

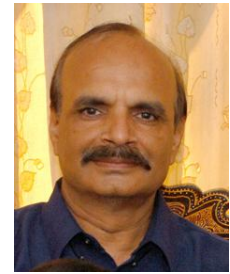
Indian Healthcare Association

Hospitech India – *Empowering Healthcare Solutions*

March 02. Vol. 01. Issue 01

Add: “IHA House”, 3- Dhruv Nagar, B/H Amrapali Cinema, Raiya Road,
Rajkot – 360007 (Gujarat, India) Phone: +91-7359141444, +91-281-2455558.
Email: consult@optim.in
Website: optim.in, hospitalworld.in

From the Editor



Welcome to the “Hospitech India – Towards Smart Hospitals” e-newsletter! It is a matter of great pleasure to launch Indian Healthcare Association and its monthly e-newsletter to present before you the first edition of “Hospitech India”. It is time to thank all members of Indian Healthcare Association who have showed trust in us for initiating this journey. Amid these, it is important to take note of the growing focus on the healthcare sector in India. While there are several challenges – ranging from accessibility to affordability of the latest amenities – to overcome, many of these have tremendous potential to lead the subcontinent into a golden era of infinite opportunities.

In the coming years we might observe increasing share of GNP for Healthcare sector and this will boost up the market for this Technology driven Healthcare Industry. It is also expected that Diagnostic Technology and specially the Genetic tools will be used now on a massive scale. Healthcare Industry will be benefited in every aspect from such Growth.

Theme of the present issue is related to the need to create a common platform for small sized hospitals and nursing homes in our area to mutually exchange their views and get benefit of standard quality management practices plus understand the importance of getting empowered with the help of Information Technology and Medical Informatics.

Hope, you will enjoy the contents.

With best regards

Dr. D.H.Sukhwal

Contents

| S. No | Topic | Page No. |
|--------------|---|-----------------|
| 1. | Indian Healthcare Association - Brief | 4 |
| 2. | Cover Story –Indian Healthcare Industry – An Overview | 5 |
| 3. | Hospitals & Administrative Challenges | 11 |
| 4. | Hospital & Cash Flow | 13 |
| 5. | Indian Healthcare Industry – Towards Success | 14 |

Indian Healthcare Association

The Indian Healthcare Association (IHA) represents excellence and best practice in Indian Healthcare Organizations. It is a voluntary organization of all Healthcare Executives for thinking for better healthcare industry and mutually solves similar day to day issues faced by all in this service industry. Indian Healthcare Association will be representing association of persons, organizations, hospitals, & other institutions working to promote qualitative healthcare systems to improve standards in healthcare delivery.

Aims & Objectives

- ✓ To set standards for improved holistic healthcare
- ✓ To carry out training sessions, seminars, CMEs, conferences through various modes
- ✓ To promote research methodologies for enhanced & technically equipped Healthcare service
- ✓ To promote health safety practices & improvement in quality of healthcare there by preparing healthcare organization ready for accreditation.
- ✓ To create a pool of resources & data bank of health indices, who's who of stakeholders & resources
- ✓ To contribute towards healthy, happy & harmonious living
- ✓ To register & network all healthcare executives & Healthcare bodies/ institutions of India.

Tangible Deliverables of Indian Healthcare Association Membership:

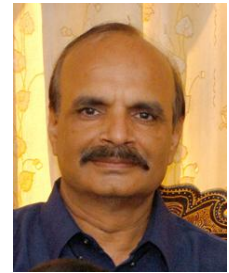
1. E-newsletter monthly by mail.
2. Hospital Management training sessions/ CMEs / Workshops organized at Rajkot at regular intervals : free/ at discounted charges
3. For Hospital Members - Need based training for NABH, NABL & ISO accreditation at Rajkot at concessional fees.
4. For Hospital & Individual Members - coordination & assistance in Recruitment & Placement.
5. Latest updates and best Hospital Management articles through Web and opportunity to write articles, suggestions and discuss through Web on live and social networking sites.

