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# Forbes

## LEADERS IN HEALTHCARE



Dr KRISHNA ELLA ,  
Chairman & Managing Director  
Bharat Biotech International Limited



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MARQUEE

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Network 18

# Helping Healthcare to Prioritise Patient Care

Covid-19 spread has enhanced focus on health and wellness. The importance of surface disinfection, safe and immunity-boosting meal services have also grown paramount. With decades of experience in the healthcare industry and the guidance of Sodexo Medical Advisory Council, we are armed with a comprehensive range of services, technology and innovation to meet the challenges of today and tomorrow. Focus on your core, while we provide quality of life services to your patients, staff, students and visitors.

## Sodexo Healthcare in India

**4500+**  
STAFFS



**65,000+**  
MEALS SERVED DAILY



**35,000+**  
LINEN MANAGED



**60,000+**  
MEDICAL EQUIPMENT MAINTAINED



**500+**  
SITES

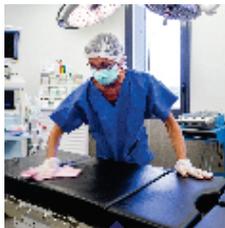


**10 Mn. sq. ft. area**  
MANAGED DAILY



## Our Services

Inpatient Dining



Healthcare Technology Management



Infection Control & Housekeeping Services



- Food Services For Doctors, Staffs, Medical Students & Visitors
- General Duty Assistant & Patient Transport
- Laundry Management
- Engineering Services



For any enquiries write to [healthcare.in.apac@sodexo.com](mailto:healthcare.in.apac@sodexo.com)  
Website: [www.in.sodexo.com](http://www.in.sodexo.com)



# Preface

This leadership book is curated by Origin Media Solution Pvt Ltd for Forbes India.



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It has been known since time immemorial that Indian medical science has been way ahead of its time and age and has also been at the helm of research and development of most advance drugs. Starting from Yoga and Ayurveda, the ancient medical practitioners were even capable of carrying out plastic surgery and other complex procedures. A few contributions from India to the world of medicine includes the likes of discovery of STIL gene, use of glue in eye surgeries, diabetic surgery, cyberknife technology, and polypill for heart.

Pivotal to life and survival, the Indian Medical Industry has braved every challenge and turned problems into opportunities to showcase its potential. Every other day the medical practitioners come across new diseases, which possess the potential to threaten the ways and existence of mankind. The ongoing COVID-19 pandemic has been yet another touchstone for the Indian medical industry and practitioners.

The fact that India was one of the first countries to provide the world with a much-awaited, life-saving vaccine for the COVID-19 pandemic speaks volumes about the country's advancements in medical sciences. After passing all three phases of trials successfully, Dr Krishna M Ella's Bharat Biotech International Limited was capable of launching its first COVID-19 vaccine. The medical giant made India proud by extending help to the world amidst the pandemic. Talking of the current scenario, the hard work and sleepless nights invested by the front-line warriors, i.e. the medical staff has been commendable. The doctors, nurses, sanitary workers, etc have worked as a blessing for our country.

Several Indian doctors and researchers have dedicated their life to bringing a revolutionary change in medical sciences. One such person is Dr Azad Moopen, a healthcare conglomerate who has led the development of several healthcare facilities in Asia-Pacific.

Over the years, the doctor-patient relationship has evolved and the approach to treatment of every diseases has become a lot more individual patient centric. Health and wellbeing of the people and the country are no more limited to being physically disease free but being mentally fit as well. Thus, mental health has gained vast recognition with the doctors vouching for mentally healthy environments for healthy bodies.

The doctors in India—despite all infrastructural limitations—have streamlined their approach towards target problems to yield fulfilling results. Given that India is a population abundant country, it gets difficult to manage the health and conditions of the people. The healthcare sector in India has grown manifold over the decades and continues to grow with some of the best names in the industry residing in India. The future of the industry seems bright with the pathbreaking contributions of every individual from the medical industry.

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**Mr Suresh Vazirani**  
Founder Chairman, Transasia-Erba International Group of Companies

**F**or the last four decades, Mr Suresh Vazirani, Founder of India's leading in-vitro diagnostic (IVD) company, has had just one dream—of a 'healthier world' where everyone has equitable access to quality and affordable diagnostics. But, what made a qualified engineer give up on illustrious career prospects to travel an untrodden path?

### Face-to-face with reality

All of 19, and having just completed his engineering, Mr Suresh Vazirani joined Moral Re-Armament, a social initiative committed to building a clean, strong and united India. He then came in close contact with Raj Mohan Gandhi and Jayprakash Narayan of the Sarvodaya Movement. While on a visit to one of the reputed Mumbai hospitals to meet Jayprakash Narayan, who was being treated there, he witnessed the unavailability of a lot of critical medical equipment due to frequent breakdowns. To make matters worse, with most critical medical equipment being imported, after-sales service was a major challenge. That was the turning point of his career and the beginning of Transasia Bio-Medicals Ltd.

### The journey of four decades

At that time, most hospitals and labs functioned with very basic equipment that required a lot of manual testing, leaving scope for errors. With a measly sum of Rs. 250 and a Rs. 1 lakh loan from a good Samaritan friend, Mr Suresh Vazirani started Transasia Bio-Medicals Ltd., a provider of after-sales support for imported equipment. It took Mr Vazirani about three years of continuous efforts to convince pathologists on the benefits of automated blood analysers. Needless to say, these imported instruments were expensive. Mr Vazirani soon realised that affordability and accessibility need to go hand-in-hand to ensure timely diagnosis and treatment for the 70% Indians who have never got their blood tested. All imported equipment were not suited to the highly fragmented, price-sensitive markets in India with its poor infrastructure and expertise.

That's when Mr Vazirani decided to scale-up and start manufacturing in India. By the 1990s, Transasia had set up a

manufacturing facility in Mumbai and had started looking at overseas operations. In fact, it soon entered the European market, having received the CE certification and became the first Indian company to exhibit at AACC (US) and Medica (Germany), the two top global healthcare exhibitions. In 2002, Mr Vazirani started Erba Mannheim, Germany. He combined efficient, low-cost manufacturing and unparalleled market expertise to make world-class European technology accessible to emerging markets.

This was very soon followed by Transasia crossing the 1 billion mark to become India's largest IVD company and a strong contender in other developing markets across the globe.

Today, Transasia is recognised as the leading IVD company in India, with the largest team of sales and service specialists, covering the entire length and breadth of the country. Globally, it serves over 100 countries through its 15 subsidiaries, and it continues to grow to increase the number of lives it touches in its vision of being 'Committed to a Healthier and Happier World.'

*"Whether it was in 1979, when as a country we lacked the basic infrastructure to make our own diagnostic equipment, or in 2020, when the need was to quickly respond with testing solutions to curb the spread of the pandemic, I have always believed that extraordinary situations demand extraordinary responses. And I am proud that Transasia-Erba has always stood up to the challenges and successfully filled these gaps."*

### Accessible and affordable, made-in-India solutions—the guiding light for a healthier India

Statistics show that 70% Indians have undergone a diagnostic test and have no access to even basic diagnostic facilities. Add to that, 70% treatment decisions are based on lab results! But, how does one cater to this need, when 80% of the medical devices are imported, making them out of reach of most Indians?

Time and again, Mr Vazirani has been emphasising on the need for 'Made in India' solutions to ensure quality and affordability. In fact, Transasia has been endorsing the 'Make in India' concept since the early 1990s, long before it formally came into prominence.

Its state-of-the-art manufacturing facilities in Mumbai, Daman, Baddi, Sikkim and Vizag are ISO, ICMED and US FDA-compliant and employ GMP to churn out quality and affordable diagnostic instruments and test kits across all segments and to cater to communicable and lifestyle diseases.

However, quality solutions without a strong and well-knit after-sales service network is not the answer to meet India's diagnostic needs. Transasia is proud to have the largest team of sales and service specialists in the Indian IVD Industry, who reach out to over 5000+ Tier II-IV cities, towns and villages, including the farthest north-eastern regions in a record time of just 4-5 hours.

Today, Transasia has an impressive installed base of 70,000 equipment across 40,000 laboratories in India. Over 150 crore blood tests are done on a Transasia equipment every year, benefitting more than 200 million people. In fact, every second, 50 tests are conducted on a Transasia product!

*"It is important to understand the evolving needs of the customers and that is possible only when we reach out to them. Some of the torchbearers of the Indian pathology landscape have been with us since our very first day, and continue to trust our products and services through three generations. That's what sets Transasia apart."*



Transasia continues to strengthen its manufacturing prowess and contribute to ATMA NIRBHAR BHARAT

### Key contributor to a stronger and healthier post-COVID economy

Needless to say, the COVID-19 pandemic has created unprecedented situations across the world. While the pandemic and the lockdown created several bottlenecks for the medtech manufacturers and diagnostic service providers, it brought to the forefront the need for quality diagnostic infrastructure as the first step to contain the spread of infection.

Through cohesive collaboration between domain experts in India and abroad, the Transasia-Erba Group has introduced COVID testing kits of high sensitivity and specificity in molecular and ELISA formats. Going forward, there will be a need for Indian manufacturers to scale up production. The setting up of Transasia's world-class manufacturing facility at AMTZ, Vishakhapatnam, is an answer to this foresight. Sprawling over 35,000 sq ft, the facility is the first of its kind and largest in Asia for COVID-19 products. In the future, this facility will serve as the global hub for all infectious tests such as TB, Malaria, HIV, Hepatitis etc.

*"Prevention is better than cure: An age-old adage that, post the pandemic, has become the mantra for healthy living. The real utility of diagnosis is in preventive care. And for that, every Indian should get tested at least once a year. I reiterate that as a country, we need to shift focus from tertiary to preventive care. Collaborative efforts between the industry and the Government can help in reducing the disease burden through indigenous manufacturing to meet at least 50% of our diagnostic needs in 5 years."*



Mr. Vazirani is closely associated with the cause of thalassemia and its early detection

### A visionary with a heart

While Mr Vazirani continues to scale new heights in pursuit of excellence, he is driven by causes close to his heart. And one such cause is thalassemia. With a vision for a thalassemia-free India, Transasia's CSR arm, Vazirani Foundation, has been closely associated with Parents Association of Thalassemia Unit Trust (PATUT) to raise funds for the treatment of thalassemic children needing bone marrow transplant (BMT). For over a decade, Transasia and PATUT have organised awareness and screening camps for college students, helping them understand their role in preventing thalassemia.

Mr Vazirani strongly believes that there is a lot more we can do for a healthier India, in addition to just offering the latest in medical technology. He is driven by the passion to make diagnostics more accessible as well as affordable, thereby contributing to the growth of the industry. Quality instruments without enough skilled lab technicians would not help reach the goal. And so, he is closely associated with encouraging skill development. An effort in this direction is the Erba Institute of Laboratory Technology that imparts training and aims to fill the acute shortage of qualified and well-trained lab technicians.

### Shaping the future of the Indian IVD industry

Mr Vazirani continues to remain committed to help form the future of the IVD Industry. Between now and 2022, Transasia's R&D labs in France, UK, US, Austria and India will launch over 10 exciting, state-of-the-art instruments in the fields of CLIA, molecular, high-end hematology, artificial intelligence and LIS, among others. Also in the offing is a "Total Lab Automation" solution aimed at mid- and large-size laboratories. All these will soon make Erba-Transasia among the top-five companies globally to have 'Total solutions in Laboratory Diagnostics.'

*"Diagnostics technology is moving fast in the direction of full automation and artificial intelligence. Our R&D teams in India and Europe are working on developing simpler and more affordable ways for blood analysis. While technology will continue to make in-roads, reliability and affordability will remain our main focus for benefitting 125 crores of our fellow Indians."*

Providing end-to-end services with an emphasis on training will continue to remain most relevant to Transasia, as the need for knowledge and competencies continues to increase.

# MAKING WORLD-CLASS HEALTHCARE ACCESSIBLE TO PATIENTS ACROSS THE GLOBE



Dr Azad Moopen, Founder Chairman & Managing Director, Aster DM Healthcare

## Aster

We'll Treat You Well



*Aster launched the Aster Freeln initiative, which aims to provide 10,000 free medical investigations to patients who are in need through its hospitals based in India and GCC.*



Alisha Moopen, Deputy Managing Director, Aster DM Healthcare

From a single clinic to a performance-driven healthcare enterprise spread across 366 establishments in 7 countries and growing, Aster DM Healthcare has transitioned into an integrated healthcare network of choice across the Middle East, India and Far East. Currently one of the largest and fastest growing conglomerates in India, Aster DM Healthcare covers an expansive portfolio which includes hospitals, diagnostic centers, retail pharmacies, mobile medical vehicles, innovation labs and an incubation center. Dr. Azad Moopen, the visionary Founder Chairman and Managing Director of Aster DM Healthcare, has always believed that healthcare is more than a business, primarily a service dedicated to saving lives and restoring wellness. The journey, which Dr Azad Moopen started with this strong conviction, has touched and made significant positive changes in the lives of millions. Headquartered in Dubai, the Aster DM network now encompasses 20,000+ employees, including 2998 doctors with several Joint Commission International (JCI) accredited hospitals, clinics and diagnostic centers. To make its quality care offering available to patients in the West, Aster DM Healthcare has just announced to set-up Aster Cayman Medcity Hospital at Cayman Islands.

With the onset of the COVID-19 pandemic, Aster DM Healthcare's business model was adapted quickly to shift the delivery model to the homes of patients wherever possible, to ensure safety especially for the high-risk groups. From appointments, virtual consultation, lab tests, follow-ups and delivery of prescription medicines, the entire model shifted to the homes of people as this trend was expected to continue. Within 8 months of introduction doctors at Aster have been able to provide more than 100,000 tele-consultations and the demand is still rising. Similarly, the demand for homecare services and diagnostics through Aster Labs has also been on the rise.

Digital transformation and innovation became a core of the organisation's strategy to shape the future of healthcare. The pandemic has ensured that solutions which were only being discussed previously were fast-tracked into quick implementation and adoption and the efforts will continue. To this aspect, the Aster Innovation and Research Centre is working closely with health innovators, scientists, SMEs and incubators to help bring forward key solutions. The Xhealth Innovation Lab, of which Aster is a founding member, aims to radically transform how future medicines and health services are delivered by tapping into the power of emerging data technologies.

Aster DM Healthcare has remained at the forefront of managing the pandemic by working hand in hand with the local governments in all countries where it operates through multiple interventions like mass screenings, management of isolation facilities, provision of staff and facilities to treat critical care cases. Aster Volunteers, the CSR arm of Aster DM Healthcare has been actively involved in providing mass screenings to various sections of the society through the Aster Volunteers Mobile Medical Services (AVMMS). Additionally, in Dec 2020, Aster launched the Aster Freeln initiative, which aims to provide 10,000 free medical investigations to patients who are in need, through its hospitals based in India and GCC. Patients in need can either apply on the Aster Freeln website or be referred by a doctor, NGO, government body or medical college/ university, along with supporting documents.

