

2022
AUGUST
**NEWS
LETTER**

Shaping India's health system by owning and contributing to strategic healthcare agenda



NEWS

LETTER

Impact in the last 30 days

Government Engagement: Meeting with NABH to explore partnership in formulation of dialysis standards

Government Engagement: Collaboration with DoP & other associations for Swachhata Pakhwada 2022 initiative

Government Engagement: Representation to Department of Revenue, Ministry of Finance on permit of critical care medical equipment to be procured & transshipped through Kolkata to Nepal

Government Engagement: NATHEALTH submits recommendations on Nurses Bill to MoHFW

Digital Health: NATHEALTH & NASSCOM organized Eastern India Digital Health Conclave

Preventive Healthcare: NATHEALTH Expert Speak Series on Wellness & Prevention

Infrastructure Development: Southern Region Healthcare Dialogue: The Healthcare Priorities of Telangana & the Way Forward

Infrastructure Development: Meeting held for higher engagement with Government to strengthen and expand health infrastructure

CSR Charter: CSR meeting held on Win with Vaccines initiative, Project Update

Supporting Innovation: NATHEALTH Innovation Forum Meeting held

Promoting MVT: NATHEALTH Provider Forum Meeting held on Promoting MVT

Internal Member Engagement: NATHEALTH secretariat team building; meetings of the Senior Care Forum and MedTech Forum

Resource Mobilization: NATHEALTH website redesign progress meeting

Funding & Sponsorship: NATHEALTH organizes Treasurer meeting

Building and Enhancing Public & Government Trust

Meeting with NABH to explore partnership in formulation of dialysis standards

NATHEALTH held a meeting with Dr. Atul Mohan Kochhar, CEO, National Accreditation Board for Hospitals & Healthcare Providers (NABH), and the extended NABH team regarding the formulation and inclusion of Dialysis Standards as part of the overall NABH Standards.

NATHEALTH has formed a core group of experts regarding the important initiative of Government as “One Nation and One Dialysis”. The core group works on the agenda of ensuring dialysis patient safety and ensuring quality treatment.

Meeting highlights:

- Majority of Asia Pacific countries including Malaysia, Philippines, Hong Kong, Taiwan, Singapore, Australia, Indonesia, China, Thailand have published mandatory Dialysis Standards. India should follow suit.
- NABH Dialysis standard would help improve the general quality of dialysis delivered to ESRD patient and would give value-based care to patients.
- As a custodian of quality and standards, NABH can prepare Dialysis Standards for India. This would also help private stand-alone dialysis centres to get NABH accredited.

In the meeting, NATHEALTH also shared a basic outline of normal clinical and therapeutic recommendations with NABH.

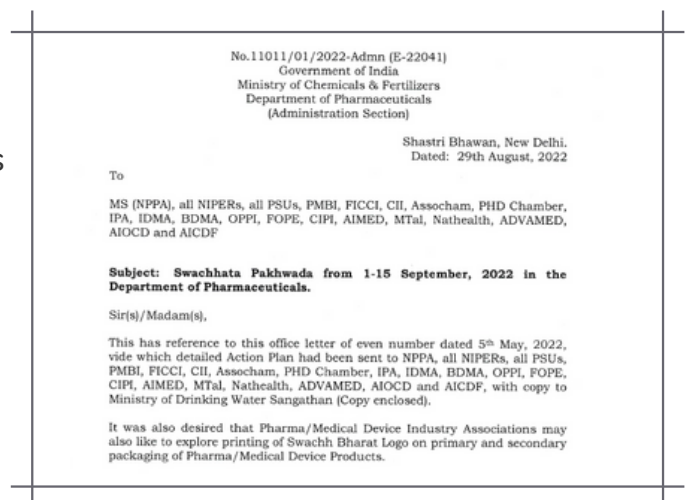


Building and Enhancing Public & Government Trust

Collaboration with DoP for Swachhata Pakhwada 2022

NATHEALTH is proud to collaborate with the Department of Pharmaceuticals for their upcoming initiative Swachhata Pakhwada to be held from 1-15 September 2022, under the Swachh Bharat Mission. Along with NATHEALTH, various other organizations and associations have also lent support to this initiative of the Government of India. The initiative calls for collaborative societal and corporate-level implementation of:

- Mass Swachh pledges
- Cleanliness promoting banner displays
- Swachh Bharat logo features
- Cleanliness drive of office premises
- Toilet cleaning drives
- Planting of saplings
- Use/promotion of solar power
- Use/promotion of renewable energy sources
- Plastic avoidance, recycle & reuse
- Air pollution control, Pest control, and more.



