

TechCURE for *all* **Maladies**

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Mr Chander Shekhar Sibal
Executive Vice President,
Fujifilm India



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Dr Vineeth Abraham
Director & Cardiothoracic Surgeon at BMH



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Mr Kirti Verma
CEO and Founder
of K-life



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Mr Tim Kelsey
Chief Executive, Australian
Digital Health Agency

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Unlocking Indian Healthcare Sector's Potential

India's healthcare sector is on the cusp of transformation. Owing to the sheer size of its population, which is yet to gain access to universal quality healthcare, there is plethora of opportunities awaiting the industry. However, to realise these opportunities the industry will have to rely on innovations that are not only specific to India but should also be able to address the healthcare needs of the world's second most populous nation with all its social, demographical and economic complexities.

This served as the guiding principle for us to come up with Modern Medi Health magazine, which has taken up the challenge to simplify healthcare through knowledge sharing and helping the industry unlock its full potential to make India the healthiest nation on the planet.

Our cover story, 'Tech Cure for all Maladies', is an attempt by us to highlight how technological innovations in various segments of the Indian healthcare sector, which according to some experts can be further categorised into more than 65 sub-sectors, are changing the healthcare landscape of the country.

Modern Medi Tech has been started as a committed effort to serve as a reference point for various innovations in the multi-layered Indian Healthcare System which can be highlighted through our stories, articles, interviews and market intelligence.

This maiden issue of the magazine carries interviews and opinions of some of the leading players of the Indian healthcare system, who have the ability to affect change in the entire value chain through the sheer brilliance of their ideas.

We hope to serve the industry in achieving its goals by regularly providing them the latest information and knowledge that they require to stay ahead of the curve.

Since we believe in team effort, we hope our readers would guide us in improving our content through their invaluable feedback.

Happy Reading!

EDITOR
Dr Anjani Khulbe

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1mg to Help UN Address Sustainable Development Goals

Gurugram based e-commerce healthcare company 1mg has been selected along with 16 other companies from across the world to help the United Nations achieve the Sustainable Development Goals by 2030.

"This selection is a major recognition on a global scale for the digital healthcare platform that has been handpicked as the model that could impact healthcare in a meaningful way," a company statement said.



The global organisation has identified 17 Sustainable Development Goals for the world -- which 193 countries have signed on to. For each goal, one company has been selected from around the world.

"It is a privilege that 1mg received this recognition as a model that could have a significant impact on making healthcare work for patients across the world. We operate with a simple philosophy: the consumer deserves

to understand and participate in decisions regarding their well being. The consumer is losing confidence in the system, driven by the opacity and misaligned interests across the board. 1mg is committed to making healthcare work for the patients," said Prashant Tandon, Chief Executive Officer and Co-Founder of 1mg.

This initiative is part of a joint effort by the US Department of State and Unreasonable Group to identify and support high growth ventures that can bring meaningful positive change across the 17 SDGs.

Fortis Hospital Mohali gets Advanced 3 Tesla MRI scanner

Punjab Chief Minister Capt. Amarinder Singh has inaugurated the Advanced 3 Tesla MRI scanner at Fortis Hospital Mohali, making it the first private hospital in the region having this system.

"This facility will go a long way in providing quality healthcare to people of Punjab," the Chief Minister said at the inauguration ceremony. The MRI system manufactured by Spectra Siemens, Germany, is patient friendly, takes less time and is a silent MRI as



compared to other MRI scanners in the region.

"The MRI machine has the ability to assist clinicians in depth MRI investigations while having extremely patient friendly features," said Ashish Bhatia, Chief

Operating Officer (North and East), Fortis Hospital Mohali.

The MRI machine has the capability to detect full body cancers, and it is extremely beneficial because the investigation is non-

radiating. This machine is able to perform detailed MRI examinations, including imaging of brain tumours, prostate cancers, heart function and breast cancers resulting in early and accurate diagnosis of diseases, according to Abhijit Singh, Facility Director, Fortis Hospital Mohali.

"Till now there are only 1.5 Tesla or lower strength MRI machines in the private sector in the Tricity," said Dr SPS Chawla, Head of Radiology, Fortis Hospital Mohali.

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Z-endoxifen Promises Breast Cancer Treatment

Z-endoxifen, a potent derivative of the drug tamoxifen, could itself be a new treatment for the most common form of breast cancer in women with metastatic disease. This finding was reported from a clinical trial conducted by researchers at Mayo Clinic and the National Cancer Institute, and published in the *Journal of Clinical Oncology*.

The final results of a first-in-human phase I study of Z-endoxifen in women with estrogen receptor positive metastatic breast cancer showed that the treatment was safe and resulted in tumor shrinkage in women, whose tumours had progressed on standard anti-estrogen therapies, including tamoxifen.

"Tamoxifen, is converted into endoxifen in the liver by an enzyme called CYP2D6. Our previous research found that tamoxifen may be less effective in women with poor CYP2D6 metabolism," says Matthew Goetz, MD, the study's lead author and an oncologist at Mayo Clinic.

Based on laboratory studies showing that endoxifen better inhibits tumour growth compared to tamoxifen, Dr Goetz and his colleagues partnered with researchers at the National Cancer Institute to develop Z-endoxifen, an experimental drug unaffected by CYP2D6 metabolism.

"The primary goal of the study was to safely deliver therapeutic levels of endoxifen without the requirement for CYP2D6 liver metabolism," says Dr. Goetz. "However, one of the most surprising observations was the prolonged anticancer benefit, [which] in some cases lasted more than two years in women who had progressed on standard anti-estrogen therapies."

Dr Goetz and investigators with the Alliance for Clinical Trials in Oncology and the National Cancer Institute recently completed a randomized trial comparing tamoxifen with Z-endoxifen. Results from this trial, A011203, are expected in 2018.

Regional Research Institute of Homoeopathy inaugurated in Agartala



Union Minister of State (Independent Charge) for AYUSH Shripad Naik has inaugurated the Regional Research Institute of Homoeopathy (RRI) in Agartala, Tripura, as part of the government's plan to strengthen health services and propagate traditional systems of medicine in North-Eastern states.

Inaugurating the institute on Monday, Naik urged homeopathic researchers to contribute and help the government in the management of epidemics like dengue, chikungunya, malaria and swine flu as the contribution of homeopathy in controlling epidemics.

He added that there was a need to develop indigenous technologies and drugs that are scientific, efficacious and cost effective to tackle these diseases.

Saying that malaria is endemic in the region, the minister said the institute should also focus on malaria research.

RRI is among the nine institutes functioning under the Central Council for Research in Homoeopathy (CCRH). The institute is spread over an area of 2.05 acres and offers facilities like general OPD, research OPD, pathological investigations, and a 30-bedded IPD.

This is the 3rd homoeopathic regional research institute in the North Eastern region and the first with own land and building.



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Unique algorithm can herald a new era for smartwatches

A new algorithm has been developed by a team of scientists at the University of Sussex that enables smartwatches to detect and record your every move, including sedentary activity, which may herald a new era for smartwatches.



One of the best feature of this new algorithm is that it can even track whether you are lying or sitting down, unlike current smartwatches available in the market that need to be programmed in advance to recognise a limited number of physical activities.

"Current activity-recognition systems usually fail because they are limited to recognising a predefined set of activities, whereas of course human activities are not limited and change with time," said Dr Hristijan Gjoreski from the University of Sussex.

This new algorithm relies on a new machine-learning approach that detects new human activities in real time.

Study to help identify who will get tuberculosis

A genome-wide association study, which is an analysis method in genetics that is used to identify disease-related genome variations, has laid the foundation for scientists to identify who will get tuberculosis — a disease that affects nearly one-third of the world's population but is noticeable in only 10 per cent of the people through symptoms.

Tuberculosis is caused by *Mycobacterium tuberculosis*, which is considered to be the most common causative pathogen for death by infectious diseases. Therefore, understanding the biology of infection and disease development is key to finding ways to end tuberculosis.

Earlier, genome-wide association studies have not been based on analysis that accounted for pathogen variations. The possible



interplay between the host and pathogen genomic variations is difficult to analyse because both the infected human genome and infecting pathogen genome need to be collected from large numbers of patients.

In this study, the authors conducted an integrative analysis of human and pathogen genome variations in tuberculosis.

During the study, researchers observe increased gene expression of CD53 in active tuberculosis patients, which supports the idea that genetics plays a crucial role in tuberculosis.

Strengthen peripheral Health Institutions: Health Secretary

In a National Review Meeting of National Health Mission (NHM) on August 21, Health Secretary CK Mishra emphasised upon the need for innovative approaches to make the facilities at the peripheries work to avoid crowding

of tertiary care facilities which impacts the quality of healthcare.

The Health Secretary asked the States/UTs to take a critical look at problem areas at all layers and resolve them through innovative approaches and new ideas. He stated that



NHM provides unparalleled flexibilities to address healthcare challenges specific to State context

and needs.

Mishra urged the State to utilise the NHM flexibilities to devise new strategies and sharpen existing

strategies for last mile approach. He asked the States to start measuring service delivery and monitoring performance based on a set of deliverables with clear allocation of responsibilities and roles for incentivising and fixing accountability.

