

A STUDY ON PROFITABILITY OF CORPORATE HOSPITAL IN STERLING HOSPITAL (RAJKOT CITY.)

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1.1 MEANING OF RESEARCH

Research means "Creative and Systematic Work Undertaken to increase the stock of knowledge". Sometimes it refers to scientific and systematic study pertinent to facts or new theories to develop further knowledge on a topic on specific topic. Hence, research is an art of scientific and systematic investigation.

According to Clifford Woody research comprises of. "Define and redefining problem, formulating hypothesis or suggested solution, collecting, organizing and evaluating data; making deductions and reaching conclusions; and at Least carefully testing the conclusion to determine whether they fit the formulating hypothesis". Redman and Moray define research as a "systematic effort to gain new knowledge".

Research can be defined as the study of knowledge or any systematic investigation to establish facts, The primary purpose of applied research (as opposed to basic research) is discovering, interpreting, and developing the methods and systems with a view to attaining the advancement of human knowledge on a wide Scale of scientific matters.

Research can use the scientific method, but need not do so. Research can also be said as a process that is followed by a person to answer either his/her own queries or somebody else queries about a particular object, person, subject etc.

1.2 INTRODUCTION

The basic needs of human beings had previously been food, shelter and clothes. In present time, they extend to education, health sector and many more. Recent developments show that the growth of education and health sector increase gradually. In the past, health services were provided only by government hospitals and institutions. nowadays the job of health sector is not only limited to service sector but also includes profitable business, as corporate also enters in the field of health care. Recent developments shows that various corporate hospitals have comlont in Rajkot. As a results of this corporate hospitals have become crucial part of industrial sector. Corporate hospital provide various facilities as well as faster and advanced medical treatment.

Corporate hospitals make effective use of advance technology with the help of which human lives have been little difficult and safe. With the involvement of corporate, the health treatment became expensive costing lot to a common man. With the growing needs & demands, the culture of corporate hospitals play an important role for new generation.

Healthcare industry is a wide and intensive form of services which is related to well- being of human beings. Health care is the social sector and it is provided at State Level with the help of Central Government. Health care industry covers hospitals, health insurances, medical software, health equipment's and pharmacy in it. Right from the time of Ramayana and Mahabharata, health care was prevalent in comes of fine there but with time, Health care sector has changed substantially. With improvement in Medical Science and technology, it has gone through considerable change and improved a lot. There is a development of corporate culture in hospitals and as a result corporate hospitals are developing in the nation as well as states.

1.3. LIST OF CORPORATE HOSPITALS

➤ Sterling Hospitals Pvt. Ltd.

1.4. PROBLEM OF THE STUDY

"A STUDY ON PROFITABILITY OF CORPORATE HOSPITAL IN STERLING HOSPITAL (RAJKOT CITY.)"

1.5. REVIEW OF LITERATURE

Some studies conducted in context with the performance of private Sector Health care Companies of India have been studies separately in the Review of Literature chapter, the important highlights of the review are mentioned below.

Bali CEO, Wokhardt Hospitals In his research the corporate hospital sector of the country is all set to take away a significant share of the tertiary healthcare service business from individual private healthcare providers by 2010. All major players, doing brisk business, have lined up plans for green field projects and acquisitions capable of at least doubling their capacities within two years, Existing corporate like Apollo, Fortis, Wokhrds and Max have all announced plans for setting up new healthcare facilities.

A CII-MeKinsey study puts current revenues from the entire healthcare sector at 5.2 per cent of GDP, and projects that revenues could reach 6.5-7.2 per cent of GDP by 2012.To bring this about, it wants Rs. 1-1.4 trillion to be invested in hospitals and medical personnel (particularly as the share of inpatient care is projected to rise to almost half of total revenues).Of this investment, 80 per cent is to come from the private sector.

According to National Health Mission Commission Latest report

Hospitals will always have a community / charitable angle to them, so will face constant government regulation and scrutiny and thus super-profits will always raise eyebrows. Many hospitals and healthcare providers are struggling with outdated information technology in India today. A major challenge for our nation and the healthcare industry would not only be to retain the healthcare workforce but also to develop an environment, which would attract those in abroad to return (reverse brain drain) The growing demand for quality healthcare and the absence of matching delivery mechanism pose a great challenge. There is an acute shortage of faculty of medical teachers all over the country.