Cover Story

Indian Healthcare Industry – Overview

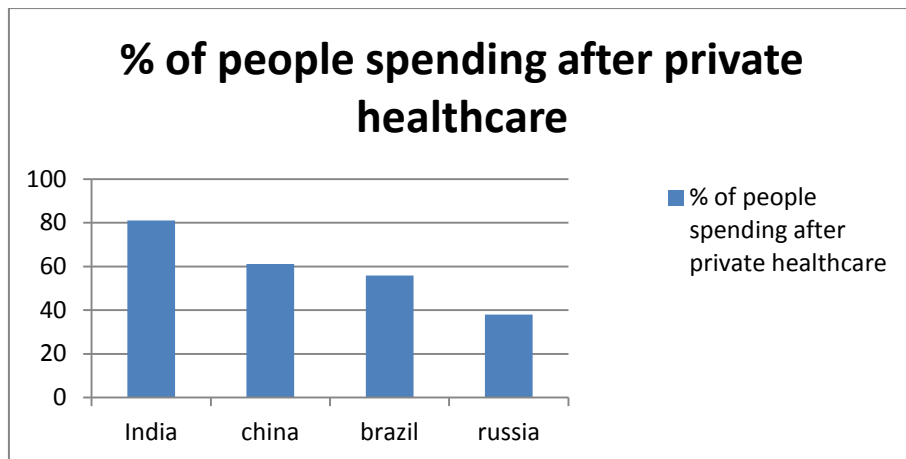
SALIENT FEATURES

By – D. Sukhwai

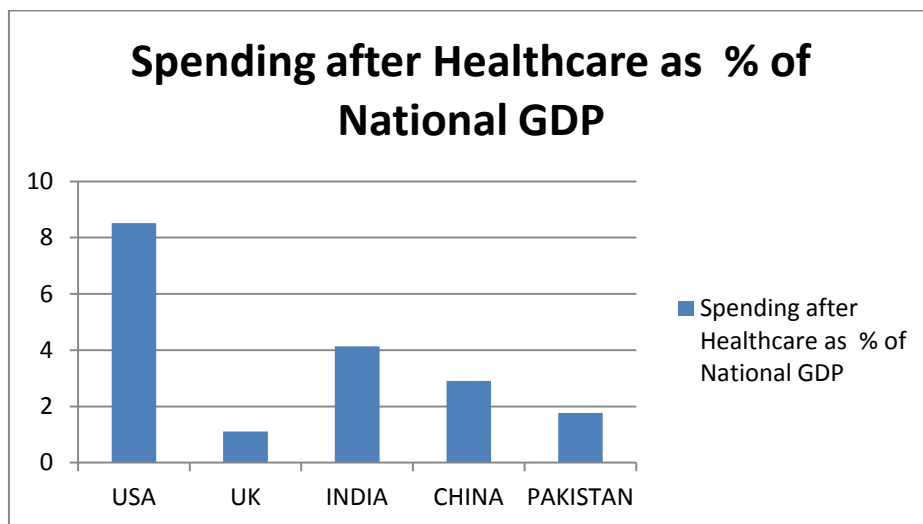


- The Indian hospital industry would be worth USD 280 billion by 2020 as against USD 44 billion in 2010. Its estimated revenue is USD 30 billion in 2010. During 2010-2015 the Indian hospital service industry is projected to grow at a CAGR of more than 9%.
- Medical tourism in India is growing at a CAGR of over 27 per cent during 2009-2012. Medical tourism market is valued to be worth USD 310 million and is expected to generate USD 2.4 billion by 2012.
- Hospitals and Diagnostic centers have received FDI worth USD 786. 14 million between April 2000 and April 2010.
- 1 per cent of India's GDP is spent on health, whereas France spends 10.4 per cent and Japan spends 8 per cent.
- According to 2001 population norms, there is still a shortage of 4,477 primary healthcare centers and 2,337 community healthcare centers. India would require 1.75 million beds by 2025.
- Over 6800 more hospitals are needed in India to provide basic health facilities to people in rural areas.
- The various hospitality brands have started aggressive expansion in the country. Some of the companies that are planning to expand include Anil Ambani's Reliance Health, Hindujas, Sahara Group, Apollo Tyres and Panacea Group.
- There is a shortage of 350,000 nurses in India, partly because many qualified nurses leave for better prospects abroad.
- India needs double the number of doctors from 0.7 million to 1.5 million and triple the number of nurses from 0.8 million to 2.5 million.
- The nurse-doctor ratio in India is 1.5:1 compared to 3:1 in developed countries.
- During the last five years rural health sector has been added with 15,000 health sub-centers and 28,000 nurses and midwives.