Representation on permit of critical care medical equipment transshipping through Kolkata to Nepal, with Department of Revenue & Ministry of Finance

NATHEALTH recently initiated requests with two key Government offices of Shri Tarun Bajaj Ji, Secretary, Department of Revenue, Ministry of Finance, Gol; and Shri B.V.R Subrahmanyam, Secretary, Department of Commerce, Ministry of Commerce and Industry, Gol.

Problem statement: NATHEALTH members sell imported medical equipment in neighbouring countries like Nepal. Trade is permitted and done as per the clauses under the 'India-Nepal Transit Treaty'. However, in the recent past and specifically in the last one year due to the pandemic, there are huge challenges in imports through air / seaports from Kolkata, due to limited capacity and low volumes especially through Seaports. As per the Treaty, goods import and transit to Nepal can be done only through designated ports/routes in Kolkata.

Cont...

Building and Enhancing Public & Government Trust

Representation on critical care medical equipment permit...

NATHEALTH's solution request:

- The Federation has asked for support from the Government to permit critical care medical equipment, which are also in some cases heavy weight and/or environment sensitive, to be procured in other ports and transshipped through Kolkata to Nepal.
- Industry members will ensure to transship the goods by road in bonded sealed vehicles from the arrival gateway port in Mumbai/Delhi/Chennai to Kolkata transshipment point and further to the transit point to Nepal.
- Healthcare industry is also willing to complete the transit under customs supervision, if needed.
- At the Transit point, industry will complete all customs formalities and procedures for export to Nepal.

NATHEALTH seeks the above relaxation as a facilitation to Trade especially for import of critical care medical equipment. This will enable easy delivery to the hospitals/clinics/healthcare entities in Nepal.

NATHEALTH submits recommendations on Nurses Bill to MoHFW

NATHEALTH has submitted its recommendations on the Nurses Bill to the office of Shri Rakesh Kumar, Deputy Director (Nursing), Ministry of Health and Family Welfare, Gol. The key focus is on the draft guidelines for governing working conditions of all categories of nurses in healthcare establishments/ units/ institutions.

Recommendation categories:

Working hours, safety, Positioning Nursing Leadership, Manpower planning and deployment, support systems, inductions, simulation training, career progression & retention, sanitation facilities, hostel & laundry facilities, grievance redressal mechanism, sexual harassment & whistle blower policy, and more.

30 August 2022

Mr Rakesh Kumar
Deputy Director (Nursing)
Ministry of Health and Family Welfare
Government of India

Sub: - Comments/ suggestions on draft guidelines for governing working conditions of all categories of nurses in healthcare establishments/ units/ institutions

Dear Sir,

Greetings from NATHEALTH!

NATHEALTH has compiled the note with regards to the draft guidelines for governing working conditions of all categories of nurses in healthcare establishments/ units/ institutions. Please find below the note and this includes comments from all leading

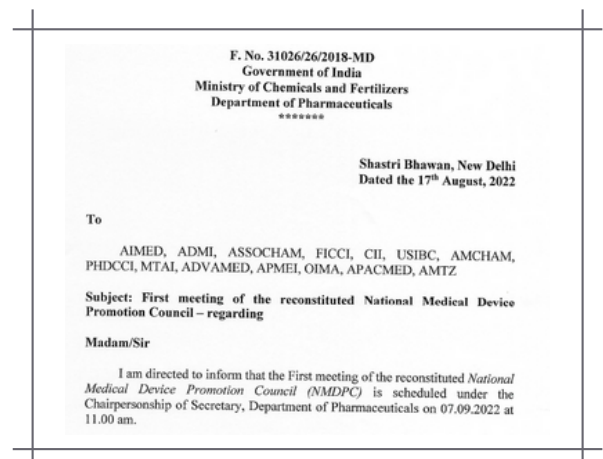
Building and Enhancing Public & Government Trust