COMPANY PROFILE


R2 Diagnostics: A Leader in Hemostasis Products

Incorporated in 1993, r2 Diagnostics, a sister company of Enzyme Research Laboratories (ERL), is a leading ISO-13485 certified manufacturer and distributor of hemostasis products for the clinical coagulation laboratory.

Among the reagents and controls that the company currently manufactures include

a low ISI, liquid thromboplastin (Phosphoplastin RL), a heparin and lupus sensitive APTT (Phospholin ES), a robust Protein S kit with 24 hour reconstituted stability (ThromboTek PSe), a kaolin activated KCT suitable for automated coagulometers (LupoTek KCT), venom-based screen and confirm reagents for LA (LupoTek Detectin

VL and LupoTek Correctin VL), and Thrombin Time (T-Tek) and Fibrinogen (Fibro Tek) kits built with Enzyme Research Laboratories' human thrombin.

r2 Diagnostics provides general purpose and specialty reagents for coagulation testing in either the core or the special coagulation laboratory. 

Routine Reagents for coagulation testing

PRODUCT	KIT CONFIGURATION	DISCRIPTION
- Phosphoplastin RL	10x5 mL	Liquid Thromboplastin, ISI < 1.3, for Prothrombin Time assays
- Phosphoplastin RL	10x10 mL	Liquid Thromboplastin, ISI < 1.3, for Prothrombin Time assays
- Phospholin ES	5x5 mL each	Ellagic acid APTT Reagent & 25 mM Calcium Chloride
- Phospholin ES	5x10 mL each	Ellagic acid APTT Reagent & 25 mM Calcium Chloride

Plasma Controls and Reference Plasmas for coagulation testing

PRODUCT	KIT CONFIGURATION	DISCRIPTION
- PlasmaCon N	10 x 1 mL	Normal Control Plasma
- PlasmaCon L1	10 x 1 mL	Mildly Abnormal Control Plasma
- PlasmaCon L2	10 x 1 mL	Highly Abnormal Control Plasma
- PlasmaCon LA	10 x 1 mL	LA Positive Control Plasma for LA reagents
- PlasmaRef ARN	10 x 1 mL	Assayed Reference Plasma, Normal
- PlasmaRef ARL-2	10 x 1 mL	Assayed Reference Plasma, Highly Abnormal
- Fib Calibrator	10 x 1 mL	Fibrinogen Reference Plasma

Immunodepleted Plasmas

PRODUCT	KIT CONFIGURATION	DISCRIPTION
- NoFact II	10 x 1 mL	Factor II Depleted Plasma
- NoFact V	10 x 1 mL	Factor V Depleted Plasma
- NoFact VII	10 x 1 mL	Factor VII Depleted Plasma
- NoFact VIII	10 x 1 mL	Factor VIII Depleted Plasma
- NoFact IX	10 x 1 mL	Factor IX Depleted Plasma
- NoFact X	10 x 1 mL	Factor X Depleted Plasma
- NoFact XI	10 x 1 mL	Factor XI Depleted Plasma
- NoFact XII	10 x 1 mL	Factor XII Depleted Plasma

Thrombophilia Testing

PRODUCT	KIT CONFIGURATION	DISCRIPTION
- ThromboTek PSe	80-160 Det	Protein S assay (clotting assay)

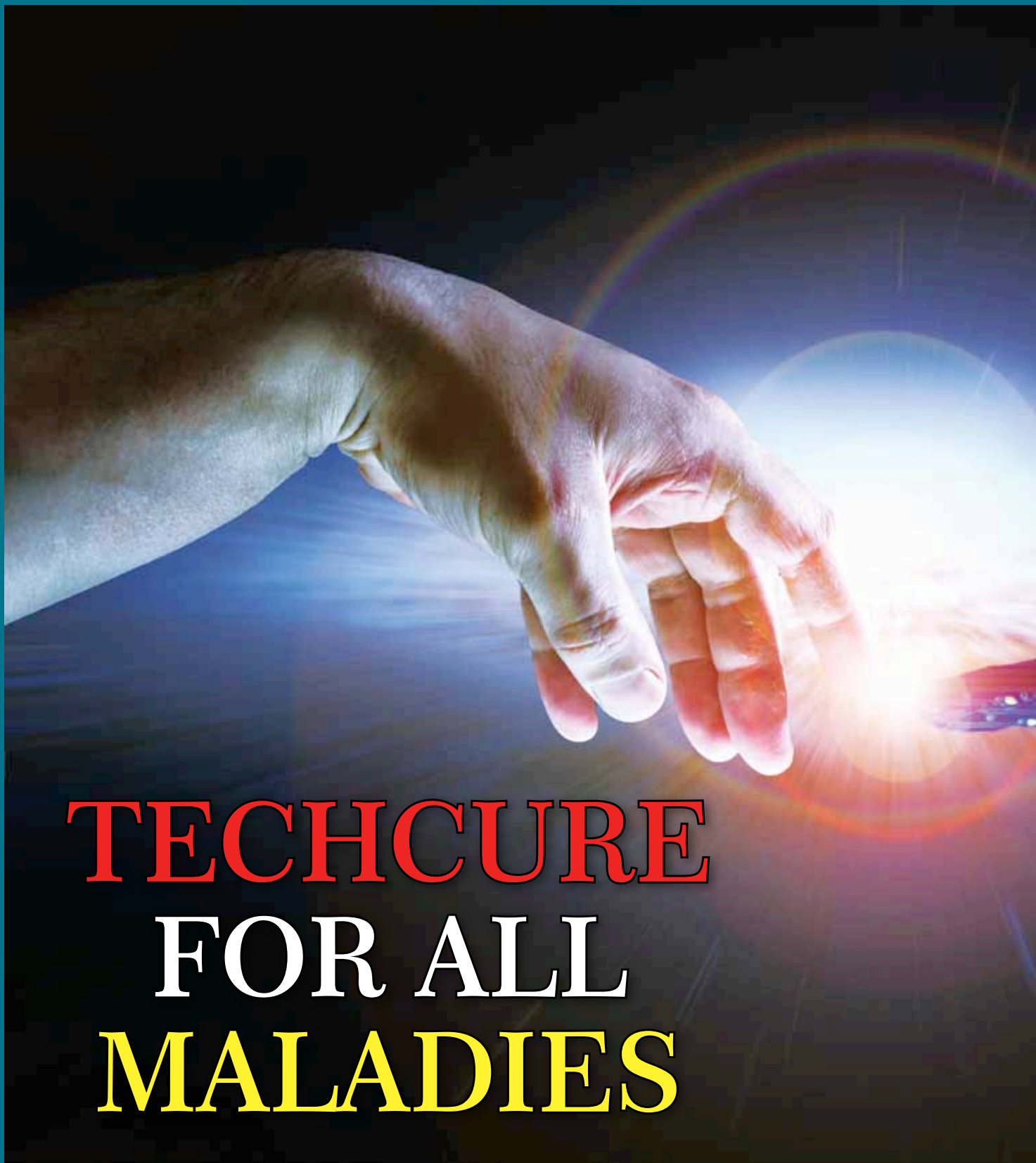
Lupus Anticoagulants and Antiphospholipid Syndrome

PRODUCT	KIT CONFIGURATION	DISCRIPTION
- LupoTek Detectin VL	10x2 mL	Venom Screening Assay for Lupus Anticoagulants
- LupoTek Correctin VL	10x1 mL	Venom Confirmatory Assay for Lupus Anticoagulants
- LupoTek KCT	5x5 mL	Screening Assay for Lupus Anticoagulants


Enzyme Research Labs

For over 25 years Enzyme Research Laboratories has been manufacturing and distributing a variety of enzymes and cofactors used in basic coagulation research. To find out more about our enzymes visit our sister company, Enzyme Research Laboratories.





TEHCURE FOR ALL MALADIES



As India is ramping up health infrastructure, education, training, and access to preventive and curative care and providing health insurance coverage to more and more people, the private sector is set to play a major role in technology adoption in the Indian healthcare segment.

Today, technology is changing the way health specialists and patients perceive or manage healthcare. With 1.3 billion people to serve and the growing need to make healthcare affordable and accessible for the masses, there are tremendous opportunities for more digital integration in the healthcare sector.

India being a global Information Technology hub, the potential to use IT as a bridge to improve delivery of quality healthcare services is tremendous. This has already started to show in the way many startups have come up with innovative solutions. Social entrepreneurs are doing their bit in making healthcare more affordable with a wider base.

"Information technology is having a greater role in every aspect of healthcare ensuring faster diagnosis, reduction of service costs and provision of quality healthcare at affordable prices. Technology is a game changer today in the way healthcare services are delivered in India," says Col H.S. Chehal, Chief Operating Officer-NCR, Fortis Healthcare Ltd.

The private sector is set to play a major role in technology adoption in the Indian healthcare segment. To optimise costs and effectively manage operations, IT solutions have become an integral part of process management, patient care and the management of information system (MIS) in hospitals.

