

### **Session on “Health Communication at Apollo Hospital”**

Health is Wealth; indeed, it is true but after facing the trauma of Covid 19, people realized this truth deeply, its meaning and the role of Health Communication and Public Health. To make the Health Communication students understand the public health care system, The Department of Journalism and Mass Communication of MAIMS organized a visit to Indraprastha Apollo Hospital, Sarita Vihar, New Delhi on 8th July, 2022. Head & Prof. (Dr.) Vinita Gupta along with 30 students visited Apollo Hospital.

They were well received by the personnel of the Department of Public Relations and Communication, Apollo Hospital. Public Relations managers Mr. Sanjeev Jain and Ms. Kusum Sanjhipal briefed the students about the PR strategies in handling various aspects related to patients, media and other matters.

Through a wonderful PPT Dr. Faujia Khan explained the operational flow aspects of the hospital. After understanding the operational flow, the next schedule was an interactive session with Dr. Shanti Bansal, Director, Medical Services. She explained the achievements of Apollo Hospital worldwide. How this hospital is creating a niche in providing medical services to the parents from India and Abroad. Students asked many questions to which she answered in detail. At the end of this interactive session, Prof. (Dr.) Vinita Gupta, presented her a memento as a token of gratitude.

Mr. Umesh and Ms. Anupama, PR personnel of the hospital took the whole group for a tour of various departments of the hospital to make students understand the facilities and modus operandi of the hospital.

It was a great learning experience for the students of Health Communication which will surely help them in health reporting.