NATHEALTH submits 5 key medtech sector priorities for NMDPC 1st meeting

NATHEALTH recently had the opportunity to interact with Shri N Yuvaraj, Joint Secretary (Policy), Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, Govt., regarding the key issues to be discussed and deliberated at the first meeting of the NMDPC.

After collating responses from stakeholders within NATHEALTH, below key priorities were shared with Shri Yuvaraj's office:

1. Exemption process of medical devices from PPO
2. Exemption of Legal Metrology for ease of doing business
3. Compliance issue of QCO/CRO
4. Road map for TMR Implementation
for all Medical Devices (including stents & knee implants)
5. Govt. e-Marketplace (GeM) updations
and revisions



New members at NATHEALTH

NATHEALTH welcomes its newest members: Dr. Satyajit Bose, The Mission Hospital (Healthcare Provider); Dr. Swapan Dey, ESKAG Sanjeevani Pvt. Ltd. (Healthcare Provider); Dr. Manisha Mehta, Sukhda Multispeciality Hospital (Healthcare Provider); Mr. Pankaj Tandon/Mr. Prabhat Shrivastava, VitusCare (Healthcare Provider); Mr. Shaurya A Tayal, RAHI Care (Healthcare Provider); Mr. Aseem Garg, Deep Chand Dialysis Centre Pvt. Ltd. (Healthcare Provider); Mr. Vishnu Bhat, Blueneem Medical Devices Pvt. Ltd. (Medical Devices); and Ms. Sudarshana Gangulee, Mani Group (Infrastructure, Medical Education & Healthcare).

Thought Leadership Initiatives

NATHEALTH & NASSCOM organized Eastern India Digital Health Conclave

NATHEALTH, in partnership with NASSCOM, organized the Eastern India Digital Health Conclave: Opportunities and Challenges, with the theme "Digitalization of Healthcare: The Need of the Hour".

The physical event was graced by the presence of Prof Saikat Maitra, Vice Chancellor, MAKAUT & Prof. (Dr.) Suhrita Paul, Vice Chancellor, WBUHS. The event also witnessed encouraging participation from the healthcare sector, namely the NATHEALTH member organizations, GE Healthcare, Eskag Sanjeevani,



Neotia Hospital, Belle Vue Hospital, AHE(I) and more.

NATHEALTH Expert Speak Series on Wellness & Prevention

NATHEALTH held an Expert Speak Series session on the topic of "Using innovation to leverage wellness and preventive health testing". Speakers invited were Mr. Rahil Shah, Director, NM Medical; Dr. Amit Kharat, Co-Founder, DeepTek.ai; and Mr. Hashmukh Rawal, Promoter & MD, Mylab Discovery Solutions Pvt. Ltd. The series is an attempt at increasing NATHEALTH member engagement, enhancing skills, increasing awareness on industry specific issues. Till date, five such sessions have been organized with enthusiastic participation from NATHEALTH members.

Thought Leadership Initiatives

Southern Region Healthcare Dialogue: The Healthcare Priorities of Telangana & the Way Forward - organized by NATHEALTH



NATHEALTH[®]
Healthcare Federation of India

**Telangana Roadshow
NATHEALTH Southern Region Summit**

Date: 27th August 2022

Time: 2 pm IST

Venue: Lecture Hall Complex, Apollo Medical College,
Apollo Hospital Campus, Film Nagar, Hyderabad – 500096

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Special Thanks



Resource Mobilization for Sectoral Impact

Meeting held for higher engagement with Government to strengthen and expand health infrastructure

NATHEALTH organized an internal meeting to chart out steps for higher engagement with the Government to strengthen and expand health infrastructure. Based on the varied responses of members, the Secretariat listed details of:



- Subgroup priorities
- Task force members
- Setting up core team interactions/meetings
- Identifying the next steps & recommendations
- Finalizing the action plan

Internal Member Engagement

NATHEALTH secretariat team building

NATHEALTH organized a team building exercise for the Secretariat. The session focussed on key areas like working in a collaborative manner, understanding the strengths of colleagues, building up on the strengths, methods to improve on the weaknesses, working in harmony, aligning towards a common goal & vision, and more. The Secretariat team benefitted immensely from the session and the members hope to see better and more targetted outcomes going forward.



