

Business Development Reports

(Jan' 18 – Feb' 19)

*Trichy SRM Medical College Hospital
& Research Centre*



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HOSPITAL & RESEARCH CENTRE

Business Development Activities

(Jan'18 – Feb'19)



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Promotional Meeting Easwari Auditorium

➤ Address to promote our Hospital & in specific Master Health Checkup packages to 450 HMs in the presence of Chief Education officer, Trichy DEOs of Musiri, Lalgudi & Trichy and Inspector of Matriculation schools at our Easwari Auditorium on 4th Jan'18



Outreach Efforts

➤ **Social workers with FNAs started to work in outreach villages by issuing Health cards and operating our buses to that places to pick up patients to our Main Hospital from 17th Jan'18**



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Training at Ever Sendai Eng.Industry

➤ **First responder (BLS) Training for 50 employees of Ever Sendai Engineering Industries as part of their safety week celebrations by Emergency Physician Dr.Prabhu & Team on 10th Mar'18**



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World TB Day Awareness Rally

➤ World TB Day Awareness Rally from Samayapuram 4 roads to Bus stand organized by Department of Chest & TB flagged by Dr.Muthukumar on 24th Mar'18



Brochure's Distribution at Samayapuram

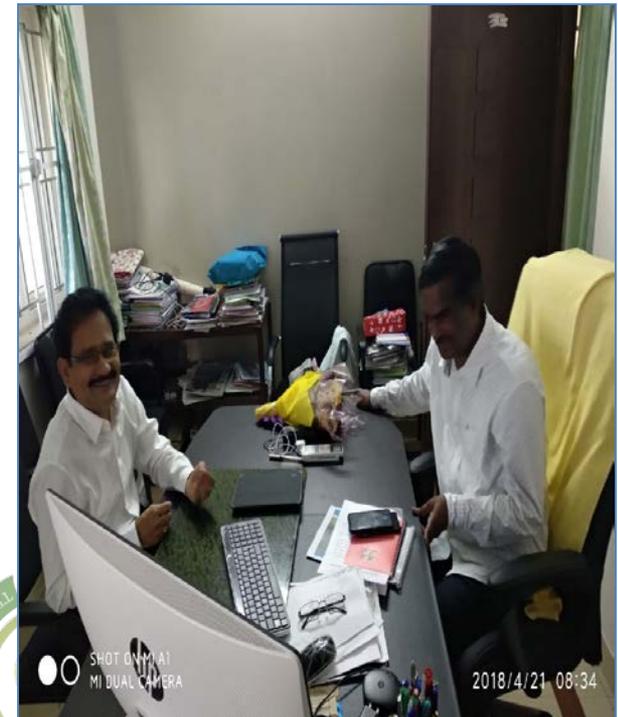
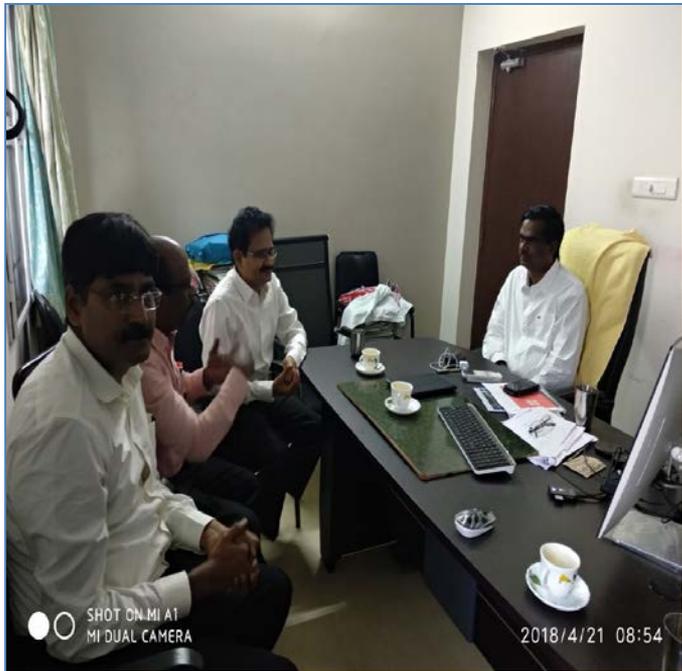
➤ 3000 brochures were distributed at our Samayapuram Centre on the eve of Samayapuram Car Festival on 16th & 17th Apr'18

➤ Hospital special features were announced by Health Inspector Mr.Arockiya Samy through our ambulance mic



Meeting with Corporation Commissioner

- Our Honorable Chairman Dr.Shivakumar met Trichy Corporation Commissioner Shri Ravichandran at his residence on 23rd Apr'18
- To strengthen the relationship between our Institution and Trichy Corporation and to offer support for the future Social Welfare initiatives taken by the corporation.