Despite the challenges that come its way, Aster's achievements in the field of clinical excellence and patient care are testament to its efforts to make world-class medical care locally available to people in the countries where it operates. ■

# IDENTIFYING NEW MOLECULES, RESEARCHING AND DEVELOPING NOVEL EFFECTIVE VACCINES, TO CONQUER PREVENTABLE DISEASES FOR OVER 2 DECADES

4 Billion + Doses of Vaccine Supplied Globally and counting

**B**harat Biotech International founded by Dr. Krishna M. Ella and Mrs. Suchitra Ella in 1996, is a first-generation entrepreneur startup success story, after leaving a successful career in the US to establish a life sciences startup to create innovative vaccines and bio-therapeutics.

Today, the company he founded along with Mrs. Suchitra is a leading vaccine innovator, and multidimensional innovation-oriented biotechnology specializing in R&D, manufacturing, marketing, and distribution of vaccines and bio-therapeutics.

Led by a mission 'Lead Innovation' the company truly encourages an organizational culture of diversity of thought amongst its employees to inspire new innovative ideas for the advancement of science and vaccine discovery.

Over the last 2 decades, the company has established an impeccable track record of innovation with more than 145 global patents, a wide product portfolio of more than 16 vaccines, 4 bio-therapeutics, registrations in more than 123 countries, and the World Health Organization (WHO) Pre-qualifications.

Having delivered more than 4 billion doses of vaccines worldwide, Bharat Biotech continues to lead innovation and has developed vaccines for influenza H1N1, Rotavirus, Japanese Encephalitis, Rabies, Chikungunya, Zika, and the world's first tetanus-toxoid conjugated vaccine for Typhoid.

Bharat's commitment to global social innovation programs and public-private partnerships resulted in introducing path-breaking WHO pre-qualified vaccines BIOPOLIO®, ROTAVAC®, and Typbar TCV® combatting polio, rotavirus, typhoid infections, respectively. The acquisition of the rabies vaccine facility, Chiron Behring, from GlaxoSmithKline (GSK) has positioned Bharat Biotech as the world's largest rabies vaccine manufacturer.

## Breakthrough Novel Vaccines from Bharat Biotech

Typbar TCV®, a fourth-generation vaccine against typhoid disease, is proven to provide long-term protection to adults and infants, 6 months and older children against typhoid. Currently, available Typhoid vaccines fall short of long-term protection in children below 2 years of age, the population that needs it the most.

Typhoid is caused by the bacterium *Salmonella typhi*, and is responsible for over 12 million new infections and more than 130,000 deaths each year, mainly in South and South-East Asia and Africa.

Rotavirus vaccine ROTAVAC®: Rotavirus causes diarrhoea among infants and children throughout the world, causing over 450,000 deaths worldwide annually, inclusive of 200,000 infant deaths in India. ROTAVAC® was developed from an Indian rotavirus 116E strain G9 P [11] isolated in the All-India Institute of Medical Sciences (AIIMS), Delhi in 1986-88, for the prevention of rotavirus diarrhoea in infants and children.

With a commitment to prevent infant deaths due to rotavirus diarrhoea, Bharat Biotech decided to supply ROTAVAC® at USD 1.00 per dose to the Universal Immunization Programme (UIP). This vaccine to prevent infant deaths and hospitalizations due to rotavirus diarrhoea was launched by the Hon'ble Prime Minister of India, Shri Narendra Modi in New Delhi in March 2015 and is one of the first novel vaccines to be completely developed from a developing world country.

The World Health Organization (WHO) has granted prequalification for developing the world's first rotavirus vaccine, ROTAVAC® to Bharat Biotech International Limited on 24th January 2018 in New Delhi.

The pandemic of COVID-19 has caused an unprecedented public health burden



Dr Krishna Ella, CMD, Bharat Biotech

in several countries across the globe. Bharat Biotech was proud to swiftly develop COVAXIN®, India's first indigenous vaccine against COVID-19 in collaboration with ICMR and NIV.

COVAXIN® is a highly purified and indigenous inactivated 2 dose SARS-CoV-2 vaccine, manufactured in a Vero cell manufacturing platform with an excellent safety track record of more than 300 million doses. COVAXIN®, is developed and manufactured in Bharat Biotech's BSL-3 (Bio-Safety Level 3) bio-containment facility, one of its kind in the world.

The Phase III human clinical trials of COVAXIN® with 25800 volunteers across India was the largest phase III efficacy trial ever conducted for any vaccine in India. COVAXIN® has been evaluated in approximately 1200 subjects in Phase I and Phase II clinical trials, with promising safety and immunogenicity results from Phase 1 and Phase 2 and now with Phase 3 results of COVAXIN® demonstrating Interim Clinical Efficacy of 81% an important milestone in vaccine discovery, for science and our fight against coronavirus achieved.

Bharat Biotech is also working on Covid-19 Intranasal Vaccine: The intranasal vaccine candidate developed in collaboration with Washington University School of Medicine in St. Louis for a novel chimp- adenovirus, single dose intranasal vaccine for COVID-19 has demonstrated unprecedented levels of protection in mice studies.

The success of Bharat's vaccines, including COVAXIN® is a true reflection of Bharat Biotech's ability to develop novel vaccines and sustain long-term product development against infectious diseases. ■

# Dr ASHUTOSH RAGHUVANSHI: A GLOBALLY RECOGNIZED INDUSTRY PUBLIC SPEAKER AT NATIONAL AND INTERNATIONAL PLATFORMS

**D**r Ashutosh Raghuvanshi, MD and CEO, Fortis Healthcare is a seasoned healthcare professional with an illustrious career spanning over 28 years. He is a cardiac surgeon-turned-management leader. After completing his MS in general surgery from MGIMS, Dr Raghuvanshi went on to do MCh in Cardiac surgery from the University of Bombay. Over the last 26 years, he has been associated with the Bombay Hospital, Apollo Hospitals, Vijaya Heart foundation and Manipal Heart Foundation. He is credited with the establishment of Rabindranath Tagore International Institute of Cardiac Sciences, Kolkata, where he joined as Director in 2000 and is today one of the largest Multispecialty Hospitals in Eastern India. Prior to joining Fortis, Dr Raghuvanshi was associated with Narayana Health for over 18 years. He was appointed as the Group Chief Executive Officer in November 19, 2010, Managing Director in November 3, 2011 and served as its Executive Vice Chairman as well. He has been instrumental in getting Narayana Health successfully listed on The Bombay Stock Exchange (BSE).

Dr Raghuvanshi is a renowned representative at various industry forums like CII, FICCI, NATHEALTH etc. and has led several healthcare committees. He is an active member of various industry bodies and a globally recognized industry public speaker at national and international platforms. He has received numerous national and international healthcare awards in individual capacity and also on behalf of the organisations. He has also been a Trustee in various charitable trusts for CSR and other philanthropic foundations.

Dr Raghuvanshi is an acknowledged business leader, well-recognized for his strong record of building and leading great teams whilst delivering exceptional results. Since joining Fortis in 2019, he has given the organization a strategic direction and vision to ensure that its focus on clinical excellence, patient care outcomes, medical programmes and business results remains paramount. Through a holistic review of the organization's key functional areas, consistent operational monitoring, cost saving measures where necessary, and careful evaluation of new project and facility investments, Dr Raghuvanshi has managed to bring the business at Fortis back to growth and profitability, strengthen the organizational image and further entrench its position as a leading healthcare delivery player in the country. Under his leadership, the last two quarter results of Fortis have seen improved growth and stable performance both in the hospital and diagnostic business.

Amidst the pandemic, Dr Ashutosh Raghuvanshi has also emerged as a leading thought leader speaking on, and authoring opinion pieces, in top business and health media on emerging developments in the healthcare sector. He features regularly as a spokesperson on important issues such as business recovery post-pandemic, role of the hospital sector, importance of focusing on non-COVID services, vaccine drive, the budget, increased need for infrastructure building and investments, digital health, public-private partnerships and increased collaboration amongst stakeholders.



**Dr Ashutosh Raghuvanshi,  
MD and CEO,  
Fortis Healthcare**

## Fortis Healthcare Limited

Fortis Healthcare – an IHH Healthcare Berhad Company – is a leading integrated healthcare services provider in India. Fortis was established in 1996 with the vision, 'to create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.' Today it is one of the largest healthcare organisations in India with 36 healthcare facilities (including projects under development), 4000 operational beds and over 400 diagnostics centres (including JVs), which has grown from the first hospital at Mohali (Chandigarh) in 2001 to 36 healthcare facilities (including projects under development) as of today. These include the world-renowned Fortis Escorts Heart Institute and the erstwhile Wockhardt facilities. From North to South, East to West, Fortis truly has India covered - the frontier city of Amritsar, to Ludhiana, Mohali, the National Capital Region, Mumbai, Bangalore, Chennai, Kolkata and many more destinations are all home to Fortis facilities.

Globally, Fortis is present in United Arab Emirates (UAE) & Sri Lanka. The Company is listed on the BSE Ltd and National Stock Exchange (NSE) of India. It draws strength from its partnership with global major and parent company, IHH, to build upon its culture of world-class patient care and superlative clinical excellence. Fortis employs 23,000 people (including SRL) who share its vision of becoming the world's most trusted healthcare network. It offers a full spectrum of integrated healthcare services ranging from clinics to quaternary care facilities and a wide range of ancillary services.

## AWARDS & ACCOLADES

- ▶ Economic Times Healthworld Hospital Awards'20
- ▶ Fortis Group won four awards in various categories at the Economic Times Healthworld Hospital Awards'20.
- ▶ Fortis won the 'Best Hospital Chain' and the 'Best Hospital for Patient Care' titles nationally.
- ▶ Fortis Hospital, Bannerghatta Road, Bengaluru, was named the 'Best Hospital - Urology' in its region.
- ▶ Fortis Memorial Research Institute, Gurugram, was recognised as the 'Best Hospital - Oncology' in its region.



*Dr P Sharat Kumar, Orthopedic and Sport Medicine consultant in Apollo Health City, is among the most recommended consultant orthopedic surgeons in India.*

**Dr P SHARAT KUMAR:** Dr P Sharat Kumar is acclaimed for his pioneering work on direct anterior and double total hip replacements. He is one of the few orthopaedic surgeons to have done arthroscopy of ankle, knee, elbow, shoulder, and hip joints. He has the distinction of being the first doctor from India to become fellow faculty of sport and exercise medicine (FFSEM) from the prestigious Royal College of Surgeons in Ireland & Royal College of Physicians in Ireland.. He completed MBBS in 1988 from Government Medical College, Srinagar, and later did his MS in Orthopedics in 1992 from MR Medical College, Karnataka. Later, in 1999, he completed MCh Orthopedics from Aberdeen University, Scotland. He holds a Diploma in Sport and Exercise Medicine [Great Britain and Ireland]. Since 2006, Dr P Sharat Kumar has served as an Orthopedic and Sport Medicine consultant in Apollo Health City. He has 31 years' experience, including 11 years in the UK, working in centres of excellence like Glasgow University and Aberdeen



## Dr P SHARAT KUMAR: THE OUTSTANDING AND POISED ORTHOPAEDIC SURGEON

University Hospitals. His focus is on joint replacement and sports surgery. His reputation has earned him the distinction of being one of the most recommended consultant orthopedic surgeon across India.

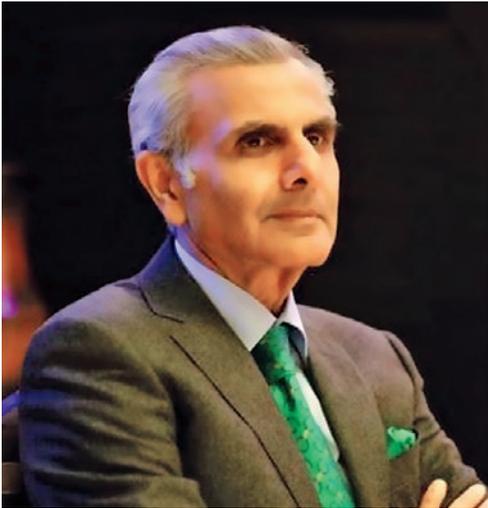
**Achievements:** Dr P Sharat Kumar has served as faculty in numerous orthopedic and sports medicine meetings. He presented at the American College of Sports Medicine's conference in Nashville and Indianapolis and the FIMS-World Congress of Sports Medicine held in Beijing. He has also served as a scientific committee member of a sports medicine symposium in Evian, France. Serving as a liaison doctor for the IPL team Mumbai Indians, Dr P Sharat Kumar took care of Sachin Tendulkar and Andrew Symonds, when they played against the Deccan Chargers on 24 April 2011 in Hyderabad. While in the UK he also worked as a sports doctor during the Manchester Commonwealth Games and as a sports medicine consultant for the Rugby Football League.

**Professional Satisfaction:** Respect of our patients and their smiling faces do inspire us to do clinical work with more focus and energy, It is certainly a joy for ever to help a person to live his dream, A yoga practitioner who could not perform yoga due to arthritis affecting both hips was able to return to teaching yoga and perform remarkable yoga after single stage double total hip replacements. Similarly an international patient who could not move hip joints due to complete fusion causing significant disability for 31 long years was able to walk and sit freely. These life changing successful clinical outcomes always inspires us to take up more complex and challenging cases with confidence.

**Healthcare vision:** He hopes that India quickly takes advantage of telemedicine and digital technology to train people in healthcare as well as to educate and bring awareness in prevention and treatment of many diseases, with the focus being on rural India, where healthcare is dismal and most neglected. Considering the prohibitive cost of modern healthcare, Dr P Sharat Kumar wishes to see universal insurance made a reality in India. Sport and exercise medicine should be made a speciality like in many western countries as it has an immense potential to prevent and treat non-communicable diseases

**Family and personal life:** Dr P Rupa Reddy, wife of Dr Sharat Kumar, works as a family physician. While in the UK, she worked in prestigious hospitals like Brighton and Sussex University Hospitals, NHS Trust in Brighton and Princess Royal Hospital in Haywards Heath. His daughter is a medical student and his son is a high school student, he holds a black belt in taekwondo, a Guinness World Record participation certificate and High Range world record for most number of split kicks. In his spare time, Dr P Sharat Kumar enjoys playing tennis and badminton. He played tennis in the World Medical and Health Games held in Saint-Tropez (1999), Cannes (2000) and Evian (2001). Recently, he has also started playing golf.