"With the health insurance sector poised for major growth in the coming decade, increasing demand for more efficient systems for storage and retrieval mechanisms will eventually lead to hospitals and healthcare providers to imbibe technology to modernise existing infrastructure. Cost-effective cloud-based solutions will drive HMIS and EMRs. More hospitals will seek automation of digitalised infrastructure for workforce management, administration, finance, billing, patient records and pharmacies," adds Col Chehal.

Business models in healthcare are changing today. Companies are increasingly looking towards integrating the SMAC (Social, Mobile, Analysis and Cloud) model and a digital mindset, as this will enable them to uncover new value drivers.

India is expected to become the largest consumer base for adopting digital innovations, with its population expected to expand from 1.3 billion in 2015 to 1.5 billion by 2026, making it the world's most populous country, ahead even of China.

The Indian market is being propelled by challenges of an ageing population, a shift in the disease burden from communicable to chronic diseases, lifestyle diseases among younger populations, development of smart cities, requirement of more skilled clinical specialists and allied workers and need for services in remote corners of the country. The sector is expanding rapidly, growing at a CAGR of 8.3% during 2012–20 to reach \$280 billion.

The following technologies are critical in healthcare:

- Medical devices to record data
- Wearable devices – measure basic health parameters, heart rate, even emergency calling systems
- M-Health – Mobile App-based consults
- Smart algorithms - to analyse data, suggest solutions
- Remote diagnosis and monitoring – e-ICUs
- Telemedicine
- Health information management systems for patient data and records
- Digital and social connectivity – mobile apps, Facebook and Twitter handles

However, despite all the advances, a lot needs to be done in India, especially in ramping up health education,



Business models in healthcare are changing today. Companies are increasingly looking towards integrating the SMAC (Social, Mobile, Analysis and Cloud) model and a digital mindset, as this will enable them to uncover new value drivers.

training, delivery infrastructure, access to preventive and curative care and providing health insurance coverage for more and more people.

No country can sustainably grow on a long-term basis without ensuring adequate and equitable healthcare delivery to its citizens across the country. The economic growth in the BRICS nations (Brazil, India, China, Russia and

South Africa) have created wealth but deepened health divide among the urban and rural communities.

Most of the economic activities are concentrated in Tier 1 or Tier 2 cities leaving the rural locations lacking in efficient healthcare delivery services. As a country, India is now spending much more on healthcare; we have some of the best clinical experts, nurses and care givers and our technological capabilities are internationally recognised. But what we lack and need is a health infrastructure that supports this growing demand for technologically advanced services and a system that uses these resources effectively.

In the last two decades, there has been considerable debate over the status of health care in India. According to the National Rural Health Mission data, only 10 per cent of Indians have some form of health insurance and around 40 per cent of Indians have to borrow money or sell their assets to meet their health care expenses.

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Red, Blue, Black, Yellow



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Nearly 25 per cent of Indians slip below the poverty line because of hospitalisation due to a single bout of illness. Infant mortality and maternal mortality rates are higher than many countries. Burden of other infectious diseases such as TB, HIV, vector-borne diseases such as malaria, dengue still continue as chronic diseases such as cancers, stroke, cardiac diseases and diabetes emerge substantive proportions in both rural and urban India.

In this scenario, while urban areas have progressed and have managed to give quality healthcare access and services to their populations, villages, districts across states remain deprived. The public health system, although critical and excellent in its outreach, faces several challenges – ill-equipped with staff and infrastructure and is grossly under-funded.

Most Public Health Centres offer only basic healthcare even today and complex cases are referred to block/town or city hospitals. Its ironic that our country which is the leading manufacturer of generic drugs has a sizeable population living without access to even basic healthcare.

This issue needs to be addressed through greater public-private partnerships, creating a sustained plan for equitable infrastructure for Tier 3 and 4 towns, bringing in digital technology and mobile healthcare services to remote locations, building more cost-effective models with stakeholder collaborations and e-health services.

If we focus on successfully addressing these issues, we will make considerable progress towards our goal of building a stronger public health system.

So, what kind of advancement can we expect in the Indian healthcare system in the next few years? The answer comes from Jyotsna Pattabiraman, Founder and CEO, Grow Fit. "Technology has made it possible to achieve breakthroughs in information gathering, research, treatments, and communications. There are newer tools to work with

will increase from \$8 billion in 2016 to \$47 billion in 2020. With this kind of investment, the healthcare industry seems to be betting big on cognitive and AI systems," Pattabiraman adds.

Be it virtual assistants, intelligent automation, or cognitive computing, AI is definitely set to make a big impact on various aspects of healthcare, some of them being operations, patient-centric care, and precision medicine.

"A healthcare scenario where wellness behavioral data and historical health

In the last two decades, there has been considerable debate over the status of health care in India. According to the National Rural Health Mission data, only 10 per cent of Indians have some form of health insurance and around 40 per cent of Indians have to borrow money or sell their assets to meet their health care expenses.

and fresh ways to practice medicine," she says.

"The medical sector in India is undergoing a major transformation with technology entering every aspect of healthcare delivery. Artificial intelligence seems to be spreading its reach to all aspects of healthcare. A new Worldwide Semiannual Cognitive/Artificial Intelligence Systems Spending Guide has estimated that the spending on AI technologies

data is accurately recorded, owned, and managed by the patient and shared with the healthcare professionals is the need of the hour. There is a need to make the process of identifying the right preventive health exercise unthreatening; provide choices that factor in the user's unique needs and present easy-to-understand results," says Krishna Ulagaratchagan, Co-Founder and CEO of Bengaluru-based healthi.in.

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Fujifilm Taking Technology to Masses

-- Digitalising x-ray rooms in tier 2 and tier 3 cities and interconnecting hospitals and diagnostic centres through PACS are among key focus areas of Fujifilm India, says **Mr Chander Shekhar Sibal**, Executive Vice President, Fujifilm India, in an exclusive interview with **Bhupesh Tiwari**.
Excerpts:



What are the key trends you see emerging in the Indian health sector?

The healthcare market in India is growing at a rapid speed with Government hospitals and State Governments taking PPP (public private partnership) route to improve the infrastructure and digitalisation of x-ray rooms. Teleradiology and PACS are becoming necessity due to huge patient load and less number of doctors. Healthcare delivery in India is now uniquely composed to undergo a change at all its stages -- prevention, diagnosis, and treatment. The Government is taking many steps towards improvement of healthcare sector by promoting routine and proper screening of health education programmes in tier 2 and 3 cities.

Please tell us about key focus areas for Fujifilm India. Our focus is on tier 2 and tier 3 cities and on the process of digitisation in medical industry. Most of the time, Government projects are delayed which is a hurdle for us as we are taking the public-private-partnership route. But I believe that with the help of GST (Goods and Services Tax) we will be in a better position, as transporting products within the country is feasible now. This would also help in reducing the warehouse and transportation cost for us.

How technological advancements in medical field are improving health delivery in India?



“ We are committed to ‘Make in India’ campaign and have started getting our mobile DR manufactured through Skanray, named as MicroSkan DR, which provides exceptional image quality at lower dose and enhances efficiency of point of care X-rays.”

Buyer wants faster services and new technologies which give exceptional image quality at lower dose and enhanced efficiency at point of care x-rays.

In this era of digitisation, the quality of workflow is getting better and the efficiency of people is increasing in the hospitals. With the help of technological advancement, doctors are able to manage workflow systems and are able to treat more patients. Healthcare is reaching to tier 3 cities and capturing villages where various screening programmes are

initiated by the government for healthy India.

How is government policies are driving change in Indian healthcare market?

The government has come up with a new policy which gives more importance to preventive healthcare. It's better to be healthier than falling sick as that expenditure is huge. We need to focus on hospitals expenditure to be more equipped with better technology. Digitisation is the trend and it will go further. Better quality equipment would bring more work flow, which will bring better quality and workflow.

How does Fujifilm India view Prime Minister of India's 'Make In India' campaign?

We are committed to 'Make in India' campaign and have started getting our mobile DR manufactured through Skanray, named as MicroSkan DR, which provides exceptional image quality at lower dose and enhances efficiency of point of care X-rays. Right now, there is no big incentive for 'Make in India.' We will also start exporting mobile X-rays from India this year.

What is Fujifilm India's revenue mix among various sectors that it operates in? What is the share of medical systems' business?

Fujifilm India holds the number one market share in some of its photo imaging and medical products. Fujifilm's medical division has been the key contributor in the company's growth in India with its x-ray devices, mammography and medical informatics. Medical division contributes approximately 50% of business in Fujifilm India.

their mammo screening programme and have supplied 100 FFDM for that purpose. Our CR and PACS are at Medall which connect almost 50 diagnostic centres for high quality reporting through teleradiology. Also, we have installed FFDM at medical colleges like IGMC Shimla, Sri Ramachandra University, Chennai, Aurangabad Medical College, Tata Memorial Hospital Mumbai, Mahajan Imaging Delhi, NM Medical Hospital Mumbai for early detection of breast cancer. We have created a promising future for ourselves in the Indian market. Each category that Fujifilm has its presence

CHANDER SHEKHAR SIBAL

Chander Shekhar Sibal is currently serving as Executive Vice President and Head of Medical Division at Fujifilm India. With more than two decades of experience in healthcare industry Mr Chander is responsible for analysing market trends in medical device sector and establishing a robust network of professionals to respond to patient needs for company's flagship product. Prior to joining Fujifilm, he was responsible for expanding business at Samsung and Wipro GE Healthcare and L&T. Mr Sibal is an Indian Institute of Management (IIM) graduate.