Educational Expo at Taj Marriage Hall

- 700 brochures were distributed at Educational Expo at Taj Marriage Hall on 23rd & 24th Apr'18
- Programme inaugurated by our Honorable Chairman Dr.Shivakumar.



NEET Coaching

- Our Deputy Director addressing Government school toppers undergoing NEET coaching organized by the State Government at Kongu Nadu Engineering College on **23rd Apr'18**
- Another session continued with Shivani Engineering college students



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World Autism Month Rally

➤ World Autism month Rally by our Department of Occupational Therapy at Chathiram Bus Stand, Trichy flagged off by Trichy Corporation Commissioner Mr.Ravichandran in the presence of our Deputy Director Dr.Balasubramanian on 28th Apr'18





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Road Safety Awareness Week

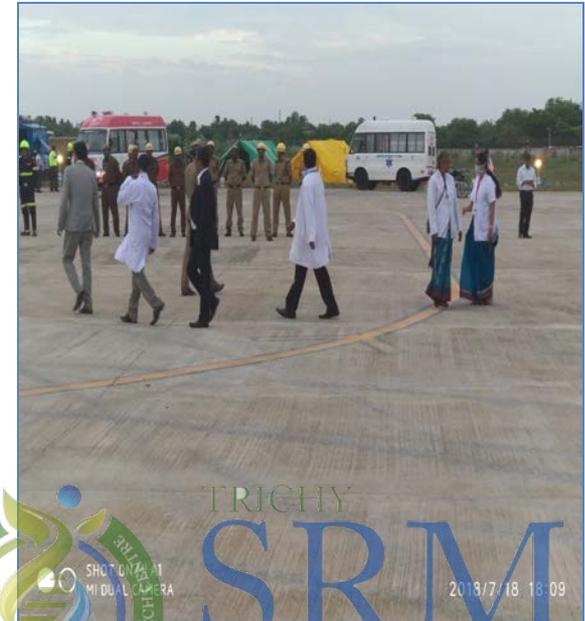
➤ Road Safety week Awareness celebrations at Samayapuram Toll Plaza in the presence of our Medical Superintendent & RMO with Toll officials on 28th Apr'18





Full Emergency Mock Drill

- Full Emergency Mock Drill conducted at Trichy Airport on **18th July'18**
- Our Team of 2 Doctors & 6 Paramedics participated in the Drill along with Teams from Kauvery, Appolo & GH
- Airport Director, Dean of KAPV Govt. Medical College Participated.



Fractional Flow Reserve Launch

- Fractional Flow Reserve Launch on **20th July'18** in the department of Cardiology with a Press Meet
- Our Dean, Deputy Director, Director (HS), MS, Cardiologist, CT Surgeon, RMO & Dr.Vijay Kanna were present
- Cardiologist explained about the procedure & its benefits while emphasising the fact that Ours is the first Hospital to have the equipment to do FFR in Trichy



Ergonomics Workshop

- Ergonomics Workshop conducted at Tenpath Solutions, a staffing company at Thillainagar on 26th July'18
- Our Deputy Director Dr.Balasubramanian inaugurated & the session was conducted by Dr.Suresh – Dean,Occupational Therapy



MHC Report Distribution/First Responder Inaugural

- Master Health Checkup Campaign for Trichy Women Police successfully completed and report Distribution was held on **2nd Aug'18** at our campus. Further inauguration of BLS Training for Policemen was also done.
- It was inaugurated by our Honourable Chariman Dr. Shivakumar, Trichy City Police Commissioner Mr. Amalraj.