# BOMBAY HOSPITALS: ALWAYS EMPHASIZED ON MEDICAL EXCELLENCE



**SHRI BHARAT KUMAR TAPARIA**  
Hon. Chairman, Bombay Hospital

*The rich can get medical care anywhere because they can afford it, the poor obviously cannot pay for it. Therefore, it should be the endeavor of the Bombay Hospital to render the same level of service to the poor that the rich could get in a good hospital.*

**T**hese were the words of Shri Rameshwardas Birla, the doyen of the Birla family, while forming the Bombay Hospital Trust, which was constituted on 06th September 1949, as a Public Charitable Trust, Registered under the Bombay Public Trust Act, 1950, with a main purpose of setting up hospitals.

Bombay Hospital Mumbai, the Flagship Hospital of the Trust was set up in 1952, with 450 beds, of which 150 beds were in the General Ward, for poor patients where no charges were levied for the bed, food, operation theatre or doctor's charges. The free outpatient department was also set up, where free consultation was provided to the needy patients.

Later, Shri Madhav Prasad Birla, son of Shri Rameshwar Das Birla, took a keen



**BOMBAY HOSPITAL, MUMBAI**



## BOMBAY HOSPITAL

TERTIARY CARE MULTI-SPECIALTY HOSPITAL

12, New Marine Line, Mumbai - 400 020

Contact: 022-22067676 www.bombayhospital.com

### Tertiary Care Multi Super Speciality Hospital

#### BOMBAY HOSPITAL, MUMBAI

- ▶ All Medical Facilities Under One Roof, Providing Patient Care as Per International Standards.
- ▶ Premier Hospital in India with 750 Beds, which is one of the Largest in the Private Sector.
- ▶ 4 Buildings with 6,00,000 sq.ft. Built up Area.
- ▶ 240 Internationally renowned Consultants having the highest qualifications and a wealth of experience.
- ▶ 200 skilled Resident Doctors & 700 Qualified Nurses.
- ▶ 141 Critical Care Beds.
- ▶ 24 Operation Theatres and all Diagnostic Departments, Equipped with Latest State-of-the-art Cutting Edge Technology.
- ▶ University Recognized Teaching Hospital Offering Post Graduation in Broad & Super Specialties (DM, M.Ch, MS & MD) Affiliated to Maharashtra University of Health Sciences (MUHS) and Recognized by Medical Council of India (MCI).
- ▶ Bombay Hospital College of Nursing for B.Sc and M.Sc Courses Affiliated to Maharashtra University of Health Sciences (MUHS) and Recognized by Maharashtra Nursing Council (MNC) and Indian Nursing Council (INC).

interest in the working of the Hospital. The Bombay Hospital had a very special place in his heart. He would make frequent enquiries about the quality of the treatment, more particularly to the poor and needy. He also inducted Shri Bharat Kumar Taparia, as a Board Member of the Bombay Hospital Trust, in the year 1983.

Shri Bharat Kumar Taparia, Hon. Chairman has transformed Bombay Hospital Mumbai, into one of the largest and finest Multi-Super-Specialty Tertiary Care Medical Centre in the country. Under his active supervision, the hospital has expanded to 750 beds. The internationally renowned panel of doctors and consultants in every field of specialization has at its disposal cutting edge equipment supported by highly trained professional nursing

#### BOMBAY HOSPITAL, INDORE



#### BOMBAY HOSPITAL, JAIPUR (Under Construction)



staff and dedicated management team.

Bombay Hospital Mumbai is the centre of excellence for: Neuro Sciences, Cardiovascular Sciences, Nephro & Uro Sciences, Comprehensive treatment of Cancer and many more specialties. The patients are referred from all over the country and also from abroad.

With a view to cater to the medical needs from the Central part of India, the Bombay Hospital Trust under the leadership of Shri Taparia, has set up a State of Art 600 bedded Multi Super Speciality Tertiary care Hospital, at Indore, Madhya Pradesh, in October 2003. In less than 18 years, Bombay Hospital Indore has also become a centre of excellence and a referral hospital for whole of Central India.

"Bombay Hospitals in Mumbai and Indore have always emphasized on Medical Excellence. Our third hospital under the trust will be shortly commissioned at Jaipur, as Bombay Hospital Jaipur. Our aim is to build institutions rather than hospitals. We have a unique model where our doctors provide tertiary care treatment for all patients, in an academically stimulating environment", says Shri Taparia.

#### Salient Features of Bombay Hospital, Indore

- ▶ First Multi Speciality Tertiary Care Hospital in Madhya Pradesh to be accredited by National Board of Accreditation for Hospital and Healthcare Providers (NABH).
- ▶ 12 storied building with 4,75,000 sq.ft. built up area, spread across 7 acres of land.
- ▶ 45 Internationally renowned, full time consultants, having the highest qualifications.
- ▶ 275 bedded with 85 beds in ICU, 7 Operation Theatres and latest State of the Art diagnostic facilities.
- ▶ 600 full-time employees, including 260 trained Nurses.
- ▶ Post Graduate Medical Institute for various specialties accredited by Diplomate of National Board (DNB), Delhi.
- ▶ Bombay Hospital Indore College of Nursing for B.Sc & M.Sc. Courses. ■

# DEEPAK SAHNI: THE MAN DELIVERING HEALTH TO THE DOORSTEPS OF EVERY INDIAN

Deepak Sahni is on a mission to add ten years to every Indian's life by changing the mindset from curative to preventive.



## How did Healthians come into being?

An overwhelming majority of healthcare professionals worldwide believe and promote that prevention is a far more effective way to keep people healthy than sick. But the ground reality in India is quite different, people's attitude towards preventive care is one where health is a secondary concern, and almost the entire population does health checkups only when needed.

It was back in 2014; I noticed this relaxed and bygone attitude that has kept preventive care at bay in the country. Furthermore, all research, marketing and solutions were focused on the post disease and sick care phase, where the costs, efforts and stress were extremely high. The entire health ecosystem of India was based on a reactive approach rather than a proactive one. The eureka moment came when I realised that in a country where more than 50 per cent of the population was below 25 years of age, a reactive approach to healthcare would impose a substantial monetary burden on people to manage diseases.

That's how Healthians came into being in February 2015 with a mission to impress the criticality of wellness and prevention in the Indian populace and a value proposition of cost-effective, standardised and accurate diagnostic services that would enable my countrymen to lead healthier lives. The idea was to create a web and app-based platform that would provide consumers with options to book customised health test packages. Instead of being an aggregator or marketplace for labs, we decided to manage end to end processes from bookings to logistics to quality and then operations for the labs to ensure complete control at any given point in time. At the present date, we have the largest fleet of highly skilled

phlebotomists in India, specialising in sample collection from homes and a network of state-of-the-art laboratories that provide a superior service experience to customers.

## What is your vision for Healthians in the Indian diagnostics sector?

In a country where more than 60% of the population is below the age of 30 years, a preventive approach to healthcare is what India needs. We started seven years ago with the vision to add ten healthy years to every Indian's life, first by making them aware well on time to give attention to their health and secondly by saving millions of rupees by offering affordable diagnostic services at one's doorstep. While our journey has impacted millions of lives, but we have a long way to accomplish everything that we set out to do. India is a vast market for healthcare. However, the market is exceptionally disorganised, leading to poor consumer experiences. Our focus has been to symbolise quality, trust and reliability for the consumer, which has made us a brand to reckon with.

I am proud to say that we have already made a considerable difference in the lives of 14+ lakh people across 80 cities in India. Our philosophy is to go beyond just being a health test platform and play a more meaningful role through medical recommendations, dietary and lifestyle advice based on test reports, medical history, and customers' lifestyle inputs. We are also working towards spreading awareness about timely health screening for effective disease management amongst the poorer sections of society.

## What sets you apart from your competitors?

We are the pioneers of diagnostic services at home. Over the years, we have worked towards addressing the prevailing reluctance in Indians

to talk about health and diseases and have played our part in building the non-existent preventive healthcare sector in India. Also, we have an early mover advantage and have been able to evolve the business on our capabilities of assuring high quality, reliable, fast diagnostic services at a considerably lower cost than the market. Furthermore, we have standardised the diagnostics process and made sure that customers get accurate reports every time from our own network of fully automated labs across all geographical regions of India that ensure high-quality testing that too at faster turnaround times.

### **How do you see the medical diagnostics industry evolving over the next few years?**

I am a big believer in Data and digitisation and believe that the future of diagnostics revolves around it. To put it in other words, the largest diagnostic company in the future won't own a lab. It will be a data company.

Patient-centricity is becoming a focal point for innovation and healthcare delivery, and the diagnostic industry is leading the way in this transformation. We are looking at a future where patients' health will be managed in the same way as one manages their money through mobile apps.

Advancements in technologies like data analytics, cloud computing, AI, machine learning and robotics, is a great boon to the diagnostic industry when it comes to managing operations, facilitating collaboration, minimising errors, improving accessibility in far-reaching areas and better overall patient care. These advancements have brought us to the cusp of an industry-defining moment. We have a new and effective approach in our grasp, one which will pivot preventive diagnostics powered by data and digitisation at the centre stage of the healthcare ecosystem. Preventive Healthcare is linked to our industry's future because it is the best way to make healthcare sustainable in the long term.

### **How has technology helped Healthians?**

Technological innovation has been the foundation of Healthians, and I am glad to acknowledge the fact that Healthians has wholly turned the customer's diagnostic experience on its head by focusing on delivering the best service experience through technology. We have been able to create differentiation by building tech-enabled processes that ensure that the customer's entire journey from booking to report delivery is seamless and simplified.

### **In what ways do you see diagnostics revolutionising healthcare?**

Diagnostics is no longer just about the detection of diseases. As a whole, the Healthcare industry has realised that healthcare has moved beyond the four walls of a hospital and has become agile.

The proliferation of health tests at home also helps patients complete the entire health management sequence from home - from blood tests to teleconsultation with doctors and finally, medicine delivery. We are heading towards a world where healthcare at home is a complete ecosystem by itself. People would probably visit a lab in the future only for complicated and specialist tests. The treatment of chronic conditions through home health checkups is gradually becoming a habit, as people realise the value and convenience they offer.

### **What do you see as the biggest challenge in the current diagnostics market?**

I am still waiting for a 'regulatory moment' in my segment. Due to the lack of regulation in diagnostic business in India, private players are running for accreditation from National and international agencies like NABL & CAP. Regularisation and accreditation is important.

Considering that the diagnostic market is a booming space with

many established players in competition with up and coming startups, qualitative benchmarks, guidelines and standardisation of services are the need of the hour. This can only be achieved through accreditation.

Accreditation ascertains regular quality checks and hence accurate services. Accreditation of Diagnostics Platforms will guarantee that there are satisfactory shields against the insufficiency of administration. Letting the industry evolve unhindered could lead to the entry of unscrupulous elements that may try to take advantage of the unstructured system and will hamper the diagnostics industry as a whole

### **What would be your advice to those who are looking to raise funds for their own healthcare business?**

Well, that's a very interesting question, and the answer to it lies in your objectives, your vision, and above all your commitment towards serving your customers most efficiently and transparently. Having said that, there are a few crucial points you should keep in mind about your company's mission and values when raising funds from investors.

#### **▶ Customer-first, always:**

While the investor is investing his money in your business, yet your customer should always be your top priority, especially in the healthcare sector. Remember, the customers or the patients are not only putting their trust in you but also their lives as well. This increases your responsibility element ten-folds and puts you in a place few entrepreneurs get to be.

#### **▶ Flexibility is the key:**

There's no harm in standing up for what you believe in and the idea that you pitched to the investors. This is one of the key points that can go in your favor. However, being confident doesn't mean you have to be rigid. When pitching to the investors, be open to ideas and show flexibility in entertaining those ideas. Such a frame of mind displays maturity and puts you in a positive light in front of the investors.

#### **▶ It's about people, not Excel sheets:**

Data is all well and good to know where you stand in the market, but it's the people that make up your company. These individuals if properly motivated and taken care of, can work like clockwork, bring a level of productivity and effectiveness, you can't imagine. Excel sheets are great to understand figures, but understanding and empathizing with your workforce is the key to success.

#### **▶ Customers- The mirror for your improvement:**

When you are catering to customers in the healthcare sector, their views and feedback matter the most. Your customer base isn't just about generating revenue but it offers a unique insight into the direction your business takes. Pay attention to their feedback, no matter how negative it might be. Positive reactions are a sure-shot way to positive advertising, but the ones critical of your operations are the ones you should pay heed to. This is the lot that provides you with the most critical improvement points, that you can exercise to better your operations and ensure a smooth growth curve. Sure, it might take additional capital and resources to address their pain points, but once addressed, the ROI can be more than you imagine. Remember, the customer is the king, and it'll always be one.

#### **▶ Belief in your ideas open the coffers:**

Just because you have a good or a great idea, doesn't mean it will reap benefits right away. Even NASA took nearly a decade to land on the moon after the famous JFK speech. In the end, NASA had the vision, formulated a plan, and then worked on that plan relentlessly. Belief in yourself is what attracts the investors the most, and compels them to fund your ideas. Be, confident, not overconfident. Elaborate your vision and showcase how it benefits you and the investors, and you'll hit the jackpot. ■

# KINGSWAY HOSPITALS: SPEARHEADING CENTRAL INDIA'S HEALTHCARE



**N**agpur has always been proud of its medical legacy and is undergoing a natural course of development, but something in the recent past accelerated its emergence as a central spot of healthcare. Curious to know more about it, you are greeted by neatly kept 2-Volume Set of Brenner and Rector's The Kidney, as you enter the cabin of DM Nephrology & Managing Director Kingsway, Dr. Prakash Khetan. Setting the effect and affirming that you are in for a conversation laced with expertise and evidence of clinical marvel at Kingsway Hospital. Dr. Khetan reminisced how it all started with a simple thought, of bringing complete healthcare under one roof.

Today Kingsway is unleashing an unprecedented ecosystem by its absolute commitment towards personalizing healthcare. Operating over a 300+ bedded Multi speciality plans to create the milestone for the tertiary Health Care services at Nagpur. The hospital provides facility of 80+ bedded Advance critical care, 9 High end modular OT, equipped for all type of transplant surgery, high end cath lab, state of the art diagnostic services and all other services which are required for complete care facility. With Nagpur as its centre, and its strategic vicinity from the zero miles Kingsway is combating healthcare scarcity within 350 km of radius, extensively covering major parts of Maharashtra, significantly Vidarbha, Madhya Pradesh and Chhattisgarh. Hence when we see Kingsway as an emerging leader in medical fraternity today, we



**Dr. Prakash Khetan, MD, DNB, DM (Nephrology),  
DNB (Nephrology) & Managing Director**

*“As much as we count doctors to be our strength, our paramedical and administration block are a phenomenal support to us.” With all of their approach towards holistic healthcare, cutting edge research they are creating a training ground for competent healthcare professionals.”*

must acknowledge that not only did they identify and solve the inaccessibility of it, but also went a step ahead in personalizing healthcare and changing the way it was ever seen. Remarkably, with a streamlined approach to reach out every single life in need, world class care parameters in terms of Infrastructure or even evidence based clinical practice, Kingsway combined it all with quality and compassionate care.