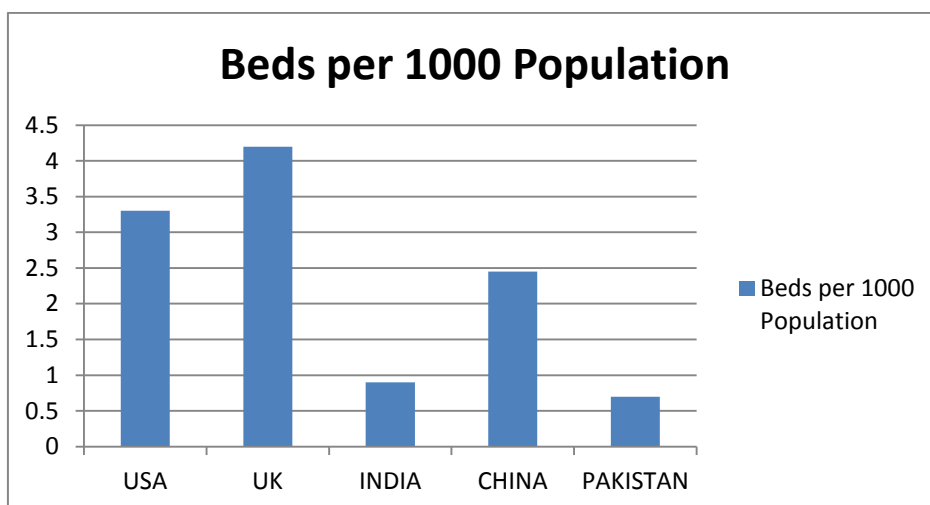
Nations spending after private healthcare:



Expenditure as % of GDP:



Beds per thousand population:



Growth of Indian Healthcare Industry:

The Indian healthcare industry was estimated at USD 40 billion in 2010 is expected to reach USD 280 billion by 2020. Large investments by private sector players are likely to contribute significantly to the development of India's hospital industry, which comprises around 80% of the total market, according to the report 'Indian Hospital Services Market Outlook' by consultancy RNCOS. As per estimates by ratings agency Fitch, the sector is poised to grow to USD 100 billion by the year 2015 and further to USD 275.6 billion by 2020.

The Indian healthcare sector comprises the sub-sectors of hospitals, medical infrastructure, medical devices, clinical trials, outsourcing, telemedicine, health insurance and medical equipment. India presently has 0.5 million doctors, 0.9 million nurses and around 1.37 million beds, and has the highest number of medical and nursing colleges, at 303 and 3,904, respectively. In addition, the cost of medical treatment in India is one-tenth that compared to costs in the US and Europe.

The total FDI inflow into India in the hospitals and diagnostics sector for the period April 2000–April 2011 was USD 1 billion, according to the Department for Industrial Policy and Promotion (DIPP), which is part of the Ministry of Commerce and Industry and which is responsible for formulating the FDI policy in the country.

