



HOSPITALS & LABORATORIES CONFERENCE HYDERABAD & CHENNAI

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CLINLAB CONFERENCE MEDICAL FAIR INDIA

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CII - ADVANCEMENT IN HEALTHCARE & ITS IMPACTS

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THE ECONOMIC TIMES HOSPITAL STRATEGIC MANAGEMENT SUMMIT 2019 - 2ND EDITION

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Hospitals Conference - Hyderabad & Chennai

January 4th and 11th 2019

Hospital Infrastructure –“Is there any science behind Hospital Designing?”

Hospital Sector is facing lot of challenges in the recent years and future format of healthcare delivery is likely to undergo a radical change. Sector is heading for creating sustainable business models since the market forces are pushing for Affordable Healthcare Solutions.

In all this “NOT Hunky Dory” scenario, Hospitals need to revisit their aspirations on investing into heavy hospital infrastructure. What is needed should be linked to market needs, expectations. The growth of high end structures witnessed in the recent years have pushed up the healthcare facilities maintenance costs.

It's high time that industry takes a clarion call on understanding the Science behind designing and building Hospital infrastructure. Hence the session on the same.



Theme Introduction : Dr. Srivatsan, Associate Director & Principal Consultant, Value Added Corporate Services P Ltd

Speakers : Mr. Tarun Katiyar, Director & Principal Consultant of Hospaccx Healthcare Business Consulting Pvt Ltd & Mr Kosalaraman, Director, Infrabees Project Management Consultancy Services P Ltd

Key Takeaways from the session:

- Design of a Hospital should be more cost effective, should be easy to maintain and must be self-sustainable.
- When you design a Hospital some basic points should be kept in mind like; hospital design which should be Futuristic, Sustainable, Patient as well as Patient Relatives centric, designed based on Clinical Work Flows, Evidence based, Flexible, Simple, Healing and finally design must be barrier free.

- Hospital should not be designed for Today; it must be designed for 30 years down the line. So before planning and designing of a Hospital, all other important aspects should be kept in mind like Building by laws, fire & safety norms, NABH, Vastu Consideration etc.
- Science behind Hospital Planning & Designing includes, Feasibility Study, Architecture planning, Equipment planning and commissioning assistance.

Is Building Big Hospital A Big Mistake?

Moderator: Prof Dr. Ashok Thiakarajan, Group Head, Kauvery HCG Hospital

Panelists: Dr. Aniruddha Chimote, Director, Hosconn Consulting Services P Ltd, Mr. Kosalaraman, Director, Infrabees Project Management Consultancy Services P Ltd, Mr. Rayan Ibrahim, Principal Architect, Ryan Architects

- Infrastructure should match the requirements of the community in which it is located
- Patients should not be expected to travel long distances through heavy traffic to reach a facility
- A multispecialty approach to medical management is more important than focussing on the size of the hospital
- Availability of large land banks & price of such land acquisition is a big impediment to set up large facilities
- Hub and Spoke model works better in terms of infrastructure utilisation & optimisation of infrastructure costs



Patients Smile

Making Patients Smile is becoming a global momentum now. Hospitals across the world are bending it like Beckham to listen to the voice of the Patients, like never before. Patient Centric approach is the in thing now. We don't have any framework or guideline in the country, at the moment, to follow or implement, focus on Patient Engagement.

Forum Business Research is a Netherlands based company, operating from Hyderabad, managing "Patient Smile Engagement" in Hospitals. It's a structured and well defined framework helping Hospitals to capture the unsaid, unmet needs of the Hospitals and help Hospitals deliver the Patient expectations.



Theme Introduction : Ms. Chitra Baskar, Director, XFactor Innovations

Speaker : Mr. Rajagopal Yadavalli, Director - Forum Business Research

Panelists : Dr. Deepak, Surgeon, AINU & Ms. Anita Antoo, Sr Manager - Operations, Apollo Hospitals

Key Takeaways from the Session:

- As many of the hospitals have better infrastructure, Patients get a feel good factor on entering the hospital. Now the point of focus for Hospitals should be towards creating good interactions with Patients addressing both human as well as with materialistic things inside the hospital.
- As a result of digitalization, today's Patient is more powerful than the Service Provider. Google reviews and rating are best example of this.
- Management of Patient Experience is the only way for long term sustainable growth for Hospitals.
- Happy Patient's Cost of Servicing is very less and Happy Patients act as brand ambassador of Hospital through his word of mouth marketing.
- Listen, Learn and Grow is the Mantra for Patient Experience Management.

What needs to be belled? Cost of Operations OR Pricing of your procedures?

With the ever increasing Pricing challenges faced by Hospitals due to clamping down of Prices by Insurance companies, State / Central Govt run health schemes, Hospitals are going through an eternal dilemma as to how to increase the Prices for the Patients, what would be the market reaction if they do so , Patients acceptance etc. The other challenge they are facing is in computing their costs and controlling the spiraling costs. So the debate is on in the industry on the need to bell the same. But what to bell – Prices or Costs?



