?**

A: Hospital administrators are an extremely good component of a hospital. Let's consider doctors who have enormous knowledge about their subject but again have no smooth and well-oriented infrastructure, that is where they lack. When you have skilled and qualified Hospital administrators, they cement the bridge between doctors and patients. This will in turn boost patient satisfaction and doctors' ability to deliver will prosper.

**Q: What was the strategy of Ganga Ram Hospital, in dealing with the dreadful COVID-19 pandemic?**

A: The major problem with COVID-19 pandemic was that the rush and load of patients was too much. Initially, we had an oxygen shortage



which was a daunting challenge to deal with especially when you have got a huge rush of patients, requiring oxygen. But due to the support of the government, we were able to handle the scary situation.

*Dr. Anil Arora concluded by saying*

**"WHATEVER YOU DO, DO IT  
WITH FULL FAITH,  
SUCCESS, FAME AND MONEY  
WILL FOLLOW YOU".**



# BREAKTHROUGH NEWS RELATED TO THE HEALTHCARE INDUSTRY



## **INDIA TO GET RECORD NUMBER OF DOCTORS IN NEXT 10 YEARS:**

Prime Minister Narendra Modi on Friday, April 15, 2022, after dedicating to the nation a 200-bed K.K. Patel Multi-specialty Hospital in Bhuj in Gujrat via videoconferencing said the country will get a record number of doctors in the next 10 years due to the central government's policy of establishing at least one medical college in every district. "The goal of having at least one medical college in every district and ensuring that medical education was in reach of everyone will result in the country getting record numbers of doctors after 10 years," the Prime Minister said.



## **ROBOTIC SURGERY UNIT LAUNCHED IN GUWAHATI HOSPITAL:**

On March 1st, 2022, officially launching the Versius Robot and Robotic Operation Theatre in the hospital, Assam Minister of State for Health Pijush Hazarika said, it will provide high-value services to society in terms of medical care. People in the state and the region can remain in the comforts of a known environment without having to go to other parts of the country or abroad, he said.



## **NOBODY CAN BE FORCED TO UNDERGO COVID VACCINATION- SUPREME COURT:**

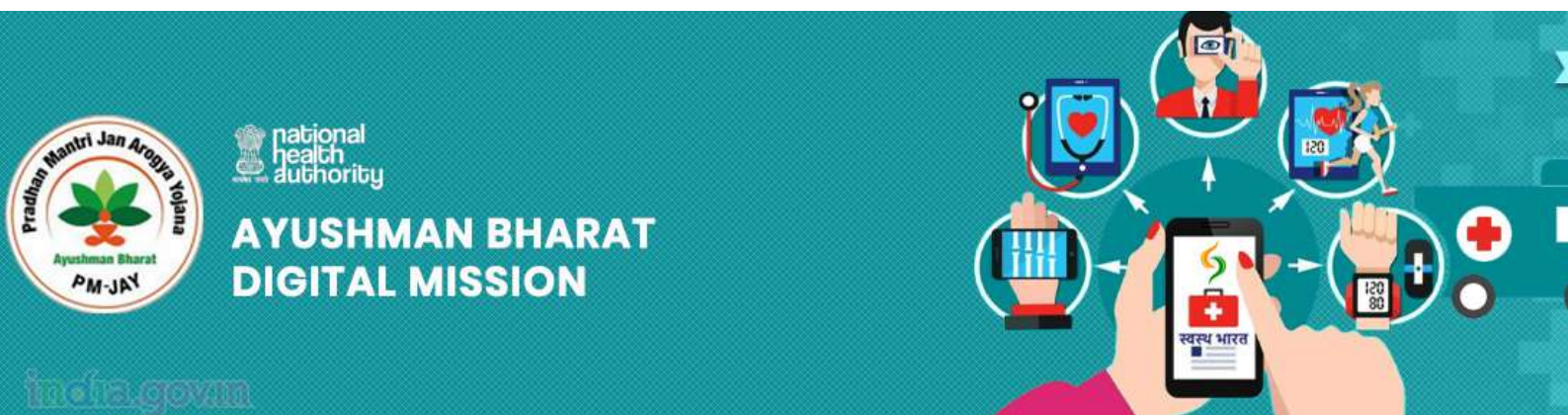
On 2nd May 2022, the Supreme court said that no individual can be forced to get vaccinated against COVID-19 and asked the Centre to make public data on the immunization adverse events. Bodily autonomy and integrity are protected under Article 21 of the Constitution, a bench of Justices L Nageswara Rao and B R Gavai said while suggesting that there be no restrictions on unvaccinated people in public areas till covid numbers are low.

# AYUSHMAN BHARAT DIGITAL MISSION

Recently, the Union Cabinet has approved the countrywide implementation of the Ayushman Bharat Digital Mission (ABDM) with a budgetary allocation of Rs 1,600 crore for five years. Under the mission, citizens will be able to create their Ayushman Bharat health account numbers, to which their digital health records can be linked.