As soon as you walk in the hospital you can see that there is more of human and less of worry in the air of this hospital, engulfed in a higher sense of personal responsibility each staff member leaves you with a sense of comfort. Briefing about the same, Dr. Prakash said "As much as we count doctors to be our strength, our paramedical and administration block are a phenomenal support to us." With all of their approach towards holistic healthcare, cutting edge research they are creating a training ground for competent healthcare professionals. It is safe to say Kingsway is a leader not only in catering healthcare but also guiding the competitors how each of its stakeholders should be treated with equal sense of association.

Between two medical queries and one call of emergency, we managed to ask him, what were the challenges in bringing Central India's largest hospital into existence? With his gaze steady and a voice remembering the inception we heard him say, "At one point the uncertainties were high, we thought will this ever happen. The ideation started in 2014 with us trying to bring in the best brains and experts in the city together, a lot of them knew this is going to be a healthcare revolution if it happens. And it happened in 2019 as we established Kingsway, today a hospital like no other."

The conversation progressed as we had Dr. Vasudeo Ridhorkar, MS DNB Urology & Director, Kingsway Hospitals speak further on the impressive empanel of Kingsway. "Individual setups can't survive with the ever growing need of healthcare in today's time. If you see we have best of the city's, medical and consultant brains on board and we all were exceedingly successful in our speciality. With an overwhelming patient base, stunning years of practice and distinguished professional record, we still felt the bar could be pushed higher. We all knew that with comorbidities being prevalent, we need a setup where it's all at one place. And that's how we all became a team; in which every member complements each other, builds upon and is efficiently reliable. We want the patient to have the choice, we don't want him to ever feel that his hospital isn't capable. If not at Kingsway, nowhere! We wish to be the provider where all your needs are catered, be it toughest or smallest - all of it" but is medical prowess the only reason of Kingsway's incredible standing? Well definitely not, the story has more to it. Notably Kingsway is a humble group of eminent people of the city, not just from medical but business fraternity as well. As they say little changes in



**Dr. Vasudeo Ridhorkar, MS, DNB, Mch (urology),  
DNB (urology) & Director**

*“Individual setups can't survive with the ever growing need of healthcare in today's time. If you see we have best of the city's, medical and consultant brains on board and we all were exceedingly successful in our speciality.”*

different places and points of time, later come together to result in a huge impact, that pretty much was the cause of Kingsway's inception. Having worked for best of brands and biggest of health cares, the stakeholders understood that their excellence sought collaboration. With its cumulative experience mounting around 500 years, clinical and non-clinical combined, the brand's mission is to honour and empower every life into a healthier one.

And with their developmental progression towards becoming a force to reckon with in the field of Tertiary Healthcare they also aim at Academic contribution to society-on that note, Kingsway is the first hospital in the country to be empanelled with the Royal College of Edinburgh, UK for the MRCP course under the direction of Dr. Raju Khandelwal. Each passing day, they are advancing healthcare with skill building and trusted partnerships.

Their exceptionality is in multiple layers, and yet they say this is just the beginning. "The Kingsway family as we all call is thickly knit fabric of SMS and doctor family. Together we all look forward to grow in all aspects of healthcare not limited to but for entire Central India" they added. Armed by their positive EBITDA Kingsway plans to mature into hub and spoke model, and with that the future looks astoundingly bright for central India's healthcare landscape. Because with benchmarks like these, medical solutions look promising and go beyond the basic maths of patient and hospital; leaving you with sense of recovery and internal hope, as soon as you think of Kingsway.



*The hospital provides facility of 80+ bedded Advance critical care, 9 High end modular OT, equipped for all type of transplant surgery, high end cath lab, state of the art diagnostic services and all other services which are required for complete care facility.*



# CORNING'S BREAKTHROUGH TECHNOLOGIES HELP ENABLE LIFE-SAVING INNOVATIONS THAT CAN SIGNIFICANTLY IMPROVE PEOPLE'S LIVES

Corning is one of the world's leading innovators in materials science. For 170 years, Corning has applied its unparalleled expertise in specialty glass, ceramics, and optical physics to develop products that have created new industries and transformed people's lives.

Globally, Corning has been a trusted supplier to the healthcare and pharmaceutical industries since the introduction of PYREX® glass in 1915. Our trusted brands – including PYREX® glass, Falcon® products, and Axygen® products – can be found in more than 100,000 laboratories worldwide and are known for their quality, consistency, and reliability. Corning products are standard equipment in nearly every life science laboratory.

Laboratory professionals have come to rely on the Corning brand for quality products with features that make it easier to get work done. Whether cell culture, scale-up/bioprocess, drug discovery, or drug packaging, the Corning brand delivers innovative vessels, advanced surfaces, and quality media that help you get it right from the start.

Today, India is home to a rapidly growing healthcare and pharmaceutical market, placing it at the forefront of the global life sciences industry. In recent years, India has witnessed a promising surge in investment in pharma and life sciences research and development (R&D), signaling an evolution and highlighting the potential of the Indian pharmaceutical market—from generic drug development to advanced medicines and biotechnology.

The Indian government is simultaneously investing heavily to drive India's growth and opportunity to become the 'pharmacy of the world'. Echoing industry sentiment, the government has said the pharmaceutical industry needs greater R&D expenditure to move it up the value chain from generic drugs to Novel Chemical Entities (NCEs). As per the latest NITI Aayog Report, India's healthcare industry has become one of the largest sectors of the Indian economy and has been growing at an annual growth rate of around 22% over the past five years. The report indicates that it is expected to become a \$372 billion industry by 2022.

Contributing to India's pharma growth and long-term vision, Corning has been a steady partner, raising the industry standard for R&D with its state-of-the-art solutions.

## Supporting the Indian pharma and life sciences community in finding life-saving discoveries

Corning entered the Indian market in the late 1980s and has expanded its operation to meet growing industry demand for over 30 years. Corning's presence in India has grown significantly in that time, with market leadership in telecommunications, life sciences, environmental technologies, and specialty materials.

Corning offers a comprehensive range of innovative, high-quality products and solutions for life science research and bioproduction and an extensive dealer network to serve customers in India. In fact, Corning provides one of the world's most comprehensive line of drug discovery tools, supporting Indian biotechnology researchers in their quest to minimize the time and cost spent on the development of new medicines and treatments.

With a strong emphasis on meaningful innovation and research, Corning has always invested in scientific excellence, helping to enable scientists to make medical breakthroughs and develop drugs and treatments that can help us live longer, healthier lives. Corning is fully committed to serving the scientific community and bioprocessing groups as they continue their essential work during the COVID-19 pandemic and beyond.



## Q&A Interview with Sudhir Pillai, Managing Director, Corning India

### What makes Corning Life Sciences unique?

The Life Sciences business is one of Corning's longest-running businesses as well as a major growth area. Corning Life Sciences enjoys the unshakeable confidence and trust of scientists around the world and is seeking new approaches to increase efficiencies, reduce costs and compress timelines in cell culture and bioprocessing, drug discovery, molecular biology and genomics, microbiology, and quality testing.

India is way onto becoming the pharmacy of the world. With India's population expected to reach 1.4 billion in 2022 (per the 2015 UN Report on World Population), it is not only necessary for the industry to greatly scale up the production of vaccines, but to invest in research for new vaccines and drugs that can meet the needs of the Indian people. Corning's comprehensive range of high-quality, innovative laboratory products and solutions for a wide spectrum of life science applications and researches play a critical role in helping Indian biopharma companies meet these growing needs.

### Corning is also playing an important role in the COVID-19 testing and vaccine space. Can you elaborate?

In India's fight against COVID-19, Corning has been a steady partner since the very start of the pandemic. We have been supporting many of India's premier virus testing centers to help ensure continuous testing of samples for COVID-19. In addition, we continue to support the vaccine manufacturing space by India's top vaccine manufacturers by providing products for crucial R&D work, as well as enabling large scale bioproduction. We recently introduced Corning Valor® Glass, a revolutionary packaging solution purpose-built for the pharmaceutical industry. This new container technology has several important attributes that can help to improve pharmaceutical quality.

Valor Glass can enable drug/vaccine manufacturing fill lines to run at much higher speeds while maintaining 80+% efficiency and higher yields than are possible with conventional containers. Increased speed can help improve capacity for producing COVID-19 counter measures. Corning's new technology helps to enhance the storage and delivery of drugs, provide more reliable access to medicines essential to public health, and optimize manufacturing efficiency.

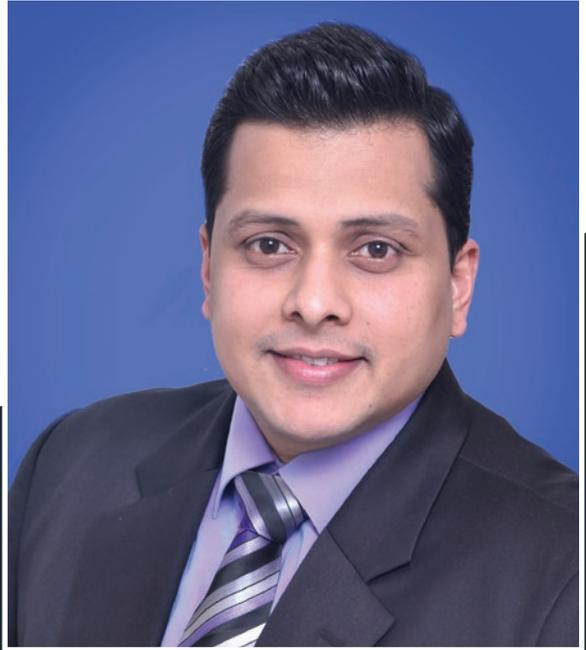
### Who are your customers in India?

We work closely with established academia, pharma and biotech companies, CROs, and CMOs. We also see a lot of interest in our products from start-up biotech companies.

Corning brings new and innovative laboratory technologies to researchers worldwide and helps customers succeed by providing innovative, high-quality products and services in the areas of polymer science, biochemistry and molecular biology.

### Tell us more about your range of products?

At Corning, we have four categories in our Life Sciences business – Moving Liquids, Growing Cells, Bioprocess, and Microbiology. We are proud to offer a comprehensive range of high-quality, innovative

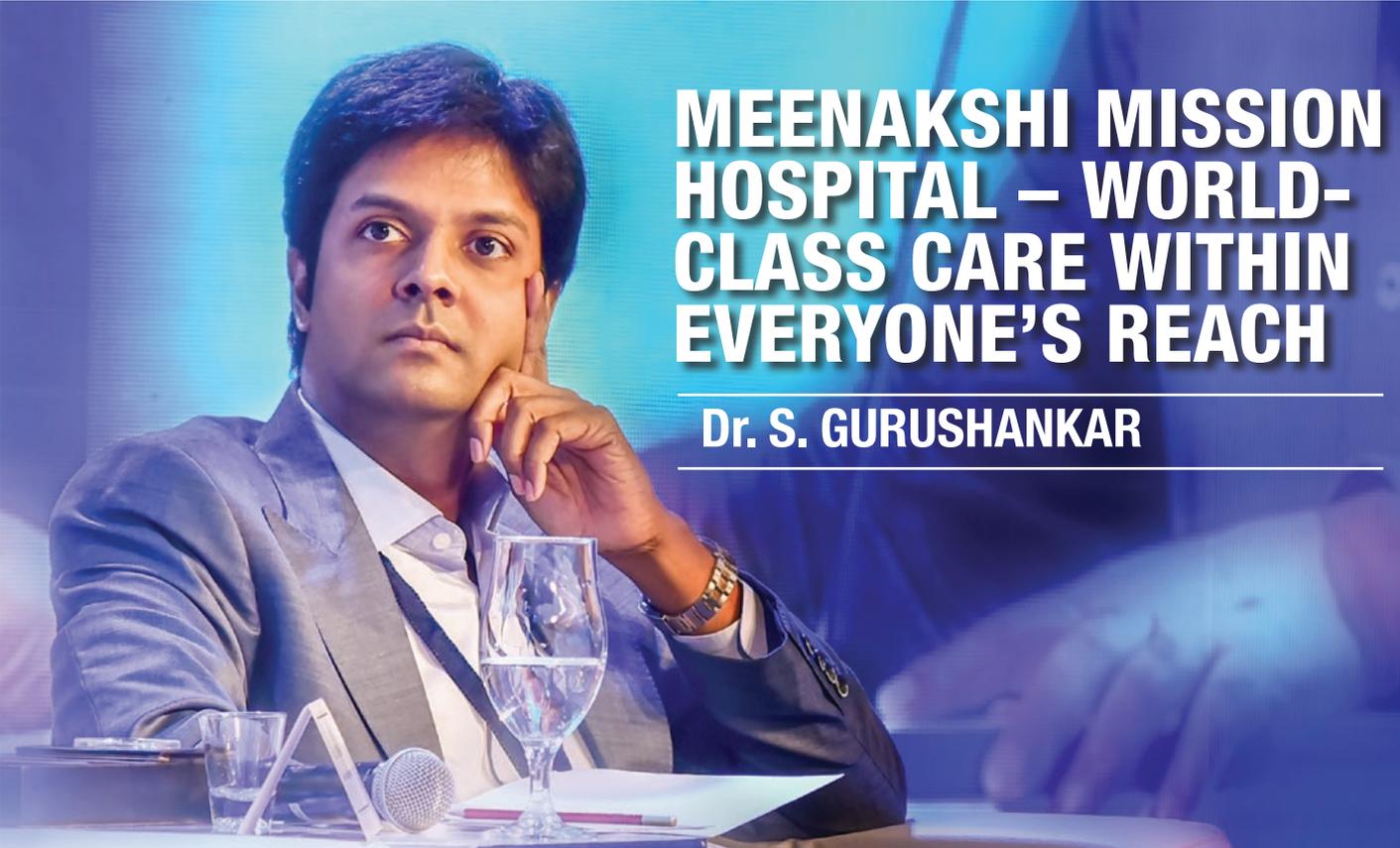


Sudhir Pillai, Managing Director, Corning India

“India is way onto becoming the pharmacy of the world. With India's population expected to reach 1.4 billion in 2022, it is not only necessary for the industry to greatly scale up the production of vaccines, but to invest in research for new vaccines and drugs that can meet the needs of the Indian people. Corning's comprehensive range of high-quality, innovative laboratory products and solutions for a wide spectrum of life science applications and researches play a critical role in helping Indian biopharma companies meet these growing needs.”

laboratory products and solutions for a wide spectrum of life science applications and researches. Corning's life sciences innovations draw on our expertise in materials science. Corning uses its precision forming assets to make life sciences vessels that require an extremely high degree of accuracy, such as liquid-handling tools and cell growth surfaces.