Session - "Activity Based Costing - Is it the Messiah for the Future?"

Theme Introduction : Mr. Mohammed Ilias, Director, BCC Healthcare

Speaker : Mr. N.S. Viswanathan, Chartered Accountant & Mr K Govindarajan, Consultant, Value Added Corporate Services P Ltd

Key Takeaways from the Session:

- Patient in hospital pays for clinician's Fee, Drugs & Consumables, Diagnostic Tests, Implants Cost, if any; Infrastructure Cost (Room Charges). Out of these, Hospitals don't make any revenue from Clinician's Fee & Implant Costs. The major revenue of the Hospitals is drawn from Diagnostics and Pharmacy.
- Hospitals have big challenge of not pricing their Services right.
- Any activity which increases the Cost of Service is called as Cost Drivers.
- Activity based Costing is the System of assigning Cost to any activity and based on this , an analysis has to be made as to whether that business is profitable or not.

The Art of preparing Packages for Medical Procedures



Theme Introduction: Mr. Mohammed Ilias, Director, BCC Healthcare

Hyderabad:

Moderator: Mr K Govindarajan, Consultant, Value Added Corporate Services P Ltd,

Panelists: Mr. Alope Mullick, Group CEO, Incor Hospitals Pvt Ltd, Mr. Viswanathan, Chartered Accountant



Chennai:

Moderator: Mr. Venkata Phanidhar, Group COO, Billroth Group of Hospitals

Panelists: Dr. S Prakash, COO, Star Health and Allied Insurance Co Ltd, Dr. Aniruddha Chimote, Director, Hosconnn Consulting Services P Ltd, Mr. S. Rajarajan, COO, HCG, Bengaluru, Ms. Sarumthy, Director, Matum Cost.

Key Takeaways from the Session:

- Healthcare is sunrise industry with single digit growth
- Hospital needs to be planned based on the community it want to serve.

- The pricing should be based on affordability of the majority population. By bringing down the cost through detailed study of each processes and simplify the process to address the volume needs
- Bottom line is a myth without the top line. Volume building to be given priority along with Value
- Health Insurance sector is growing around 25% for last 3 years hence hospital cant ignore revenues from Health Insurance sector
- Majority of the population are covered under Health Insurance scheme where pricing of many services and procedures (treatment charges) are very low
- To beat the Insurance rejection hospitals should train their front office staff or Insurance staff appropriately. Doctors to follow clear and good documentation protocol
- Costing exercise to be done in more scientific manner

Role of Technology in reducing HAIs in Hospitals



Speakers : Mr. Gangadhar Rao Kosana, Zonal Account Manager, Johnson & Johnson, Hyderabad. Mr. Vijay Anand, Johnson & Johnson, Chennai

Key Takeaways from the Session:

- As per WHO and Centre for Disease Control ,USA 15% of hospitalized patient get Healthcare/Hospital Acquired Infection
- Surgical Site Infection, Catheter associated urinary tract infection, Ventilator associated Pneumonia, and central line associated blood stream infection are the major cause
- Surgical Site Infection contributes to 22% of HAI due to improper cleaning and disinfection of Hospital instruments
- Good Central sterilization and sterile department will reduce Surgical Site Infection
- Investment on Good Central sterilization and sterile department should not be seen as cost center
- Plasma sterilization process reduces the cost of sterilization and time in long run.

Develop and Sustain Next Generation of Medical Devices and Embracing Value- Based Healthcare



Speaker: Dr. Rajini J, Vice President, Skanray Technologies, Bengaluru

Key Takeaways from the Session:

75% of medical equipment's are imported in Indian medical equipment market

Necessities for development of cutting technologies

- Helps the simplification of the application process increasing
- Emphasis on patient engagements
- Benefits of patients better consumer experience
- Optimizing the performance

Driving Factor for development in medical device industry

- The economies of scale
- Wellness and preventive care/ home care
- Innovations & Consumer products & service technologies

Challenges for development in MedTech industry

- Absence of ecosystem to design & develop a low cost high quality devices
- Lack of trained resources
- Weak intellectual property loss
- Poor supplier quality for low cost low volume resisting products

Value – Based Healthcare Benefits

- Patient spend less money to achieve better healthcare
- Providers achieve efficiency and greater patient satisfaction
- Payer's control cost and reduce risk
- Suppliers align prices with patient outcomes
- Society become healthier by reducing overall spending

Changing Business Strategies. Can Building The Topline Rally Continue?