“ At Fujifilm, we are continuously innovating, creating new technologies, products and services. Depending on the market demand, we introduce our new products.”

What is Fujifilm doing to increase patient access to its products and services? Are there PPPs with state governments etc?

Fujifilm is taking technology to masses by digitalising X-ray rooms and interconnecting hospitals and diagnostic centres through PACS. We have recently joined hands with PPP customer KRSNA Diagnostic for supplying CRs for their India wide requirements.

We have supplied over 100 CRs to the Government of Andhra Pradesh for digitalising their small scale hospitals and large scale medical colleges. We have also received orders from Government of Turkey for

in is driven by long-term commitment towards our customers and partners. Our growth drivers are coming from new age customers who are well aware of what they want and are quality conscious. We have made an effort to investigate the Indian market and we realised that Indian customers require not very low price but affordable product that best suits their need. Taking account of that, we are exploring the possibility of developing value for money products made especially for the Indian customer.

What are the growth prospects for the segment in 2017? Which new

products/ services are scheduled to be rolled out to achieve these targets?

At Fujifilm, we are continuously innovating, creating new technologies, products and services. Depending on the market demand, we introduce our new products. Public Private Partnership (PPP) is important as the government is moving towards digitalisation and various state governments are digitalising their X-ray departments. DR and FFDM markets are growing at a fast pace, approximately at 20 per cent plus. We will launch new products in digital radiography and flat panel detector, which would definitely reduce the X-ray dose and enhance the image quality. Also, there are plans to launch Synapse 5.0 PACS with faster archiving time while utilising 50 per cent less bandwidth. We are expecting to grow by more than 15 per cent since last year. **MMH**

HEAL to Unlock Healthcare Excellence



HEAL, the flagship annual national conference on healthcare administration and leadership hosted by Baby Memorial Hospital, Kozhikode on 6th & 7th October, is all set to unlock the hidden potential of the Indian healthcare sector.

The two-day conference will bring together senior level experts from the healthcare industry of various states to share their knowledge, expertise and thoughts on successful healthcare strategies, proven patient-care techniques, quality standardisation tips, new hospital management trends and road map to an effective healthcare system.

The Research Foundation of Hospital and Healthcare Administration, an initiative of Dept of Hospital Administration, AllMS-New Delhi is the knowledge partner of this event. Modern Medi Health (MMH), a unique magazine which strives to simplify healthcare through knowledge, is the Media Partner of HEAL 2017.

The fourth edition of HEAL is set to build on the success of the last three previous editions, which were graced by the likes of Health Minister of Kerala; Dr MK Muneer, Honorable Minister of Social Welfare and Panchayat of Kerala; Dr K Sridhar, Pro-Vice Chancellor, SRM University; Dr Kulbhushan Balooni, Director, IIM-Kozhikode; Air Marshal (Dr) Pawan Kapoor VSM PHS, Director General of Medical Services (Air), Ministry of Defense; and Dr Girdhar Gyani, Director General, Association of Healthcare Providers India (AHPI).

Baby Memorial Hospital, Kozhikode, which is a multispecialty tertiary care and the largest corporate hospital in Kerala, is also organising the fourth edition of National Conference on Hospital Administration concurrently with HEAL 2017.

The conference is set to touch upon the various aspects of hospital administration that are vitally important in the field of



healthcare, for it determines what when and how much will be the sum effort of care.

Quality in service establishments like hospitals has to be ensured more by emphasis on 'processes' rather than on the final 'output'. This is where hospital administration can play a role by providing the guarantee that particular processes, shown to deliver good outcomes are always used. Monitoring and improving the process factors of care and managing the quality, therefore, assumes importance as a means of regulating the outcome of healthcare.

Heal 2017 is expected to bring about the much needed changes in Indian healthcare system: adoption of quality assurance programmes, laying down minimum standards for hospitals and professionals instituting an accrediting process and regulating the quality of care in hospitals across the country.

The mega-event will also seek to remove various obstacles to implement quality in hospitals by highlighting new production systems, organisational forms, and roles to make quality healthcare more accessible. **MMH**

BMH: 'MORE THAN CARE' is a Way of Life

Calicut-based Baby Memorial Hospital (BMH) is a leading light of the healthcare industry with sharp focus on value-based care. BMH has been able to successfully improve quality, efficiency, and accountability of care, while finding ways to decrease costs, reducing inefficiencies and medical errors, says **Dr Vineeth Abraham**, Director & Cardiothoracic Surgeon at BMH, in a candid interview with Modern Medi Health magazine.



THE LEADING LIGHT

What is the vision behind Baby Memorial Hospital? What makes it stand apart from other super-specialty hospitals in Kerala?

Baby Memorial Hospital's vision is to provide affordable and accessible healthcare to all. Founded by Chairman and Chief Physician Dr. K.G. Alexander as a tribute to his father late Mr K.C. Varghese (known as 'Baby'), BMH began its operations as a 52-bed hospital in 1987. Growing from strength to strength, BMH now boasts world-class amenities, which include more than 800 beds, over 40 medical and surgical departments with sub-specialisation focus, a paramedical support system, 16 world-class operation theatres, 13 fully-equipped ultra-modern specialty centric ICUs comprising 150 critical care beds, and an exceptional accident and trauma care unit that functions round the clock throughout the year.

Adhering to ethical medical practices coupled with compassion, the hospital comes together as a family that provides an excellent ambience for recuperation. BMH offers a wide array of best-in-class technology and breadth of resources, which comprises a team of 300 doctors and over 2,000 nursing, paramedical and administrative staff. The zeal to relentlessly strive to live up to its ideology of 'more than care' sets the hospital apart from other



“Baby Memorial Hospital has always focused on using Information and Communication Technology (ICT) as a core strategy to achieve its developmental goals. ICT has helped the hospital to address the challenges of time and distance between clinical care and patients.”

super-specialty hospitals in the region.

Which key services offered by Baby Memorial make it one of the finest hospitals in the region?

BMH offers a bouquet of holistic services to ensure best outcomes and patient experiences through its nine Centres of Excellence and numerous other ancillary specialties and support services.

How is BMH leveraging technological advancements to im-

prove health delivery?

Baby Memorial Hospital has always focused on using Information and Communication Technology (ICT) as a core strategy to achieve its developmental goals. ICT has helped the hospital to address the challenges of time and distance between clinical care and patients. Some of the ICT-based offerings at BMH include Online Appointments, Video Consultation, Online Query Management – “Ask a Doctor”, Online Chat Service, a Fully-Automated lab with Laboratory Information Management System,

Fully Integrated Hospital Information Management System, Electronic Medical Record, Interactive Service Displays, Digital Signage, Digital Token System, and Integrated Email and SMS Gateways.

To further advance collaboration among its care team, BMH has implemented an ERP system to integrate health system communication platforms with EHRs and other clinical administrative systems. This integration empowered clinicians to deliver better, more efficient care across the patient's journey by remaining connected with the latest patient information.

This mobility-centered connectivity between clinical systems, EHRs and communication systems improved the quality of patient-centered care.

Leveraging newer

“Leveraging newer technologies that enables real-time care, team communication, collaboration, efficient resource utilization and optimizing workflow in clinical environment has helped to achieve operational efficiencies and improve overall patient outcomes at BMH.”

technologies that enables real-time care, team communication, collaboration, efficient resource utilization and optimizing workflow in clinical environment has helped to achieve operational efficiencies and improve overall patient outcomes at BMH.

Real-time communication has been seam-


lessly integrated between systems at BMH to ensure clinicians have the right information at the right time. The need for integration, real-time communication and the ability to provide analysis and reporting to key stakeholders have helped BMH meander through the complex financial and operational challenges that many hos-

The nine Centres of Excellence of BMH

- BMH Heart Centre
- Cardiology | Cardio Thoracic Surgery | Cardiac Anaesthesia'
- Institute of Neuro Sciences
- Neurology | Neuro Surgery | Interventional Neurology
- Institute of Liver and Gastro Sciences
- Gastroenterology | Gastro Intestinal Surgery | Bariatric Surgery
- Institute of Oncology
- Medical, Surgical and Radiation Oncology | Nuclear Medicine
- Centre for Orthopaedics, Spine and Sports Injuries
- Plastic, Micro-Vascular and Reconstructive Surgery
- Renal Care
- Urology | Nephrology | Renal Transplant
- Women Care
- Obstetrics & Gynaecology | Infertility & Laparoscopic Surgery | Foetal Medicine
- Child care
- Pediatrics | Neonatology | Paediatric Surgery | Child Guidance

pitals face and come out winning.

Tell us about recent achievements of Baby Memorial Hospital.

BMH has been a flag-bearer when it comes to Healthcare Services Innovations and Achievements. Apart from numerous CSR activities that we undertake, some of the noteworthy achievements in the recent past include setting up of the First Integrated Burns unit in Kerala, introducing INNOVA IGS 520 with PCI assist -- the first such initiative in the field of Cardiac Sciences in India, and successfully organising the 3rd edition of HEAL (Healthcare Excellence through Administration and Leadership) Conference. 