Driving factors for growth of Indian Healthcare Industry:

- Increase in patients population, increasing lifestyle related health issues
- Faster diagnosis leading to early treatment, awareness on preventive healthcare disorders
- Affordable treatment costs
- Thrust on medical tourism
- Improving health insurance penetration
- Increasing disposable income
- Medical insurance and mandatory wellness checks by corporate houses
- Government initiatives and focus on Public Private Partnership (PPP) models are some of the driving factors for the industry growth

Medical Tourism

Presence of world-class hospitals and skilled medical professionals has strengthened India's position as a preferred destination for medical tourism. Medical tourism market is expected to expand from US\$ 1.9 billion in 2011 to reach US\$ 3 billion by 2013 and US\$ 3.9 billion in 2014, at a CAGR of 27 per cent.

India's share in the global medical tourism industry is estimated to be around 3 % by the end of 2013 (RNCOS report)

India is the most competitive destination with advantages of lower cost and sophisticated treatments, (RNCOS report titled 'Indian Healthcare - New Avenues for Growth'). The report further highlights that several key trends are backing the growth of India's healthcare sector; of these, medical city is relatively a new concept that offers immense growth opportunities.

The major service offerings that attract medical tourists to India include yoga, meditation, ayurveda, allopathy, and other traditional systems of medicines.

Government Initiatives

The Government of India has decided to increase health expenditure to 2.5 per cent of gross domestic product (GDP) by the end of the Twelfth Five Year Plan (2012-17), from the existing 1.4 per cent. Dr Manmohan Singh, the Prime Minister of India, also emphasized the need for increased outlay to health sector during the Twelfth Five Year Plan.

Furthermore, a number of initiatives that have been proposed and taken up by the Government of India for enhancement of the healthcare sector are:

- 100 per cent FDI is permitted for health and medical services under the automatic route
- Allocation for National Rural Health Mission (NRHM) has been proposed to be increased from Rs 18,115 crore (US\$ 3.32 billion) in 2011-12 to Rs 20,822 crore (US\$ 3.82 billion) in 2012-13
- National Urban Health Mission is being launched
- Pradhan Mantri Swasthya Suraksha Yojana being expanded to cover up gradation of seven more Government medical colleges

- Proposal to extend concessional basic customs duty of 5 per cent with full exemption from excise duty/CVD to six specified life saving drugs/vaccines
- Basic customs duty and excise duty reduced on soya products, iodine and probiotics

Road Ahead

"There is a huge opportunity here for any country, including India, to maximize the use of diagnostics within the healthcare environment. We have got very good high-end labs, which are equivalent to any country around the world," according to Mr Lance Little, Chairman and Managing Director, Roche Diagnostics India and South Asia.

In addition, there is substantial demand for high-quality and specialty healthcare services in tier-II and tier-III cities. All these factors are creating huge demand for healthcare services in the country.

Challenges and Opportunities

The Industrial challenges are many:

It is an accepted fact that the healthcare sector in India is one of the largest service segments, and it has emerged as one of the most challenging sectors in India. For the healthcare segment, the challenges of future assumed to be are:

1. To control cost of treatment
2. Access to insurance and also bring in more clarity to cashless treatment options
3. A severe shortage of qualified professionals and the workforce is concentrated in urban areas. Many Indian people, especially those who live in rural, semi urban areas, still receive services from unqualified providers. The emigration of qualified doctors, nurses, and other medical professionals is substantial.
4. The training resources, other infrastructure provided to the nurses/other medical professionals in India is still inadequate. The policies designers from government body urgently need to address these issues maintain quality norms.
5. India would require another 1.75 million beds by the end of 2025 to reach a ratio of two beds per 1000 population.
6. According to some reports, "Quantifying the need gap taking into account the year 2020, leaves us with a shortfall of 2 million (Doctors/Physicians), 3.5 million (Nurses), 8 million (Paramedics) and bigger number of other support medical professionals in India. Going by WHO norms for developing countries, India has an

acute shortfall of Doctors/Practitioners, Nurses (1.4 million and 2.8 million respectively) and also there is a acute shortage of paramedical and administrative professionals.