72nd Independence Day Celebration

- 72nd Independence Day was celebrated at our premises with great joy on **15th Aug'18**
- Director (HS) hoisted the National Flag & Deputy Director delivered the Independence Day speech. VP, Principal-IHM & Dean-OT were present
- Launch of Family Health cards for employees and dependants was done & the same was issued along with Pharmacy Discount card to 15 FNAs on that day



Ergonomics Workshop - II

- Ergonomics Workshop session II was conducted at Tenpath Solutions, a staffing company at Thillainagar on 30th Aug'18
- Postural corrections & Stretching exercises was conducted by Dr.Suresh – Occupational Therapy



Rotary Club Meeting

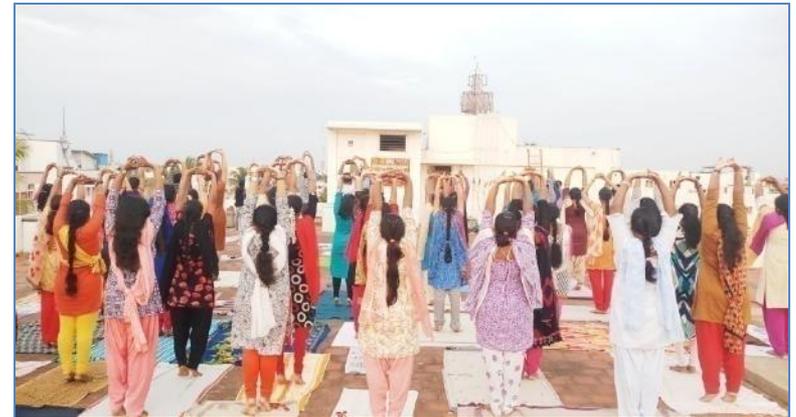
➤ Our Deputy Director Dr.Bala Subramanian met with 6 Assistant Governors & 2 Regional coordinators of Rotary club at RBS Residency on 10th Sep'18

➤ To discuss about the association of our Hospital with Rotary International District 3000 towards their Health initiative of “Happy Villages”



Ergonomics Workshop - III

- Ergonomics Workshop session III was conducted at Tenpath Solutions, a staffing company at Thillainagar on 19th Sep'18
- Yoga session was conducted by Dr.Suresh – Occupational Therapy and PED Mr.Roger Manivannan



Health Courses Inauguration

- The Inaugural function of first year programme, 'Allied Health Science Courses' at our campus on **08th Oct'18**
- The courses that commenced included cardio pulmonary perfusion technology, dialysis technology, physician assistant, critical care technology, radiology & imaging technology and medical laboratory technology.
- Cardiologist M.Chenniappan was invited as The Chief Guest for the event.

Health courses launched at SRM college

The inaugural function of first year programme, 'Allied health science courses' at SRM Medical College Hospital and Research Centre was held at Manachanallur in Trichy on Monday. The courses that commenced included cardio pulmonary perfusion technology, dialysis technology, physician assistant, critical care technology, operation theatre and anaesthesia technology, radiology & imaging technology and medical laboratory technology. Cardiologist M Chenniappan was invited as the chief guest for the event.



Health Courses Inauguration

- The Inaugural function for Health Screening of “**Happy Villages**” project of Rotary Chozha was held on **10th Oct’18** at our Hospital Lobby.
- Rtn.Karthik MD of Bharat Group of Companies, Perambalur was the Chief guest.
- Our Deputy Director, Dean, Director(HS), Medical Superintendent and Resident Medical Officer participated.



Health Courses Inauguration

- The Inaugural ceremony of “SRM Trichy College of Nursing” was held on **24th Oct’18** at our Campus.
- It was inaugurated by our Honourable Chairman Dr.Shivakumar and Trichy Corporation Commissioner Mr.Ravichandran



School Band Troop

- School Band Troop – State Level Competitions'18 was held on 15th & 16th Nov'18 at our Main Auditorium.
- TamilNadu Police Deputy Commandant, Asst.Commandant, RPF Training Head, Dr.Ayyaraju – State Level Observer, School Education Department was the Chief guest.
- Around 900 students from 32 Districts participated.



Jeithu Kattuvom – Motivational Program

- “Jeithu Kattuvom” – a motivational program for 10th and 12th students in association with Dinamalar was held on 24th Nov’18 at our Main Auditorium.
- Former Vice Chancellor, Bharathidasan University Dr.K.Meena and our Executive Director Dr.Ragupathy was the Chief guest.
- Around 1000 students from various schools participated.



Vasagar Vattam – Inhouse Camp

➤ Writeups - 7th Dec'18 visited our Hospital.