Technomed India: Where Sky is the Limit



Growing from one staff to a team of 160 employees and from a small rented unit in Delhi in 2004 to four advanced manufacturing units at DSIDC Industrial Area in Bawana, Technomed India has come a long way since its inception. However, it wouldn't have been possible without the determination of **Mr Nanu Ram Mor**, the Founder of Technomed India, who believes that no dream is too big to achieve.

Where there is a will, there is indeed a way. This statement is best exemplified by Mr Nanu Ram Mor – the founder of Technomed India. He nurtured a dream to venture into entrepreneurship in the medical equipment industry, especially operation theatre lights and tables, at a time when this segment was still at a nascent stage.

Dreams were big but investments petite. But he ventured into it with a single employee in a small rented room in the national capital city of India in the year 2004.

But after that there was no looking back! To support him in his endeavors, his brothers Mr Dalsher Mor and Manoj Mor joined him soon after. And together they started weaving success stories and achieving milestones!

Today, Technomed India has four advanced manufacturing units at DSIDC Industrial Area, Bawana handled by 160 plus employees. With corporate office at Bawana, branch/sales offices in Mumbai and Delhi, the ISO 9001:2008, ISO 13485:2003, ISO 14001:2004, OHSAS 18001:2007, WHO/GMP and CE certified company has emerged as the largest manufacturer of operation theater lights and tables in India. **MH**

MILESTONES

1. First company in India in their industry segment to be equipped with laser cutting machine
2. Honoured with 'Healthcare Excellence Award' in the category of 'Best Manufacturers of Operation Theatre Lights and Tables'
3. Biggest manufacturer of operation theatre lights and tables in India
4. No competitors in India in their product segment.

"Our commitment to client satisfaction has won us the trust of prestigious clients from India and overseas. We have a dominant share in the domestic market in our segment. At the international level, our reach has gradually increased. We export our products to clients based in Europe, the Middle East, South America, Africa and South East Asia," says Mr Nanu Ram Mor, Founder Director.

KEY PRODUCT CATEGORIES

1. Operation Theatre Tables
2. Halogen Operation Theatre Lights
3. LED Operation Theatre Lights
4. Examination Lights

Technomed India is involved in continuous R&D. A team of experts at the firm's in-house R&D lab stays in sync with the latest trends and technologies. They adopt and implement futuristic concepts, focusing on innovation, effectiveness, and performance of the products.

Morbros India Pvt. Ltd. is Technomed India's sister concern. The firm, steered by Mrs. Anamika Sinha as its Director, is a manufacturer and trader of OT lights and tables.



Modular Operating Suites & Modular ICU >>

In one sentence we are "Future-Oriented Medical technology in Hospital Construction". We are a "one Stop" solution for hospital and OR planning, OR / ICU / Integrated OR construction, starting from MGPS (Medical Gas pipeline systems) to complete Modular Operation theatres, including the HVAC requirements, thus giving our clients a complete "turnkey Solution" with Single onus of responsibility / ownership!

The need to have a modular OT is driven from the necessity of having an advance design to minimize infection, have a very high hygiene standard, clean air, flexibility, better work efficiency and comply with the necessary relevant standards - HTM-03-01; HTM-02-01, HBN -26 etc.

HYLINE MEDICONZ PVT.LTD Modular OT meets the specifications as stipulated in "Requirements for building elements in healthcare facilities - NHS standard 8941" and based on these characteristic requirements, different types of material could be used for the wall and ceiling; like:

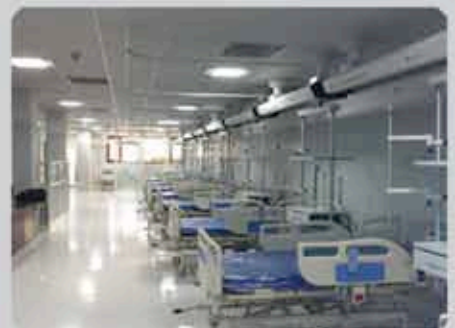
a) Anti-Bacterial High Pressure Laminate

b) Galvanized Steel

c) Stainless Steel, Grade 202 / 304

d) Solid Mineral Surface

Each material having its own advantages and disadvantages and its selection will largely depend upon the site environmental conditions and cost of ownership.





Laminar Flow >>

as per NABH requirements and complying With Din 1946-4 ASHARE /ASHE standard 170-2008 & HTM-03-01- Ventilation standard requirements



Operation theatre control Panel



Pressure Release Damper



Surgical scrubs sink



X Ray Viewing Screens



Control Panel



Moveable Pendant



ICU



Hermetically Sealed Sliding Door
(Automated / Manual)

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Medical technology in
HOSPITAL
Construction & Planning



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- ST. Joseph's Hospital- Ghaziabad
- Integral University - Lucknow
- Amrutvinayak Hospital - Nasik
- Lansdowne Nursing Home (Unit of Purnam) - Kolkata
- B.M. Birla Heart Research Centre -Kolkata
- Chirayu Hospital – Bhopal
- Shri Aurbindo Instt.of Medical Sciences - Indore
- IGMC – Shimla
- PK Dass(Nehru Hospital) – Kerala
- Index Medical College – Indore
- Subharti Medical College - Meerut
- Kidney Hospital & Lifeline Medical Instt. - Jalandhar
- Panacia New Sunrise Hospital – Gurgaon
- Rajiv Gandhi Cancer Hospital - Delhi
- Sir Gang Ram Hospital - Delhi
- Bhagwan Mahavir Cancer Hospital – Jaipur
- Pacific Institute of Medical Science – Udaypur
- Central Railway Hospital – Kolkata
- Melro Hospital – Faridabad
- Nemcare Hospital – Guwahati
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Website: www.mediconz.com



When we started out, there were many competitors and we did not know our way around the market. But through perseverance and hard work we ended up creating a small market for ourselves, says **Kirti Verma**, CEO and Founder of K-life, who are Exclusive Partners of Infopia, South Korea, in an exclusive interview with **Bhupesh Tiwari**.

What are the core products of your company?

We started our healthcare division with Blood Glucose Meters in partnership with Infopia, South Korea. But over a period of time, we have increased our product range several folds and are now focusing on POCT devices like HbA1c and Immunoassay analyser based on the latest technologies for small laboratories and clinics. Along with this, we have several products in the home healthcare sector serving our aim of creating a brand which is synonymous with healthcare in India.

K-Life: Reaching for the Skies

Which are your top-selling products?

Blood glucose meters along with our HbA1c analyser are still our top selling products. However, the digital blood pressure monitors and nebulizers are giving a close competition. Recently, we also launched a new handheld lipid profile and blood glucose measuring meters which opened for us a few new avenues.

What is your unique selling proposition?

At K-Life, we believe our USP to be our interpersonal relationship with the team, the manufacturers, the distributors and, most importantly, the customers. We believe in taking direct feedback at every step for our products and our service which helps us maintain the quality standards, our customers have come to associate with our company.

How do you tackle the competition?

Competition is essential for any product or company to thrive. The joy of managing a successful product is only through competition. When we started out, there were many competitors and we did not know our way around the market. But through perseverance and hard work we ended up creating a small market for ourselves. During this period, we



realised there isn't a single way to tackle competition. We, try it from all angles, starting from product quality to fastest after sales service.

How do you plan to strengthen your presence in international market?

We plan to develop a robust marketing strategy along with strong networking capabilities.

What are the top 5 medical device industry trends of the world right now?

It's easy to see how the world is moving towards IOT (Internet of Things) and how big a role it will play in everything eventually. Especially in the home healthcare sector, the world is getting connected more and more every minute.

What are your best business marketing strategies?

Business is so dynamic that in our little experience we have not been able to fix a specific strategy that works well. I would say our best business marketing strategy is working in a dynamic manner with our sales team, distributors and try and work out a strategy as per demand.

Do you have a presence in the international market?

When I started this business back in 1997 for my textiles division, it was all international trading. With the start of healthcare division in 2011, we started importing from South Korea and have been growing the business with them at an average of 50-60 per cent on the year-on-year basis. Our exports in the medical division are still in a nascent stage. We have done a bit of exports in neighbouring countries and are looking to start exporting to African and Asian nations soon.

What are your future plans?

We hope to make K-Life a brand to be reckoned with in diagnostics and healthcare segment. We are working day in day out trying to create a niche in the widely competitive market and hope that 5 years from now K-life would be a well known brand in the industry. **MMH**

Women of Substance

Women make care synonymous to love and life. As a matter of fact, the Indian healthcare system, or any other health system in the world, cannot function without them. Standing against all the odds, the winners of 'Women Transforming India 2017' are living examples of women power, who undertook extraordinary deeds supported only by their inner strength and sheer resolve to give back to the society. MMH carries the stories of two such women to salute their efforts in making a positive impact on Indian healthcare system.

Subasini Mistry Hasnapukur, West Bengal



Meet Women Transforming India 2017 winner Subasini Mistry. Having lost her husband at a young age due to lack of medical care, Subasini Mistry toiled for two decades to realise her dream of building a hospital for the needy. She is a living proof that one does not need to be young, rich or educated to be an achiever, but that immense hard work and the audacity of hope can go a long way. What

it does take is grit, hard work and the audacity of hope.

