



**asci**  
Leadership through Learning

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

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**Dr. Ramu Suravajjula**

Programme Director

March 1, 2019

## **CERTIFICATE COURSE IN PUBLIC RELATIONS FOR HOSPITAL STAFF**

**(29 April - 3 May, 2019)**

Dear Sir/Madam,

Greetings from Administrative Staff College of India (ASCI)!

We are happy to announce that ASCI, the College for practising managers since 1956, is offering an unique 'Certificate Course in Public Relations for Hospital Staff' from 29 April to 3 May, 2019 at Bella Vista campus on Raj Bhawan Road, Hyderabad, Telangana, India.

A keen analysis of attacks on various hospitals, doctors and medical personnel across India reveals that the primary cause for such incidents is the absence of communication & PR skills among the hospital staff. Due to lack of a proper PR and crisis management strategies, many hospitals and doctors are earning bad reputation and getting negative media coverage. A planned approach to deal with the powerful media is the need of the hour for hospitals, nursing homes and doctors but, unfortunately, it is grossly missing in this media-centric society.

Barring a few corporate hospitals and nursing homes, the majority of medical institutions have no assigned PR professionals because the managements failed to realise their importance in building reputation and brand image. Hence, we designed this course to train the existing staff of hospitals to carry out the important role as Public Relations Managers. Highly reputed PR professionals, Managers of PR and HR in the industry and experts from medical bodies, noted editors and legal luminaries will be delivering lectures to turn hospital staff into professional PROs in 5 days only!

We wish to train the participants to become the goodwill ambassadors who can transform the hospital environs dramatically with their positive behaviour and strategies. We recommend you to nominate your staff to attend this exclusive residential course.

Nominations for the programme may be made in the enclosed form. Photocopies of the form are also acceptable in case you would like to nominate more than one person from your organisation. The form can also be accessed from our website ([asci.org.in](http://asci.org.in)).

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation. A brochure is enclosed for detailed information.

We look forward to receiving early nominations from your organisation.

Thanking you,

Yours sincerely,

**Dr. Ramu Suravajjula**

Encl : Programme Brochure & Nomination Form



- ◆ Prevention is better than cure!
- ◆ Learn how to prevent attacks on hospitals & doctors and medical staff !!
- ◆ Know how to cultivate media relations!!!!

### PROFILE (Who can join this course?):

- ▶ Public Relations Officers / Guest Relations Executives of hospitals and nursing homes
- ▶ Hospital Administrators/ HR Personnel
- ▶ Secretarial staff of hospitals and nursing homes
- ▶ Business Development team members of hospitals and nursing homes
- ▶ Assistants or close confidants of reputed doctors
- ▶ Management representatives of hospitals in Tier-2 and 3 cities
- ▶ Paramedical Staff

### PEDAGOGY (What are the methods and practice of training?):

- ▶ Classroom teaching and lectures by faculty drawn from ASCI, reputed PR professionals, Managers of PR and HR in world-class corporate hospitals, Media professionals, Legal experts and leaders from medical bodies
- ▶ Theme-based group discussions
- ▶ Experience-sharing, participating and interactive learning.
- ▶ Group exercises, and case studies

### OTHER BENEFITS:

- ▶ The College issues a Certificate of Participation on conclusion of the programme
- ▶ Participants of the College programmes will automatically become members of the ASCI alumni association
- ▶ The participants will automatically become members of "ASCI PR Club" to enable them to deal and discuss PR strategies and techniques in future
- ▶ The institutions that send their personnel to this course will be extended basic support to manage future crisis, if any
- ▶ ASCI helps to form city-wise, district-wise, town-wise PR networks to collectively and effectively handle issues that hospital managements and doctors confront in day-to-day operations



Bella Vista: The Venue for Training Programme

## Certificate course in Public Relations for Hospital Staff

- ▶ Mob attacks on hospitals are on the rise
- ▶ Verbal abuse and physical assault against doctors after patient's death is commonplace, these days
- ▶ Altercation and intimidation by irate relatives of patients is a regular feature
- ▶ Handling 3 Ps (Press, Police and Public Reps) turns nightmarish as each blames the hospital management
- ▶ Negative publicity in print and electronic media against hospitals and doctors is increasing
- ▶ Social media is being used to show hospitals and medical practitioners in poor light
- ▶ Sting operations by citizen journalists to malign the hard-earned reputation of doctors is adding to the discomfort

The million dollar question is, how can such unsavory incidents and damaging news be contained when the fact of the matter is that in most cases, it is neither the doctor nor the hospital that is guilty of neglect of duty?

In an age when professionalism is the buzzword, there is a compelling need to recruit specialists to handle jobs of various natures. For instance, when a hospital faces crisis like those mentioned, the go to man will be a trained in-house Public Relations professional, who is adept at damage-control exercises. With his persuasive skills and man-management dexterity that he gains after acquiring the required qualifications from qualified mentors, a PR professional can help restore an institution's credibility and image. In a way, he establishes a close rapport between the patient-kin-media-doctor.

One petty but unfortunate incident that could not be handled professionally in the hospital premises will cause damage worth crores of rupees. Financial losses apart, these incidents damage the reputation of hospitals and self-respect of doctors, who are revered as Gods (*Vaidyo Narayano Harihi*).

A common refrain is that some establishments cannot afford to hire PROs and PR professionals to deal with untoward situations.

Understanding that PR personnel make for sound investments, and in order to impart necessary skills, Administrative Staff College of India (ASCI), the College for practising managers since 1956, has designed a unique 5-day course to transform hospitals' existing personnel into Public Relations professionals.

After all, there is no denying that prevention is better than cure, a la insuring one's life against future calamities.