We have developed technologies that transform the way researchers work, including optimized synthetic surfaces for cell culture and assays, biological surfaces, single-use products, and closed system solutions for more efficient scale-up and downstream bioprocess, such as our industry-leading Corning® HYPERStack® vessels. We develop automated solutions for liquid handling and high-throughput assays, as well as Next-Generation Sequencing solutions to simplify genomics sample preparation and library construction. These technologies are bringing new efficiencies, improved results to scientists around the world and are converting possibilities into reality. ■



# MEENAKSHI MISSION HOSPITAL – WORLD-CLASS CARE WITHIN EVERYONE’S REACH

Dr. S. GURUSHANKAR

**T**he biggest hospital in South Tamil Nadu with 1,000-beds, equipped with cutting-edge technologies and advanced treatment methods that have successfully treated more than a million patients so far.

For more than 30 years, Meenakshi Mission Hospital & Research Center (MMHRC) in Madurai has been a household name in Southern Tamil Nadu for being true to a simple yet profoundly demanding mission of providing world-class healthcare at affordable cost. With 1,000-beds, it is the region’s biggest multi-specialty healthcare institution, much sought after for its advanced technologies and treatment methods that have been made accessible to the common man. The installation of the second Linear Accelerator, the PET-CT scan, OCT machine and the Gamma camera is a testimony to this fact. The hospital has also developed special expertise in transplantation procedures like the bone marrow transplant, liver transplant and kidney transplant.

With over 10 lakh patients successfully treated so far, the hospital’s relationship with them has only strengthened over time. What sets it apart from other healthcare providers is its edifice built on the four pillars of quality service, dedicated consultants, committed workforce, and trust of the patients. Its healthcare model is structured to meet the rising challenges in the field of medicine and heal the patients in the shortest possible time.

The hospital today offers the widest and most comprehensive range of outpatient and inpatient services, supported by 400 full-time doctors, 45 clinical and ancillary departments, 19 operation theatres, 250 intensive care beds, trained paramedical staff and world-class infrastructure.

All consultants at MMHRC work full time at the hospital and are available round-the-clock for error-free patient care. There have

been minimal cases of hospital-acquired infections at MMHRC till now, which is a testimony to its robust quality systems that help deliver the best possible medical care to patients.

For the last 15 years, the hospital has been steered by its Chairman, Dr. S Gurushankar who strongly believes in revolutionizing healthcare for the common good. With him at the helm, MMHRC has notched several firsts in the region – India’s first Optical Coherence Tomography (OCT) machine integrated to a Cathlab; the first Robotic Surgical facility; the first most-comprehensive cancer care unit for patients of all age groups, from Pediatrics to Geriatrics; the first hospital with a bone marrow transplant centre in South Tamilnadu ; the first Robotic Surgical facility; the largest Cardiology Centre in Tamil Nadu; first Electrophysiology facility; the first to establish an Emergency Medicine Department, providing the ‘Golden Hour’ treatment; the only multispecialty hospital in the region with more than 45 clinical specialties, and so on.

## **MMHRC’s 15 Centers of Excellence have emerged as medical pioneers in the entire region. These include:**

1. Institute of Emergency Medicine — the first and only one of its kind in South India
2. Center for Cardiology — with three dedicated cathlabs
3. Centre for Cardiothoracic Surgery – with fully equipped Beating Heart Coronary Artery Bypass Grafting Facility
4. Institute of Surgery and Surgical Gastroenterology – 25 liver transplants and 26,000 laparoscopic procedures done so far
5. Centre for Nephrology – equipped with South India’s largest hemo-dialysis unit. Over 600 renal transplants performed.
6. Centre for Neurosurgery – the best trauma care center in South Tamil Nadu

7. Centre for Obstetrics & Gynaecology – over 5,000 laparoscopic gynaecological procedures performed
8. Centre for Radiation, Surgical, Medical Oncology – the only hospital in Tamil Nadu to provide 30 years of complete cancer care
9. Centre for Orthopaedics and Traumatology – over 20,000 ortho and spinal cord surgeries performed
10. Centre for Pediatrics – with an exclusive neonatology Intensive Care Unit and Pediatric Intensive Care Unit
11. Centre for Andrology and Urology – Over 1,500 laparoscopic urological procedures performed
12. Centre for Haemato-Oncology / Bone Marrow Transplantation – more than 200 bone marrow transplantations completed successfully
13. Centre for Preventive Medicine – comprehensive healthcare packages for all
14. Centre for Nuclear Medicine – South Tamil Nadu's most advanced PET-CT scanner
15. Centre for Robotic Surgery – South Tamil Nadu's first robotic surgical system.

**MMHRC followed a 6-stage Ultra Safety Program to make the hospital ultra-safe for patients and staff during the pandemic. It adopted practices that world's best hospitals were using to fight covid-19:**

- ▶ **Smart Security:** Security personnel equipped with smart infrared AI helmets for contactless body temperature checks of visitors.
- ▶ **Smart Fever Clinic:** Ensured that all patients and visitors were wearing a mask and sanitized their hands. Their body temperature was taken once again through thermal infrared guns.
- ▶ **Smart Thermal Surveillance Camera:** Checked everyone's body temperature remotely round the clock to identify anyone running high temperature
- ▶ **Advanced Covid-19 Testing Equipment:** The only hospital in Tamil Nadu to equip itself with three advanced technologies for covid-19 testing: RTPCR, TRU NAAT and CB NAAT
- ▶ **Safety Robot:** The safety robot was on the move 24x7 spraying disinfectant and sterilizing every corner of the hospital.
- ▶ **Server Robot:** Carried meals to patients, minimizing physical contact between humans

Apart from medical services, MMHRC also offers charitable programs for the economically under-privileged patients. It has conducted 13,300 free cleft lip/palate surgeries and provided free treatment to over 2,200 cancer-afflicted children. Its unique 'Hospital-on-Wheels' telemedicine facility is the lifeline of hundreds of villages. It runs one-of-its-kind hospice center for terminally ill patients. The hospital's support to the victims of the Gaja cyclone in Tamil Nadu through 120 medical camps and continuous relief work was well appreciated by the State Government. MMHRC at Madurai was the only hospital in India to set up a N-95 mask manufacturing facility inhouse due to mask shortages prevailing during the early months of the pandemic.

MMHRC comprises an integrated group of institutions that have aligned hospital and clinical care with research, education, and hospitality. The Group runs Meenakshi College of Nursing and a College of Allied Sciences. It also offers courses like Diplomate of National Board (DNB) and Masters in Emergency Medicine (MEM). The Meenakshi Sunshine Hotel is well-known in Madurai for its excellent hospitality for patients' attendants and visitors to the city.



Dr. Gurushankar is also looking at expanding in India and afford. In 2013, he established the first NABH-accredited multispecialty hospital at Thanjavur. The 250-bed Meenakshi Hospital – the biggest in the area – is the first in the region to have a cardiology department with a fixed Cathlab. Other facilities include a well-equipped Emergency & Trauma unit and the largest dialysis facility. The hospital was the first in the delta districts to perform Kidney transplant surgeries on patients of all ages and minimally invasive cardiac surgeries on children. Thanjavur residents no longer need to spend a fortune to travel to Chennai for state-of-the-art medical care.

Meenakshi Hospital at Thanjavur has also used techniques and safety devices developed by its own experts. Prominent among these are a Bluetooth stethoscope and an ingenious innovation called the "Thanjavur Air Barrier Technique" that securely delivers compressed medical-grade air to healthcare professionals in the operation theatres.

In another significant move, MMHRC has started construction of a new 5-star Meenakshi International Hospital in Madurai with world-class facilities to cater to patients from all over India and abroad. The sprawling new hospital, with 250 beds spread across 12 floors, will be the tallest in South Tamil Nadu and certified by JCI. It would commence operations by early 2023. Designed by architects from New Zealand and India, the new hospital will integrate 30 years of experience that the MMHRC management has earned with new technologies, value additions and top-tier international facilities. It will not just be at par with, but even better than the best hospitals in Chennai. The patients will be able to benefit from technologies found in leading hospitals across the world.

The hallowed MMHRC legacy is soon going overseas too, with plans in the pipeline to open centres in the Pacific Island countries. Dr. Gurushankar is also investing in medical devices companies and in Artificial Intelligence technologies. ■



# A DOCTOR WITH A MAGIC WAND

Dr. Sai Satish, an internationally renowned Senior Interventional Cardiologist from Apollo Hospitals, is a pioneer in this constant fight against human ailments and is equipped with a new weapon, the MitraClip, which treats Mitral regurgitation (MR).

international trainer for TAVR, he has trained doctors from over 20 countries with his hands-on training programmes, and started the therapy in over 30 centres across India, Asia & Europe. He started India's first dedicated international Transcatheter training center in Apollo Hospitals, Chennai and has been the driving force behind India's maiden MitraClip journey.

MitraClip is a revolutionary procedure treating leaking mitral valves in critically-ill, and inoperable heart failure patients. It is a niche procedure that is very technically demanding. Dr Sai Satish has carried out the highest number of MitraClip implants in the country, having performed over 60% of India's cases ever since its introduction in India by healthcare major, Abbott. Recently, he implanted 4 MitraClips back-to-back in one day, a record feat across Asia. With significant benefits for the patients in terms of enhancing their life expectancy and quality of life, MitraClip is a magic wand at the able hands of experts like Dr. Sai Satish.

## A Lifesaving Technology

According to the World Health Organisation, Cardiovascular diseases (CVD) are known to be the number one cause of death on a global scale with an estimated 17.9 million lives lost each year. The burden on India is the highest in comparison to the rest of the world with an annual number of deaths from CVD to rise consistently. In the past few decades, the prevalence rates of coronary heart disease have been estimated to escalate ranging from 1.6% to 7.4% in rural segments and 1% to 13.2% in urban populations. Enhanced treatment facilities and technologies are the gears that help the experts in addressing this situation.

Normally, the upper left chamber of the heart receives clean blood from the lungs and pumps it to the entire body through the lower left chamber. The flow of blood between these two chambers is regulated by the mitral valve. The mitral valve has two leaflets with



**Dr. Sai Satish**

**S**aving the life of every patient who comes under their care, improving their quality of life using all that he or she knows, is the never-ending task of a doctor. In this war against diseases, a doctor is expected to use all the knowledge that has been accumulated through training and practice, with the help of technologies that are available within his reach and make a difference. Dr. Sai Satish, an internationally renowned Senior Interventional Cardiologist from Apollo Hospitals, is a pioneer in this constant fight against human ailments and is equipped with a new weapon, the MitraClip, which treats Mitral regurgitation (MR). MR is one of the most common heart valve problems in which the mitral valve does not close properly, allowing blood to leak back into the heart's upper chamber, leading to several complications. When it comes to cardiovascular diseases, known to be the number one cause of death on a global scale, medical practitioners are constantly in search of such technologies.

## Right Man, Right Weapon

Dr. Sai Satish is a practicing interventional cardiologist and also Director (Int.), Structural Heart at the world's best Transcatheter Aortic Valve Replacement (TAVR) training centre, the Gottsegen National Cardiovascular Center, in Budapest, Hungary. As an

strings attached to the heart muscle and can malfunction and leak due to two major reasons. Either because of damage to the valve and its support structures or an enlargement of the heart muscle, that stretches the valve causing it to leak. This not only reduces the blood leaving the heart but the excess blood flowing backwards chokes the lungs making it difficult for the patient to breathe.

For years, the only ways to address this condition was through an open-heart surgery, where the surgeons open the chest, stop the heart, put the patient on a heart lung machine while they either repair or replace the leaky heart valve. This is a major procedure with a recovery period of 3-4 weeks and a large majority of patients suffering from this condition were unsuited for this procedure because of the risks involved and had to be managed medically with a poor quality of life. Over half of them got readmitted to hospitals within 6 months.

This is where new technology helps the doctor mitigate risks. With MitraClip, the interventional cardiologist can insert a small device through a vein in the patient's thigh and clip the leaflets of the leaking valve together, drastically reducing the leak and producing instant results. This is performed in a cardiac cath lab and most patients are ready to leave the hospital in a couple of days.

"The MitraClip is a revolutionary treatment procedure that, in the right patient, can be life altering. There is enough data to show that not only does it improve quality of life and reduce heart failure hospitalizations, but also prolongs life." says Dr. Sai Satish.

### Way Forward

Dr Sai Satish feels that only a very small percentage of MR cases are being diagnosed and properly addressed at present. Identifying patients with this condition and fixing it early is the only way ahead to tackle the situation and improve the quality of the patients' lives. While Dr Sai is at the cutting edge of innovation in cardiology, he believes that lifestyle monitoring is the best choice for future generations and is a huge proponent of preventive health checks, regular exercise and most importantly healthy eating habits.

Dr. Sai Satish sits on several international advisory boards and chairs sessions on complex PCI and TAVR. He has performed several live case



*The MitraClip is a revolutionary treatment procedure that, in the right patient, can be life altering. There is enough data to show that not only does it improve quality of life and reduce heart failure hospitalizations, but also prolongs life." says Dr. Sai Satish.*

demonstrations and initiated many centers both in and outside India in rotation as well. A trailblazer in minimally invasive cardiovascular therapies, he has been performing procedures at Apollo Hospitals, Chennai since 2006. A teacher by default, every year his procedures are broadcast to several countries, most recently US, Italy, Japan and Singapore, where they are watched live by thousands of professionals from around the world, so that they can observe & learn his techniques.

Known as the Dil ka Doctor for his incredibly reassuring bedside manner, what most people don't know about Dr Sai, is his strong social streak. He runs multiple charitable foundations like the India Heart Foundation and the Red Heart Foundation and is involved in several social initiatives across India. He is also a firm believer in harnessing the power of the media to spread health awareness and thereby impact lives.





**Dr Shalini Nalwad**  
 MBBS., FACI., MRCA(UK)  
 Co-founder, Director  
 ICATT Air Ambulance

## ICATT IS TRANSFORMING PRE-HOSPITAL EMERGENCY MEDICINE AND INTRODUCING HEMS TO INDIA

The non-medical general public under-estimates the level of skill and resources required to effectively perform medical interventions out of hospital. At the same time, its unimaginable for many members of the medical fraternity to think of practicing beyond the infrastructure and support provided by these hospitals.

It's a complex and challenging feat for doctors to perform high risk procedures away from their comfort zone, with limited or no technology support, in clinical scenarios which by definition are in extremes, takes nerves of steel and a particular personality type. These doctors, earn the respect of their peers because of this. Dr Shalini Nalwad and Dr Rahul Singh Sardar hailing from Bangalore and Hyderabad respectively are such doctors. They've both trained in Critical care and are aero-medical specialists, as well as completing their anesthetic post graduate training in the NHS, UK.