Subasini Mistry's husband, a vegetable vendor, died at a young age because he was too poor to get medical help for a common ailment. Within a month of his death, his illiterate wife and four children were on the streets. Like her late husband, Subasini too started selling vegetables to make ends meet. She vowed that one day she would build a hospital for

the poor and needy in the very village her husband breathed his last in. People laughed at her impossible dream. But Subasini was no ordinary woman.

For the next 20 years, she worked as a domestic help, manual labourer and vegetable vendor. She saved most of her earnings for her dream hospital, while spending the rest on raising her four

could and they did. Her son, Ajoy, managed to raise Rs 50,000 from acquaintances, friends and organizations. A one-room clinic came into being, the beginning of the hospital-to-be.

Three doctors from adjoining areas were persuaded to attend to the sick for free. Patients started streaming in and Subasini became a household name. In 1995, the foundation stone for the hospital was laid and was open to the public a year later. Today, the 45-bed hospital spreads over three acres and has the best of doctors and medical equipment.

Major surgeries for the poor are done for less

than Rs. 5000 and minor ailments are treated for under Rs. 10. The Humanity Hospital is testament to the iron will and tenacity of Subasini Mistry, a truly extraordinary woman. **MMH**



kids. Subasini used her savings of two decades to buy an acre of land in her husband's native village. She appealed to the community to help in any way they

Rajlakshmi Borthakur, Bengaluru

Determined to save her child's life, Rajlakshmi Borthakur, one of the Women Transforming India 2017 runners-up, researched epilepsy for more than three years and developed a simple wearable device, a smart glove that can predict epileptic seizures before they happen.

Her young son's severe epilepsy had left Raji Borthakur devastated. His seizures would come suddenly without warning. Living in constant fear, she never knew when the next seizure would strike. And neither did the doctors. Determined to save her child's life, Raji channelled her inner researcher and innovator.



Rajlakshmi Barthakur speaks at the Women Transforming India Award 2017 as Union Minister Smriti Irani looks on.

She researched epilepsy obsessively for more than three years and came up with a simple wearable device, a smart glove that can predict

“She researched epilepsy obsessively for more than three years and came up with a simple wearable device, a smart glove that can predict epileptic seizures before they happen.



epileptic seizures before they happen. The sensors inside the glove get vital stats from the body and send these to the inbuilt processor. The processor works on the data immediately and sends it wirelessly to patients and caregivers

anywhere, thus alerting them to a possible episode of seizure that could prove fatal.

Raji's simple yet ingenious solution to her son's life-threatening condition has the potential of saving millions of others living with seizures. **MMH**

'Grow Fit Intends to Become Health Companion for its Consumers'



After raising 'Series A' funding of USD \$4.5 million, the company's future plans include focusing on fertility segment and issues related to pregnant and lactating women, joint health, stress management and more, all through the mobile, says **Ms Jyotsna Pattabiraman**, Founder & CEO, Grow Fit.

What according to you is driving the change in Indian healthcare sector?

The growth and change in India's healthcare industry is being driven by increasing population, rising incomes, changing lifestyle, easier access to high-quality healthcare facilities, and greater awareness of personal health and hygiene. The private sector has been another driving force behind the growth in the Indian healthcare sector. Indian healthcare providers are increasingly adopting new technologies to offer better healthcare services, reach inaccessible regions, and improve operational efficiency. Medical experts are opting for telemedicine as a way to reach rural India and create a network of health service providers. There is rapid growth in telemedicine and mobile-based healthcare as well.

STARTUP CORNER

Which key trends you see have the potential to change the public healthcare delivery system?

Considering the rate of change and the recent innovations, technology today has become the driving force behind improvements in healthcare. Some key trends in healthcare delivery are as follows:

Better and More

Accessible Treatment: This is one of the most tangible trends being observed today. With mobile-based apps and other digital modes of healthcare delivery, treatment has become more accessible than ever before.

Improved Care and Efficiency: Information technology has made patient care safer and more reliable in most applications. Nurses and doctors use hand-held computers to record real-time patient data. This can be instantly shared and update in their records thanks to technology. Now lab results, vital signs, and other patient data can be stored in a centralized area, thereby increasing efficiency of services provided.

Improved Healthcare and Disease Control:

Technology has made it easier for professionals and researchers to track, retrieve, and utilize valuable data which can further help in the fight to control diseases and provide better healthcare outcomes. E-billing methods have not only reduced paperwork but also helped practitioners

to use this data to improve quality of care and all-round efficiency. Technology has been able to create a greater degree of transparency in the healthcare system.

Which innovations you seek to introduce in your organisation to improve healthcare delivery to patients?

Grow Fit intends to become a comprehensive daily health companion for its consumers. We recently raised Series A funding of USD \$4.5 million from MEMG (Manipal

order to make the app a one-stop, comprehensive companion for wellness.

Please share your views on the way forward for the Indian healthcare sector.

India is doing well in terms of tertiary healthcare with rising medical tourism and establishment of large hospital chains. However, primary healthcare still remains a matter of concern. This is due to uneven distribution of population. Telemedicine can play a big role here as it can enable access



After raising 'Series A' funding of USD \$4.5 million, the company's future plans include focusing on fertility segment and issues

related to pregnant and lactating women, joint health, stress management and more, all through the mobile, says Ms Jyotsna Pattabiraman, Founder & CEO, Grow Fit.

Education and Medical Group), the PE arm of the Manipal Group. The SAR Group and The Grover Trust, Grow Fit's seed investors, also participated in this round. With this, we will now focus on introducing new product lines and invest more in data science and Artificial Intelligence. The company's future plans include fertility and issues related to pregnant and lactating women, joint health, stress management and more, all through the mobile. We also plan to integrate different sources of data from wearables and medical reports in

to healthcare even in the remotest of areas. This has to be also done at the lowest cost possible because in such remote locations, the patient inflow will be more than that in big hospitals. This is where innovation can play a major role. There is a need to stop visualizing healthcare as it always has been and think of better, newer, and more innovative solutions. Healthcare is a basic necessity and integrating healthcare from start to the end with the help of technology is definitely the way forward for the Indian healthcare sector.



Viral diseases are a major cause of human infectious diseases worldwide. Among these Oral Herpes is a painful disease of mouth, more commonly known as Cold Sores. It is caused by Herpes Simplex Virus a member of DNA virus family Herpesviridae which is a major cause of most common human diseases – infecting about 60 to 95 per cent of the population, writes **Dr Karishma Jaradi**, Aesthetic Dentist, Dentzz Dental Care Centres.

Oral Herpes: A more Common but Less Known Disease

Oral Herpes, a viral infection, has its manifestation in the oral cavity. It is not uncommon and a lot of people below the age of 22 are prone to this contagion, taking lifestyle factors into consideration. Also known as Herpes labialis, it appears in the form of painful blisters mainly around the mouth area and could either be in form of multiple diffused ulcers or concentrated in a particular area. Probability also lies in their occurrence on the skin of the lips.

A lot is not known about the Herpes virus, majorly Herpes Simplex Virus-1 (HSV-1) and Herpes Simplex Virus-2 (HSV-2). The virus considered for this article is the HSV-1 Virus that is found associated with Herpes in the oral cavity.

The disease is also known as 'Cold Sores' as it is normally preceded by sore throat, fever and chills. A person freshly infected by HSV-1 is prone to cold and flu followed by inflammation. Due to the soreness, HSV-1 infected patients find it difficult to swallow food, water and even medicines. During the onset of classic vesicles, they tend to form small fluid-filled blisters which may also appear inside the mouth or on the back of the throat, and the lymph nodes in the neck may also swell.

Since it is a viral infection, it could be spread in many ways, the fastest being touching an infected person or a contaminated surface. Sexual interaction can also cause and spread this infection and therefore it is advised for an afflicted person to refrain from any such activities.

The sufferer undergoes excruciating pain and could be provided symptomatic relief only through medicines prescribed by the doctor. It is definitely not a pestilence of sorts and if precautions are taken at the right time, it does not have major implications. There are certainly no vital treatments available for this infection while it subsides on its own just like any other virus. Although the



doctors might prescribe medications such as analgesics to reduce the pain that is caused while the infection recedes. They also recommend the use of anti-viral drugs to control and limit the spread. Distressed patients could also use ice to minimise the pain.

The only worst thing about this infection is that once you get infected, it may take some time for the symptoms to develop. Basically you could never go back in time and figure out where you caught this virus from. Genital Herpes could also be transferred to and infect the other person with Oral herpes via oral sex. So, Genital Herpes (HSV-2) to Oral Herpes (HSV-1) is also a possibility if one engages in oral sex with an infected partner. As mentioned previously, the virus lies dormant in the body and resurfaces and gets triggered due to external precipitating factors such

as exposure to sunlight, fever, stress, immunity etc. Also if adequate care is not taken to curb further implications, it could lead to conditions such as Herpes Encephalitis that affects the central nervous system or Ocular Herpes which could create loss of vision for life. Therefore it becomes necessary to understand the importance of diagnosing diseases at the right time and nipping it in the bud.

