



Daffodil
International
University

Report on:

**“Consumer Perception regarding Accessibility and Quality of
DIU Medical Centre”**

Submitted to:

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University

Submitted by:

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Student ID: 201-11-6475

Letter of Transmittal

Date: 27th June, 2024

Department of Business Administration Daffodil International University Daffodil
Smart City (D.S.C.), Birulia, Savar, Dhaka-1216

Subject: Request to accept my report on " Consumer Perception regarding Accessibility and Quality of Care at DIU Medical Centre"

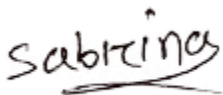
Dear Sir,

I would like to express my gratitude for the collaboration during my recent research on consumer behavior at DIU Medical Centre. The study aimed to understand patient satisfaction factors and provide insights for improvement.

I commend the staff's cooperation during data collection. The findings, outlined in the report titled "Consumer Behavior of Medical Centre Focusing on DIU Medical Centre," highlight commendable service quality. The report also suggests areas for enhancement.

I appreciate the dedication of the DIU Medical Centre team and believe the recommendations, if considered, could further improve the patient experience. I'm available for any discussions or clarifications.

Thank you for the opportunity to contribute to this valuable research.



Sincerely yours,

Sabrina Khaled Borna

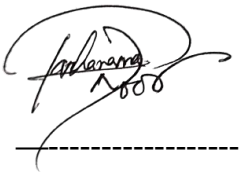
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Department of Business Administration
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Certificate of Approval

This is to certify that the research report titled "Consumer Perception regarding Accessibility and Quality of Care at DIU Medical Centre" submitted by Sabrina Khaled Borna has been reviewed and approved. The research demonstrates a high level of competence, addressing critical aspects of consumer behavior in the context of healthcare services.

Sabrina Khaled Borna has successfully met the requirements and expectations set forth for this research, and the findings provide valuable insights for enhancing patient satisfaction at DIU Medical Centre.

A handwritten signature in black ink, appearing to read 'Farhana Noor', is written over a horizontal dashed line.

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Student Declaration

At this moment, I do state that the work presented in this internship report has not been previously submitted to any other university/college or organization for any academic degree. The work I have presented has no existing copyright, and no part of this report is copied from any work done earlier for a degree or otherwise.

A handwritten signature in dark ink that reads "sabrina". The signature is written in a cursive style with a horizontal line underneath the name.

Sabrina Khaled Borna
ID: 201-11-6475
Department of Business Administration
Daffodil International University

Acknowledgment

I would like to begin by expressing gratitude to Almighty Allah for allowing me to finish my internship and write this report. Without His favor and direction, this achievement would not have been possible.

I would also like to extend my heartfelt appreciation to my internship supervisor, **Ms Farhana Noor**, for her invaluable guidance and continuous support throughout my internship. Her insightful feedback and constructive criticism have played a significant role in shaping this report.

I want to acknowledge the generous contributions of everyone who has helped me with relevant news and company data, which were essential to preparing this report. Without their support and contributions, this project would not have been possible.

During my internship, my colleagues have been a constant source of support, providing me with information and sharing their insights and ideas. Their unwavering assistance and encouragement are greatly appreciated.

Finally, I thank the clients who participated in my research by responding to my questionnaire. Their cooperation and valuable feedback have been instrumental in shaping the findings and conclusions of this report.

Once again, I sincerely appreciate everyone who contributed to my successful internship and reports completion.

Executive Summary

This comprehensive report provides a detailed examination of DIU Medical Center, a vital component of Daffodil International University's commitment to healthcare excellence. The strategic relocation in 2021 initiated a transformative phase, leading to significant improvements in infrastructure and services. The extension of operational hours from 8 am to 12 am has remarkably amplified the center's accessibility, resulting in a noteworthy surge in daily patient visits.

The report delves into the intricacies of the center's recruitment and selection strategy, revealing a meticulous and transparent approach. By aligning with Daffodil Family service rules and incorporating a multifaceted selection process, DIU Medical Center ensures the composition of a skilled, competent, and diverse workforce.

Survey findings validate the positive impact of these initiatives on patient satisfaction, reflecting commendable service quality. The recruitment policy, characterized by an efficient requisition process and equal opportunity principles, contributes to the center's commitment to excellence.

In conclusion, this report not only presents a snapshot of the current state of DIU Medical Center but also outlines strategic recommendations for continuous improvement. Suggestions include the implementation of a robust feedback mechanism, strategic marketing endeavors to amplify community awareness, and exploration of telemedicine options to further enhance accessibility. Through these proposed measures, DIU Medical Center is poised not only to sustain its positive trajectory but to elevate its role as a beacon of healthcare excellence within the Daffodil Family and the broader community.

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Chapter 1

Introduction

Daffodil International University (DIU) Medical Centre, nestled within the purview of Daffodil Health Institute, stands as a cornerstone in the provision of healthcare services, catering to the diverse needs of the university community and beyond. As a vital subsidiary of the expansive Daffodil Family, the medical center plays a pivotal role in maintaining the health and well-being of individuals associated with Daffodil International University.

This report delves into the intricate realm of consumer behavior at DIU Medical Centre, seeking to unravel the dynamics that underlie the preferences and experiences of those who avail themselves of its services. The critical assessment of consumer behavior is essential not only for the optimization of the medical center's operations but also for fostering an environment that prioritizes the holistic well-being of its patrons.

Background of the Study:

The healthcare landscape is a dynamic and intricate domain, constantly evolving to meet the diverse needs and expectations of its consumers. In this context, Daffodil International University (DIU) Medical Centre emerges as a vital institution, acting as a nexus between healthcare provision and the individuals it serves within and beyond the university community. The significance of understanding the intricacies of consumer behavior within this healthcare setting is paramount, as it not only shapes the experiences of those seeking medical assistance but also lays the groundwork for continuous improvement and enhancement of services.