The Healthcare ecosystem in the country is going through rapid change and Hospitals are facing intense heat and competition in the market due to growth of many new facilities across all markets. In addition to the same, the regulatory environment in the country has brought in lot of checks & balances in the form of price capping on drugs & devices, constant reduction of prices for various procedures by Insurers etc has resulted in stagnated topline for the hospitals. In this unpredictable environment, Hospitals are not sure about increasing the topline in the years to come. Hospitals have to work on reinventing new strategies to introduce Lean approach to make Healthcare treatment costs affordable to all. This realignment of business strategies require strong Leaders to work on the dynamic strategies.

Theme Introduction: Dr. Salil Choudhary, Director, Hosconnn Consulting Services P Ltd

Reinventing Healthcare. Can Lean Strategies Lead the way forward?

Speaker: Dr. Mudit Saxena, Managing Director & CEO, Ovum Hospitals, Bengaluru

Key Takeaways from the Session:

- The underline principle of lean strategy is it has to improve the value for the patients and that is the most important.
- The value can be given in multiple ways as clinical value towards service based value.
- An acquiring clinical competency in healthcare industry, a good clinical competency is leads to the patients to come in.
- People are looking at hospitals which give good services with skilled manpower.
- An underline principle of any good system has to be that the patient is the focus and he is going to drive the healthcare systems.
- The basic focus of lean management is quality, Patient safety, Costing & Pricing, Patient experience, working environment.
- The standardized in the pricing & protocols are important whereas people are expecting transparency in billing. A lack of transparency and trust which is going in the patients, as healthcare we need to stay forward to maintain the transparency.

Do We Need Good Leaders to Lead the Saga of Changing Business Strategies?

Speaker: Mr. Ram Natesan, COO, SRM Institute of Medical Health Science & Research

Key Takeaways from the Session:

- If the leadership is good in an organization the organization will fledge. But unfortunately the leadership is not good in the organization will fails.
- The top MNC who failed because of no leadership are Kodak, Nokia, Sony Ericson & Yahoo. The successful companies are such as TCS, Hero, HDFC are having good leadership.

- The leadership should be very strong; trust in the leadership is the most important, organizational culture, extremely focused on their business. They understand what they are doing.
- The whole idea of Ayushman Bharat is to actually address the healthcare needs of the people from Tier 3, Tier 4, Tier 5 towns.
- The most important thing on the leadership in healthcare is the operations and the operational movement is to be efficient in both in the terms of viability and patient health.
- The operational efficiency is an optimum utilization of manpower, an optimum utilization of consumption, utilization of the equipments and the facility.
- 65% of the hospitals are not utilizing the above as in efficient way and this has direct impact on the revenues and margins.
- The most important aspect of the leadership is data. Creating benchmark of the organization is every statistics and details in the hospitals should be supported by data.
- Taking decisions based on data will help a lot in empowering leadership and the entire system.

Can building the Topline rally continue?



Hyderabad:

Moderator: Mr K Govindarajan, Consultant, Value Added Corporate Services P Ltd

Panelists: Mr. Alope Mullick, Group CEO, Incor Hospitals Pvt Ltd, Mr. Subodh Singh, Vice President, KIMS Kondapur



Chennai:

Moderator: Mr K Govindarajan, Consultant, Value Added Corporate Services P Ltd

Panelists: Dr. Mudit Saxena, Managing Director & CEO, Ovum Hospitals, Bengaluru

Mr. Ram Natesan, COO, SRM Institute of Medical Health Science & Research

Key Takeaways from the Session:

- Healthcare is a sunrise sector with no sunset clause
- Need to study the affordable population around and also study if you can work for that cost
- Continuous rework on the cost should happen on a defined frequency
- Reduce the cost, get some revenue and make a bit of saving
- India is a volume game NOT a premium segment
- 90% of India is a cost conscious market
- Many corporate hospitals are bleeding internally
- Top line people are shuttling, so we need to depend on the middle line
- Medical college standard should improve in order to generate better doctors to maintain the topline
- Topline would continue with a challenge in sustainability
- Many listed hospitals are running with ebitda as 5 to 6 %
- A Strong regulator is the need of the hour for the healthcare industry which is very fragmented
- Topline Model should suit the Indian needs, which is different from other nations, so cannot follow other country model
- Empathy based topline to be brought in, with the bare minimum requirements to be provided



Mr. Rajendra, CEO, Rt2o Healthcare Solutions

Rt2o healthcare offers healthcare solutions to various hospitals to integrate all medical devices through its IT platform. This is a vendor neutral device connectivity platform to connect various bed side medical devices to collect patient's data seamlessly for real time monitoring to predict the early detection of deceases. It also offers eICU solutions to enable physicians to have an access to their patient's critical needs on the move any time through the internet

Laboratory Conference, Hyderabad & Chennai

January 5th & 12th 2019

Sowing the seeds of Quality Culture in Medical Labs



Medical Laboratories have been exposed to various Quality initiatives in the country over the last two decades.