➤



World Anti Leprosy Day Rally

- World Anti Leprosy Day Rally program was held at Trichy GH presided by District Collector and our Deputy Director



Isha Project GreenHands

➤ Writeups



Doctors Meet



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Docotor's Round Table Meet

- **Conducted Doctor's Round Table Meet at our SRM Hotel on 17th Feb'18**
- **Round Table Meet organized especially for Kulithalai, Pettavaithalai, Musiri and Thottiyam region Doctors**
- **Program was graced by our Deputy Director Dr.Balasubramanian, Mr.Sakthikumar and our Superspecialists.**



CME at Perambalur

- Conducted IMA CME hosted by us in association with Abbott Vascular at Dhanalakshmi Srinivasan Hotel, Perambalur on **24th Mar'18**
- **Our Interventional Cardiologist Dr.Ravindran and our Nephrologist Dr.S.P.Subramanian were the guest speakers**
- Meeting was attended by CT Surgeon, Gastroenterologist and Urologist
- **55 Doctors from Perambalur** participated



INDIAN MEDICAL ASSOCIATION
PERAMBALUR BRANCH

in association with
SRM MEDICAL COLLEGE HOSPITAL &
RESEARCH CENTRE, TRICHY &
ABBOTT VASCULAR

Cordially invite you for the
CME PROGRAMME

Date :24.03.2018, Saturday | Time : 8.30 p.m.
Venue : DHANALAKSHMI SRINIVASAN HOTEL, Near Palakkaral,
PERAMBALUR.

Topic 1 : **VULNERABLE PLAQUE IN CORONARY ARTERY DISEASE**
Speaker : Dr. **R. RAVINDRAN** M.D., D.M.,
Interventional Cardiologist

Topic 2 : **HYPERTENSION AND RENAL DISEASE**
Speaker : Dr. **S.P.S. SUBRAMANIAN** M.D., D.M.,
Consultant Nephrologist

President
Dr. **G. E. VAZHAGAN**

Honry. Secretary
Dr. **C. KARUNAKARAN**

Honry. Treasurer
Dr. **R. NEDUNCHEZHIAN**

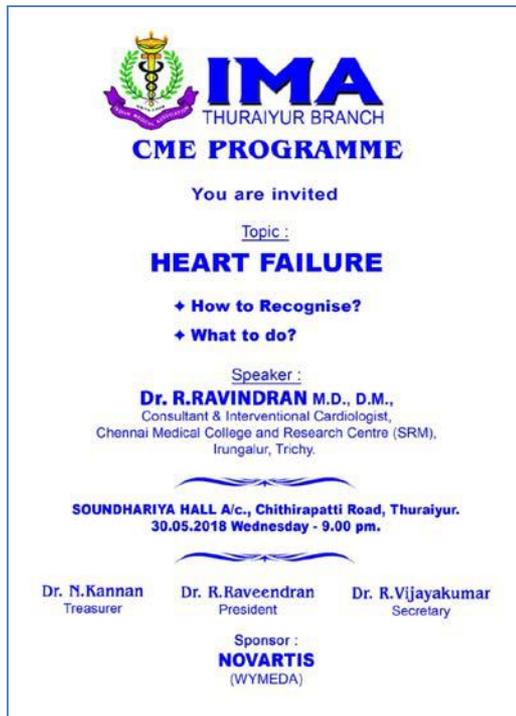
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CME at Thuraiyur

- Conducted IMA CME at Thuraiyur on **30th May'18**
- Our Interventional Cardiologist **Dr.Ravindran** delivered the lecture on **Heart Failure**
- **20 Doctors** participated



IMA
THURAIYUR BRANCH
CME PROGRAMME

You are invited

Topic :
HEART FAILURE

- How to Recognise?
- What to do?

Speaker :
Dr. R.RAVINDRAN M.D., D.M.,
Consultant & Interventional Cardiologist,
Chennai Medical College and Research Centre (SRM),
Irungalur, Trichy.

SOUNDHARIYA HALL A/c., Chithirapatti Road, Thuraiyur.
30.05.2018 Wednesday - 9.00 pm.

Dr. N.Kannan
Treasurer

Dr. R.Raveendran
President

Dr. R.Vijayakumar
Secretary

Sponsor :
NOVARTIS
(WYMEDA)



Health Checkup Camps



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Camp at Annai Indira School, Vannankovil

➤ Health Check-up Camp for Under privileged youth organized in coordination with Care Foundation for Children & Aged at Annai Indira School, Vannankovil, Trichy on 6th Jan'18

➤ Totally 150 students and publics participated and had 25 referrals from that camp





Camp at Superintendent of Post, Srirangam

- General Medicine camp conducted at the office of Superintendent of Post, Srirangam on 6th Feb'18
- Totally 76 employees attended and had 17 referrals for further evaluation
- 31 members explained details for Master Health Checkup and 8 expressed to undergo MHC



