

USP – A Paradigm Shift



Bhaktivedanta Hospital & Research Institute, located at Mira Road (East), Thane District of Maharashtra has a Unique Service Proposition – ‘Spiritual Care’. Patients are served at the level of body, mind and soul.

The hospital is first of its kind. The hospital is owned by Sri Chaitanya Seva Trust and is a fully equipped multi-specialty hospital, providing comprehensive, state-of-the-art healthcare facilities for all varieties of diagnostic, medical, surgical, and critical cases. It also renders various Community Health Programs for the poor and the needy spectrum of the society staying in the rural and tribal areas of Thane & Palghar districts since its inception on 11th January, 1998.

The hospital is a 220 bed multi-

speciality hospital and **1st NABH Accredited hospital between Borivali to Dahanu Road**. It serves a population of approximately 5.6 million in and around Mira-Bhayandar city and Thane & Palghar districts. While treatment is provided with the latest available technology, care is taken to ensure that the equipment and automation do not compromise the personal touch provided by carefully trained staff.

The hospital is committed to provide quality healthcare to one and all without discrimination and regardless of social, ethnic, religious or political affiliations. The mission is to serve humanity, provide relief to the suffering and to mitigate their pains by providing free & concessional medical treatment.

The hospital lives by its - MISSION

STATEMENT: “With love and devotion we will offer everyone a modern, scientific, holistic health-care service based on the true awareness and understanding of the needs of the body, mind and soul.”

In the ancient past, life was focused on service to the world and its inhabitants and not their exploitation. This was the essence to leading a healthy and sustainable lifestyle. With this positive attitude of nurture and service, Bhaktivedanta Hospital & Research Institute showcases its profound service with care, compassion and competence to the patients which makes the organisation patient centric. This Hospital -

1. Offers holistic care by understanding the needs of the body, mind and soul.
2. Serves the humanity by providing affordable and quality healthcare by offering free & concessional medical treatment to the needy sections of the society.
3. Offers care, compassion and competence.

The hospital management is of absolute opinion that right service to the customer is possible only if the most precious asset – ‘Employee’ of the organisation is reset in pro-actively serving the patients.

The purpose of the hospital is to bring back the glories of - ethics of medical profession. The hospital being a Research Institute, Ethics Committee is formed to identify and approve research projects as per the policies or standards.

The hospital has formulated core



ethical values and standards for good practice of healthcare delivery. The ultimate objective is to see that each patient leaves this hospital with improved physical and mental health and with the feeling that the institution exists only for the patient and that the "patient is always the most important individual here".

Spiritual Care – Devotion & Righteousness – A Unique Tool to Serve the Patients

Advancement in technology, newer medicines, more number of super-specialists but alas, less of wellness – led the hospital to think of alternatives to support patients.

The technological advances of the past century have led to the point of making healthcare as technological cure oriented model. However in the past one decade, physicians have attempted to go back to the roots to balance healthcare aligned with spirituality.

Medical Ethicists have reminded that spirituality forms the basis of meaning and purpose for many, especially for the patients. Results of pain questionnaire distributed by American Pain Society to admitted patients shows that "Prayer is the most commonly used non-drug method of controlling pain". This reference is found in the medical journals.

The hospital has a unique 'Department of Spiritual Care'. It is unique in several ways – first of its kind in the field of medicine as a department. Spiritual Care Support System helps all including patients – physical, emotional, mental and spiritual needs. This stems from the basic ingredient of compassionate care for the patients.

In the words of Dr. Ajay Sankhe – Director of Bhaktivedanta Hospital & Research Institute, "Why to keep copying the western world for healthcare deliveries rather we want India to contribute to the world, based on the Vedic Technology and help in holistic care and cost reduction".

8 benefits of Spiritual Care to the patients:

1. Decreases sense of isolation;
2. Decreases risk of suicide;
3. Increases sense of inner peace and satisfaction;
4. Helps patients to adjust to the effects of cancer treatment;
5. Decreases alcohol and drug abuse;
6. Decreases anxiety, depression and anger;
7. Reduces risk of heart diseases &
8. Increases positive feelings.

The hospital has also observed that due to spiritual care and counselling, patient's Average Length of Stay (ALOS) has reduced.

The Department of Spiritual Care has benefited 4000+ families to over-come depression and live life with positive attitude and in the right direction.

This unique department has unique functions – rare to be seen in any other hospital:

- **Prayers:** 4 times a day for 4 different shifts to motivate and enrich the staff & stakeholders as a part of devotion. The prayer is held in the main lobby / entrance of the hospital. The prayer usually is for 10 minutes and is also attended by patients, relatives and guests.
- **Mobile-Rath:** This chariot is accompanied by the staff of the Department of Spiritual Care and taken to the bed-side of all the patients twice every day. By taking darshan of the Lord, patients feel very happy.
- **Spiritual Counselling:** An important function of the Department of Spiritual Care is daily one-to-one spiritual counselling to the patients and their relatives. Patients usually come with ample of queries like 'Why did this happen to me?', 'Why does God not help me?', 'Why am I here suffering so much?', 'Why does God not take me?', etc. Patients

irrespective of their caste, creed and religion are offered this service free of cost. Through spiritual counselling, patient feels very happy, relaxed, and free of anxiety and recovers faster.

- **End-of-life care program:** In case of terminal illnesses, end-of-life care program is offered to the patients whereby they are empowered with spiritual knowledge and counselled what should be done in the final days. This does not cure the disease but reduces the pain and gives positive energy.

Another Initiative in this direction - Global Foundation for Ethics & Spiritual Health (GFESH) - to bring back the glories of Medical profession and to lay the foundation for reformation in medical education. The first GFESH conference was held in July 2014 in New Jersey, USA. The event was an eye-opener involving the medical fraternity to discuss on spirituality and medicines.

The hospital's USP has been recognised at various forums. One such award is 'Trendsetter in Patient Wellbeing & Quality Care' given by Times of India in association with New India Assurance Co. Ltd. for adhering to high standards of patient safety in the healthcare sector with special impetus on patient wellbeing and quality healthcare delivery. The hospital has been awarded 'Sach Bharat Samman Award' for ethics, transparency and spirituality at work by ASSOCHAM.

The inspiration behind the Unique Service Proposition of Bhaktivedanta Hospital & Research Institute is His Holiness Radhanath Swami who has motivated the group of doctors to begin medical services for the needy section through outreach healthcare initiatives. Radhanath Swami has also authored bestsellers like 'Journey Home' and the latest 'Journey Within' and has been a regular speaker at some of the leading international forums and organisations. +