1.6. TITLE OF THE STUDY

“A STUDY ON PROFITABILITY OF CORPORATE HOSPITAL IN STERLING HOSPITAL (RAJKOT CITY.)”

1.7. OBJECTIVES OF THE STUDY:-

The various objectives of the study are as under:

1. To know the profitability of the corporate hospitals working in Sterling (rajkot city.)”
2. To check the growth of the health care sector in Sterling (rajkot city.)” due to corporate hospitals.
3. To do the analysis of profitability of corporate hospitals in Sterling (rajkot city.)”

1.8. SAMPLE DESIGN:-

In this study the Sample is Private Sector Corporate Hospitals. In recent years there is growth and development of corporate hospitals is up to the mark. Following Corporate units are taken as a sample for this study.

- Sterling Hospitals Pvt. Ltd.

1.9. TOOLS & TECHNIQUES

For the present study, Ratio-Analysis in percentage as an Accounting tool and F-Test-ONE WAY ANOVA is used as a tool of Statistics

1.10. HYPOTHESIS:-

A hypothesis is a special proposition formulated to be tested in a certain given situation as a part of research which states what the researcher is Looking for the broader hypothesis for the research has been included in the concerned chapter

H0:- There is no significant difference in the profitability of Corporate Hospitals in Sterling Hospital (rajkot city.)”

H1:- There is a significant difference in the profitability of Corporate Hospitals in Sterling Hospital (rajkot city.)”

H0:- There is no significant difference in the G.P. Ratios of the selected Corporate Hospitals in Gujarat.

H1:- There is a significant difference in the G.P.Ratios of the selected Corporate Hospitals in Gujarat.

1.11. RESEARCH DESIGN**Period of Study**

The period of study consists of 1 year; from 2017-18

Data Collection

The present study is mainly based on secondary data the required data is collected from the Annual Published Report of selected units, various Magazines, Periodicals related to Insurance industries, related websites and subject matter is also used.

Area of Research

Major two Corporate Hospitals are selected for the study. Area of research is limited to Rajkot city.

1.12 Statistical Analysis

"F" -Test one way ANOVA for Return on Cash profit margin Ratio of Selected Corporate Hospital in Sterling(rajkot city)					
Source of Variation	S.S.	d.f.	M.S.S.	Fc	Ft
B.S.S.	10688.50	9	1187.60	0.727830	2.124020
W.S.S.	65267.80	40	1631.70		
T.S.S.	75956.30	49			

From the –F|| test one way ANOVA Table as calculated above it shows that Calculated value of $F_c = 0.727830$ while tabular value of $F_t = 2.124020$ which show that calculated value F_c is lower than tabular value of F_t . $F_t > F_c$ Hence Null Hypothesis is accepted and Alternative Hypothesis is rejected that Cash Profit Ratios of Selected Corporate Hospitals Sterling(rajkot city) shows equal trend during research period.

H₀ There is no significant difference in the G.P. Ratios of the selected Corporate Hospitals in Gujarat.

H₁: There is a significant difference in the G.P. Ratios of the selected Corporate Hospitals in Gujarat.

"F"-Test One Way ANOVA for Gross Profit Ratio of Selected Corporate Hospitals in Sterling(rajkot city)					
Source of Variation	S.S.	d.f.	M.S.S.	Fc	Ft
B.S.S.	10967.9	9	1218.655	0.633372	2.124029
W.S.S.	76962.95	40	1924.074		
T.S.S.	87930.85	49			

From the –F|| test one way ANOVA Table as calculated above it shows that Calculated value of $F_c = 0.633372$ while tabular value of $F_t = 2.124029$ which show that calculated value F_c is lower than tabular value of F_t . $F_t > F_c$ Hence Null

Hypothesis is accepted and Alternative Hypothesis is rejected that G.P. Ratios of Selected Corporate Hospitals shows equal trend during research period.

1.13. REFERENCES:-

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