DIU Medical Centre operates under the umbrella of Daffodil Health Institute, a sister concern of the expansive Daffodil Family. The medical center functions as a beacon of health and wellness, equipped with a dedicated team of professionals committed to delivering quality healthcare services. With two MBBS doctors, medical assistants, support staff, and an in-charge who brings academic expertise from the Public Health Department of Daffodil International University, the medical center provides a spectrum of services encompassing emergency care, consultations, diagnostics, and therapeutic interventions. The comprehensive 16-hour service duration reflects the center's commitment to ensuring accessibility and availability during critical hours.

As an intern within the administrative realm of DIU Medical Centre, the researcher was immersed in the day-to-day operations, gaining insights into the multifaceted aspects of service delivery. This study aims to delve into the consumer behavior dynamics surrounding the medical center, seeking to uncover the factors influencing consumer satisfaction and dissatisfaction. By analyzing the preferences, opinions, and experiences of the center's patrons, the study aspires to contribute actionable insights that can inform strategic decisions, fostering an environment of continuous improvement and ensuring that DIU Medical Centre remains at the forefront of delivering quality healthcare services.

Research Objective:

The study aims to analyze consumer behavior at DIU Medical Centre, assessing reasons for satisfaction, understanding causes of dissatisfaction, and providing actionable recommendations. This research seeks to contribute valuable insights to optimize service delivery and enhance overall consumer experience in the healthcare setting.

Specific objectives

1. To assess factors contributing to consumer satisfaction at DIU Medical Centre.
2. To identify and understand the root causes of customer dissatisfaction with the services.
3. To provide recommendations based on the findings of the study.

Methodology

1. Survey Design and Instrumentation:

A structured questionnaire was designed based on the guidelines provided.

The questionnaire utilized a 5-point Likert scale for responses.

2. Participant Selection:

The survey was conducted at DIU Medical Center.

Participants included individuals visiting the center for medical services.

3. Data Collection:

A total of 100 respondents participated in the survey.

Demographic information such as gender, age group, and occupation was collected.

4. Internship Setting:

The internship was undertaken at DIU Medical Center, a part of the Daffodil Health Institute and a sister concern of the Daffodil Family.

The medical center operates under the supervision of 2 MBBS Doctors, 3 Medical Assistants, 1 support staff, and 1 In-charge who is a professor of the Public Health Department at DIU.

5. Service Duration and Offerings:

The internship service duration was 16 hours daily (8:00 am to 12:00 am).

Services provided included Emergency Checkup, Doctor Consultation, Nebulization, Oxygen support, Cabin facility, Sugar Test, Blood Pressure test, Oximeter, First Aid equipment and support, Dressing, Stitching, and Primary medicine support.

6. Data Analysis:

Quantitative data from Likert scale responses was analyzed using statistical methods to draw meaningful insights.

Descriptive statistics were employed to summarize demographic and response data.

7. Ethical Considerations:

The survey adhered to ethical standards, ensuring participant confidentiality and informed consent. All collected data was anonymized to maintain the privacy of the participants.

Limitations:

The study's specific focus on DIU Medical Center allows for in-depth insights into its operations. Although limited to one site, this targeted approach ensures a nuanced understanding of the center's dynamics. While survey responses may be influenced, recognizing and mitigating potential biases enhances the study's credibility.

Chapter 2

History and overview of DIU Medical Center

Before 2021, DIU Medical Center operated with a limited setup, combining the doctor's chamber and medical assistant room, with a partition for patient space. In 2021, DIU's management decided to enhance the facility. The center moved to the Gym Building, creating separate chambers for doctors, a physiotherapist, and administrative purposes. Additional cabins, a nurse station, an intern admin room, and a reception were established. Services expanded from 8 am to 12 am, with 2 doctors for two 8-hour shifts, 3 medical assistants, and 1 physiotherapist. New services included emergency first aid and medicine, each with a minimal token charge. The operating hours extended to a total of 16 hours. Patient numbers increased significantly from 50-60 per month to 30-40 per day. Notably, the referral rate to commercial hospitals decreased by 20%.

Vision Statement

Empowering a healthier, resilient Daffodil Family, DIU Medical Center envisions becoming a beacon of comprehensive and accessible healthcare. Guided by innovation and compassion, we aspire to foster a community where well-being thrives. Our commitment extends beyond treatment, promoting proactive health initiatives and ensuring a seamless, caring environment for every member of the Daffodil International University community.

Mission Statement

At DIU Medical Center, our mission is to provide exceptional and inclusive healthcare services to the diverse community of Daffodil International University. Committed to promoting wellness, we strive to deliver timely and compassionate medical assistance. Through continuous innovation, collaboration, and community engagement, we aim to foster a culture of proactive health management, ensuring the physical and mental well-being of our students, faculty, and staff. Our mission is to be a trusted partner in their journey towards a healthy and vibrant future.

Core Values

Compassion: We embrace empathy and understanding in every interaction, recognizing the individual needs and concerns of our diverse community.

Excellence: We are dedicated to delivering healthcare services of the highest quality, upholding professional standards through continuous learning, innovation, and evidence-based practices.

Accessibility: We strive to make healthcare easily accessible to all members of the Daffodil Family, promoting inclusivity and removing barriers to well-being.

Collaboration: We believe in the power of teamwork and interdisciplinary collaboration, both within our medical center and through partnerships with external healthcare institutions, to ensure comprehensive care.

Integrity: We uphold the highest ethical standards, fostering trust and transparency in our actions, decisions, and interactions with the community we serve.