At least small fractions of the Laboratories have adopted Certifications and Accreditation programs and have been maintaining the same over the last 10 years very successfully. In fact some of them have moved from entrant stage to very mature in implementing Quality Management Systems framework. During this transition stage, these Labs have been facing challenges related to influencing the decision makers to raise the bar on Quality improvement initiatives and Quality, as a way of Life. Hence the debate started on whether Labs need to focus creating Strong Leadership internally to drive Quality as a Culture

Theme Introduction: Dr. Irfana Nikhat, Consultant Pathologist & Head - Blood Bank, Star Hospitals & Dr. Swaminathan Rajendiran, Prof - Pathology, Sri Ramachandra Medical College Hospital & Research Centre.

"Role of Leadership in Driving Quality Culture"

Speakers : Dr. Jatinder Bhatia, Group Head-Quality, Neuberg Diagnostics & Dr. C N Srinivas, Director - Laboratory Medicine, MIOT International

Key Takeaways from the Session:

- Organizations must focus on regular grooming of employees so that they can have career progression and as a result organization will grow
- Quality Culture is a pattern of human habits, beliefs, values and behavior towards performing any activity at its best.
- As Quality is not individual person's job alone, involvement of everyone in the Organization towards Quality is very important.
- Organizations have different Quality Cultures. One is Negative Quality Culture - created out of fear to perform and deliver. Another one is a Positive Quality culture - which is from any form of fear to perform well .
- Best form of Quality delivery is "Do what you write OR Write what you do" which is only possible through "Plan, Do, Check and Act"

What is need to drive Quality in a Lab? Is it Strategy or Culture?



Hyderabad:

Moderator: Dr. Jatinder Bhatia, Group Head-Quality, Neuberg Diagnostics

Panelists: Dr. Irfana Nikhat, Consultant Pathologist & Head - Blood Bank, Star Hospitals, Dr. Ranjani Chakravarthy, Pathologist, C Path Labs, Dr. Ranjana Pankanti, Pathologist, Care Hospitals, Dr. Mubeen Sultana, Director - Laboratory, Aditya Hospitals.



Chennai:

Moderator : Dr. C N Srinivas, Director - Laboratory Medicine, MIOT International

Panelists: Dr. Rani Radhakrishnan, Head - Laboratory Medicine & Transfusion Services, MGM Healthcare Dr. Swaminathan Rajendiran, Prof - Pathology, Sri Ramachandra Medical College Hospital & Research Centre, Dr. Mamta Soni, Head - Laboratory, Apollo Hospitals, Dr. V Chitrasree, Senior Consultant and HOD, Dept of Biochemistry and Heamatology, Madras Medical Mission Hospital.

Key Takeaways from the Session:

- Quality being defined as Meeting or Exceeding the Expectations
- To develop the culture of quality, we need strategy
- Bad Quality is more expensive than the good Quality
- Strategy in Quality is the plan of action that is decided
- Strategy in Quality must be met from the top level, top down approach, practiced from the managerial level
- Form & Strategy to achieve Quality and also most importantly sustain quality
- Quality culture has to be spread to all the other departments
- 360 degree Approach is required
- Quality is achieved through AIM, where AIM is
 1. Aware
 2. Implement
 3. Maintain
- Quality is for the improvement of our own setup, this is a culture, which should come from within oneself
- Quality moves from a seed to a complete tree
- Quality Strategy must become a Quality Culture
- Need to have Strategies which become the Culture over a period of time
- Culture is required to make sure the strategies are met with
- Make the Culture embrace the strategy

Lab Operations - Cost of Testing Vs Pricing

Laboratory businesses are going through a roller coaster ride too when it comes to Pricing their test procedures. Pricing Pressures of Labs attached to Hospitals and Standalone Labs are different too. Pricing of Services in healthcare has become highly challenging. Around the same time, the Costs are soaring too. So the journey of ascertaining the Costs and using the same as benchmark to Price the services is the need of the hour. The Theme focused around kick starting and engagement to address these key challenges.



Theme Introduction: Dr. Salil Choudhary, Director Hosconnn Consulting & Dr. Anita Suryanarayanan VP - Operations, South India & Sri Lanka, Metropolis Healthcare Ltd.

How Do I compute my lab tests cost ?

Speaker 1: Dr. Sudha Murthy, Chief of Pathology & Lab Medicine, Basavatarakam Indo-American Cancer Hospital & Dr V K Ramadesikan, Head - Biochemistry, Sundaram Medical Foundation

Key Takeaways

- Lab is a very important element in treatment diagnosis and should not be commoditized.
- Important ingredients of successful labs are - Quality Culture, Lab Test Costing & Pricing and most import factor Human Resources.
- Man behind the Machine is most important.
- Each department in lab should be properly integrated and connected with each other.
- Incorrect Costing & Pricing can affect Patient care, so optimization of cost is very important.

How do I fix the pricing for my tests? Is it a Science or an Art?"

Speaker 2 : Dr. Anita Suryanarayan, VP- Operations, South India & Sri Lanka, Metropolis Healthcare Ltd.

