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India's Most Influential People in Healthcare

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India's Most Influential People in Healthcare

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Amol Naikawadi
Joint Managing Director, Indus Health Plus (P) LTD



DENTAL SECTION



Sexual Dysfunction.....



Mr. Amol Naikawadi

Joint Managing Director
Indus Health Plus (P) LTD

Indus Health Plus is a story of how a personal tragedy and loss turned into a motivating factor to launch a venture that is today steadily filling up a huge gap in essential service.

Autobiography

Hailing from a small town, I did my schooling in a military school in Satara. I pursued higher education in Commerce from Pune, MMCA and was keen to forge my own path ahead, confident that the opportunity would present itself in due course of time. Chartered Accountancy honed my skills and I immediately plunged into the world of business, never to look back. My experience with my first job continues to be so. I always wanted to do something of my own. After having completed my studies, I stepped into the healthcare industry. From then till now, it's been Indus Health Plus (P) Ltd. Indus is my baby and I have had wonderful experiences and moments since its inception. I have nurtured it for 13 years as a Joint Managing Director of the organization, I feel immense proud to see it flourishing so well.

How did it start?

When my wife Mrs. Kanchan Naikawadi – Director Indus Health Plus (P) Ltd. lost her father due to late detection of an advanced cancer, it struck us real hard that maybe we could have saved him if we would have known about the ailment early. That huge blow in our lives impelled us to take a step further and create

awareness in the society about this still less provoked concept of - Prevention. The personal loss that we faced was enough for us, to do something in this field. This incident coupled with the fact that many in our country, whether rich or poor, man or woman, die in similar circumstances, due to lack of a proper infrastructure, where prevention is given more importance than curing, made me wonder if I could do something about it. Once the thought captured our hearts, no less my mind, I poured forth all my energies in building a system that would help and encourage people to learn the importance of taking care of health before it's too late. In the year 2000, I, along with my wife, setup what is known today as Indus Health Plus Pvt. Ltd.

'Prevention Is Better Than Cure' is something that we have all heard since our school days but seldom do we actually implement it. We lay the odds and we wait and watch – our health. It's time to wake up to the concept of preventive healthcare. Though prevention is an urgent need, not much was being done in the area. Keeping this in mind, Indus Health Plus was established in the year 2000 by a team of like-minded professionals to make healthcare 'Affordable, Accessible and Available' healthcare to all. Indus Health Plus emphasizes on preventive healthcare through its customized healthcare packages. Already in its 13th year of operations, it has already reached out to more than 4 lakh people (and is rapidly growing) across the country. Indus is a mission to save life and change it. With so many serviced all under one roof and the entire testing, reports and counseling compelled in ONE single day, this cost advantage is something that Indus is proud to offer to its customers.

The idea behind the name 'Indus' comes inspired from the 'Indus Valley Civilization'. The Indus Valley is one of the world's earliest urban civilizations, along with its contemporaries. Having said the same, we opted for the name 'Indus' in synonym to a civilization of preventive health care that we were then trying to establish. And therefore we named it 'Indus'.

Challenges

For us the challenge was to come up with an integrated model to combine the strengths of hospitals, diagnostic centers, labs and path services with holistic approach to deliver an affordable and comprehensive preventive health check to masses. Apart from the regular challenges of resource allocation, faced by every new enterprise, the initial challenge for us was to sensitize people about the nature of NCDs and make them aware of their own lifestyles, which could lead to a heart attack, cancer or diabetes. So we started convincing our own extended family and friends by arranging interactive sessions with doctors. Being a Chartered Accountant, it came as an added advantage in explaining the economics of healthcare. The major challenge for us even today is the sheer skepticism that the masses show towards the importance of preventive health check-ups. They believe that they are healthy on the outside, therefore healthy on the inside as well. However, this is simply not true. We seek to promote awareness about preventive healthcare and how significantly it can reduce any



pain or suffering that might arise from ignoring minor health issues that might turn fatal in the future.

In a developing economy like ours, Indians are more prone to lifestyle diseases and less than 0.1 per cent of population doing preventive check-ups; the scope for preventive health care is beyond imagination. According to the World Health Organization (WHO), it is indicated that India is increasingly becoming the capital for various diseases like cancer, heart and various other stress related (lifestyle) diseases. According to the report of The Confederation of Indian Industry (CII), 8 per cent of households are pushed below the poverty line each year due to health expenditure. With so many factors that drive the force, there is a substantial percentage of awareness that we have now generated over a period of time. The lifestyle of the populace however has been depleting and therefore affecting their lives in many ways. It is this concern that we address and would continue to do so to make one and all aware of the fact that a preventive measure is available, accessible and also affordable to the masses.

In this domain, the biggest challenge is to spread awareness of what Indus Health Plus as a brand stands for and how our services can help the society. For the last decade, Indus Health Plus has been striving towards inculcating preventive health services as a lifestyle in the society, and as one could understand, trying to introduce & market a new lifestyle, that is maybe one of the single most challenging objectives to attain. Through our marketing efforts, we have been able to reach a good portion of the markets where we exist, but this is an ongoing process as we aim to reach everyone to make this lifestyle change. The preventive healthcare industry on the whole relies strongly on word of mouth publicity. As a brand, we want to expose as much of the society to preventive health solutions and their benefits as possible. Our strategy involves initially exposing the society to this type of solution and then increasing the societies' share of voice within the health and within the media. We are present, within the health and within the media.



Sensitive to the needs of close friends and family, Indus Health Plus was started to educate people on the benefits of preventive check-ups and save lives in the process. The effort was focused on 'Prevention' to ensure timely 'Detection'. Ours is a two-fold vision to make preventive healthcare a way of life and to make quality healthcare 'Accessible, available and affordable'. We look forward to bring the concept of 'high-end prevention' to every corner of India. The transition of Indus from a single service center to a multi-functional organization is a testimony of our skills. Indus continues to grow and at the helm of developments, we have been facilitating a staggering growth rate for Indus on a year on year basis. This was not easy in the beginning.

However having convinced a few masses to begin with and then spreading it by word of mouth saw our vision coming to reality. Shifting the thought process from curative to prevention is still a challenge to us and we are sure to overcome the same, seeing the pace at which the awareness to prevention is growing.

Future Plans

Indus aims to achieve pan-India presence by concentrating on multiple location availability of their services for their clientele. We are looking at being in the top 10 cities while also concentrating at a mix of Tier-II and in some cases Tier-III cities as we aim to achieve pan-India presence and make Indus Health Plus, a name synonymous to preventive healthcare all over. Seeing the current success, we wish to consolidate our national presence in the coming years by spreading ourselves in the eastern and north eastern regions. We also wish to improve our presence in the southern regions of India. In the process of facilitating the check-ups to the number mentioned above, we reached about 4 lakh people. In the next 3-5 years we have a modest ambition of facilitating the screening program to around many more with times to come, thereby reaching out on a macro level. With a focus on the high end preventive health checkups, we are always trying to adopt new technologies for early detection mechanism. We are focusing on a geographical expansion in stages with a vision to service not just Tier II and Tier III cities but other smaller towns as well. With the edge in preventive health care that we are embarking on, even international bodies have started recognizing us and in times to come we look forward to extend our services in the international market also.

Achievements

Ours is a niche service in the industry and in fact the only market player in the preventive health care industry. We Leverage our existing inputs to generate innovative outputs for the masses. Practicing prevention was not the trend during the earlier years however with our continuous effort today we have been successful in shifting the focus of people from curative to preventive measure for health. However, we still have a long way to go. There is a sense of prevention and awareness of one's health that is prevalent, however there are still many who still have to realize and practice prevention.