Proactivity: We take a preventive and proactive approach to healthcare, promoting wellness initiatives, health education, and early intervention to enhance the overall health of our community.

Community Engagement: We actively engage with the Daffodil International University community, listening to their needs, involving them in health-related programs, and fostering a sense of shared responsibility for well-being.

Continuous Improvement: We are committed to continuous self-assessment and improvement, seeking feedback, adapting to evolving healthcare needs, and ensuring that our services align with the highest standards of excellence.

Innovation: We embrace innovation in healthcare delivery, technology, and service models to enhance the overall healthcare experience for our stakeholders.

Safety: We prioritize the safety and well-being of our patients, staff, and visitors, maintaining a secure and conducive environment for healing and recovery.

Code of Conduct for DIU Medical Center

Patient-Centered Care:

- Prioritize the well-being, dignity, and confidentiality of patients.
- Ensure equitable and compassionate treatment, regardless of background or status.

Professional Integrity:

- Uphold the highest ethical standards, honesty, and transparency in all interactions.
- Demonstrate professional competence, continuously updating skills to provide quality care.

Respectful Communication:

- Foster open and respectful communication among staff, patients, and stakeholders.
- Listen actively and respond empathetically to the needs and concerns of others.

Team Collaboration:

- Encourage a collaborative and supportive work environment among healthcare professionals.
- Value and appreciate the unique contributions of each team member.

Cultural Sensitivity:

- Acknowledge and respect the diverse cultural backgrounds of patients, colleagues, and the university community.
- Promote a culturally competent approach in healthcare delivery.

Confidentiality and Privacy:

- Safeguard patient information with utmost confidentiality and adhere to privacy regulations.
- Respect the privacy of colleagues and maintain discretion in all matters.

Safety and Hygiene:

- Prioritize the safety of patients, staff, and visitors within the medical center premises.
- Adhere to strict hygiene protocols to maintain a clean and safe environment.

Professional Development:

- Engage in continuous learning and professional development to stay updated with evolving medical practices.
- Encourage a culture of learning and knowledge-sharing within the medical center.

Conflict Resolution:

- Address conflicts professionally and constructively, seeking resolutions through open communication and collaboration.
- Refrain from engaging in any behavior that may compromise the well-being of the team or patients.

Community Engagement:

- Actively participate in community engagement initiatives and health education programs.
- Build positive relationships with the broader university community to foster a culture of shared responsibility for health.

Compliance with Policies and Regulations:

- Adhere to all policies, procedures, and regulations governing healthcare practices within the medical center.
- Stay informed about legal and ethical standards relevant to healthcare.

Environmental Responsibility:

- Promote sustainability and environmental responsibility within the medical center.
- Minimize waste, conserve resources, and contribute to a healthy and eco-friendly workplace.

This Code of Conduct outlines the principles and expectations for all individuals associated with DIU Medical Center, ensuring a commitment to excellence, ethics, and the well-being of the community served.

Organogram

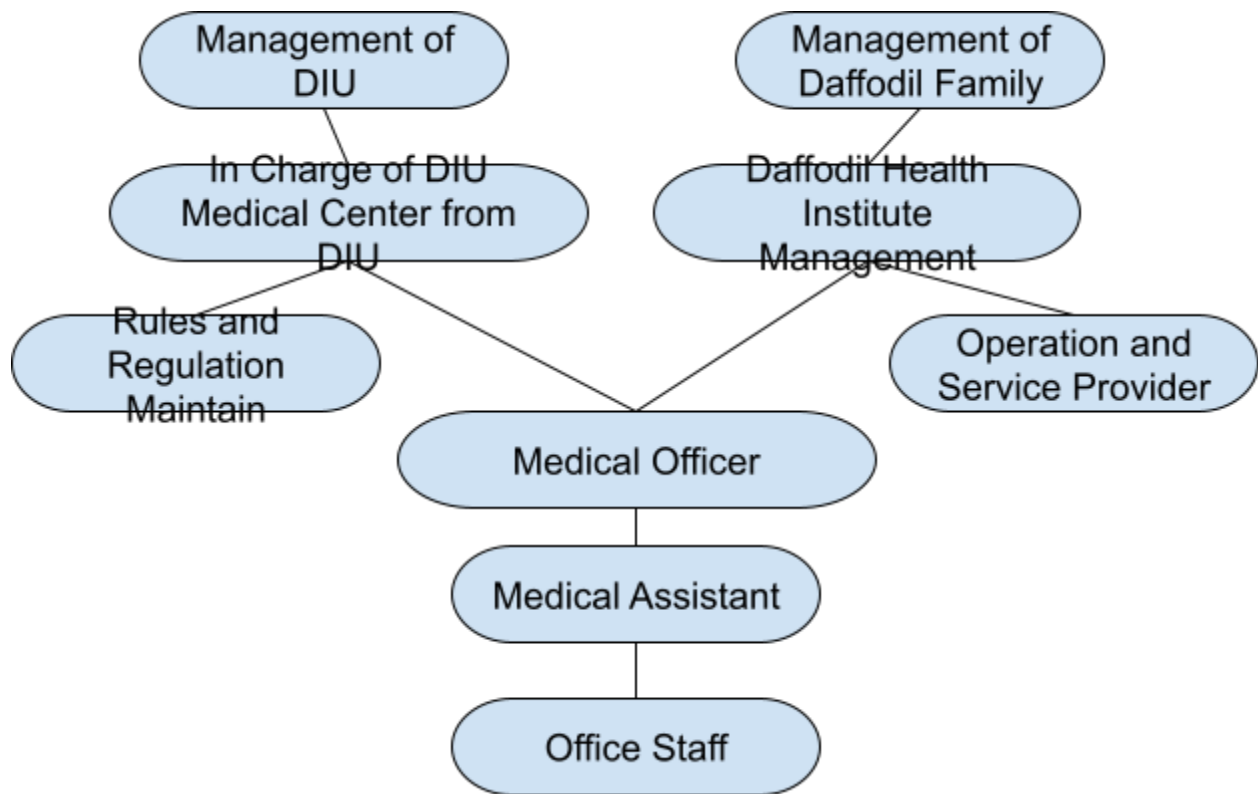


Figure 1: Organogram of DIU Medical Center

Chapter 3

Data Analysis

The objective of data analysis (Sekaran, 2003) is to understand the problem, evaluate the satisfactory level of the consumer and also to initiate further development on the findings.

