

HEALTHCARE PORTAL

“Healthcare portal is designed to equip the healthcare management students with analytical business info for the enhancement of their career growth. It focuses on imparting the essential and practical knowledge across Healthcare, Pharma, Biopharma, Indian System of Medicine, Clinical trials and Healthcare BPOs. The content of the HCP designed in a manner that gels with the curriculum easily.”



First of its kinds

...can analyze ...
...the mix of activities
...in terms of the
...a **knowledge** base for
...proprietary knowledge
...years as a result of
...understanding companies



FEATURES –

- First Online portal
- Comprehensive
- Business Information across all the functions like Marketing, Finance
- Company Database – It provides up- to-date information on -
 - business, financials,
 - vital information on the operations
 - Graphical presentation
- The data updation is automatic
- Easy to use
- Powerful search & query facilities

BENEFITS –

- A Management Knowledge Tool exclusively for Healthcare Management Students
- Detailed analysis and information in the sectors and sub-sectors in Healthcare
- Support in assignments / projects
- Preparedness for recruitments
- Will help in deciding the career path in the areas like Hospital, Healthcare, Clinical Trials, Diagnostics, BPO& Insurance



Power of Knowledge - Just a Click Away

Information Coverage

Hospital Organization <ul style="list-style-type: none">• Functions of Hospitals• Medical Specialities• Classification of Hospitals• Outpatient Services• Inpatient Services• Materials Management• Hygiene Management• Management Issues• Strategic Management	Strategic Management <ul style="list-style-type: none">• Marketing management<ul style="list-style-type: none">➤ Marketing Mix➤ Business Strategies➤ Marketing & Branding➤ Case Studies	Industry Analysis <ul style="list-style-type: none">• Highlights• Global Overview• India<ul style="list-style-type: none">➤ Monthly updates➤ Quarterly Update➤ Industry Overview➤ Major players➤ Growth Drivers➤ Issues & Challenges➤ Critical Success Factors➤ Future Outlook• Emerging Sectors<ul style="list-style-type: none">➤ Diagnostic & Pathology➤ Clinical Trials➤ Contract Research & Manufacturing• Allied Sectors<ul style="list-style-type: none">➤ Medical Devices➤ Healthcare BPO's➤ Health Insurance
HR Management <ul style="list-style-type: none">• Definition• Healthcare Human Resources• Manpower Planning• Types of Medical Staff• Competencies• Training Needs• Appraisal & Feedback System	Financial Management <ul style="list-style-type: none">• Investments<ul style="list-style-type: none">➤ Project Cost➤ Source of funds• Returns<ul style="list-style-type: none">➤ Revenue model➤ Working capital➤ Ratios	
Company Database <p>For the sectors –</p> <ul style="list-style-type: none">• Healthcare• Pharmaceuticals• Biopharma• Indian Systems of Medicine	<ul style="list-style-type: none">• Setting up A new Hospital<ul style="list-style-type: none">➤ Planning A new Hospital➤ Financial Model➤ Critical Success Factors➤ Legal Aspects➤ Quality Control➤ Major healthcare markets➤ Healthcare information Management	Disaster Management <ul style="list-style-type: none">• Definition• Govt. Role• Disaster Preparedness<ul style="list-style-type: none">➤ Elements➤ Patient Education➤ Medical & Health Officer➤ Administration & Planning

For Whom

- Healthcare Management Students
- Faculty of Healthcare Hospital Management Institute
- Hospitals Training Departments

About Us

Cygnus Business Consulting and Research is world class knowledge services organisation focusing on analysis and research of Economies, Industries and Companies. Solutions and services offered by the company span the entire value chain of information, analysis and research. We have a rich resource of over 70 business and finance analysts, having MBA/CFA/CA qualifications from leading universities, with domain knowledge in specific verticals

CygnusTM

Business Consulting & Research Pvt.Ltd.

Knowledge Partner for Profitable Growth

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