7. Although the health insurance sector is growing in impressive manner, the health insurance penetration rate still has a lot more scope to grow with only 2 % of the total population being insured at present.
8. In the area of diagnostic service centers, there is an acute insufficiency of good healthcare and medical services partners in most areas (semi urban and rural). These areas are isolated in terms of medical infrastructure. Few providers have already started setting up their centers; however, these initiatives would not meet primary end criteria. Another challenge would be to create a good pipeline of management resources, radiologists, sonologists, other technicians, and it needs to implement specific plans to meet effective objectives.
9. The Paramedical education system in India, is seemingly the most neglected area in terms of quality and quantity, in contrast to Medical education which has produced the best of talent out comes. This situation has in fact exacerbated due to lack of focused training infrastructure, education, stringent policies, any defined regulating body, several paramedical institutions that are running in the nation are unregulated with a lack of uniformity in the training imparted from them.
10. The technology advancements (i.e. the introduction of 3G, and its impact on the Indian healthcare industry will be exponential, it can change the face of current healthcare delivery models. The implementation/ availability of 3G technology will enable video broadcast, and telemedicine through wireless communications which will help accessibility of good medical care to patients in neglected/ semi urban and rural areas as well. Also, with the number of cell phone users currently at 600 million and rapidly increasing by 20 million every month, some telecom operators and value-added service developers are considering usage of mobile phones for diagnostic and treatment support, remote disease monitoring, health awareness and communication.

Summary:

Although the industry has good results, challenges faced by the industry cannot be neglected if we wish to maintain its growth. Indian healthcare industry policy makers should address the challenges holistically at the level of various organizations, to be solved with innovative

thinking. Indian healthcare policy makers should also analyze the initiatives that are taken around the globe, which have demonstrated effective new ways to reach interact with patients and treat them at significantly lower cost with improving quality.

Indian healthcare players also need to control their cost, quality and diagnose existing problems to solve in a futuristic way. The real challenge here is how to implement, not how to invent. Given the pressure on health systems everywhere, players should do everything possible to help organizations adopt successful innovations and thereby reap the benefits the industry can provide.

**“Patient safety & satisfaction is always the priority however challenges may come.”
– Nidhi Thacker**



Hospitals & Administrative Challenges

Hospital management executives face ever increasing challenges to deliver quality healthcare efficiently in optimal cost. As quality of treatment and infrastructure of hospitals is changing dramatically with entry of third party assessment, Insurance Regulatory Development Authority, ISO & NABH certification, is the focus of attention now. Focus of healthcare has changed from preventive healthcare like HIV, TB, Hepatitis B etc, to glamorizing services like cardiac procedures, joint replacement, Lasik surgery etc. At the same time management as a tool for improvement in the health and hospital administration is not appreciated by Doctors in right spirit. As in majority of hospitals administration is done by practicing medical professionals who have "role conflict" between practice of administration & the practices of medicine. This has led to short comings in delivery of healthcare services.

Major challenges faced by most of the hospitals of any bed capacity, both in public and private sector are as follows:

1. Shortage of Manpower

Current scenario of overall India's Healthcare system shows that we lack in well qualified and trained staff in public and private sector both, which includes Gynecologists, Pediatricians, Physicians, Surgeons, Medical Officers, Nursing Staff, Lab & Radiology technicians.

As many of us come to know now and then ayaben or cleaner taking stitches or injecting patient, sometimes in hospitals due to lack of staff. Such incidences are prevalent both in rural and urban areas.

2. Technological Advances

Technological advances have doubled life expectancy within the past century. Together with demographic changes, technological change is often seen as the main factor in increasing healthcare costs. Newer aids for diagnosis and treating illness though are costly but accepted & preferred at both public and private hospitals. At public demand hospital opts for latest technological equipments which are also costly for hospitals to adopt new one frequently.

3. Safe healthcare delivery practices

Safety of patients and employees both are to be taken care at the same time while providing quality treatment. Patient safety is the sustained, proactive process of identifying, avoiding and rapidly resolving errors, omissions, mishaps and miscommunications that could affect a patient's healing, health or well-being at any point, at any time, ensuring safety by protecting patients from harm or injury inflicted by the health care system—preventing medical errors, reducing hospital infections, and safeguarding consumers from medical fraud.