Perceived Treatment Effectiveness:

Treatment of the doctors are up to mark

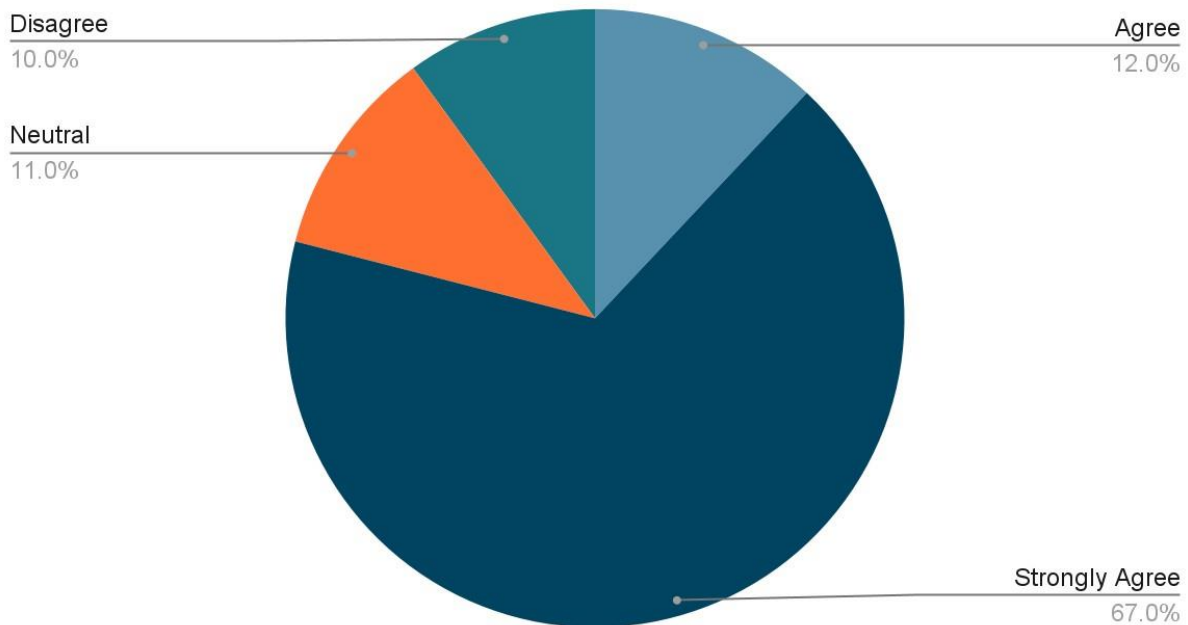


Figure 2: Perceived Treatment Effectiveness

Findings and Analysis:

The majority of respondents (67%) strongly agree that the treatment provided by the doctors at DIU Medical Centre is effective. This high percentage of strong agreement reflects a positive perception of medical treatment effectiveness, indicating a commendable level of satisfaction among the surveyed population. It underscores the trust and confidence in the medical expertise and competence of the healthcare professionals at the center. This finding highlights the center's commitment to delivering effective and high-quality medical care, contributing to a positive overall patient experience and building trust with the community.