Key Takeaways from the Session:

- How much a Patient is willing to pay for a particular Service gives birth to Pricing as an Art or a Science
- When we talk about Art part, it involves the uniqueness and position of any laboratory in the market.
- Multiplex and complex labs have comparatively higher pricing than basic and simpler labs.
- Every lab whether its stand alone or lab inside hospital, has its own objectives and business strategies.
- Science comes with Cost when labs want to deliver quality care with quality objectives.

Who can compute the Cost of Testing better? Is it the Lab Operations Team or Finance Team?



Hyderabad:

Moderator: Dr. Sudha Murthy, Chief of Pathology & Lab Medicine, Basavatarakam Indo-American Cancer Hospital

Panelists: Dr. Anita Suryanarayan, VP - Operations, South India & Sri Lanka, Metropolis Healthcare Ltd, Mr. K Govindarajan, Consultant, Value Added Corporate Services P Ltd



Chennai:

Moderator: Dr. Anita Suryanarayan, VP - Operations, South India & Sri Lanka, Metropolis Healthcare Ltd

Panelists: Dr. C N Srinivas, Director - Laboratory Medicine, MIOT International, Dr. V K Ramadesikan, Head - Biochemistry, Sundaram Medical Foundation, Mrs. Sarumathy, Director, Matum Cost

Key Takeaways from the Session:

- Activity Based Costing - to understand which are the units more profitable and less profitable. This process may take lot of time or it will be a lengthy process but we ensure that this exercise should be done once in a while.
- Things like Technology and Methodology are also making difference to the cost
- Productivity analysis probably needs to be done properly
- Pricing has to be changed according to the movement of private equity

Laboratory Business – Does the rally for Top line still continue?

Laboratory businesses in the country have grown by leaps and bounds over the last two decades. Many chains have emerged at a National level as well as at a Regional level. Even the mid-sized labs have started developing their own chains across Tier 2 and 3 Towns. Lab businesses have started clocking good top line growth and then the space has become so intense, it became a red ocean for all players in the recent years. Labs are struggling with top line growth challenges and falling bottom line. So the discussion was created around Top line rally and its challenges.



Theme Introduction : Mr. Tarun Katiyar, Director & Principal Consultant - Hospaccx Healthcare Business Consulting Pvt Ltd. & Dr. Aniruddha Chimote, Director, Hosconnn Consulting Services P Ltd

“Can Building Volumes help Labs to achieve scale?”

Speakers : Dr. Mukesh Agrawal, VP - Vimta Labs & Dr. Rajaramanan, Managing Director, Techmed Healthcare

Key Takeaways from the Session:

- There is no entry barrier in case of volume testing done at the moment.
- There are some value added services offered by labs which will make them leaders in their particular domain.
- These value added services need to be shaped up more to scale up.
- Competitive Pricing is linked to both Volume as well as Value Testing focus.



“What is the new Value Testing over Volume Testing Focus that’s emerging in laboratory business of late?”

Speakers: **Dr. Ranjani Chakravarthy**, Pathologist-C Path Labs & **Mr. K Anand**, Group Chief Executive Officer, Neuberg Diagnostics

Key Takeaways from the Session

- The above topic is not abstract concept, it’s objective and quantifiable.
- Volumes are the only way to sustain any lab for longer time.
- Value based labs are required & important because it helps to build good relation with doctors, are more reliable, build great brand value, & increase patient’s trust and confidence towards lab.
- Most of the value based labs are specialized labs with focus on specific areas.
- Business advantage with value based labs is that they are a niche market, so branding is easy and can easily focus on quality.

Are Labs Still Rallying for Topline Growth by Driving Volumes or is the Focus Shifting to Value Growth to Strengthen Margins



Hyderabad

Moderator: **Mr. K Govindarajan**, Consultant, Value Added Corporate Services P Ltd

Panelists: **Dr. Mukesh Agrawal**, VP - Vimta Labs & **Dr. Ranjani Chakravarthy**, Pathologist, C Path Labs



Chennai

Moderator: **Mr. K Anand**, Group Chief Executive Officer, Neuberg Diagnostics

Panelists: **Dr. S P Ganesan**, CEO & Medical Director, Hitech Diagnostics Centre, **Dr Rajaramanan**, Managing Director, Techmed Healthcare

Key Takeaways from the Session

- No business runs without a topline, In a business, there has to be elements of topline, middle line and a bottom line or at least topline equal to middle line
- Topline is important but, it always depends on how do you want to achieve your topline
- In Bottom line, quality, ethics, lab, medicine practices are mostly intact
- If the Basics are strong, the topline can achieve the right mix, right menu and right instrument which fits your requirement.
- The top line is important but not at any cost, one should not be prepared to cut corners or to do anything unethical to achieve that topline. One must do whatever is required to provide a good report
- Medical Profession in totality is at a cross road - there is an element of lower trust on one side and medical cases being taken on the doctors on the other side.
- Topline must never compromise on ethics and value add to make the part of the topline.