ICATT Health Solutions Private Limited was created by them with equal ownership and incorporated in India in 2017. A year prior to this incorporation, they embarked on an in-depth market research to understand the deficiencies and opportunities within India in the Aero-Medical field. As per their research, the following were their observations:

- ▶ Pre-Hospital Emergency Medicine was non-existent.
- ▶ The available Government machinery catering to Emergency response was struggling to cope with the demand and the skills
- ▶ The DGCA had no regulations written down on HEMS (Helicopter Emergency Medical Service)
- ▶ There were no helicopters in India in medical configuration.
- ▶ Inter-ICU patient transfer practice was completely unregulated and fragmented.
- ▶ There were 2 air operators using about 5 fixed wing planes for charter and ad hoc medical purposes and a disparate group of

medical professionals from varied qualification backgrounds, not necessarily MBBS were being taken on board as escorts for transferring patients.

- ▶ All these planes and personnel were in Delhi. South India was yet to experience any Aero-Medical activity.

Other, foreign returned professionals would roll up their eyes and leave the scene in a huff, given the conditions. But this duo had other plans. Rather than criticizing the system by comparing it with the west, they did the opposite. They became part of the system to make it better and at par with the west.

ICATT was the only non-OEM organisation to have been invited and present during the round table discussions on the CAR document for HEMS at the DGCA HQ in Delhi. A lot of valuable clinical centric inputs have been taken by the DGCA from ICATT and is now formally incorporated in the Operation Circular for HEMS.

The group started the aero-medical operations in South India by chartering flights from Delhi on a case-to-case basis. In 2018 when Kerala was hit by the devastating floods which needed urgent aero-medical operations, they responded and set up base in Chengannur, Kerala to help connect with multiple relief camps using a twin engine aircraft and the help of the local National Health Mission to perform multiple medical airlifts from the relief camps to tertiary centres in Trivandrum. This was all done on a charitable basis using the teams own funds with help from Saigramam charity in Trivandrum.

Following this the duo earned the respect of the medical fraternity, and were also recognised by the Government of India and were invited to be part of the International Advisory Group for the Ministry of state for health, GOI Delhi. This aided them in reaching out to a lot of State Governments for the induction of

HEMS as part of the Emergency Medical services for the state. They also met the Hon Minister for Road and Transport, Shri Nitin Gadkari regarding a free HEMS project for the National Highways. This project has been a driving force for their team with India having the highest number of deaths in road traffic accidents of which an astounding 40-50% of these deaths could be avoided with the right intervention and if taken to the appropriate hospitals in time. With their team motto 'Life is priceless', they are driven to help make this a reality.

They were also invited as speakers in various conferences within India to share their experiences in the UK. This was a perfect platform for them to spread awareness about Aero-Medical sciences in India. Aeromedical training in India was non-existent, and India needed highly skilled doctors for stabilising and air-lifting very critical patients. ICATT created a structured training program, FAM – Fellowship in Aero-Medical Sciences by partnering and sharing knowledge with the best air ambulance services around the world like GHA, London HEMS and KSS HEMS in the UK. The program was rolled out in 2019. Twelve Doctors and fifteen paramedics were selected and trained through the program over a year going through 4 modules. These aeromedical commandos are now in operations with ICATT. The programme uses their connections from the UK to help give candidates access to some of the most qualified trainers in this field. They aim to provide an intense and hands-on experience, from indoor to actual HEMS drills by helicopters. It has now developed to be a programme which is highly sought and over-subscribed.

Their journey and the foundation they have built over the years have now given them a firm base to deal effectively even in the worst crisis and COVID was just that. The ICATT team by directly liaising with multiple Ministries at the National level, were able to perform the first Aero-Medical airlift of an Indian National from Afghanistan to India during the lockdown. They did the Longest ever Medical Airlift by a single team of doctors and pilots from Johannesburg, South Africa to Chennai. They have done the most number of Covid patient transfers using Isolation pods imported from Germany. They further enhanced their medical capabilities by developing Flying ECMO teams.

ECMO is Ultra critical care or advanced life support therapy where the Lungs and Heart are bypassed to keep the patient alive. This became a rescue therapy for severe covid patients who would otherwise not survive. By Developing this service through dedicated teams with cardio-thoracic surgeons, Cardiac anaesthetists with perfusionists and ECMO machines, they have reached out to multiple patients desperately needing it. They have done more than forty-five ECMO initiations and transfers over the past six months across India and also neighbouring countries. No other organisation in the world has done these kind of numbers in such a short period of time by Air transfers.

They are now announcing their own Cardio-thoracic, Heart and Lung retrieval/



**Dr Rahul Singh Sardar,**  
MBBS., FACI., MRCA(UK)  
Co-founder, Director ICATT Air Ambulance

harvesting service with their own surgeons, supporting staff and equipment. With the hope of enhancing the Heart and lung transplant program within India, which is currently struggling with 80% of the registered recipients for organs dying before an organ becomes available.

Going from clinicians to entrepreneurs has also been a huge part of their journey today, stepping aside from the shoes of clinicians, they have realised the potential of aviation as a business, acknowledging the capital intensive nature of this industry. Hence with the goal of not diluting ICATT at such an early stage, they have made strategic partnerships with Industry experts in aviation and with aircraft owners and operators. They have secured access to four different types of aircrafts which are partly leased and partly on revenue sharing models. Their business model and belief in establishing working relationships rather than pure business has contributed to help boost their revenues since their incorporation in 2017.

With now a staff of 25 doctors of varying specialisations, 15 paramedics, 10 perfusionists and support staff, ICATT is the largest air ambulance service in Asia and the only company with an in-house training program. They want to keep breaking boundaries and remain determined to one day be the most dominant air ambulance player in the whole region from East Africa to Australia.

ICATT has prepped the ground and are ready to take off, providing free air-lift for victims and filling the Indian skies with HEMS choppers. ■

# WHITESPACE CONSULTING & CAPABILITY BUILDING— ON A MISSION TO HELP HEALTHCARE COMPANIES ACHIEVE THEIR AMBITION WITH ACTION

## **Please describe your journey in the Industry so far?**

As any person brought up in an educated middleclass home in the 80s, the aspiration was to get a job in a good company where one works and then retires. Entrepreneurship was never in the radar. After completing my MBA, I started my career in 1996 with GSK Pharmaceuticals (earlier known as Glaxo India Ltd) as a Management Trainee. I was with GSK for 7 years before moving to Ranbaxy. In 2010, I decided to take a sabbatical for a year to do my Ph.D. During that time I took up small consulting projects and found it exhilarating. Still, It was a difficult choice leaving a high paying corporate job at the peak of my career to venture into the uncertain world of entrepreneurship. But thanks to the support of my family, after a year I decided formalize my venture by forming WhiteSpace Consulting & Capability Building in 2012.

We feel humbled to have worked with almost 40 pharma clients in India, Middle East & South Asia to help drive business excellence. These challenging assignments stretched our thinking and added to our learning.

## **What is your current growth strategy?**

WhiteSpace has 3 areas of expertise. The 1st is Consulting & Capability Building with which it started and is still the core business of the company. 3 years ago to meet the Healthcare industry's emerging need for deep insights for decision making, we built expertise and entered the area of Research & Insights. We have seen very good traction with this as it adds depth to our consulting expertise. We recently entered into Branding.

We are now able to offer our clients the entire seamless spectrum from Insights to Strategy Formulation to Strategy Execution.

## **Your views in the industry and the plans**

The Healthcare industry is at a crossroad. Thanks to the supply constraints of public healthcare infrastructure and the huge demand, the majority of the Indian patients have to pay out of their pocket for healthcare. And yet, the patient is often the most neglected stakeholder. The Healthcare industry is realizing that the patient is the most important stakeholder around whom the entire industry revolves. The health of the healthcare industry actually depends on understanding the patient's needs and meeting them. Smarter companies and organizations are taking steps to become more patient centric by taking deep insights into the patient and devise solutions and offerings that successfully and consistently meet the patient needs.



**Dr Vikram Munshi, Founder,  
WhiteSpace Consulting and Capability Building**

**“ The Healthcare industry is realizing that the patient is the most important stakeholder around whom the entire industry revolves. The health of the healthcare industry actually depends on understanding the patient's needs and meeting them.**

## **Any challenge in your journey you want to highlight and how did you overcome them?**

Any entrepreneurship journey is full of challenges. One of the biggest challenges is of cash flow and resource allocation. Where does one spend and where does one choose not to spend can make all the difference. When I started, resisting the temptation to spend in an office and instead spending money on Travel & stay to visit prospects in their offices was the top priority. Investing in knowledge up-gradation was also a vital expenditure. Another investment was in the creation & managing of Digital Assets of the company since this was what the prospect would see before meeting face to face. Money is always finite and one has to decide whether to invest in what is Vital or what is Desirable.

## **What is your success mantra?**

Every person has their own definition of success. We feel humbled that 40 ambitious clients have entrusted us with opportunities to action their ambition. And we love doing that. I guess that is what keeps us ticking. ■

# BD COMPLETES 25 YEARS IN INDIA

It has been wonderful 25 years of journey for BD in India! Over the years, BD has successfully managed to collaborate with several sections of industry to advance the world of health™.

It has been wonderful 25 years of journey for BD in India! Over the years, BD has successfully managed to collaborate with several sections of industry to advance the world of health™.

Over the last 25 years, BD associates have a passion and commitment to help improve outcomes by advancing clinical therapy for patients, optimizing clinical processes for healthcare providers and enhancing safety for patients and healthcare workers.

The pandemic highlighted our agility and scale. We rapidly adjusted to unprecedented demand for such critical-to-COVID technologies as diagnostic tests, medication delivery systems, vascular access devices and other critical care supplies, while planning ahead and ramping up production of injection devices for a worldwide vaccination campaign that is expected to commence soon.

We are driving growth by building a strong portfolio of innovations that address unmet clinical needs, developing solutions for both acute and nonacute settings and bringing to market products that meet patients where they are—whether it's in the physician's office, an outpatient surgery center, the hospital, a local retail pharmacy or in their own home. Our relationship with our customers is a partnership, and we are working closely with those we serve to help them improve quality of care, deliver additional cost efficiencies, and increase clinician and nursing satisfaction.

Our role in creating a better, healthier world has never been more clear than it is today, and our associates take tremendous pride in helping the caregivers, researchers and other healthcare professionals who serve patients all around the world.

**In 2021, we launched several patient safety initiatives and educational programs to address the unmet needs. Some of them are:**

▶ "PortShala – School of ChemoPorts" was one such program that was launched World Cancer Day. PortShala is inspired from PathShala, which in ancient Indian

language means School. This is a country specific educational initiative to create Awareness, Adoption, Application and Advocacy around Cancer and Chemo Ports, focusing mainly on Breast and Colorectal Cancers.

- ▶ BD Medical – Diabetes Care launched a strategic imperative IGNITE - "Connect to Educate", with an objective to sensitize budding physicians on importance of best practices and recommendations on insulin injection technique. Over 200 Endocrinology/Medicine final year students from 12 medical institutions in AP and Telangana states have been trained in the launch month of February 2021. Telangana State Medical Council has also agreed to award two credit hours for this program.
- ▶ 2021 also marks the 10th anniversary for BD PosiFlush™ that is a range of ready-to-use sterile pre-filled flush syringes containing sodium chloride (NaCl) 0.9%, specifically designed to enhance best clinical practice. BD PosiFlush™ has achieved various milestones along the way, leading to development of various Patient Safety Champions in hospitals who help advance best practices. Honoring the healthcare heroes in hospitals, our emphasis this year is to "Save the Line" by ensuring compliance to flushing, reduced complications and longer indwelling times to achieve our aim of "One Patient One Catheter".
- ▶ BD Surgery team introduced BEST Academy – BD Excellence in Surgical Training, as an umbrella brand for all educational initiatives with the help of noted national and International KOLs.

As one of the largest global medical technology companies in the world, BD has deployed its capabilities, expertise and scale to address critical health needs related to coronavirus—from diagnostic offerings to identify COVID-19, to real-time informatics and electronic surveillance technology, to essential medical devices to support patient care.

The manufacturing plant at Bawal, Haryana is committed to manufacturing syringes for COVID-19 vaccination in India. Bawal site is providing support in fighting the pandemic and is proud to keep the Company purpose Advancing the world of health™ in action. ■



# DR. PRASHANT MISHRA: MENDING HEARTS GIVING HOPE

**D**r. Prashant Mishra is an inspiration to anyone who seeks to achieve the impossible. A mentor, a leader, a teacher, a philanthropist and a gifted cardiac surgeon. Always seen working hard in his OT scrubs striving relentlessly to heal hearts. A professor in the department of Cardiovascular and Thoracic surgery at Lokmanya Tilak Municipal General Hospital, Mumbai, Dr. Mishra has been shaping lives of young aspiring cardiac surgeons for over 15 years.

## **The All rounder of cardiac surgery:**

A compassionate caregiver he leaves no stone unturned to save lives as a cardiac surgeon. Irrespective of the time of the day he leaps into action, donning his scrubs for the betterment of the patients. For him, one has to look beyond the individual, to manage the patients in the most humane way possible.

His capability to make quick decisions, forthright communication and his dynamic persona make him revered amongst his patient's families.

He has spent a major part of two decades helping people with medical aid especially the poorest of the poor who are in need for cardiac surgery but cannot afford it. He is known to take on the most challenging of cases with great vigor. He has managed to face all odds and has performed the most complex surgeries, both adult and pediatric despite the limited resources available at the time.

He is well appreciated for his work in aortic surgeries like aortic dissections and aneurysms, which barely a handful of surgeons can boast of despite the state of the art facilities. With ease he takes on the most complex congenital cardiac surgeries and gives the little hearts and their families hope of life. Other than complex congenital heart surgeries, intricate procedures like Total Arterial CABG, and Minimal Access CABG are met with fantastic results by him. Not only is he a wizard with the knife during surgery, but he is a relentless intensivist for cardiac patients recovering after surgery. Despite 15 years in practice, his determination towards post-operative care is unwavering, even today he spends hours with his patients in the recovery room.

According to Dr. Mishra, "For me, the betterment of the patient and the satisfaction of seeing the smile of a mother when I operate a child or the smile of a patient who is relieved of his pain after a bypass surgery is the best reward and the most fulfilling experience."



## **Teacher beyond Excellence:**

Not only is he a wonderful surgeon, he is a teacher par excellence. He is a role model to the new generation of cardiac surgeons. One can appreciate his passion for teaching cardiac surgery in the effort he puts in for his students. He is of the belief that the only way to teach the newer innovative things to his students is by constantly upgrading your own knowledge. He chairs the journal club for cardiac surgery in the institution. He keeps on reinventing his methods through his students. According to one of his pupils, "Sir has always something to share and always there for us. His teachings have always helped us navigate through difficult situations." He shares a very amicable bond with his students. His mentorship and help extends well beyond just cardiac surgery training. When asked about his students, Dr. Mishra proudly states, "For me, my biggest asset are my students."