CSR Charter Movement

CSR meeting held on Win with Vaccines, Project Update

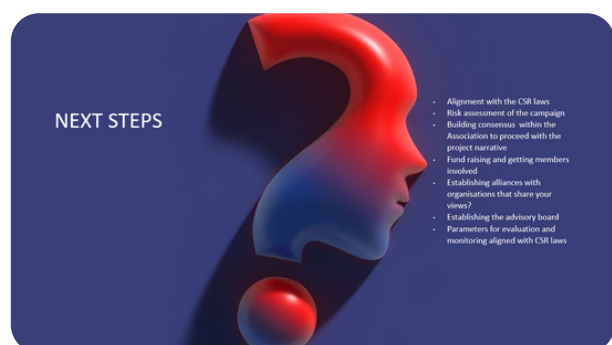
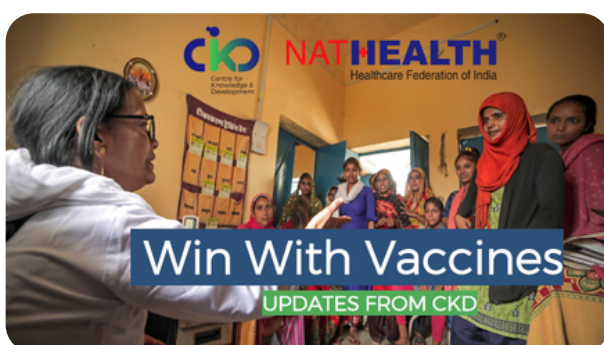
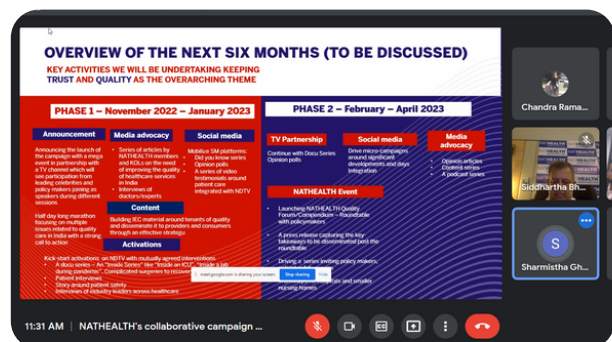
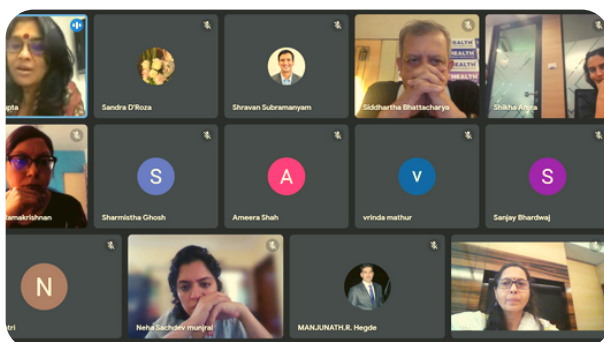
NATHEALTH's Steering Committee recently held a meeting to discuss on the Win with Vaccines project and to discuss the way forward for the CSR Charter.

Win with Vaccines: Ms. Seema Gupta from CKD updated on the Vaccine Hesitancy Project and informed that ground work has been initiated in the blocks and villages in selected districts.

Collaborative CSR: NATHEALTH's communication partner, Avian WE presented a proposal on a public education campaign promoting quality healthcare and improving quality along with affordable healthcare. The meeting members gave a go ahead to the campaign.

