

Headline: Investing in diagnostics highly relevant for sustainable healthcare

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“Investing in diagnostics highly relevant for sustainable healthcare”

If we take care of ourselves at right stages of life by being self-aware about exercises, food habits and regular checkups, the lifestyle diseases could be surely avoided to a great extent. In this exclusive chat with the BioVoice, Mr Amol Naikawadi, Joint Managing Director, Indus Health Plus provided insights into the latest trends and way forward for preventive healthcare in India. Read the detailed interview below:

BY SAYONI RAUTELA



Mr Amol Naikawadi
Joint Managing Director
Indus Health Plus

Where does India stand on the advancements in preventive healthcare mechanism?

Preventive healthcare market in India is approximately Rs 1500 crore with the potential to grow exponentially in the next five to six years. With such a huge scope, there has been an evident increase in the level of awareness about health by and large amongst masses.

Technology is helping people to think more intelligently about

their lifestyle, exercise regime, diet and overall health. It is also interesting to know that the importance of prevention that is practice of early detection is being observed today not just in metros but tier 2-3 cities as well.

However, a lot of deliberations are required to tackle the malady of lifestyle diseases.

Preventive healthcare is going strong as people have started recognizing its benefit in the long run. We have also noticed

that the awareness level for preventive healthcare has also seen a sharp rise in tier II and III cities. With the rising technology adoption, expansion of hospitals, specialized clinics, etc. people in rural India are getting benefitted by preventive healthcare.

Are we investing enough in developing diagnostic solutions? Is that required in the first place?

The technology advancement is making healthcare affordable,

available and accessible. With the development of technology, access to diagnostic equipment has become easier and more affordable where results can also be generated without hassle.

Basis recent development on GST, the single taxation will boost local manufacturing sector. It will make products more accessible and affordable for the local market and boost the “Make in India” initiative.

Investment in diagnostic is relevant because it is giving new lease of life for patient treatment, reducing healthcare cost and contributing towards sustainable healthcare.

How much progress has been made in reaching out to the remote populations in India?

There is a shortage of proper healthcare facilities available in rural areas. Government is taking relevant steps in identifying and addressing these issues and making healthcare available in rural India.

Policies like new health protection scheme for health cover up-to Rs 1 lakh per family, additional healthcare cover of Rs 30,000 to senior citizens, PM Jan Aushadhi Yojana, etc. have strengthened. Introduction of National Dialysis Service Programme is a good initiative towards solving the healthcare issues at the district level to reduce the cost of treatment under PPP model. Moreover, LPG connections in rural areas help in reducing the disease burden for women members due to Chula smoking.

Preventive healthcare has also seen a rise in rural areas;

however, a lot needs to be done. Listed approach may help to further strengthen prevention in rural India:

- Strengthening district hospitals for diagnosis and management of NCDs
- Government should make routine health check - up mandatory from the age of 25 years through healthcare programmes

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- Need to create personal health records and encourage screening of diseases amongst the population
- Make it mandatory for schools and colleges for initiating health programmes for early screening, promoting positive health

What are the major factors that contribute in preventive healthcare?

In India, healthcare sector is gradually moving from curative to preventive healthcare. With rising awareness levels, both in the urban and rural areas and

increasing disposable incomes, the coming decade is expected to witness increased demand for preventive healthcare.

Globalization, rapid economic growth and population ageing are major drivers behind the NCD epidemic. Preventive healthcare and routine health checkups play an important role to control and reduce non-communicable diseases.

There is a growing consciousness about health-related issues among people, giving a boost to preventive health check-ups in hospitals.

What contribution is Indus Health Plus making in this direction? What is your vision?

A two-fold vision to make preventive healthcare a way of life and to make quality healthcare ‘Accessible, available and affordable’, company dreams of bringing the concept of ‘high-end prevention’ to every corner of India.

To work towards our vision, this year we will be offering multiple preventive and wellness solutions which will be focused not only on individuals but their families too. As the age for getting the lifestyle diseases is coming down rapidly, Indus has taken this cognizance and thus planning to come up with more advanced checkup solutions. We will be creating multiple preventive and wellness solutions which will be economical and suitable for families of all age groups. Moreover, we will also be launching finance options to cater to the needs of families and make prevention accessible and affordable to all. ■