## **Academic Genius:**

His academic prowess is exemplary. He has authored many articles and research papers in many international medical journals. He is ever ready to explore new avenues for the betterment of his patients. He is considered the epitome of ethics in scientific research by his colleagues in cardiac surgery. ■



*Dr. Prashant is a role model to the new generation of cardiac surgeons. One can appreciate his passion for teaching cardiac surgery in the effort he puts in for his students. He is of the belief that the only way to teach the newer innovative things to his students is by constantly upgrading your own knowledge. He chairs the journal club for cardiac surgery in the institution. He keeps on reinventing his methods through his students.*



**Dr Mukesh Batra,**  
Padma Shri recipient and Founder,  
Dr Batra's Group of Companies

**A** Pioneer of modern homeopathy, Dr. Mukesh Batra, Padma Shri recipient (2012) has toiled to spread homeopathy across N.America, Asia, Europe, Australia and Africa. His 225 clinics in 133 cities in 7 countries including Harley Street, London, Greece, Estonia and Dubai Health Care City, have changed the lives of over 15 lakh people through his 45 years of homeopathic medical practice.

A prolific speaker, Dr. Batra has passionately advocated the healing power of Homeopathy by addressing multiple forums in over 20 countries. He was invited by the All Parliamentary Party Group to make an address on Homeopathy at the House of Commons and was honoured by Members of Parliament of both leading parties. As an Honorary Professor at the College of Homeopathy, California and the Hahnemann College of Homeopathy, London, he has trained over 500 doctors and was conferred Honorary Fellowships, making him the First Asian to receive this recognition. He was also invited to address the American Paediatric Association and the World Sexology Conference. His research papers were accepted and published in many national and international scientific seminars and journals. He was instrumental in legislating Homeopathy in Mauritius

## **Dr. MUKESH BATRA: ONLY ASIAN AMONGST 3 INTERNATIONAL HOMEOPATHS TO BE SELECTED AS THE SUBJECT FOR A POSTGRADUATE FILM SHOT IN HOLLYWOOD**

where the Mauritius Broadcasting Company made a film on his life which was telecast on primetime. He was the only Asian amongst 3 international homeopaths to be selected as the subject for a postgraduate film shot in Hollywood.

Dr. Mukesh Batra, a first generation entrepreneur and visionary has brought standardization and formalized a largely informal homeopathy market by bringing modern technology and protocols to the science. He started the World's first branded and computerized homeopathy clinic in 1982. He introduced a medical protocol software to ensure better patient outcomes and blister-packaging of homeopathic medicines to increase patient compliance. His clinics were India's first to receive an ISO certification in the service sector. He set up the World's first cyber clinic in 1997, which received mention in the Limca Book of Records for treating the largest number of patients worldwide - 4.5 lakh in 87 countries. He introduced Geno Homeopathy which is the world's first DNA-based homeopathic treatment.

To popularize homeopathy in India and abroad, Dr. Batra has written regular columns in multiple international and national newspapers and magazines. He has had some of the longest running television shows on homeopathy and health on Doordarshan and ZEE TV in India and in Europe. He has authored 5 best-seller books on homeopathy in multiple editions and languages. Dr. Batra has shared his experience, research and innovative work through a social media series – Good Health and Homeopathy that touched over 10 million lives.

The Dr. Mukesh Batra scholarships are presented to the most deserving students of the top homeopathy colleges in the country annually. He introduced Homeopathy in Veterinary medicine and trained Veterinarians to use homeopathy in treating animals in India. Dr. Batra was a Former member of the Governing Body of the Central Council for Research in Homeopathy, nominated by the Ministry of Health and was appointed to the Governing Body of the National Institute of Homeopathy, Kolkata. He served as a Former member, advisory committee regional Censor Board, and a Member of the Technical Committee, Films Division of India. He judged the Filmfare Annual Film Awards twice. He has also been a book critic with the Indian Express. As ambassador of brand India, Dr. Batra was the First Asian to give the keynote address at the Homeopathy Society, UK, whose patron is the renowned violinist Yehudi Menuhin. He was invited by the Michigan University to deliver a public lecture. Through his many seminars and expert talks Dr. Batra acts as a bridge between India and the world.

He has treated Presidents and Prime Ministers, Cabinet and State ministers, celebrated artists, actors, singers and musicians from Hollywood and Bollywood, leaders of industry together with the marginalized and underprivileged. To realize his dream of a Bimari-Mukt Bharat, he runs 191 free clinics that provide lifetime free medicines for the needy. He has provided free preventive medication for epidemic ailments that have affected India. He has sponsored over 110,000 mid-day meals and aims to treat 50,000 people every year free of charge. ■



# THE DISTINCTIVE EXCELLENCE

Dr. Vijay Ramanan, Hematologist



“Distinction” is a peculiar word. According to the Oxford dictionary, it means “Excellence that sets someone or something apart from others.” Indeed, it is mostly the factor of excellence that determines the true worth of an individual, especially considering the transitional nature of the ecosystem around us. Perhaps, distinction is the cause as well as result of excellence. Given that his father was an Air Force officer, Vijay’s school education took place at various cities across the lengths and breadths of India; Ambala, Jamnagar, and Guntur to name a few. Young Vijay had always dreamt of carving a niche for himself in whichever field he chose as his career path. In his opinion, the time he spent at Guntur was the most conducive for the latent thought process he possessed as a young boy. Recalling those times Vijay says, “My school at Guntur gave a definite direction to my thoughts in a very positive and efficacious way. Despite the limited magnitude of infrastructure at that school, ample space and freedom was allowed for one’s thoughts, howsoever abstract they may be. Extracurricular activities such as cricket, painting, and quizzing were greatly promoted at the school, and students were encouraged to participate in them. The

formative years of my life from standard six to nine were spent there. This period not only offered me ample exposure but also enabled me to pursue the path less traversed both in thought and action.” This very exposure helped him turn into a polyglot, speaking nearly 8 languages.

Like an eagle that refuses to be content with a single nest and continues to explore newer skies and heights, Vijay followed suit and moved to Pune for his further studies



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*Dr. Vijay had to face several challenging situations in uncharted territories, which he did with immense grace and skill. Few worthy of mention are the rare transplant called haploidentical transplant of thalassemia for the first time in India in 2011 and cord blood transplant for thalassemia in 2010 for patients without donors. Today, he has the largest series of cord blood transplant in India. He even did a bone marrow harvest from a 7-month-old baby for her brother, which is being registered as a world record.*

post matriculation. He studied at the Central School till 12th grade (HSC), after which he opted for the College of Engineering, Pune to pursue a degree in engineering. Barely three months into the first term of engineering, Vijay chose to take a leap of faith and switched to medical studies for a career in medicine. Upon completion of the five-year degree curriculum in medicine, Dr. Vijay interned for a year and a half at a place called Kashti near Ahmednagar. A brilliant student to the core, Dr. Vijay passed his MD from the prestigious B.J. Medical College with a gold medal. Dr. Vijay always had a disposition to work in the field of Hematology or Genetics. After some research, he realized that there was hardly any need to go abroad for the same.

We all face crossroads in our lives. At times, more than one options are right, but only one of them is the best for you. For Dr. Vijay, Hematology was always the one that he wanted to explore the depths of. To that end, he secured admission at the renowned Christian Medical College (CMC), Vellore to pursue his interest in the subject. While completing the four-year long course, Dr. Vijay presented a paper on multiple myeloma, a type of cancer. In addition to Hematology, this passionate doctor also works in the area of bone marrow transplant, another subject

of his interest in his academic days. A doctor always inclined to innovative and progressive approaches, Dr. Vijay's prime reason behind choosing a new branch of medical studies was to contribute to the field of cancer treatment. He was guided in his endeavor at CMC, Vellore by Dr. Mammen Chandy, who is considered the "Father of Hematology" in India.

Dr. Vijay attributes his success to the values and virtues imbibed in him by his mother. According to him, the constant motivation from his mother has been the main driving force behind his work and achievements over the years. Shedding light upon an interesting turn of events, Dr. Vijay says, "During my academic career, I happened to read about an eminent Israeli doctor who specialized in transplants and had performed numerous of those. Utterly inspired, I decided to walk the same path, and after working for nearly eleven months, I was chosen for the course. In 2006, upon completion of the course, I relocated to Pune.

Cut to Pune, his "karmabhoomi," Dr. Vijay was rearing to make a mark in his field. He started his private practice while simultaneously working for some private hospitals. Bone marrow transplant had not become mainstream then; therefore, he could perform only three transplants in the first year of his medical practice, although he was the only one specialized in the subject in entire Maharashtra. In 2008, Dr. Vijay was instrumental in the process of establishing a separate branch for marrow transplant, and he took active steps to persuade the hospital authorities regarding his vision and efforts for the same. If statistics are any indication of success, then the rise from 22 operations in 2008 to over 55 per year recently, speaks volumes about the geometric progression in which Dr. Vijay has succeeded. The bone marrow transplant was inaugurated by Dr. Reuven Or from Hadassah University, Jerusalem, Israel in 2010. Dr. Or was awestruck on seeing the level of infrastructure created by Dr. Vijay Ramanan.

While scaling newer heights in his career, Dr. Vijay had to face several challenging situations in uncharted territories, which he did with immense grace and skill. Few worthy of mention are the rare transplant called haploidentical transplant of thalassemia for the first time in India in 2011 and cord blood transplant for thalassemia in 2010 for patients without donors. Today, he has the largest series of cord blood transplant in India. He even did a bone marrow harvest from a 7-month-old baby for her brother, which is being registered as a world record. He has done a transplant for twin brothers with thalassemia major from the same donor, who was all of 7 years at the time of donation.

Dr. Vijay has also proved that thalassemia is curable only through the use of medicines—to this end, he has also invented a medicinal cure for the disease on his own. Additionally, he has helped to formulate a product with wheatgrass. He envisions using agents to increase hemoglobin in thalassemia major and intermedia children, who would otherwise need fortnightly transfusions with oral medications. He has cured more than 2000 children with this innovative therapy. All data about his activities regarding thalassemia treatment can be found at [www.curethalassamia.in](http://www.curethalassamia.in).

Commenting on his evolution as a doctor, Dr. Vijay says, "While working as a Hematologist at various hospitals, the dream of setting up private practice of my own was always on my mind, and it did materialize in due course. I was referred to by many a doctor because I was the only one with innovative skills, working in the field of marrow transplant." Indeed, what was started as a unit matrix by Dr. Vijay has now evolved into a nXn matrix. Leveraging his software skills, (yes, you heard it right) he has developed an



online appointment system at [www.appment.in](http://www.appment.in), which enables patients book appointments without making phone calls. His achievements, lectures, and rich knowledge bank on blood disorders is available at [www.vijayramanan.com](http://www.vijayramanan.com) and [www.hematologyclinic.com](http://www.hematologyclinic.com).

Dr. Vijay feels that a positive set of mind and persevering attitude is the utmost essence to have if one wants to establish their distinct identity. Dr. Vijay has an altruistic side to him too. He runs an NGO through which a lot many needy patients get treated. Indeed, the Good Samaritan personifies the word excellence distinctively. His NGO, MVR WELFARE FOUNDATION ([www.mvrfoundation.org](http://www.mvrfoundation.org)) works by the motto of "Motivate–Vanquish–Rejuvenate." It actively works to create mobile health units for rural areas, reduce lead and heavy metal poisoning, reduce insecticide contamination of food, and help needy and poor children with leukemia and other blood disorders through treatment and bone marrow transplant. The NGO now runs the IRCS Thalassaemia Daycare at Pune catering to about 80 children with free blood transfusions and chelation medicines. The centre did not stop even during COVID-19 lockdown and catered to all the needy Thalassaemia and Sickle cell disease patients.

Dr Vijay Ramanan owes all his success to his wife Dr Ketki Kelkar. She is a accomplished hematopathologist and blogger; she is also the director of MVR Welfare Foundation. ■



# NO DREAM IS IMPOSSIBLE, AND NO GOAL IS TOO CHALLENGING TO ACHIEVE

Dr. Pradyumna Vaidya



*Lisa Haisha once said, "great leaders don't set out to be leaders... they set out to make a difference. It's never about the role - always about the goal."*

History has proved this statement to be true - be it ancient conquerors, historic revolutionaries, or modern visionaries, we see time and time again that it is less about what role a leader assumes in life than it is about what goal they pursue.

It is with such a vision that Dr. Pradyumna Vaidya embarked upon his odyssey as one of the leading dermatologists in Pune. Born of an impressive legacy of the last two generations of dermatologists in the family, Dr. Pradyumna had always dreamed of surpassing his predecessors and stepping up to make great advances in the field. With the ensuing vigour and conviction, Dr. Pradyumna has strived

since childhood to make his dreams into ambitions, and his hopes into reality.

A mighty, raging river never starts off as such - it is but an exiguous trickle of water on the rocky face of a mountainside during its genesis. Holding true to this

articulation, Dr. Pradyumna began his journey in Jnana Prabodhini School, Pune, which played a substantial role in shaping the person he is today - the numerous extracurricular activities and initiatives structured his all-round development, as well as positively impacted his career. The ethics implanted in him during these initial years were fundamental for the institution of the qualities of rationality and leadership in his personality.

Unwavering from his family background and inherent passion for medicine, Dr. Pradyumna chose dermatology as his field of specialization. He completed his MBBS, topping in his university in his final year, and finished his DVD and DNB in the distinguished BJ Medical College in Pune, creating a very promising foothold for his growth in the sphere.

In 2006, Dr. Pradyumna received the prestigious International Post Graduate Fellowship from the Sackler Faculty of Medicine in Tel Aviv, Israel. It was there



**“**  
*A person's skin and complexion constitutes a large part of their individual prospering. A healthy glow around a person is known to directly affect at least three out of five well known components of one's personality - extraversion, agreeableness, and neuroticism. Healthy skin has a very positive impact on a person's confidence, self-esteem and general attitude towards others.*

that he got the opportunity to become proficient in the use of modern technology in Dermatology, including use of lasers and hair transplant - which, at the time, was very new in India. This helped his steady advancement as a dermatologist in nationwide medical circles, known for integrating traditional medical dermatology and newer technology in treating his patients.

A person's skin and complexion constitutes a large part of their individual prospering. A healthy glow around a person is known to directly affect at least three out of five well known components of one's personality - extraversion, agreeableness, and neuroticism. Healthy skin has a very positive impact on a person's confidence, self-esteem and general attitude towards others. Thus, Dr. Pradyumna believes, being a dermatologist doesn't just entail the shallow treatment of an individual's skin - it involves, in a way, healing and development of one's personality as well. He serves a much nobler, deeper cause than just medicine.

Dr. Pradyumna is now a leading practitioner who is recognized for his rational and ethical approach in treating patients sees patients from all over the places. He has an unique distinction of practicing clinical, indoor dermatology as well as aesthetic and cosmetic dermatology. Alongside his regular independent practice, he is also a consultant at Deenanath Mangeshkar Hospital and Jehangir Hospital, two of the biggest medical care centers in Pune. His is a considerable role in developing the state-of-art Dermatology Unit in Deenanath Mangeshkar Hospital. It is, today, one of the biggest dermatology units in hospital set-up where all the modern facilities for dermatology treatment are available at rational cost and has made immense contributions to the field of Dermatology in India. Dr. Pradyumna handles a good deal of responsibility in the medical association, and has organised several national conferences in capacity of organizing secretary.