## EXPECTED BENEFITS CAN BE:

- Ensure ease of doing business for doctors and hospitals and healthcare service providers.
- Enable access and exchange of longitudinal health records of citizens with their consent.
- Create integration within the digital health ecosystem, similar to the role played by the Unified Payments Interface (UPI) in revolutionizing payments.
- The mission will improve "equitable access" to quality healthcare as it'll encourage the use of technologies such as telemedicine and enable the national portability of health services.



## CABINET APPROVES ESTABLISHMENT OF WHO GLOBAL CENTRE FOR TRADITIONAL MEDICINE IN INDIA

Dr. Tedros Adhanom Ghebreyesus, Director General, World Health Organization announced the establishment of WHO GCTM in India.

The Hon'ble Prime Minister praised this initiative of WHO and mentioned that WHO GCTM would emerge as a centre of global wellness, bolster evidence-based research, training and awareness for Traditional Medicine

The WHO GCTM will be established in Jamnagar under the Ministry of AYUSH.

This would be the first and only global outpost Centre (office) for traditional medicine across the globe.

### Benefits:

- 1.To position AYUSH systems across the globe
- 2.To provide leadership on global health matters pertaining to traditional medicine.
- 3.To ensure quality, safety and efficacy, accessibility and rational use of traditional medicine.
- 4.To develop norms, standards, and guidelines in relevant technical areas, tools and methodologies, for collecting data undertaking analytics, and assess impact. Envisage WHO TM Informatics centre creating a collaborative of existing TM Data

banks, virtual libraries, and academic and research institutes.

5.To develop specific capacity building and training programmes in the areas of relevance to the objectives and conduct training programmes in campus, residential, or web-based, and through partnerships with the WHO Academy and other strategic partners.





# Beat THE Heat

This Summer



Sunburn is a type of inflammation, and diet has a tremendous impact on inflammation in the body. Your diet can increase or decrease your skin's sensitivity to UV rays and its ability to repair itself when it does get damaged.

Make sure you are eating the following to reduce sun sensitivity:

## 1 Healthy fats rich in Omega-3s

Healthy fats rich in Omega-3s: Omega-3s help to reduce inflammation in your body and promote healing. Good sources include fish (like sardines and salmon), eggs, flaxseed, and walnuts.



## If you Suspect a case of heatstroke :

Bring victim to safe, cool and shady environment, take vital signs. Provide Oxygen supplementation. Increase airflow to the person using (mist) fan, spraying of cool water over the body.

## Call 108/ Ask for Medical help

## 2 Antioxidant-rich foods

Antioxidants help reduce inflammation and free radicals in your cells, as well as protect against sunburn and skin damage. In addition to veggies, berries, beans, nuts, and green or black tea have high antioxidant properties.

## 3 Stay Hydrated

Proper hydration is important any time of the year, but it is especially important in the scorching heat. In general, you'll want to drink about two-thirds of your body weight in ounces of water each day. It is recommended to add 12 ounces of water for every 30 minutes you spend in the heat or sweating.



The capital has seen its hottest days in 72 years. What we, as the generalized population can do to combat the scorching heat, So, the first summer wellness tip is to get outside and get your vitamin D! But, that said, overexposure can be the cause of skin infection, inflammation, and even cancer.

# Alumni Testimonial



MHA from AIHA added immensely to my skills helping me achieve my goals in life. I could play a dual role in my profession, had a better understanding of the hospital functioning and could manage the issues faced by the hospital in a better way. Amity makes u prepare holistically for your future, academics, personal uplifting and Co curricular way. The subjects which we studied helped me choose my future placement as per my choice. My teachers were very motivating and helpful in all my semesters. I made so many good friends for life. I cherish my 2 years at AIHA very fondly

Dr Archana Mandhan (Batch 2017-2019)  
Family physician



## "ALUMNI CORNER"

# Alumni Testimonial



The Faculty at AIHA helped a lot in my tenure. Studying in amity and getting a good future ahead The faculty has helped me to gain knowledge and how to use that practically. I thank them all.

Mannan Mushtaq Chiken (Batch 2018-2020)  
Hospital Administrator at Medanta The Medicity





# Pairing up with us?



## COLLABORATE *With us*

We would like to welcome new generative ideas to build a stronger family.

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**MAIL US AT**  
**[newsletter.aiha@gmail.com](mailto:newsletter.aiha@gmail.com)**

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We would love to hear your feedback and will always be open to reviews.

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To catch up on the latest news and trends of the healthcare industry, be on a ride with us in the garland of career prospects, see the hospital industry through the eyes of eminent personalities, and a lot more to uncover worth read, stay connected to our quarterly newsletter.