Mr. Adarsh Krishnan, SRV Traders



Mr. Adarsh from SRV Traders Spoke about various products solutions, which SRV traders is offer to the Diagnostics Industry

Mr. Dinesh Kumar, YBIO



Ybio Inc. develops, manufactures and distributes In-Vitro Diagnostic Kits, which are used for Diagnosis of various Diseases in whole blood and serum. These monitors aid in the effectiveness of disease diagnosis management in the hospitals and clinical Laboratories. The primary focus of the company is to develop technologies in the areas of immune chemistry that enable rapid point of care testing of the blood.

Mr. Sandeep Padoshi, Director, WOW Express



Mr. Sundip, Director, WOW Health Express spoke about Logistics solutions which they offer for Diagnostic Industry

WOW Health Express is a technology enabled pick-up and delivery service of bodily fluids (blood, bone marrow, tissue) samples from independent hospitals/pathology laboratories to the customer's central lab and delivery of diagnostic reports pertaining to these samples back to hospitals/pathology laboratories/patient's residence.

The service is completely tech enabled with a mobile app provided to each healthcare marshal. All updates are through the app. The app also has a digital signature feature for all pick-ups/deliveries/ cash or cheque collection.

The conference sessions had the support of industry partners

- Care Data Infomatics - Care data infomatics offers digital healthcare services to enhance the business productivity and agility of healthcare by providing comprehensive State-Of-The-Art solutions
- NSK Enterprises – Offers various products to diagnostics industry

UP32CON | 2019 - PRIMARY HEALTH CARE CONFERENCE

“Challenges in Primary Health Care Delivery”



UP32CON | 2019, the Primary Health Care Conference, was held in Lucknow on 9th March 2019 in association with Nav Nirman Seva Trust, Lucknow. It was a full day event with speakers and representatives from both public and private, as well as NGOs, health care consulting and healthcare IT sectors.

Promoting quality in primary health care (PHC) delivery and preventing malnutrition in all its forms is essential for achieving all Sustainable Development Goals. According to WHO, more than one billion people cannot obtain the health services they need, because those services are either inaccessible, unavailable, unaffordable or of poor quality. With this in cognizance, a Conference on “Challenges in Primary Health Care Delivery” was organised by Health Care Finance & Entrepreneurship (HFE) Network in association with Nav Nirman Seva Trust on 9th March 2019 at Hilton Garden Inn, Lucknow to deliberate on the challenges of the present infrastructure, health schemes, quality initiatives at the primary level, targeted measures and improve the primary health care delivery.

The Conference started with the inaugural session by organisers and address by Conference Chair Dr Santosh Mehrotra from JNU and Co-chair Dr Pavitra Mohan, Basic Health Services. Several eminent speakers including leaders like Dr Tarun Seem IRS, Dr. N Devadasan Institute of Public Health Bengaluru, Dr Narendra Gupta Jan Swasthya Andolan, Professor Neelam Taneja PGI Chandigarh, Professor Alok Dhawan IITR Lucknow, Professor Uday Mohan and Professor G.P. Singh, KGMU shared their views on challenges in Primary Health Care domain. Sessions and panel discussions on several aspects covering from Government Policy initiatives to capacity building for health care skills, quality assurance on drugs and pharmacy, and challenges in affordable and accessible health care, were conducted.

The event was concluded by conference chair on strategy re-formulation to strengthen primary health care delivery. The Conference was attended by a large group of delegates and eminent speakers from wide learned community including Academia, Industry, Research, Health care societies, Government Policy makers, NGOs, IT companies, Funding agencies and Management bodies. Numerous insightful discussions among panellists evoked fruitful interaction with leaders driving the primary health care initiatives. One of the strategic expectation from the deliberation is to mobilize opinion and action towards improving primary health outcomes of the most marginalized citizens

The session was attended by around 200 delegates.

CLINLAB Conference - Medical Fair India

February 21st & 22nd 2019, New Delhi

The primary focus of the Conference this year, was to deliberate over the changing environment of in-vitro Diagnostics (IVD) and Clinical Labs in the country.

It was a wonderful opportunity for the IVD and Clinical Laboratories fraternity to come together, get updated and add value to the most contemporary topics:

- Minimum Standards for Clinical Laboratories
- Essential Diagnostics List (EDL)
- Standards for IVDs by the Bureau of Indian Standards (BIS)
- Certifications & Accreditations by NABCB, NABL
- Materiovigilance Programme & Patient Safety
- New Technologies & Product launches

The two days conference was well attended by all stakeholders and the Conference was supported by Industry partners – AIMED, ADMI, QCI NABCB, NABL and Association of Practicing Pathologists, J Mitra & Co, ROCHE Diagnostics, Agappe Diagnostics.