Behaviors of the staffs

The behaviors of the doctors are good

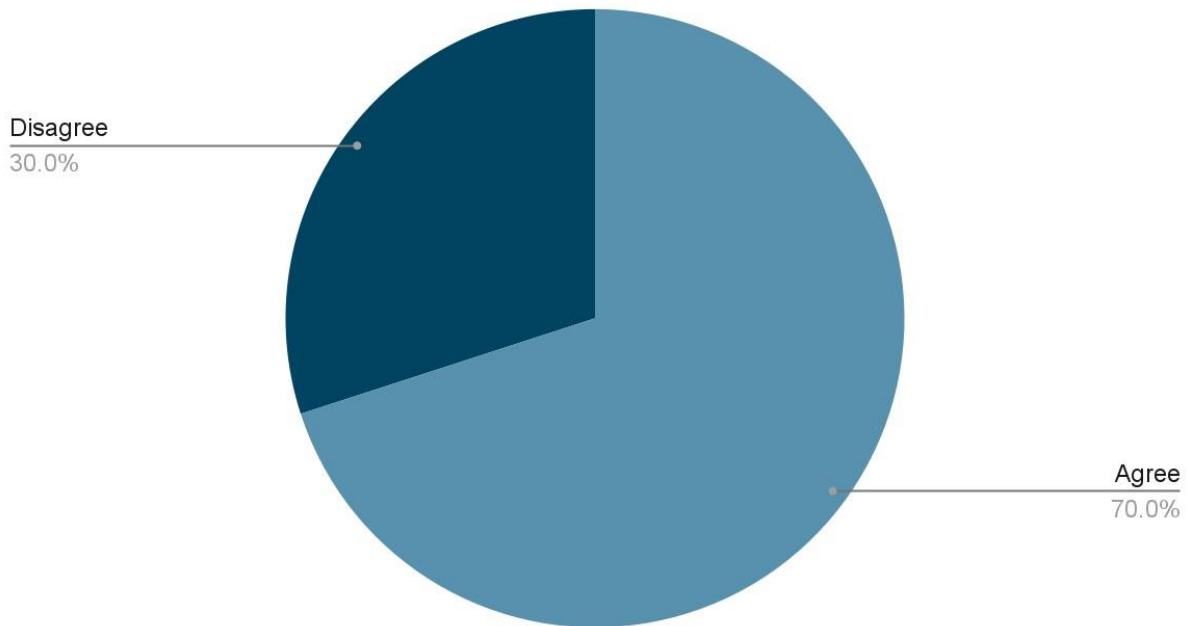


Figure 3: The Behavior of the Doctors

Findings and Analysis

The survey findings indicate that the majority of respondents, comprising 70% who strongly agree and 30% who agree, perceive the behaviors of the doctors at DIU Medical Centre to be good. This overwhelming agreement underscores a high level of satisfaction and trust in the professionalism and interpersonal skills of the medical staff. The positive perception of doctor behaviors highlights the center's commitment to patient-centric care and underscores the significant role of positive doctor-patient interactions in shaping overall patient satisfaction and healthcare experiences.

Available staff support as per the commitment

Available staffs

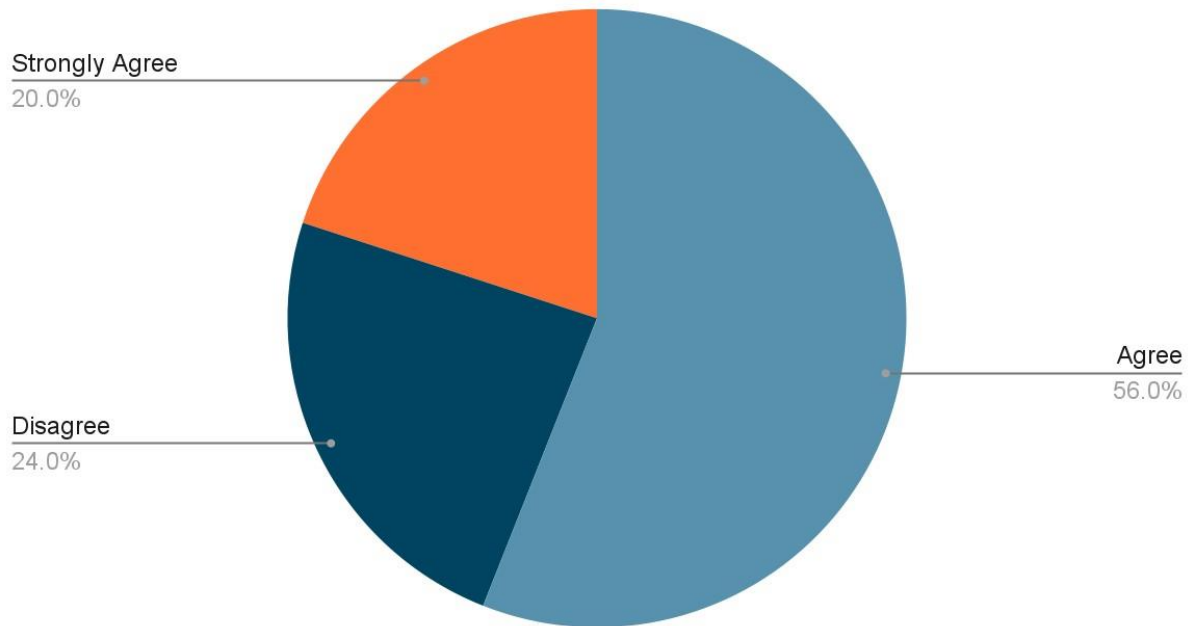


Figure 4: Available Staff Support as per the Commitment

Findings and Analysis

The findings reveal that the majority of respondents, comprising 56% who agree and 20% who strongly agree, perceive the available staff at DIU Medical Centre to be well-behaved. However, there is room for improvement in staff behavior, as indicated by the significant portion of respondents who agree rather than strongly agree. Similarly, while 77% agree that required instruments are available, 23% disagree, suggesting potential concerns about instrument availability. Addressing these issues could enhance consumer satisfaction and further improve the overall healthcare experience at the center.