HSV-1 virus is generally self-limiting and does not require any major treatment and takes about 10 to 14 days to die down. It is painful but is not life-threatening and could subside with adequate care.

In this era of increasing epidemics, it is highly desideratum to be considerate about personal hygiene and sanitation, to evade new breeds of deadly diseases, and preventing complications that thus arises. **MH**

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WOMEN EQUALLY AT RISK OF HEART DISEASES

Data analytics report based on more than 3.3 million samples received from women for Lipid profile testing show that 41% women have abnormal lipid levels across India

Cardiovascular diseases (CVDs) are the number one cause of death globally and are the leading cause of death in India too.

A recent analysis on lipid tests results done by SRL Diagnostics, a leading diagnostic chain in India, showed that more than 41 per cent of women had an abnormal lipid profile – pointing to an alarming fact that women in India are also prone to cardiovascular diseases.

“The burden of cardiovascular disease in India has been growing steadily over the past few decades. Most women worry about breast cancer, but more women die from heart attacks than from cancer. In India cardiovascular disease is the number one

killer of women,” said Dr Avinash Phadke, President Technology and Mentor (Clinical Pathology) from SRL Diagnostics.

The analysis was based on more than 3.3 million lipid profile tests performed at SRL Labs across India from 2014 to 2016.

For the analysis purpose, SRL divided the samples received from across the country into four zones – East, West, North and South. The reports reveal that the two zones – North with 33.11 per cent and East with 35.67 per cent – showed higher abnormal levels of triglycerides while low HDL and high total cholesterol levels were more commonly seen in South (34.15%) and West zones (31.90%) of India.

A lipid profile measures the amount of cholesterol present in lipid carrier proteins like Low Density Lipoprotein (LDL), High Density Lipoprotein (HDL) etc and fats (triglyceride) present in the blood.

High total

The Study Revealed Following Facts

- The age-group of 46-60 years considered the most vulnerable period for CVDs in women also had the highest level of abnormality (48%) in the lipid profile tests.
- Overall high triglycerides were the most commonly seen abnormality (~32%) in women.
- The two zones (North - 33.11% and East - 35.67%) showed higher abnormal levels of triglycerides compared with other two zones
- More cases of abnormal HDL were seen in women from South Zone, while Western Zone women had maximum level of abnormality in total cholesterol levels (31.90%).

cholesterol levels usually don't cause any symptoms but can lead to thickening or blocking of arteries which ultimately lead to cardiovascular problems like angina, heart attack or stroke. Therefore, lipid levels are one of the most prescribed blood tests worldwide. Not only for measuring risk of CVD, lipid tests are regularly used to initiate and manage therapy of cholesterol lowering drugs also.



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Most people believe that there is no place safer than home. But in today's times, safety of senior citizens, who are usually alone at home, especially during the day, has emerged as a major concern in the society, says **Dr Santosh Datar**, Medical director and Consultant Doctor, Ziqitza Healthcare Ltd, a leading emergency healthcare service provider.

Making Senior Citizens Safer at Home

With old-age setting in, senior citizen's movements are slow, reflexes slower, and the ability to safeguard themselves against any adverse situations, is at minimum. Sometimes an emergency situation could arise, due to certain conditions or the lack of them, in the house.

Given this scenario, it is best to equip your house with means to ensure the safety of your elders. These simple measures can sure go a long way to ensure the safety of senior citizens.

Sufficient Lighting

After a certain age, the eyesight is likely to deteriorate. Given this, it is ideal to have a well-lit home, to help the senior citizens manoeuvre through the house with ease. With technological advances in smart housing, automatic lighting which functions on motion sensors, or remote controlled electric lights could be installed to reduce the possibility of accidents. In other cases, installing switchboards closer to the sitting or bedding areas can also be helpful. If the senior citizens are likely to be alone

at night, emergency lights should be available in case of a power failure.

Kitchen Safety

Kitchen appliances, vessels and ingredients should be kept within the reach of senior citizens. This will ensure that they do not have to struggle or strain themselves in trying to access them. Additionally, cabinets and counters can be installed at a convenient height, to facilitate easy accessibility.

Secure Bathroom

Placing rubber mats in the bathroom will ensure that they do not slip and fall on the wet floor. At their age, even a minor accident like this can result in a hipbone fracture, which is difficult to heal and will require major surgery. It is also advisable to install a door knob which can be unlocked from inside as well outside, so that if they need any kind of help, they can be easily reached out to. In case of elders that need support while sitting, standing or walking, one can fix wall grips for them to hold as support.

Emergency Kit

A well-stocked medical kit, including bandages, sterile gauze, antibiotic ointments, emergency medicines, and more, as per advice of the family physician or consultant should be kept within reach of the senior citizens. Updated list of emergency contact numbers such as that of an ambulance, fire brigade, family physician, medical store, immediate family members and relatives, should be in easy access to them, so that they can reach out for timely help. Senior citizens may be taught how to call for immediate help using



the emergency features available with mobile phones.

Fire Extinguisher

A fire extinguisher should be kept handy, and the elders should be given a demo on how to use it in the event of a fire breaking out. The weight of the fire extinguisher should be such that the senior citizen can easily lift it. The expiry date of the fire extinguisher must be checked regularly in order to ensure its functionality. Installing a smoke detector in the house and the kitchen can also help alert senior citizens.

Home Surveillance System
With increasing number of crimes in cities, the tendency to be fearful of robberies or loots can be heightened. Given the scenario, it becomes vital to install home surveillance cameras, to watch over them. This helps the other family to also monitor the caretakers, in whose care the elders are left to. All the doors and windows

should be properly secured.

Regular Safety Checks of your Home

Apart from ensuring that the bathrooms are fitted with anti-skid tiles to avoid accidents, the house must be regularly checked for railings that are strong and sturdy enough to support the senior citizens' body weight. Regular check-ups of the floor are also necessary to avoid any broken/defected tiles in the house. If the house has furnishings such as rugs, it is advisable to lock the edges with double sided tape to avoid them tripping.

For an older person, even a minor fall can cause serious injury. Thus, being aware of these precautions is of paramount importance. Following these measures will not only increase safety in one's home, but also create a happy, healthy and secure environment for the senior citizens as well as the family.



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What according to you is transforming the Indian healthcare sector?

Two significant transformations are currently under way in the Indian healthcare sector: the increasing adoption of technology in clinical practice and a systematic effort to prevent chronic diseases. However, both these efforts are in their infancy. For technology, its use in clinical practice is primarily limited to the front office with practices such as appointment scheduling and billing. For the latter in India, it is mostly limited to health checks. Though people are more aware and go for regular health checkups, there is still a bit of disconnect. While preventive health is one of the fastest growing segments in healthcare, India is also the chronic disease capital of the world necessitating a greater emphasis and a maniacal drive for outcomes in prevention. Indians have a genetic disposition towards heart disease and diabetes and, therefore, it is important to be extra vigilant and aware.

How technology is playing a critical role in improving health delivery system?

For the individual, technology has revolutionized the healthcare domain and enabled better access to medical facilities and virtual consultations. It has also led to better awareness among people about the importance of taking care of your own health.

The healthi.in platform plans to empower 1.5 million users to make smart choices about their health by 2018. To do so, the company intends to continue to invest in improving the efficacy of its AI-based predictive analytics engine, says **Mr Krishna Ulagaratchagan**, Co-Founder and CEO of healthi.in.

For the healthcare practitioner, technology has made it easy for medical faculties to mine disease-related trends, identify epidemics early, highlight the genetic predisposition of contracting a certain disease, and suggest preventive measures and diagnosis for the same with increased efficiency. It has also paved way for the medical fraternity to enable cost-effective treatment programs, testing procedures, and diagnosis through online and mobile-based applications. Technology has made it easier for medical practitioners to do a check and assess a patient's treatment and recovery virtually without meeting them



A plan to Empower 1.5 Million People

in person.

Enabling cloud-based medical records has helped both the medical fraternity and the patients alike in managing, tracking, and accessing their medical records effectively without having to carry them around everywhere. This saves a lot of time and resources which would otherwise be required to manage such huge chunks of data.

Please tell us about current trends in Indian healthcare system?

Some key trends with the potential to change healthcare delivery are as follows.

Focus on prevention: Preventive healthcare is the fastest growing segment of healthcare and is expected to double by 2020. The increased adoption of preventive healthcare will hopefully slow the advance of the number of adults in India who are expected to contract a chronic condition in the near future. Within preventive healthcare, the increased use of technology enables medical practitioners to identify trends earlier and create more effective care pathways for the customer. **Improved research:**

Technology has made data collection, and mining and analysis of huge chunks of raw data easier making it easier for researchers and surveyors to identify trends and risk factors for a particular region, race, and geography. They can now collect data for a certain community and find links to specific diseases, genetic mutations, and geography-based disorders.

Public-Private partnerships: Over the past

few years various state governments have launched public-private initiatives in healthcare delivery which have the potential to be wildly successful. For example, the initiative by the Andhra government, amongst others, to partner with private entities to establish a network of diagnostics centres across the state have gone a long way in delivery quality healthcare affordably. This has also significantly improved accountability in healthcare delivery and through it better outcomes.

and product development would build on healthi's personalized and easy-to-understand approach to preventive health, thus further empowering users to make healthy lifestyle choices.

