

- Consulting for NABH & NABL Accreditation
- Consulting for ISO 9001-2000
- Design & Implementation of plans to achieve compliances
- Online Services of HIMS for individual organization leading to Integrated Database of individualized Medical Records for Patients, Doctors and Hospitals.

Assistance in patient centric approach by following modern technology & trends for better communication & integration of data.

- Online appointment System for Doctors
- Online Hospital Information Systems
- Online Medical Records with Unique Identification Numbers for accessing information across World Wide Web.
- Easy access of medical info from one hospital to another hospital over the net.

## Our Projects/Clients



### Indian Healthcare Association

**Medical Record Number Project**  
 Bajrangdas bapa Arogyadham, Bhavnagar  
 Dhakaan Super – Multi Specialty Hospital, Rajkot  
 Homeopathy Medical College, Rajkot  
 Chirst Hospital, Rajkot  
 Gokul Super Specialty Hospital, Rajkot  
 Kusum Hospital, Adipur  
 Sivananda Multi Specialty Hospital, Rajkot  
 Giriraj Hospital, Rajkot  
 Sushrut Hospital, Rajkot  
 Satnam Hospital, Rajkot  
 Vaibhav Super Specialty Healthcare Centre  
 Shri Saurashtra Medcal Charitable Trust  
 Heal well Hospital, Rajkot  
 Prabhukrupa Hospital, Rajkot  
 Laprosurge Hospital, Rajkot

We as a group of people with various specializations and experiences endeavour to serve within shortest span of time to our clients.

#### Dr. Devvrat Sukhwal (Founder Director)

Dr Sukhwal is a founder member of Optim Associates. He has almost two decades of comprehensive experience in medical care and hospital administration.

He has strong background in managing entire operations of medical establishment and he is adept in mobilizing resources and judicious deployment thereof to achieve maximum productivity. He holds the credential of being involved in health care delivery at all levels from small level to a multi specialty hospital.

#### Dr. Kalpit Sanghvi (Founder Director)

Dr Sanghvi is also a founder of Optim Associates. He is motivated by an urge to make a distinction in healthcare, innovation in business models and patient empowerments have been at the core of what he does. He has over decade of experience across diverse industries and functional responsibilities.

He is particularly excited about opportunities in patient experience, strategy and marketing plus the role of technology in each of these areas.

#### Our Team

##### Ms. Nidhi Thacker

As a member of our Consulting Team, Nidhi supports Optim's efforts across various projects undertaken. In her previous position in Healthcare consulting Firm, Academy of Hospital Administration, she worked for NABH Accreditation for PHC & CHC of Government of Gujarat and got these small healthcare set ups NABH accredited through Quality practices. After AHA, she also worked as Hospital Administrator of Multi-specialty Hospitals.

##### Dr. Meenal Sukhwal

A medical graduate with wholehearted approach in medical care; specialized area of work is updating in latest medical technology development in the world. Holds Higher Diploma in Software Engineering, coordinates the clinical activities with special approach of assistance in medical management of patients for hospitals.

##### Empanelled Consultants

Mr. Kartik Mehta B.E. MBA(Corporate Finance, University of Chicago, USA)  
 Mr. Vipul Sanghvi (Star Architect)



Empowering Healthcare Systems



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### Empowering Healthcare Systems

#### About Us

Optim Associates LLP is a specialized consulting firm for empowering the hospitals and healthcare systems established with aim to facilitate & assist healthcare delivery systems in improving quality of patient care by optimum utilization of available resources. Optim Associates is a team of vastly experienced renowned healthcare professionals with novel thoughts who can provide multidisciplinary solutions for complex challenges in the healthcare institutions.

#### Our Vision

We believe in Empowering Healthcare Organizations by most favourable techniques measurable for performance and up gradation.

#### Our Mission

We see ourselves growing as potential healthcare consulting firm



### Healthcare Facility & Strategy Planning Designing, Expansion & Remodeling

#### Project Conceptualization

#### Market Research & Feasibility Report

In current changing healthcare scenario, Market study reduces risks involved and ensures cost effectiveness while setting up the business.

- Technological and Financial Feasibility Study
- Community need analysis
- Demand & Supply analysis for healthcare services in specific area
- Detailed Project Report

#### SWOT Analysis

- Strategic Planning
- Need based service delivery planning



### Study of future trends in healthcare

### Hospital Architectural Planning

Hospitals are human resource intensive, therefore intelligently conceptualized and well planned building along with good support services improves efficiency and productivity.

- Infrastructure and Layout assessment
- Preparation of Architectural Brief
- Specification of Critical Area &
- Phase wise Planning
- Engineering Services

#### Equipment Planning

- Assistance in Selection and procurement of
- medical and non-medical equipments

#### Manpower Planning

- Recruitment
- Developing Job Description
- Designing Salary Structure
- Training of Employees
- Salary structure planning

#### Information Technology

- Hospital Information System
- Website Development

#### Quality Practices

Standardization of healthcare delivery systems and accreditation gives way to competence, cost control & increased safety in the system.

- Developing Standard Operating
- Procedures & Policies