Behavior of the staffs

The staffs of the DIU Medical Center are well behaved

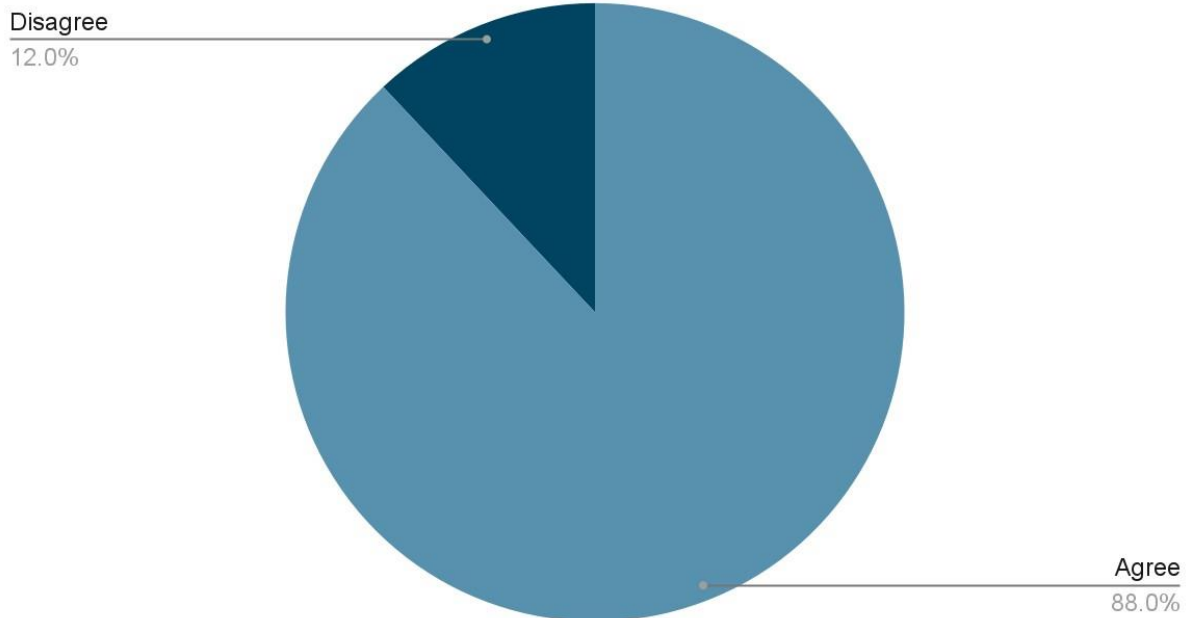


Figure 5: Behavior of the staffs

Findings and Analysis

Findings indicate that the majority of respondents, 88% agreeing and 12% disagreeing, perceive the staff at DIU Medical Centre to be well-behaved. While a significant majority agrees with the positive behavior of the staff, the disagreement percentage suggests that there are some individuals who do not share this perception. This finding underscores the importance of maintaining consistent standards of professionalism and interpersonal skills among staff members to ensure a positive healthcare experience for all patients. Efforts to address any discrepancies in staff behavior could further enhance patient satisfaction and reinforce the center's commitment to quality care.

Availability of Emergency Medicine, Kit and Instrument

Required emergency medicine, kit and instrument are available

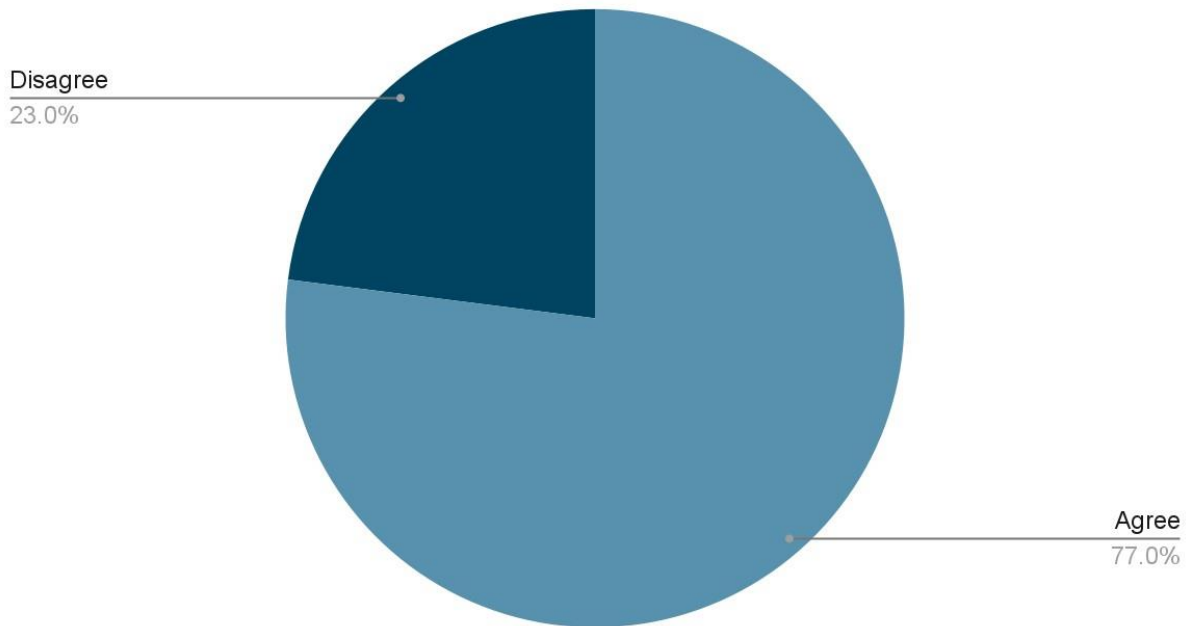


Figure 6: Available emergency medicine, kits and equipments

Findings and Analysis

Findings indicate that 77% of respondents agree, while 23% disagree, that required emergency medicine, kits, and instruments are available at DIU Medical Centre. While the majority agrees with the availability of essential medical supplies, the disagreement percentage suggests potential concerns regarding the adequacy or accessibility of emergency resources. This finding highlights the importance of ensuring consistent availability of emergency supplies to effectively address medical needs and enhance patient safety. Addressing any discrepancies in the availability of required medical resources is crucial to maintaining high standards of healthcare delivery and ensuring optimal patient outcomes.

