Annexure
Annexure I

ABBREVIATIONS

A.D. : *Anno Domini* (in the year of Lord Christ)
ABC : Activity Based Costing
AHI : Asian Heart Institute
AAPI : American Association of Physicians of Indian Origin
AIDA : Attention Interest Desire Action
AIDS : Acquired Immunity Deficiency Syndrome
ASHAs : Associated Social Health Activists
AYUSH : Ayurveda Unanai and Siddha
B.C. : Before Christ
B.H.U. : Banaras Hindu University
B.P.L. : Below Poverty Line
BPO : Business Process Outsourcing
BTS : Blood Transfusion Service
CA : Chartered Accountant
CAGR : Compounded Annual Growth Rate
CEO : Chief Executive Officer
CHC : Community Health Center
CMC : Christian Medical College
CPC : Center for Pollution Control
CRM : Customer Relationship Management
CSR : Corporate Social Responsibility
DAGMAR: Defining Advertising Goals for Measured Advertising Result
EDS : Electronics Display System
EMI : Easy Monthly Installment
EMS : Emergency Medical Services
E&Y : Ernst and Young
ESI : Employee State Insurance
FICCI : Federation of Indian Chamber of Commerce and Industry
FMCG : Fast Moving Consumer Goods
GDP : Gross Domestic Production
GLP : Good Laboratory Practices
HAI : Hospital Acquired Infection
HMS : Hospital Management System
HRD : Human Resource Development
ICU : Intensive Care Unit
IDMA : Indian Drug Manufacturers Association
IIM : Indian Institute of Management
IMA : Indian Medical Association
IPC : Indian Penal Code
IPR : Intellectual Property Right
ISO : International Standard Organisation
ISQUA : International Society of Quality
IT : Information Technology
ITES : Information Technology Enabled Services
IVF : In Vitro Fertilisation
KPO : Knowledge Process Outsourcing
MMHRC : Madurai's Meenakshi Mission Hospital and Research Center
MBBS : Bachelor of Medicine and Bachelor of Surgery
MCI : Medical Council of India
MHA : Master of Hospital Administration
MIS : Management Information System
MRI : Magnetic Resonance Imaging
NABH : National Accreditation Board for Hospitals and Healthcare Providers
NGOs : Non Government Organisations
NRHM : National Rural Health Mission
NRI : Non Resident Indian
OPD : Outdoor Patient Department
OPPI : Organisation of Pharmaceutical Producers of India
OT : Operation Theater
PDMS : Patient Data Management System
PHC : Primary Health Centers
PPP : Public Private Partnership
QA : Quality Assessment
QC : Quality Control
QCI : Quality Council of India
QG : Quality Goals
QI : Quality Improvement
QLP : Quality Laboratory Process
QP : Quality Planning
SBI : State Bank of India
SEMI : Society of Emergency Medicine-India
SWOT : Strength, Weakness, Opportunity and Threat
TOI : Times of India
UK : United Kingdom
US : United States (of America)
UT : Union Territory
USP : Unique Selling Proposition
WHO : World Health Organisation