

Analysis on Trade Referrals for Global Hospital, L.B.Nagar, Hyderabad

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Submitted

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Introduction to Hospital Industry

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

Indian healthcare delivery system is categorized into two major components - public and private. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centers (PHCs) in rural areas. The private sector provides majority of secondary, tertiary and quaternary care institutions with a major concentration in metros, tier I and tier II cities.

India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries. The cost of surgery in India is about one-tenth of that in the US or Western Europe.

Healthcare Industry Market Size

The overall Indian healthcare market today is worth US\$ 100 billion and is expected to grow to US\$ 280 billion by 2020, a compound annual growth rate (CAGR) of 22.9 per cent. Healthcare delivery, which includes hospitals, nursing homes and diagnostics centers, and pharmaceuticals, constitutes 65 per cent of the overall market.

There is a significant scope for enhancing healthcare services considering that healthcare spending as a percentage of Gross Domestic Product (GDP) is rising. Rural India, which accounts for over 70 per cent of the population, is set to emerge as a potential demand source.

India requires 600,000 to 700,000 additional beds over the next five to six years, indicative of an investment opportunity of US\$ 25-30 billion. Given this demand for capital, the number of transactions in the healthcare space is expected to witness an increase in near future. The average investment size by private equity funds in healthcare chains has already increased to US\$ 20-30 million from US\$ 5-15 million, as per PriceWaterHouseCoopers.

The Indian medical tourism industry is pegged at US\$ 3 billion per annum, with tourist arrivals estimated at 230,000. The Indian medical tourism industry is expected to reach US\$ 6 billion by 2018, with the number of people arriving in the country for medical treatment set to double over the next four years. With greater number of hospitals getting accredited and receiving recognition, and greater awareness on the need to develop their quality to meet international standards, Kerala aims to become India's healthcare hub in five years.

Road Ahead

India is a land full of opportunities for players in the medical devices industry. The country has also become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of population. Besides, Indian medical service consumers have become more conscious towards their healthcare upkeep.

India's competitive advantage also lies in the increased success rate of Indian companies in getting Abbreviated New Drug Application (ANDA) approvals. India also offers vast opportunities in R&D as well as medical tourism. To sum up, there are vast opportunities for investment in healthcare infrastructure in both urban and rural India.

Overview of Global Hospital

Global Hospitals opened its doors to the city of Hyderabad and the people of India in the year 1999 when Dr. K. Ravindranath, Chairman & Managing Director, Global Hospitals Group, founded the first 50-bed facility.

Corresponding to the growing healthcare needs, the hospital added an additional 100 beds and advanced facilities for specialized healthcare services ranging from diagnosis to multi-organ transplantations, from simple procedures to complex surgeries in the year 2002.

Over the next 15-years the Global Hospitals Group has transformed into one of India's fastest growing chains of Multi Super Specialty Tertiary Care Hospitals offering a comprehensive healthcare network providing quality care, cutting-edge research and advanced education to care givers throughout the country. With India's largest multi-organ transplant center for liver, pancreas, kidney, heart and lung, and world class hospitals, state-of-the art technology and the best team of experts in a host of specialties, Global Hospitals has been continuously giving new lease of life to many battling with end-stage diseases.

Mission & Vision

“With a vision to be a world-class healthcare provider turning distant possibilities into realities, Global Hospitals utilizes a strong combination of clinical expertise, advanced technology, world-class infrastructure and facilities are to deliver high quality medical services of international standards. Having collaborations with several leading Indian and internationally reputed academic institutions, the Group offers a wide array of academic programmes for both medical and non-medical professionals. Recognized by the government bodies for research, the Group has made significant strides in advanced medical research programmes including Stem Cell and Regenerative Medicine Programmes.”

Global Hospital, Lakdi ka Pul, Hyderabad

The Global Hospitals Group is one of India's fast growing chains of tertiary care multi-specialty and multi-organ transplant Hospitals. Offering exceptional healthcare services to patients in India and across the globe we hold a dominant presence in South India in the healthcare domain.

The Lakdi-ka-pul location of the Hospital in Hyderabad, Telangana is the first outlet of the Global Hospitals Group with 200-bed capacity. Global Hospitals, Lakdi-ka-pul is a state-of-the-art tertiary care multi-specialty and multi-organ transplant facility located at in the heart of the city and is brings to the people of Hyderabad, neighboring states and international patients the clinical excellence and legacy of the Global Hospitals Group

Rewriting medical records is a way of life at Global Hospitals and is demonstrated in the dedication & commitment to deliver exceptional patient care and patient safety with the highest standards of clinical practices, clinical expertise & excellence from the foremost clinicians of the world with the support of the latest and state-of-the-art technology.