4. Information Management

Information technology, including the Internet, has the potential to provide health care providers and consumers with timely access to medical data, patient information, and the clinical expertise of specialists. Using technology effectively is a health system challenge, especially in terms of protecting patient privacy and confidentiality and ensuring that consumers have access to accurate and reliable health information as the data management is poor in health sector when compared to other sectors

5. To ***sustain the trained staff and maintain ethical practices*** in healthcare industry is another challenge faced. As healthcare executives many of the time face ethical dilemmas in day to day activities. Shortages in the numbers of clinicians to deliver patient care, inadequate staffing levels, cost containment measures, consolidation of healthcare organizations, and ineffective leadership have resulted in the escalation of ethical dilemmas faced today in healthcare environment. Being ethical is though a personality trait morally accepted.

Hospital & Cash Flow

By - Urvashi Y

The healthcare industry can be broadly divided into five segments namely hospitals, pharmaceuticals, diagnostics, medical equipment & supplies and medical insurance.

The rate of growth of the health care industry in India is moving ahead neck to neck with the pharmaceutical industry and the software industry of the country. Much has been said and done in the health care sector for bringing about improvement. Till date, approximately 12% of the scope offered by the health care industry in India has been tapped. The health care industry in India is reckoned to be the engine of the economy in the years to come. Health care industry in India is anticipated to grow by 13% every year. The health care sector encompasses health care instruments, health care in the retail market, hospitals enrolled to the hospital networks etc.

Challenges

High capital costs: Fixed cost for almost 40 per cent of the total project cost and affects the viability depending on the resulting per bed cost.

Medical equipment: Contributing to almost 40 per cent costs in a tertiary setup, the medical equipment though cutting edge at the time of purchase poses the threat of inevitable obsolescence within five to seven years of setup.

Human resources: With organized sector being the preferred choice now, there will be a huge demand even for the skilled and quailed health administrators to run the show. Considering one skilled and quailed administrator is required for every 50 employees, there would be a requirement of almost 50000 such healthcare professionals in the near future according to current survey

Conventional models of business: The conventional model would need to be broken to mitigate the presently seen long gestation periods of five to 10 years of which almost three years are spent in project conceptualization to commissioning.

FDI Inflows to Healthcare-Facts

The Indian healthcare industry is expected to grow to ` 270,000 cores by the year 2013-14. In order to cater to this growth, both the industry and the central government has to take initiatives to increase investments, employments of skilled personnel in the healthcare sector. This in turn will enhance the quality of the healthcare services without increasing the price and enhance the socio-economic progress of the economy.

The health care industry in India is thriving with scopes and opportunities each day. Medicine or pharmaceutical is also a significant part of the healthcare industry. The costs of medicines are increasing each day and this is the reason you must arrange for an external source which can indeed help you in health rejuvenation. As a part of the healthcare program a huge section of the population are becoming prone to therapeutic treatments. These treatments too are highly beneficial and curative and they can surely help you have the best health status.

Indian Healthcare Industry – Towards Success

By – Dr. Kalpit Sanghvi



The Indian healthcare sector has undergone a radical transformation phase in the last decade and is one of the most promising sunrise industries in terms of revenue, growth and employment. Contributing around 6% to India's GDP, the sector, which was a US\$14.8 billion industry in 2002 to touch US\$33.6 billion in 2010 with an estimated CAGR of 15% for the next 15 years. India's growing population coupled with increasing purchasing power of the middle class and rising awareness about chronic diseases has contributed to this growth.

The growing contribution of the private sector to the healthcare industry, whose share has grown from 60% to 80% of total expenditure over the last one decade, has further boosted growth. Employment-wise, the healthcare industry is today the second largest employer, first being the education sector, and is expected to employ close to nine million people by 2012. Amidst all the growth, the sector is also suffering from internal as well as external challenges, the major ones being rising technology and manpower costs, providing affordable treatment, creating requisite infrastructure, using appropriate technology and providing medical facilities available in rural areas. Being an industry still in its nascent stage, the sector can gain from the expertise of its international counterparts.