Available Online Support Service

Limited Support of Online Services

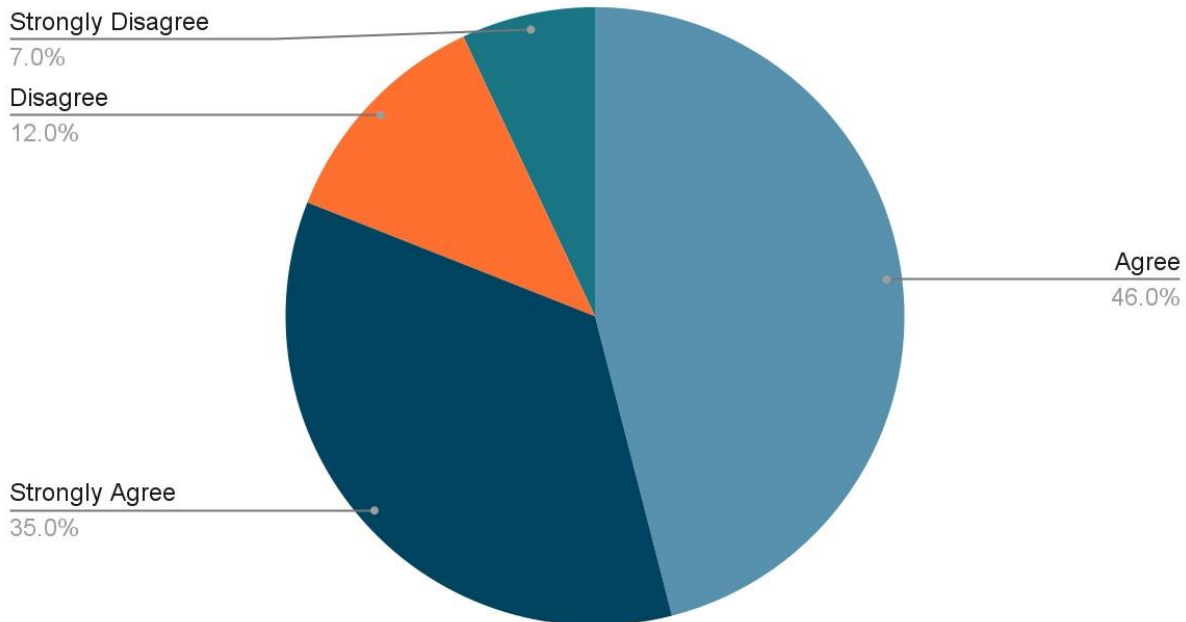


Figure 7: Available online support services

Findings and Analysis

Findings indicate that a significant portion of respondents, comprising 46% who agree and 35% who strongly agree, perceive limited online support at DIU Medical Center. Conversely, 12% disagree and 7% strongly disagree with this notion. This mixed response suggests varying levels of satisfaction with the availability and effectiveness of online support services. The agreement percentages highlight a notable portion of respondents who share concerns regarding the adequacy of online support options, potentially impacting accessibility and convenience for patients. Addressing these concerns and enhancing online support services could lead to improved patient experiences and satisfaction levels at DIU Medical Center, aligning with modern healthcare trends emphasizing digital engagement and accessibility.

Lack of Specialized Services

Limited Availability of Specialized Services

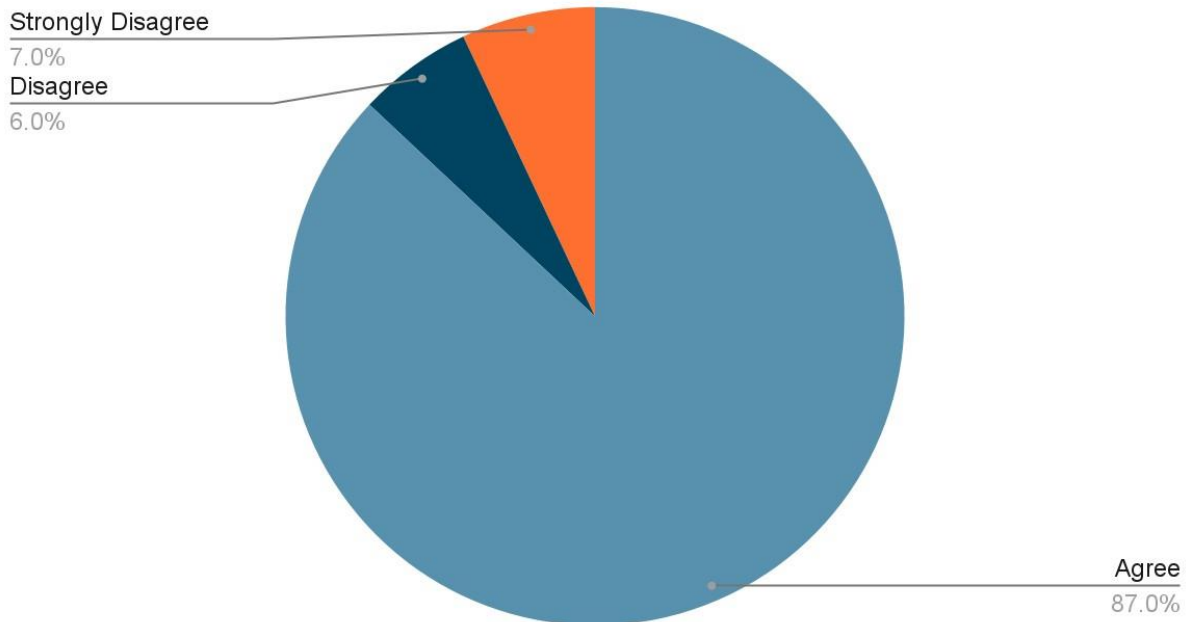


Figure 7: Lack of Specialized Services

Findings and analysis

Findings indicate that a significant majority of respondents, comprising 87% who agree, express concerns about the limited availability of specialized services at DIU Medical Center. Conversely, only 6% disagree, and 7% strongly disagree with this notion. This overwhelming agreement underscores a prevalent perception among respondents regarding the scarcity of specialized healthcare offerings at the center. The high percentage of agreement suggests a noteworthy gap in the provision of specialized services, potentially impacting the center's ability to address complex medical needs comprehensively. Addressing this concern by expanding the range of specialized services could enhance patient satisfaction and ensure that DIU Medical Center remains competitive in providing comprehensive healthcare solutions to its community.