Camp at HAPP Township

- Mega Health Checkup camp was conducted at HAPP Township on 7th Mar'18
- Camp was inaugurated by Shri Somra IOFS GM, HAPP in the presence of AW Admin Mr.Padmakumar & Asst.Labour welfare commissioner Mr.Saravanan. Our Deputy Director Dr.Balasubramanian, & Admin Officer Mr.Sakthikumar participated.
- Totally 448 members attended and had 31 referrals for further evaluation



Camp with Lions Club of Srirangam

- Mega Health Checkup camp was conducted at Devi Marriage Hall, KK Nagar on 21st Mar'18
- Camp was conducted in association with Lions Club of Srirangam Royal, Vasagar Vattam of District Library & Pensioners association.
- Camp inaugurated by Mr.RR.Kannan&Mrs.Kannan, Director of Professional Couriers & Mr.Ramalingam, councilor of 38th ward
- Totally 318 members participated and had 23 referrals from that camp





Camp @ Rotary Club of Dalmiapuram

- Mega Health Checkup camp was conducted at Dalmia Cements campus on 24th Apr'18 in association with Rotary club of Dalmiapuram, Dalmia Ladies club & Dalmia Bharath Foundation.
- Totally 216 members participated and had 44 referrals from that camp



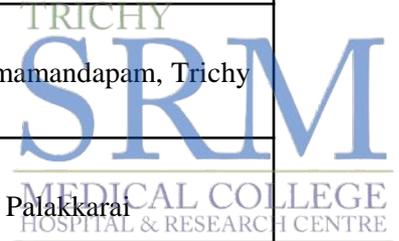
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Tiruchirappalli Corporation Camp

- A free medical Health Checkup Campaign for staff and sanitary workers of Tiruchirappalli Corporation
- Corporation consists of 65 wards and 4 zonal offices, namely, Srirangam, Ariyamangalam, Ponmalai and Abishekapuram
- We have conducted the camp for each zone on four Tuesdays

Tiruchirappalli Corporation Camp			
Jun-18			
S.No.	Date	Zone	Venue
1	5/6/2018	Abishekapuram	Vekkaliyamman Marriage Hall, Puthur
2	12/6/2018	Ponmalai	Trichy Corporation Main Office, Cantonment
3	19-06-2018	Srirangam	K.K.V Perumal Konar Chathiram, Ammamandapam, Trichy
4	26-06-2018	Ariyamangalam	Ariyamangalam zonal office, Palakkarai



➤ Overall 1000 employees from four zones participated for the health checkup. Doctors advised them various medicines and consultation during the camp





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Camp @ RAMCO Cements, Pennadam

- Health Checkup camp was conducted at RAMCO Cements, Alathiyur, Pennadam on 14th Aug'18
- Camp was attended by their Vice President Mr.Asish Kumar Srivastava, Sr.DGM Accounts Gnanavelmurugan & GM (Mines)
- Totally 297 members participated and had 50 referrals from that camp



Camp @ RAMCO Cements, Ariyalur

- Health Checkup camp was conducted for Truck Drivers of RAMCO Cements, Ariyalur on 26th Sep'18
- Plant Head Mr.Ravichandran, GM HR Mr.Johnson, DGM Accounts, AGM Mines & Medical Officer Dr.Ashok participated.
- Totally 189 members participated and had 58 referrals from that camp



ENT Camp @ Lalgudi

- ENT Camp was conducted in association with Jamia Masjid and United Welfare Organisation Lalgudi for their committee members at Devar Thirumana Mahal, Lalgudi on 7th Oct'18
- Totally 100 members participated and had 27 referrals from that camp



IJK Camp @ Karur

- Health Checkup camp was conducted in association with **IJK** for their committee members at Naratha Gaana Saba, Karur on 16th Oct'18
- Totally 141 members participated and had 8 referrals from that camp



ENT Camp @ Padalur

- ENT Camp was conducted in association with St.Francis Dispensary, Padalur on 17th Nov'18
- Totally 59 members participated and had 22 referrals from that camp



Srirangam Lions Club Camp @ Mannarpuram

- Health Checkup camp was conducted at Motherland Hall, Mannarpuram on 21st Dec'18
- Camp was conducted in association with Lions Club of Srirangam
- Totally 123 members participated and had 10 referrals from that camp



Camp @ Eversendai, Siruganur

- Health Checkup camp was conducted at Eversendai, Siruganur on 29th Jan'19
- Totally 153 employees participated and had 22 referrals from that camp



Thank You



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