- **Low-cost healthcare delivery models**
Healthcare models, more often than not, were hitherto developed primarily for the metro markets. However, it is beginning to become difficult for healthcare providers to sustain such high-cost structures and serve various economic segments of the society as developed healthcare infrastructure and rising competition have reached a saturation level in metros serving only a certain socio-economic segment of the population. A gradual movement toward setting up low-cost healthcare delivery models in Tier-II and Tier-III cities is becoming visible to serve different consumer segments such as lower middle income, urban poor and rural population.
- **Transition towards a more sustainable PPP model**
Given the success of the Public-Private Partnership (PPP) models in the infrastructure sector with the development of highways, power plants, airports, central and state Governments are now increasingly pursuing the PPP model in order to bridge the gap existing between equity and accessibility in India's healthcare sector. The PPP model can be successfully implemented for the creation of primary health centers partnering with NGOs, who will take care of operations and the Government funding the cost; District Hospitals in collaboration with technology providers assisting in clinical services and the Government paying annual fixed service payment for delivery of services; multi-speciality hospitals in partnership with organized physician practice groups providing services at subsidized rates to people below the poverty and the Government providing land and infrastructure at concessional rates. The Government has also realized the vitality of PPP models in fighting the spread of epidemics like the H1N1 swine flu and HIV.
- **Integrated medicine: Leveraging traditional strengths**
With increasing demand for traditional medicine, policy-makers and health administrators are exploring the possibilities of bringing together traditional and modern medicine. Integrated medicine has emerged to be a new paradigm in health

care that deploys the best aspects of diverse systems of medicine including modern medicine, Ayurveda, Homeopathy, Siddha, Unani, Yoga and Naturopathy, thereby bringing traditional medicine into the general health system. The use of integrated medicines will not only provide a better understanding of differing practices, but also promote the best care for patients by intelligently selecting the optimal and best route to health and wellness. Evidence reflects that traditional medical practices are frequently utilized in curing chronic diseases. The use of traditional medicines also provides a low-cost alternative for rural and semi-urban areas where modern medicines are largely inaccessible. Integrated medicines will result in better patient outcomes, measured in terms of symptom relief, functional status and patient satisfaction.

- **Emergence of single specialty delivery models**

Specialty hospitals are fast emerging in India, signaling a transition towards maturity of the industry with increased complexity of business and better consumer affordability. The main USP of such healthcare centers is their focus on a single specialty or service line. So be it the high-end disciplines such as oncology or neighbourhood specialties such as ophthalmology and day-care surgery, single specialty hospitals are growing in number and sticking to their core strength. While, till recently, these have been stand-alone specialty clinics or hospitals run by doctors, larger corporates are now getting involved in providing the same degree of quality care in multiple locations.

- **Diagnostic Centers: Unbundling from the customary setting**

The diagnostic market in India, currently pegged at around Rs. 10,000 crore and constituting 4% of the overall healthcare delivery market is poised to grow at a CAGR of 20% and touch Rs. 54,000 crore by 2020, clearly indicating the potential that lies in this segment of healthcare business. Traditionally, diagnostic centers have always been a part of hospitals and physician offices. However, the set-up seems to be evolving with diagnostic centers operating as stand-alone entities and its services pegged to be offered at retail outlets, pharmacies and at home (personal testing).

Diagnostic test results impact more than 70% of healthcare decisions and thus form an essential element in the delivery of healthcare services. The marketplace is currently flooded with several hundred smaller players with a miniscule of organized players whose presence is limited to the metros.

- **Staying connected with patients**

Healthcare service providers hitherto offered in-patient services within the limits of a certain geographical area. However, given the pace with which healthcare is evolving, organized healthcare providers are now diversifying from their core hospital business to include functions such as retail pharmacies, clinics and other services in order to achieve economies of scale. As insurance covers become increasingly accessible and consumer awareness rises, healthcare providers will offer the entire gamut of services across the value chain, including primary, secondary and tertiary services to attract patients into the healthcare system.