As privileged and successful members of society, Dr. Pradyumna believes, we are beholden to uphold our duty towards society. One must always look to the stars, but must not forget the earth which provides one with stable footing all along. Dr. Pradyumna has an ancestral home in the small town of Wai near Pune, where his predecessors are a household name when it comes to doctors. Dr. Pradyumna has kept up this tradition, and continues to reserve special hours for community service in Wai. A large part of the town's population depends on these periodical visits for their skin health- and hygiene-related needs.

Now recognized among top leading dermatologists, Dr. Pradyumna believes that discipline of action and dedication to the goal is undisputedly an ideal way to achieve one's ambitions. He proved that to the world with his vocational prowess, and more so in 2019, when he completed the Half-Ironman - a popular triathlon event known for the grueling test of physical strength and endurance it puts participants



*Dr. Pradyumna believes that discipline of action and dedication to the goal is undisputedly an ideal way to achieve one's ambitions. He proved that to the world with his vocational prowess, and more so in 2019, when he completed the Half-Ironman - a popular triathlon event known for the grueling test of physical strength and endurance it puts participants through.*

through. Dr. Pradyumna completed it with the grit and determination he pours into everything he takes up, and continues to break his own records in various sports. He gives monumental importance to physical well-being and exercise in his life from the very beginning - he was a national Judo competitor during his schooling years, and a black belt holder in this form of martial art. He believes it is through exercise that he was able to hone the focus and discipline that now comes to him with ease - and that has hugely affected his approach towards both, his practice and his daily life.

Talking about his journey and understanding of leadership, from a traditional practice to consultancy in various hospitals, Dr. Pradyumna - from his own experience of persevering in the face of challenges - emphasizes on the importance of hard work, discipline, dedication, rationality, ethicality and determination, no matter what path one chooses. If you have the drive, he says, no dream is impossible, no aim is out of reach, and no goal is too challenging to achieve. ■

# ENSURING FRUITFUL RESULTS

Dr. Anubha Singh

**D**r. Anubha Singh, medical director of Shantah Fertility Centre, an awardee of multiple esteemed titles, is a renowned fertility specialist from India. She is one of the most sought-after professionals in her field who is helping India fight the epidemic of infertility with modern methods of assisted conception. Dr. Anubha Singh is also serving as a consultant in Reproductive Medicine and Assisted Conception. An Indian woman achieving such heights with sheer talent and effort is a ring of inspiration for many young girls of this country.

Dr. Singh flaunts a rich profile having 14 years of clinical experience and extensive training in Obstetrics & Gynecology at reputed hospitals in London. With her hard work and dedication, she has built a solid base in the subject and is now helping Indian couples conceive. Today, Dr. Anubha Singh is a member of multiple medical associations in the country. She ensures the availability of the latest tools and equipment in the country to help

couples with conception.

Her unflinching efforts are reflected in the significant success rate of the treatments provided at the IVF center. She has been awarded with EBA Global- Rose of Paracelsus Awards London, Quality Choice



*Dr. Anubha Singh helps her patients find the right treatment for the infertility issues they face. Through Shantah Fertility Centre, established under the label of Shantah Healthcare, she aims to offer modern methods of assisted conception in the country. Through 14 years of clinical experience and extensive training in Obstetrics & Gynecology at reputed hospitals in London.*

Price 2019- (Switzerland), Asia One- India's Greatest Brand-2018-2019, Trendsetter Top-30 (Powerbrand) Thailand 2018, Business Excellence Certificate -The Bizz Award (America) and Forbes India Magazine Leader in Healthcare 2020.

Along with quality, Dr. Singh strives to achieve affordability, she ensures prices are no restrictions for couples seeking assisted conception. She is also actively involved in organizing campaigns to raise awareness about the different techniques to resolve the problem of infertility.

Dr. Anubha Singh's fertility centre maintains the highest standards of hygiene and takes extreme precautions in storage and preservation of equipment. She makes sure to counsel each couple about healthy conceiving along with treatment. She has risen to become one of India's top doctors motivating many to follow her trail. Her roaring success in the field of fertility treatment has established this as a great career choice for women!

A consultant in Reproductive Medicine

and Assisted Conception, Dr. Anubha Singh helps her patients find the right treatment for the infertility issues they face. Through Shantah Fertility Centre, established under the label of Shantah Healthcare, she aims to offer modern methods of assisted conception in the country. Through 14 years of clinical experience and extensive training in Obstetrics & Gynecology at reputed hospitals in London, Dr. Singh has built a solid base in the subject and decided to apply her skills in India to help couples conceive. Dr. Singh, a reputed medical practitioner, is a member of multiple medical associations in the country. As the medical director of Shantah Fertility Centre, Dr. Singh ensures the availability of all tools and equipment that could help in assisted conception.

### ENSURING FRUITFUL RESULTS

Her dedicated efforts are reflected in the significant success rate of the treatments provided at the IVF center. Dr. Singh ensures that prices aren't a restriction for couples seeking assisted conception and makes the treatments available to people from all sections of society. The affordable cost, in turn, becomes one of the main reasons for patients to choose an assisted method of conceiving while awaiting their new beginning as parents. Under the supervision of Dr. Singh, Shantah Healthcare keeps organizing campaigns to make people aware of the different techniques that can resolve the problem of infertility. The initiatives taken by this experienced doctor have enabled aspiring parents to accept their major fertility issues, speak about them and find the best treatment methods for them.

### STATE-OF-THE-ART INFRASTRUCTURE

The advancements in technology have led to the emergence of multiple tools and equipment in infertility treatment, which are available at Shantah Fertility Centre. The center at Vasant Vihar, New Delhi, is situated around 10 kilometres from Delhi Airport and is easily accessible from any corner of the city. With the help of its world-class facilities and highly trained staff members, the center offers patient centric solutions under the supervision of Dr. Singh and yields results as expected. Whether it is the IVF treatment or Frozen Embryo Transfer (FET) or Ovulation Induction, the set-up that is made available to conduct the processes is



efficient and while maintaining high standards of hygiene. The equipment to be used is stored and preserved safely to ensure security to the health and lives of those who are undergoing treatment. One of the best facts about Dr. Singh's center is that patients are not treated there as customers but they get special attention and are taken care of as family members. The experts at the center not only help them in proper assisted reproductive care but also offer consultation services and guide patients to have a healthy pregnancy as well as conception experience. Under her guidance, the renowned doctors at the center not only treat patients but also become a ray of hope in their journey to parental happiness. ■

### AWARDS & RECOGNITIONS

- ▶ *Asia One - India's Greatest Brand 2018-2019*
- ▶ *Trendersetter Top-30 (Powerbrand)*
- ▶ *IEA Thailand 2018*
- ▶ *Bussiness Excellence Certificate –*
- ▶ *The Bizz Award (Switzerland)*
- ▶ *Rose of Paracelsus Awards London*
- ▶ *Esqr- Quality Choice Price 2019 (Germany)*
- ▶ *Forbes India Magazine Leaders in Healthcare 2020*



# SURYA NEURO CENTRE: NOT-FOR-PROFIT ORGANISATION



**D**r Nirmal Surya (M.D., D.N.B, FIAN) is a Hon. Assoc. professor in Neurology at Bombay Hospital & Research centre and Hon. Neurophysician Saifee hospital, Mumbai. He is also Honorary Neurologist to Maharashtra Police.

Dr Surya is the Chairman of Surya Neuro Centre and Founder Trustee and Chairman of Epilepsy Foundation India, which is a not-for-profit organisation working for the cause of epileptic patients in India.

The few positions Dr. Surya holds on the academic front are as follow= President Elected by Asian Oceanian Society of Neuro rehabilitation, Chair for Special Interest Group (SIG) on developing world forum of WFNR, Regional Vice president, (South Asia) of WFNR (World Federation of Neurological Rehabilitation), he is also (Founder) President, Indian Federation of Neuro Rehabilitation (IFNR), Treasurer, Indian Academy of Neurology (2014-2020), Member, Program committee, 9th World Congress in Neuro-rehabilitation, May 2016, Philadelphia & 11th WCNR, Oct 2020, Lyon, France, Executive Member, Indian Academy of Neurology (2010- 2011), President, 10th World Congress in Neuro-Rehabilitation (WCNR 2018), Mumbai, India 07th – 10th Feb 2018. Member, Central Purchase committee, Public Health, Govt. of Maharashtra, Member of Editorial board of Saudi journal of Disability and Rehabilitation, Pakistan Journal of Neurosciences, was on editorial board of Indian Journal of



**Dr Nirmal Surya (M.D., D.N.B, FIAN) is a Hon. Assoc. professor in Neurology at Bombay Hospital & Research centre and Hon.**

Paediatric Neurosciences and Indian Clinical update hand book, EC Neuro & others.

Beside these he has received many awards and delivered many oration in India and across world in various capacity.

# DR. SEJAL AJMERA: PIONEER IN INDIA OF A NEW UPCOMING SUBSPECIALTY IN GYNAE, CALLED "AESTHETIC N FUNCTIONAL GYNAE"

**D**r. Sejal Ajmera, is an ObGyn practising in Mumbai (Juhu, Surya Hosp Santacruz) & Dubai (NMC Gp of hospitals) She has been in practice since more than 20 years, & has had medical training in some of the best institutes of India, Singapore, France, Germany and 2 recent Gynae Aesthetic Fellowships from USA. She is the pioneer in India of a new upcoming subspecialty in gynae, called "Aesthetic n Functional Gynae".

She holds scientific talks, doctors trainings, and is invited world over as a speaker, for presentations & procedure demonstrations. She has published articles in international journals of this pioneering work. She is the KOL (key opinion leader) world for ThermiVa, which is a US based Radiofrequency device for Vaginal Rejuvenation, and has launched various devices for women's intimate health.

She has many national prestigious awards in the field of ObGyn including an MD Gold medal, Traveling Fellowship Award 2000-2001 by Maharashtra ObGyns for meritorious work amongst young gynaecologists, "Best Gynae of the year" Western zone in 2011, by cabinet minister, Maharashtra. The Indumati Jhaveri prize, the VG Kamat medal, the L M Shah prize, amongst others.

She is also a visharad in BharatNatyam, has played handball for the district.

She has done many free camps & projects for HIV women, pad banks in Andheri, adolescent sex health education in schools n colleges, and spreading awareness for toilet etiquette, by project wipe the seat. She runs an insta handle called @once.



**Dr. Sejal Ajmera, is an ObGyn practising in Mumbai (Juhu, Surya Hosp Santacruz)**

upon a vagina for spreading knowledge on women's health issues.

She has to her credit one of the smallest babies in India born by her, who had had an intact survival, and is now nearly 3 years old. She has been on the BBC.

She was instrumental in making the delivery scene of *3 Idiots*.

**“** has many national prestigious awards in the field of ObGyn including an MD Gold medal, Traveling Fellowship Award 2000-2001 by Maharashtra ObGyns for meritorious work amongst young gynaecologists, "Best Gynae of the year" Western zone in 2011, by cabinet minister, Maharashtra. The Indumati Jhaveri prize, the VG Kamat medal, the L M Shah prize, amongst others.



# Care4Parents: AIM TO SPREAD THE MAXIMUM AWARENESS AROUND PREVENTIVE HEALTHCARE

*Founded by Dr. Aman Khera and Shuchita Gupta, Care4Parents is a one-stop shop for all healthcare needs of elderly living in India; at the comfort of their homes.*



**D**r. Aman Khera is an M.B.B.S., M.S. (General Surgery) Delhi University, F.R.S.M (London) with 22+ years of experience in healthcare management; restructuring of hospital operational procedure; collaborations / tie-ups for building networks and business channels. Third generation of doctors in the family and having worked in hospitals, he understood the pain point/ concerns of people coming to the hospital and how they could be solved to make the whole experience better. Being part of various 'senior citizen healthcare program' provided additional insight to the needs, requirements and mindset of the 60+ years age group

Shuchita Gupta has done management from YALE (AMP). An FCA with 20+ years of experience. She has worked with several startups at CXO level – hand holding them right from inception to setting up the processes and 'control' systems leading them successfully through various rounds of fundraising.

*She believes "Technology efficiency, consumer-engagement, service delivery effectiveness in other sectors (e-commerce) can be replicated easily in Healthcare."*

One evening, while speaking with each other, they were wondering why the technology efficiencies and ease of services, cannot also be used for eldercare and Care4Parents was a natural consequence.

Thus, with Care4Parents, they aim to be like-a-family member to elderly living alone in India by providing a one-stop shop for all their healthcare needs. The in-house doctor and customer care personnel help elderly in fixing video consultations with doctors (their own or our partner hospitals), keeping all health records on the digital platform, maintain a health summary (to be shared with doc for OPD/ hospitalization).

## The idea is to increase PATIENT ENGAGEMENT.

A doctor, currently, has no/very little previous history about a patient when doing OPD and post OPD, there is no follow up or keeping track. Care4Parents team shares details about the customer with the doctor before the consultation, so that the quality of interaction improves between the patient and the doctor.

Care4Parents provides children abroad, a certain 'peace of mind' regarding their parents' health while maintaining the medical history online, for access anytime, anywhere. ”

Care4Parents provides for Monthly recording and analysis of Vital Parameters through an AT-HOME device, which includes Blood Pressure, Blood Sugar, SpO2, temperature and ECG. All the readings are available on the digital platform (actual readings along with the graph, making it easy to compare month on month)

*Care4Parents provides children abroad, a certain 'peace of mind' regarding their parents health while maintaining the medical history online, for access anytime, anywhere.*

Care4Parents team assist in physical hospital visits by hand holding the elders through the hospitalisation process; paperwork, previous reports etc. They have tie-ups with reputed hospitals like Max, Artemis, Paras, Global Health City Chennai, Manipal Hospitals, Shroff Eye Centre, Dr. Lal Path Labs etc. to name a few. These hospitals provide dedicated Relationship Managers who ensure that the elders are looked after well.

The services of Care4Parents have been bundled into 3 packages; basic, gold and platinum, for ease of the customers.

Apart from that, they also provide value added services (on separate payment) such as Adult Home Care, Medicine Delivery, Physiotherapy at home, investigations like ultrasounds, x rays, CT Scan/MRI, blood tests (collection of samples from home), vaccination at home, Specialist doctor consults like Cardiology, Nephrology, Surgeon, Gastro through video calls etc.

*"We aim to spread the maximum awareness around Preventive Healthcare and ensure the healthcare delivery in all parts of the country through technology." says Dr. Aman Khera. ■*



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