Some of the eminent speakers from Clinical Laboratories space included Dr Neeraj Jain, Dr Dilip Kumar, Dr Subodh Gupta, Dr Pradeep Singh Suri, Dr Rohini Kalhan from Association of Practicing Pathologists; Dr Vandana Jain and Dr Punam Bajaj from

QCI NABL; Dr Puneet Nigam, Metropolis Healthcare; Dr Jatinder Bhatia, Neuberg Diagnostics; Mr Dinesh Jain, Healthcare QMS Consultant; Dr Ashok Rattan & Dr Sanjay Gambhir, Medical Professionals.

Mr Sreeram Gopal, IRIS Healthcare; Mr Salman Akhtar, ROCHE Diagnostics ; Ms Sangeeta Gupta, J Mitra & Co; Mr Sanjeev Gupta, Advy Chemicals; Mr Thomas John, Agappe Diagnostics; Mr Saarthak Bakshi from the industry.

On the Regulatory & Govt initiatives sessions, there was representation from Dr Ravikant Sharma, Dy Drugs Controller, MOGFW; Dr Kamini Walia, ICMR; Mr Bivash Chakraborty, Biomerieux; Ms Vani Bhambari Arora, Dy Director, NABCB; Mr Anupam Gupta, QCI ; Mr Srinivas Reddy, Andhra Pradesh Medtech Zone; Mr Mohammed Ameel, NHSRC.

Mrs Veena Kohli, CEO, Vanguard Diagnostics was the Chairperson for the Conference this year.

QCI NABCB, NABL, AIMED, ADMI, APP have supported this event.

J Mitra & Co, ROCHE, Agappe Diagnostics are the Conference Partners.



NABL ACCREDITATION - LAB COMMUNITY DISCUSSION FORUM @ CHENNAI HELD ON MARCH 16TH 2019.



NABL has amended 112 Specific Criteria document and the new document has lot many additions and changes.

Healthcare Events jointly with Value Added Corporate Services has created a Forum to discuss and brainstorm the changes.

The Session was attended by 100 lab professionals and the technical and general requirements were discussed by experts – Dr C N Srinivas, Director – Laboratory Medicine, MIOT International;

Dr V K Ramadesikan, Head – Biochemistry, Sundaram Medical Foundation; Mrs Malini Parasuraman – Director – Quality, Hitech Diagnostics Centre; Dr G Balajee, Chief of Labs; Global Gleneagles Hospitals; Dr Anila Mathan, Head – Hematology & Transfusion Medicine, Apollo Specialty Hospitals.

The Session was hosted by Industry Partner – Hitech Diagnostic Centre.

The Economic Times Hospital Strategic Management Summit 2019 - 2nd Edition



The Economic Times has conducted its 2nd ET-Hospital Strategic Management Summit 2019 @ Hotel Hyatt Regency, Mumbai on 25th March 2019 from 9:00 am to 4:30 pm.

The Theme for the conference was “Collaborating for Patient Centric Healthcare”. Collaboration is gaining momentum in almost every sphere of business, where each organization focuses on its core while aggregating partners who have that feature as their core. This conference was designed to explore the developments in the space along with the bottlenecks and issues faced during the execution and implementation of these developments including disruptions and future trends.

This summit had witnessed 250+ delegates comprising MD's, CEO's, Hospital Administrators, Medical Directors, CFOs, CIO's, Procurement, Nursing heads from leading and emerging facilities, Industry Associations, Experts, Government representatives, Policy makers, Pharma, Medical Device & Diagnostics Companies across India, come together to discuss growth and the future of industry.

Some key topics discussed include

- Patient Centric Healthcare System & Profitability
- Balancing Productivity & Cost
- Improved Patient Experience
- Advancing Healthcare Delivery
- Healthcare Financing & Investment

Session has following speakers :

Mr. Rajit Mehta, Managing Director & CEO, Max Healthcare
Dr. K. Ravindranath, Founder & Chairman, Global Hospitals
Dr. Tarang Gianchandani, CEO, Sir HN Reliance Foundation Hospital