Some of the key trends in the healthcare system are the development of integrated healthcare delivery model around core hospitals, offering a broad spectrum of services across the value chain in the most cost-effective manner, hospitals having high volume specialty services, out-patient services becoming an integral component of the healthcare system, ability to negotiate service contracts with purchasers of group

health care services, implementation of advanced health information and achieving price efficiencies through group purchasing.

- **Embracing technology to reduce cost**

Selection and adoption of appropriate technology has the capability to completely revolutionize and transform the healthcare industry. Technology is seen as one of the most important drivers of increasing healthcare accessibility. However, technology constitutes almost 30-40% of the project cost and therefore it is becoming increasingly important for medical technology companies like GE, Philips and Siemens to devise ways to rationalize high cost of technology and improve the quality of outcomes by adopting innovative methods. Some of the innovative ways used by companies to rationalize technology cost are reducing the cost of medical technology research and development, encouraging indigenous production of medical devices and devising innovative ways of dealing with obsolescence.

- **Shift toward optimizing operations**

Under constant pressure to meet increasing customer expectations and staying ahead in the competition, healthcare providers and administrators are looking toward optimizing operations in hospitals, which will enable them to provide world-class services with a finite set of resources and will significantly enhance the business performance. Optimization takes us towards appropriate workforce management, quality management, planning and control, sound clinical processes and outcome performance. It has largely been observed that despite using technology to optimize service delivery, automated support can only help up to a certain level of process management as for any kind of improvement to take place, it is vital to first understand the process workflow and tackling the bottlenecks primarily the ones prevailing in the process design.

- **Renewed focus on patient safety**

One of the key concerns plaguing the healthcare providers is patient safety. It is estimated that worldwide 1.4 million people acquire infections from hospitals, millions of patients worldwide suffer disabling injuries or death due to unsafe medical care every year and one in 10 patients in developed countries is harmed at the stage of receiving hospital care; the figure is higher in developing countries. As per the 2010 Hospital National Patient Safety Goals, hospitals have been mandated to identify patients correctly, improve staff communication, use medicines safely, prevent infection and identify patient safety risks. However, before beginning to achieve these safety goals, it is vital that hospitals first adopt a safety culture. The hospitals can take various steps to improve patient safety like implementing computer physician order entry, having full-time doctors and nurses certified in critical care, implementing a patient safety compliance checklist, robust infection control mechanism etc.

- **Growth in alternative care settings**

Healthcare design space has undergone a tremendous transformation stage and the emergence of ambulatory care services has revolutionized the way healthcare facilities are programmed and configured. Faster procedures and fewer in-patient stays have enabled ambulatory care centers to deliver care in less intensive settings, covering a wide range of health care services for patients who do not need to be admitted overnight. The ambulatory care hospitals are designed with an intention to serve patients who have not previously undergone complex surgeries and are able to walk. At the same time, such ambulances must also incorporate facilities for handicapped and patients under slight sedation.

Conclusion

India is poised to become the international medical tourism hub given its low cost of treatment as compared to international markets. But for this, it is imperative that the entire value chain of this industry, which includes hospitals, chemists, pharmacists, bio-technologists, scientists, doctors, government, infrastructure developers, medical technology and equipment providers, et al, work in synchronization with each other. It is also imperative for the private sector to streamline the business processes and devise cost-effective health care designs to provide affordable treatment to patients. The government too is directing its focus toward this sector as is evident from the Rs.25,154 crore allocated to health by the Government of India in the Budget 2010-11 and the tax holidays provided to set up healthcare institutions. It is now left for the public and the private healthcare sector to embrace new emerging trends and prepare the industry for yet another growth phase.

For Submitting Articles for next Edition of Newsletter last date is: 25th March 2013

Mailing id – consult @optim.in