What is your take on the future of Indian healthcare sector?

A healthcare scenario where wellness behavioural data and historical health data is accurately recorded, owned, and managed by the patient and shared with the healthcare professionals

“ A healthcare scenario where wellness behavioural data and historical health data is accurately recorded, owned, and managed by the patient and shared with the healthcare professionals is the need of the hour.

What are the goals you have set for your organization in the next few years?

Healthi plans to empower 1.5 million users to make smart choices about their health by 2018. To do so, healthi intends to continue to invest in improving the efficacy of our AI-based predictive analytics engine, and to empower better connectivity and communication between the healthcare provider and the customer through technology.

Healthi also intends to double down on its research partnerships to improve efficacy of chronic disease prediction and management in India. Outputs from research

is the need of the hour. There is a need to make the process of identifying the right preventive health exercise unintimidating; provide choices that factor in the user's unique needs; and present easy-to-understand results that answer 3 simple questions: how healthy am I? What do I continue/change in order to get and stay healthy? And who can help? A combination of scientifically validated predictive analytics, machine learning technology, user-friendly design, strong partnerships with healthcare majors and cutting-edge research can make the preventive health journey personalized and “one-size- fit-one”, and thereby insightful, engaging, and effective. **MMH**



People from Asia, Africa, Bangladesh, Afghanistan, Maldives, South Korea, Pakistan, Bhutan, Sri Lanka, and other parts of the world are now frequently coming to India as health tourists. The industry is currently valued at \$3-4 billion and is expected to grow at an exponential rate, writes **Dr Pinki Yadav**, Medical Superintendent at Sri Balaji Action Medical Institute.

Medical Tourism: Need or a Compulsion?

The word tourism is associated with holidays, visiting new places, unravelling the nature, having fun, food, and much more. But what comes to your mind when this word is prefixed with a term like Medical? Yes! Here we are talking about medical tourism, a still less common but more talked about concept in the modern world.

We all know ever since the Adam ate the apple, the human ailments in form of diseases are exponentially increasing with each passing day, and with expansion of technology and education people are now becoming much more concerned about their health and well being.

Medical tourism could be a new word for you, but the term has become common in many countries and fast

gaining popularity in India as well. On the global level, the country's rising credibility and emerging new possibilities in the field of medical tourism have created jobs for Indians.

Medical tourism happens when people who live in one country travel to another city, region or state to receive medical, dental and surgical care while at the same time receiving equal to or greater care than they would have in their own home city, and are travelling for medical care because of affordability, better access to care or a higher level of quality of care.

People from Asia, Africa, Bangladesh, Afghanistan, Maldives, South Korea, Pakistan, Bhutan and Sri Lanka are coming to India as Health Tourists. The country is witnessing 22-25 per cent growth in medical tourism and healthcare providers expect the industry will double to \$6 billion by 2018 from \$3 billion now.

It has been observed that medical tourists to India typically seek joint replacement surgeries, heart, liver and bone marrow transplants,

spine and brain surgeries, cancer and kidney treatments, and in vitro fertilisation (IVF). The traditional Indian Ayurvedic treatments, yoga and meditation are also gaining popularity and are attracting people from around the world for treatment of many deadly diseases.

What is Medical Tourism?

Medical Tourism is basically a term for travel that focuses on medical treatments and the use of healthcare services. It covers a wide field of health-oriented tourism ranging from preventive and health-conductive treatment to rehabilitation and curative forms of travel. To obtain better medical assistance people travel from less-developed countries to major medical centres in highly developed countries for treatments that are unavailable or are comparatively expensive at their home countries.

Medical Tourism in India
Healthcare sector in India is

flourishing like autumn lilies and can become a major hub for medical tourism in future. Medical treatment in India is attracting people around the globe due to comparatively reduced costs of treatments, availability of latest medical technologies, a growing compliance on maintaining international quality standards. The most popular treatments sought in India by medical tourists are alternative medicine, bone-marrow transplant, cardiac bypass, eye surgery and hip replacement. India is known in particular for heart surgery, hip resurfacing and other areas of advanced medicine.

The attraction for foreigners in India is the climate and practice of ancient medical system, the main reason for boom in the sector, in which the purpose of tourism is fulfilled along with the relieve from disease. On health visas, India has crossed the threshold of 42 thousand in 2013 to 99 thousand in 2015. According to the report, in the first half of 2015, about one lakh health visitor came to India on Health Visa. These include health tourists from Bangladesh, Afghanistan, Maldives, South Korea, Pakistan, Bhutan and Sri Lanka, including Western Asia, African countries.

Advantages India Cost/Affordability

Rising healthcare cost is the major reason for people to choose medical tourism so that without compromising on medical services the expenses are reduced. The people in wealthy countries are seeking healthcare services in less developed countries for fewer expenses. Affordability is the major factor for which patients travel a long distance. India is becoming a major choice in the third world due to high quality of healthcare, affordability and easy access to care. Thailand is India's major competitor but is approximately 20% more expensive while the

South American and other medical tourism hubs weigh in at 50-100% more than India.

Quality of Service

Patients travelling to different location for treatment are seeking for best quality treatment which off- course lie within their pocket. India is offering excellent quality of healthcare services at an affordable cost. According to Medical Tourism Market Report: 2015, India was one of the lowest cost and highest quality of all medical tourism destinations,

your physical therapy. Similarly, for family accompanying a patient a week at the beach or a shopping spree can clear up a lot of stress following a surgery.

Finding the right hospital or travel agent is often a stumbling block for medical tourist. The agencies called medical tourism providers take care of all the details and coordinate patients' treatment and travel. If you have little experience travelling, they are a safe bet. When looking for agents to recommend a location for your medical care, however, it



offering a wide variety of procedures at about one-tenth the cost of similar procedures in the United States.

Better accessibility

Medical tourists can enjoy an advantage of greater access to different treatment types than those who choose not to travel. With a well-planned tour, most surgeries can be conducted within days of landing and consultation in any of the medical tourism hubs.

Tourism

Medical tourism is often as much about the tourism as the medicine. For those undergoing major surgery, there is no better place to recover than a bungalow with a view of the beach while receiving

is better to research and choose your destination country yourself.

Challenges of medical tourism

There are many challenges for medical tourism in India. Patients travelling for treatment often faces language problem. Risk of getting infected by local diseases is very common at new places for the foreign travellers. Moreover, the risk of blood clot increases in flying especially after undergoing a surgery.

After observing some potential benefits and risks, we find that medical tourism is fast gaining its popularity worldwide. India, among other countries, is frequently becoming a hot healthcare destination for international patients. **MMH**

'We are All Students of Indian Example'

Sharing the perspective of Australia on digital health and innovations in healthcare, **Tim Kelsey**, Chief Executive, Australian Digital Health Agency, says that digital health is not easy and there are lots of challenges around things like creating interoperability of data, data sharing between hospitals and primary healthcare providers.



What do you want to achieve during the Australia Business Week in India?

We are meeting with some of the global leaders providing healthcare technology in India. For example, Professor Jagadish Shetty in Bengaluru has build world-class reputation in essentially putting technology to work to improve health outcomes. Hospitals like Apollo have been doing remarkable work in telemedicine. India has many world-beating track record in innovations in digital services and we are all students of the Indian example.

How do you see innovations impacting healthcare in India?

I have had the privilege of working in the English National Health Service, where I was responsible for using information technology to deliver quality health to English citizens, and certainly the way India has innovated in technology is a great example for the way we developed a national strategy for British Health system in England. It was very much also the case in Australia.

Can you please tell us about digital initiatives taken up by the Australian Government in the health sector?

In Australia, we recently published a new National Digital Health Policy which

is now available online. You can obtain its access through Australian Digital Health Agency website. It reflects on some of the lessons we learned in India, as also some of the challenges that countries like India and Australia have in terms of data security, building public trust and digital empowerment of citizens. We certainly need to develop processes to empower citizens to avail quality healthcare anywhere and at all time.

Data sharing amongst health facilities in

“ In Australia, we recently published a new National Digital Health Policy which is now available online. You can obtain its access through Australian Digital Health Agency website.”

India is a major challenge. Are there any lessons to be learnt from the Australian health systems?

As you know, digital health is not easy and there are lots of challenges around things like creating intrapolability of data, data sharing between hospitals and primary healthcare providers. India, there is some intrapolability happening between some groups but just like in Australia there are challenges of data sharing across

the country. However, Australia has very demanding conditions for ensuring security of health data. The Australian Digital Health Agency has data security centres and we keep a close eye on international developments in cyber security space. Health providers in Australia have the responsibility set by law to protect and effectively manage their health data under the Privacy Act.

What is the potential of m-health in serving the healthcare needs

of a country like India?

I believe m-health has a great potential in India. Indian population has a unique character and has a huge number of mobile consumers. People would want to have the power in their hands to manage their health. India has a remarkably advanced mobile phone culture that should make it in a way easier. But there are certain challenges like ensuring how best the people can use the mobile technology for healthcare. **MH**



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