The individual coming through the 5-day course, by proven and award-winning practitioners, will be well-equipped to render the role of a Public Relations Officer with aplomb.

Join this exclusive course right away by following the instructions on the nomination form (attached as a single sheet along with this brochure).

### IMPACT (What are the takeaways for participants?):

- ▶ Communicate effectively with various stakeholders, especially patients and their aggrieved relatives
- ▶ Build a positive image for hospitals using time-tested PR strategies
- ▶ Understanding indicators of volatile behaviour and deftly handling them
- ▶ Avoid a crisis and stem the rot
- ▶ Strengthen media relations
- ▶ Equip with strategies to deal with sensation-thirsty media and counter negative publicity
- ▶ Tackle sting operations meticulously
- ▶ Use social media to the advantage of your hospital and doctor
- ▶ Handle hyperactive politicians and police
- ▶ Gain knowledge of legal protections and Acts
- ▶ Nurture a sustainable positive environment in pain-stricken hospital environs

### Venue

The programme is fully residential and the participants will be accommodated in single occupancy air-conditioned rooms in ASCI's Bella Vista campus on Raj Bhavan Road in Hyderabad. The College does not provide accommodation for the family. Transport between Airport / Railway Station to Venue will be arranged by the College.

### Duration

The programme duration is from **29 April-3 May, 2019**.

The participants are expected to arrive a day before the commencement and may leave on completion of the programme.

### Programme Fee

Residential Fee: **Rs. 59,500/-** plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

A discount of 10% will be given on the Programme fee for three or more participants from the same organisation, provided the payment is credited into our Bank account before **April 22, 2019**.

### Bank Details

Bank A/c Number : 62090698675  
 Beneficiary Name : Administrative Staff College of India  
 IFSC Code : SBIN0020063  
 Bank Name : State Bank of India  
 Branch Address : Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

### Last Date for Nomination

**April 22, 2019.** Please use the prescribed/ attached form. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

### Last Date for Withdrawal

**April 22, 2019.** Any withdrawals after this date will entail forfeiture of fee paid, if any.

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/19-20/1/5)** to **e-mail: poffice@asci.org.in** for confirmation.



Conference Room-1 in Bella Vista



**Shri K. Padmanabhaiah**  
IAS (Retd)  
Chairman  
ASCI Court of Governors  
Former Union Home Secretary

## About ASCI

- ▶ Established in 1956 at the initiative of the government and the corporate sector, the Administrative Staff College of India (ASCI), Hyderabad, has pioneered post-experience management education in India.
- ▶ ASCI equips corporate managers, administrators, entrepreneurs and academicians with the skills to synthesize managerial theory and practice; and respond to the ever-increasing complexity of managerial issues confronting government, industrial enterprises and non-government organizations. ASCI is backed by 93 leading organizations in India, comprising public and private sector corporations and state governments, who are members of its College Society.
- ▶ Over 1,75,000 participants from industry, government and non-government organizations in India and other emerging market economies take advantage of the nearly 200 management development programmes offered by ASCI every year. Over 300 organizations have reaped benefits from its research and management studies.

### ASCI operates from three Campuses

- 1) Bella Vista (BV), the palace of the erstwhile State of Hyderabad's Prince of Berar, architecturally aesthetic with verdant surroundings, creates the perfect ambience for study, discussion, reflection and introspection. A well-stocked library, excellent multi-cuisine food, interesting recreational facilities (including yoga, badminton, tennis, swimming, croquet) and medical facilities are available on the campus, apart from state-of-the-art IT infrastructure. The entire BV campus is Wi-Fi enabled.
- 2) College Park Campus (CPC), the picturesque campus is located at Banjara Hills is 4 km away from Bella Vista. It has been developed to offer its long-duration, focused, residential post-graduate diploma programme on management of hospitals and health systems, medical infrastructure and technology.
- 3) New Delhi Centre was established in 1988. It has full-fledged facilities for organizing non-residential short-duration programmes, conferences, seminars, workshops and syndicate/group discussions.

## About the Programme Director

**Dr. Ramu Suravajjula**, PhD in Communication & Journalism

- ▶ 25 years of experience in journalism (worked with Eenadu, The Hindu, and Mail Today)
- ▶ Taught Journalism in University of Hyderabad and produced high-caliber journalists for five years
- ▶ Published hundreds of features and special stories
- ▶ Doctoral (PhD) degree in Communication and Journalism
- ▶ Won two gold medals in Communication and Journalism. Received Shoyabullah Khan Gold medal for scoring highest marks in BCJ in 1997-98 and Urdu Academy Gold medal for securing highest marks in project report in MCJ in 1998-99.
- ▶ Winner of Laadli Media-UNFPA award for his blog in 2010-11
- ▶ Recipient of Dr. CV Narasimha Reddi Award for "The Best Public Relations Manager-2015" in recognition of "his outstanding performance in the practice of public relations and for having exhibited professional qualities that served in promoting the vision, mission, goals and services of ASCI."
- ▶ Conducts workshops for journalists and bloggers



*For further details, please contact :*

**Mr. G. Srinivas Yadav**  
Programmes Officer

## Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.  
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**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

**Nomination Form**  
**CERTIFICATE COURSE IN**  
**PUBLIC RELATIONS FOR HOSPITAL STAFF**

**(29 April - 3 May, 2019)**

**Nominee's Contact Information :**

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

**Sponsor's Details**

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	_____
	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

**Fee Particulars**

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

**Medical Insurance**

Name of the Insurance Agency	Policy Number	Validity upto
<b>Note : Coverage should be available in Hyderabad, India</b>		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in