Overall Satisfaction and Recommendations:

The findings from the survey conducted at DIU Medical Centre highlight overwhelmingly positive perceptions regarding the cleanliness of the environment and overall satisfaction with the healthcare services provided. Remarkably, 100% of respondents unanimously agree or strongly agree that the medical center maintains a neat and clean environment, signaling a robust commitment to hygiene and creating a welcoming atmosphere for patients. This unanimous agreement reflects positively on the center's dedication to ensuring a high standard of cleanliness, which is essential for promoting patient comfort and safety. Additionally, the survey reveals an impressive overall satisfaction rating averaging at 8.5 on a scale of 1-10, indicating a high level of contentment among participants with the healthcare services offered. This high satisfaction rating underscores the effectiveness of the center in meeting the needs and expectations of its patients, highlighting the quality of care, professionalism of staff, and overall positive healthcare experience provided by DIU Medical Centre. These findings serve as a testament to the center's commitment to excellence in healthcare delivery and reinforce its reputation as a trusted healthcare provider within the community.

Demographic Profile of the Sample

Demographic Information of the Respondents (N=100)

Demographic Variable	Category	Frequency	Percentage
Gender	Male	57	57%
	Female	43	43%
Age Group	21-30	76	76%
	31-45	16	16%
	46-60	6	6%
Occupation	Student	84	84%
	Admin	12	12%

	Faculty	2	2%
	Staff	2	2%
Frequency of Visits	Once a month	13	13%
	More than once a month	87	87%
Reasons for Choosing	Doctors	57	57%
	Near Place	23	23%
	Service Quality	12	12%
	No Other Option	8	8%

Table 1: Demographic Sample Chapter 4

Findings

Staff Shortage in Critical Areas:

Despite commendable services, there's a noticeable shortage of staff in critical areas, affecting the efficiency of emergency responses.

Limited Awareness of Services:

A significant portion of the surveyed population lacked awareness about the extended operational hours and new services, indicating a communication gap.

Inadequate Utilization of Ambulance Service:

The ambulance service, though available 24/7, is underutilized, suggesting a need for enhanced promotion and awareness.

Dissatisfaction with Waiting Time:

Some patients expressed dissatisfaction with waiting times, necessitating an evaluation of operational processes for optimization.

Insufficient Engagement in Preventive Programs:

There's a lack of active participation in preventive programs such as vaccination drives, indicating a need for targeted health awareness campaigns.

Limited Use of Online Services:

Despite technological advancements, the utilization of online services for appointments or inquiries is relatively low, highlighting potential areas for improvement in digital engagement.

Occasional Staff Behavior Issues:

A small percentage reported instances of staff behavior concerns, indicating a need for continuous training and reinforcement of professional conduct.

Perceived Lack of Specialized Services:

Some respondents felt that specialized services were lacking, pointing to an opportunity for expansion or collaboration with specialized healthcare providers.

Inadequate Feedback Mechanism:

The absence of a structured feedback mechanism hinders the center's ability to address concerns promptly and improve overall services.

Environmental Sustainability Challenges:

The report highlighted limited information on environmentally sustainable practices, signaling an opportunity for the center to enhance its commitment to eco-friendly operations.

Recommendations**Strategic Staff Recruitment:**

Conduct a comprehensive review of staff distribution and recruit strategically to address shortages in critical areas.

Enhanced Communication Strategies:

Implement robust communication strategies to increase awareness about extended services, ensuring the community is well-informed.

Promotional Campaign for Ambulance Services:

Initiate targeted promotional campaigns to enhance awareness and utilization of the 24/7 ambulance service.

Operational Process Optimization:

Evaluate and streamline operational processes to minimize waiting times and enhance overall patient satisfaction.

Intensified Health Awareness Campaigns:

Develop and implement health awareness campaigns to actively engage the community in preventive programs, such as vaccination drives.

Digital Engagement Improvement:

Invest in improving the usability and promotion of online services to encourage greater community participation in digital platforms.

Continuous Staff Training on Professional Conduct:

Implement regular training programs for staff to reinforce professional conduct, emphasizing patient-centric service delivery.

Exploration of Specialized Services:

Explore partnerships or avenues for expanding specialized services, addressing the perceived gap in the range of healthcare offerings.

Establishment of a Structured Feedback System:

Develop and implement a structured feedback system to capture patient experiences and concerns, facilitating continuous improvement.

Integration of Environmental Sustainability Practices:

Prioritize and integrate environmentally sustainable practices within the operations of DIU Medical Center, demonstrating commitment to eco-friendly healthcare.

Conclusion

In culmination, the comprehensive analysis of DIU Medical Center reveals a healthcare facility dedicated to serving the community with commitment and diligence. The relocation and facility enhancements in 2021 mark a significant step forward, positively impacting patient influx and experience. The recruitment and selection strategy underscores a meticulous approach, ensuring a skilled and diverse workforce. However, several findings highlight areas for improvement and refinement.

The identified staff shortages in critical areas, occasional behavior concerns, and dissatisfaction with waiting times present opportunities for enhanced training programs, process optimization, and strategic recruitment. The underutilization of ambulance services, limited awareness of extended operational hours, and a perceived lack of specialized services call for targeted communication strategies and potential service expansion.

Moreover, the findings emphasize the importance of actively engaging the community in preventive programs, improving digital services for enhanced accessibility, and establishing a structured feedback mechanism. Additionally, incorporating environmentally sustainable practices aligns with global healthcare trends and reinforces the center's commitment to holistic well-being.

The recommendations provided offer strategic pathways for addressing these findings, fostering a culture of continuous improvement and innovation. By implementing these suggestions, DIU

Medical Center can further elevate its impact, providing not only quality healthcare services but also ensuring the community is well-informed and actively participating in their health and well-being.

In conclusion, DIU Medical Center stands at a juncture where strategic enhancements and proactive measures can propel it towards becoming a beacon of exemplary healthcare, addressing current challenges, and anticipating the evolving needs of the Daffodil Family and the broader community.

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