Global Hospitals has become the destination of choice for all discerning patients from within the country and abroad. Some of the salient features of the institution include:

- World-class care at affordable cost
- State-of the-art equipment and technologies
- Multi-disciplinary teamwork
- Results on par with the best in the West
- Benchmarks in quality, safety and innovation
- Exceeds patient expectations by going the extra mile in service

Clinical Services Provided at Global Hospital, Lakdi ka Pul

Anesthesiology	Gynecology	Orthopedics & Joint Replacement
Arthroscopy & Sports Medicine	Heart Transplantation	Plastic Surgery
Bariatric Surgery	Hepatology	Pulmonology
Cardiology	HPB & Liver Surgery	Radiology & Imaging
Cardiothoracic & Vascular Surgery	Interventional Radiology	Spinal Surgery
Critical Care	Kidney Transplantation	Surgical Gastroenterology
Dentistry	Laboratory Medicine	Transfusion Medicine
Dermatology	Medical Gastroenterology	Urology
Emergency Medicine & Trauma	Medical Oncology	Vascular & Endovascular Surgery
Endocrinology	Minimal Invasive Surgery	
ENT	Multi- Organ Transplantation	
General Medicine	Nephrology	
	Neurology	
	Neurosurgery	

Global Hospital, L.B.Nagar, Hyderabad

The LB Nagar, Hyderabad, location of the Global Hospitals Group is a 300-bedded super specialty tertiary care facility, offering 360 degree advanced tertiary healthcare services matching the best available in the world.

Every step is aimed at ensuring excellence in patient care by employing state-of-the-art infrastructure, advanced technology & committed team work by renowned specialists for setting highest standards through dedicated research, continuous learning and quality medical practices. Each member of the team – doctors, surgeons and paramedical professionals takes pride in their passion to heal the sick.

Global Hospitals, LB Nagar is accredited by NABH and conforms to international gold standards in every aspect of health care. This means safety to the patient via a zero infection environment, certified blood products, and adherence to other critical factors imperative in critical care treatment.

A lot of emphasis is placed on training of the support teams regarding response to emergencies, standardizing care through clinical pathways and protocols and in the identification of ethical and economic issues pertaining to critical care.

Clinical Services Provided at Global Hospital, L.B. Nagar

Anesthesiology
Arthroscopy & Sports Medicine
Bariatric Surgery
Cardiology
Cardiothoracic & Vascular Surgery
Critical Care
Dentistry
Dermatology
Emergency Medicine & Trauma
Endocrinology
ENT
General Medicine
Gynecology
Heart Transplantation
Hepatology
HPB & Liver Surgery
Interventional Radiology
Kidney Transplantation
Laboratory Medicine

Medical Gastroenterology
Medical Oncology
Minimal Invasive Surgery
Multi- Organ Transplantation
Nephrology
Neurology
Neurosurgery
Orthopedics & Joint Replacement
Plastic Surgery
Pulmonology
Radiology & Imaging
Spinal Surgery
Surgical Gastroenterology
Transfusion Medicine
Urology
Vascular & Endovascular Surgery
Blood Bank

Departments Visited/Worked

Following Departments were made through during the training period which are as follows:

Departments:

Bio-medical
Emergency/Dialysis
Front/Office
Radiology/Non-Invasive Cardiology
Support Services-H/K & F/B
Critical Care (ICU's)
Supply Chain
OT
Billing
Corporate Desk
Medical Services/Operations
Finance
Hospital Quality

Problems / Issues of the Departments

Overall the Workflow of the mentioned Departments were good as the infrastructure layout was spacious and well maintained. Moreover process needs to be re-analyzed due to increase in the patients flow on the day-to-day basis. A streamlined study should be carried out to analyze the gaps for the further improvements.

Observational/Learning

The Continuous training pattern modeled by the Organization gave us the insight view of how the operations go in a Hospital. The process flow network right from the admission to final discharge showed the kind of diagrammatic view that needs to be channelized in running a Hospital. Moreover, the weeks of training within different departments helped us to gain a knowledge which were totally opposite to theoretical knowledge.

Conclusion

Over the next 15-years the Global Hospitals Group has transformed into one of India's fastest growing chains of Multi Super Specialty Tertiary Care Hospitals offering a comprehensive healthcare network providing quality care, cutting-edge research and advanced education to care givers throughout the country. With India's largest multi-organ transplant center for liver, pancreas, kidney, heart and lung, and world class hospitals, state-of-the art technology and the best team of experts in a host of specialties, Global Hospitals has been continuously giving new lease of life to many battling with end-stage diseases.

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