

"A man is
great by
deeds, not by
birth"
-Chanakya

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Case Study

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Online Appointment System at Baby Memorial Hospital

Mahua Banerjee ¹
Ashutosh Sarkar ²

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Please contact the corresponding author, if you would like to access the full case study.

¹PhD Student, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India;
Email - mahuab15phd@iimk.ac.in.

²Professor, Quantitative Methods and Operations Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO,
Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - asarkar@iimk.ac.in, Phone Number - 0495-2809424

Online Appointment System at Baby Memorial Hospital

Abstract:

In October, 2023 the Chief Operating Officer (COO) Mr. Saji Mathews of the Baby Memorial Hospital (BMH), Kerala observed an overcrowded Out-Patient Department (OPD). This was despite having a team of dedicated healthcare professionals handling the OPD. Mr. Mathews had always aimed at providing cost-effective healthcare services while enhancing patient engagement and service quality by putting in place several measures and implementing industry best-practices. Keeping pace with the competitive healthcare market he had also implemented online appointment system and an interactive 'Patient Portal' to enable patients to pre-book their appointments. However, these efforts had limited impact on the patient waiting lines. He decided to revisit the major elements of a waiting line system. Mr. Mathews thus, analyzed the challenges and planned to meet his Operations team to discuss strategies to improve system performance..



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Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
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