



# KAZI NAZRUL UNIVERSITY

One Year Postgraduate Diploma

PATIENT RELATION COUNSELLING AND HEALTHCARE GUIDANCE

UGC  
Approved

Industry Partner  
**Health World Hospitals**  
(Super Specialty Hospital)  
Durgapur

National Skills Qualification  
Framework (NSQF),  
MHRD, Gov't. of India  
Approved

First University in West Bengal to offer the course of this kind



## ELIGIBILITY

- Any Graduate in Bio Science/ Psychology/Social Sciences/MBBS/BHMS/BBA Hospital Management/ Management or Social Work Graduate
- **NO AGE LIMIT**

## HIGHLIGHTS OF THE COURSE

- On the job training in Hospital set up
  - Comprehensive
  - Workshop/seminar based classes by Industry /Academic experts
  - ICT based lab training
  - State of art laboratory training
- University will take initiatives to provide maximum placement to the students on successful completion of the course

## JOB PROSPECTS

- Hospital Superintendent (Non-Medical)
- Research Officer
- Duty Manager Patient Relation Services
- Diabetic /HIV/Tobacco Counsellor
- Patient Relation Associate
- Tele-health Counsellor
- Patient Advocate
- Patient Grievance Executive
- Public Relation Consultant
- Tele Helpline Associate

**Expected salary range for above mentioned jobs:**

2 lacs- 5 lacs per year



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#### TRAINING OUTCOMES

- Supervise professionals working in Hospital Front Desk and Patient Relation Services domain
- Enhance their knowledge in resource management, HR management
- Facilitate service excellence and satisfaction among stakeholders by grievance redressal and conflict resolution
- Demonstrate effective communication skills
- Getting along with, working with and co-operating with others
- Reporting concerns/issues/challenges to higher authorities as per escalation matrix and assist in finding solutions
- Exhibit skills in terms of team supervision, administrative support, supervisory support, office harmony, crisis handling and customer services

#### ABOUT THE COURSE

- Patient Relation Counselling and Healthcare Guidance would create a bridge between hospitals and patients/families. They would consider patients' rights in mind, and as well as maintain the etiquettes of the hospital/institution.
- Patients generally have clinical care needs as well as interpersonal care needs. Clinical care requires skills of diagnosing and treating. Interpersonal care requires qualities of integrity, honesty, respect, empathy, compassion and altruism.
- Patient relation counselling would be focusing on the interpersonal care needs such as provide immediate support to the patients and family members, trauma management, psychoeducation, grievance and complaint management, patient satisfaction measurement, customer service, mediation/conflict negotiation, crisis intervention, data management and healthcare management.
- Healthcare guidance would be dealing with the clinical care needs of the patients by providing guidance for Medical assistance (which includes guidance regarding treatment options, medical records and test reports, may accompany a patient to appointments, monitor the patient at the bedside in a hospital etc.), Insurance assistance (help to choose the best insurance plan, handling paperwork and insurance filings, negotiating denials of claims, and Medicare plan decision-making), Home health assistance (post discharge or consultation related guidance home nursing care, home therapy and rehabilitation, and daily living assistance) and Legal assistance (for e.g. worker's compensation to disability filings, to malpractice and medical error review etc.).



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## INTAKE CAPACITY

- 50 SEATS
- Reservation to SC, ST, OBC and PwD categories will be available as per the State Reservation Policy.

**COURSE COORDINATOR:**  
SHUVABRATA PODDAR  
[shuvabrata.poddar@knu.ac.in](mailto:shuvabrata.poddar@knu.ac.in)  
7549089680

## DURATION OF THE COURSE

- ONE YEAR (TWO SEMESTERS)
- 60 CREDITS
- 400 HOURS OF ON THE JOB TRAINING
- 400 HOURS OF SKILL BASED LABORATORY TRAINING

## COURSE FEES

- 15000/- (EXCLUDING EXAMINATION FEES)
- FEES MAY BE PAID IN TWO EASY INSTALLMENTS

CLASSES WILL BE IN REGULAR MODE  
Commencement of classes: First week of  
December tentatively