Mr. Gautam Khanna, CEO, P.D Hinduja Hospital
Dr. Hemant Deshmukh, Head, KEM Hospital
Mr. Neeraj Lal, Cluster Head & Vice President, Rainbow Children's Hospitals
Dr. B.K Rao, Chairman, National Accreditation Board
Ms. Meena Ganesh, Co-Founder, MD & CEO, Portea Medical
Ameera Shah, Promoter & MD, Metropolis Healthcare
Dr. P.M Bhujang, President, Association of Hospitals
Mr Sudipta Ghosh, Data & Analytics Leader, PwC India
Dr. Mudit Saxena, Partner, MD and CEO, Ovum Hospitals
Mr. Shamit Manchanda, Chairman (Delhi & J&K), IIA
Mr. Ram Natesan, Group COO, SRM Institute of Medical Health Sciences & Research
Mr. Yateesh Wahaal, Executive Director, Nayati Healthcare
Dr. S. R. Krishnadas, Director Human Resource, Aravind Eye Care System
Mr. Kapil Khandelwal, Managing Partner, El-Toro India Healthcare Opportunities Fund
Dr. Naveen Nishchal, Co-Founder- Cygnus Hospitals Co-Founder- Meddo (Arctern Healthcare)
Dr. Neil Sequeira, Vice President - Human Resources and Administration, Kokilaben Dhirubhai Ambani Hospital
Dr. Parag Rindani, Head, Wockhardt Hospitals
Mr Devdutt Marathe, Apex Partners
Mr Manoj Gupta, VP, Columbia Asia Hospitals
Mr Preet Matani, Director, PWC
Mr Puncham Mukim, MD, Everstone Capital
Dr Rajendra Patnakar, CEO, Nanvati Hospital
Mr Rohan Suri, Principal, KKR
Dr S Narayani, Zonal Director, Fortis Hospitals
Mr Sanjeev, CEO & MD, Meddif Technologies
Mr Vaidison Krishnamurthy, Partner, Deals – PWC
Dr Vikram Popli, Director, OrdiMed

Healthcare Events was one of the partners for the event.

CII - Advancement in Healthcare & its Impacts

9th March 2019



Confederation of Indian Industry organized a conclave on Advancement in Healthcare & its Impacts on 9th March 2019. The conclave had panel discussions on Orthopaedics, Oncology and Cardiology. Dr. S. Prakash, Chief Operating Officer, Star Health and Allied Insurance Co. Ltd. was the Moderator. Sr. S. Muthukumar, Founder Parvathy Hospital, Dr. Aravindan Selvaray, Executive Director & Chief Orthopaedic Surgeon, Kauvery Hospital, D. S. Asokan, Director and CEO GEM Hospitals participated in the discussion on orthopaedics. Dr. C. Palanivelu Chairman, GEM Hospital and Research Centre, Dr. Prof. S. Subramanian, Founder/ Chairman VS Hospital and Mr. Raghava Rao Executive Director Camomile Healthcare Ventures Pvt Ltd participated in the discussion on Oncology. Dr. Sai Satish Apollo Hospitals, Mr. Chandrashekar Jaiman, Country Sales Manager, Catheter based therapies Medtronic, and Dr. Madhumathi. R, Sr. General Manager Medical, Star Health Insurance participated in the Cardiology discussion.

The conclave addressed the pain points of hospital management. It created a platform for sharing knowledge for the benefit of all hospitals which explored ways of improving hospital performance right from quality management to cost cutting and patient satisfaction. This would promote better healthcare practices and benefit patients by improving their quality of life.

During the Conclave CII TN Healthcare Panel launched the first ever CII TN Orthopedics Forum, CII TN Oncology Forum and CII TN Cardiology Forum.

The objective of the CII TN Forum is to provide a platform for Healthcare Practitioners to discuss and exchange ideas, views, practices, experiences, latest surgical procedures and technological advances which will help in continually enhancing the capabilities of the specialist thereby benefitting the Hospital and the quality of treatment.

This forum will bring together Ortho care hospitals, Orthopedic specialists, cancer care hospitals, oncology specialists, cardiac care centres, cardiac specialists, health insurers, pharmaceuticals, device manufacturers and operational experts in a single platform to share knowledge on advancements and to further the development of the ortho, cancer and cardiac care segment and act as the most enriched networking platform. The forum will facilitate one meeting every month which would include presentations and experience sharing by forum members, Guest Lectures from experts, Hospital visits.

According to Dr. S Prakash, "Today advancement in medical field at its highest ever and hospitals are hard pressed to adopt changes while not completely understanding which ones will suit them the best. We have carefully crafted the topics to address all the pain points of hospital management and super specialists so that they can have a seamless migration to new technologies and protocols to ensure best practices. The ultimate aim of this exercise is to implement the latest and best methodologies for benefit the common man"

About Healthcare Events

Healthcare is evolving at an exponential pace. Knowledge dissemination is vital if the developments have to percolate to all levels of the healthcare delivery system. Healthcare Events is a platform that is created to collaborate with Industry to create knowledge dissemination to various stakeholders of the healthcare ecosystem.

Healthcare Events identifies the changing needs & evolution that's taking place in the industry and supports industry engagements to bring together various stakeholders of healthcare ecosystem. The focus is primarily on helping the ecosystem to grow through industry engagements, interactions and initiatives.

Healthcare Events is a collaboration between likeminded healthcare services organisations whose aim is to support the industry needs and create a platform for the industry to exchange their business needs, challenges and growth opportunities.

The engagements created by the platform is to encourage and empower healthcare ecosystem players to embrace the evolutions in the industry to face the future format of healthcare delivery.

FOUNDING TEAM



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