Next steps:

- Proposal to be discussed with NABH, QCI and other stakeholders.
- Alignment on broad quality standards of NABC/NABH/QCI/JCI and ensure tangible measures of quality.
- Respective Teams to check with their CSR Boards/Advisory on the validity of this as a CSR initiative for the purpose of committing funds.



Internal Member Engagement & Communications

NATHEALTH Innovation Forum Meeting

NATHEALTH's Innovation Forum held a call recently. The members discussed key points as per their pre-curated priority areas, like:

- Create a model for integration of NATHEALTH with the emerging innovation ecosystem
- Industry academia start-up interface
- Defining role of NATHEALTH in the start-up policy, regulatory and financing space



- Creating suitable terms of references for onboarding start-ups into NATHEALTH & more

NATHEALTH Provider Forum Meeting on Promoting MVT

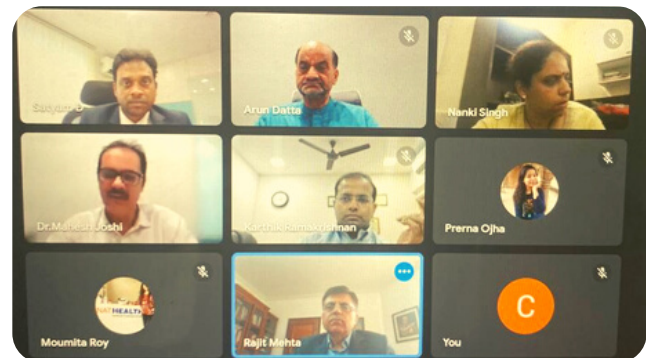
NATHEALTH's Provider Forum arranged a meeting to discuss a key priority area of Promoting Medical Value Travel (MVT). The members focussed on topics such as demand mobilization and channelization, and also enabling policy regulations to grow the supply side. In addition, the meeting spoke about aligning NATHEALTH International Charter to



catalyze the MVT agenda and market brand 'Heal in India' globally.

NATHEALTH Senior Care Forum meeting held

- NATHEALTH Senior Care Forum met recently to discuss certain current focus areas, like:
- Telemedicine care
- Standardization & licensing (regulatory framework)
- Involvement of insurance products (jointly with Insurance Forum)
- Creation of additional cadre in the allied healthcare space to support the specific needs



The meeting ended with drafting of action points and future steps to achieve the set Forum targets.

Internal Member Engagement & Communications

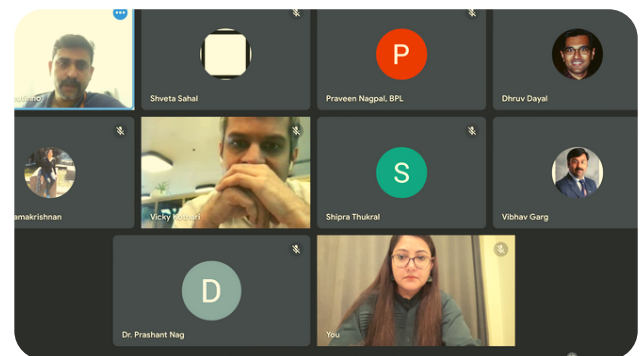
NATHEALTH organizes Treasurer meeting

In the latest Treasurer meeting, led by Mr. Sunil Thakur, Treasurer, NATHEALTH, current updates were provided and future strategies were planned. It was informed that the initiative by NATHEALTH on call for sponsorship is picking up well, with positive results seen during the recent activities of the Federation. The meeting also discussed how members can further support in adding more members and to attract funding, basis the new NATHEALTH 3.0 Agenda, which is targetted at the growth of the healthcare sector.

NATHEALTH MedTech Forum meeting held

NATHEALTH's Medtech Forum recently met to discuss on core priority areas such as:

- Ease of doing business
- Developing value-based pricing for new age innovators
- Incremental innovation & differential pricing
- Customs Duty and Cess
- Creating an aligned MedTech agenda with the Providers

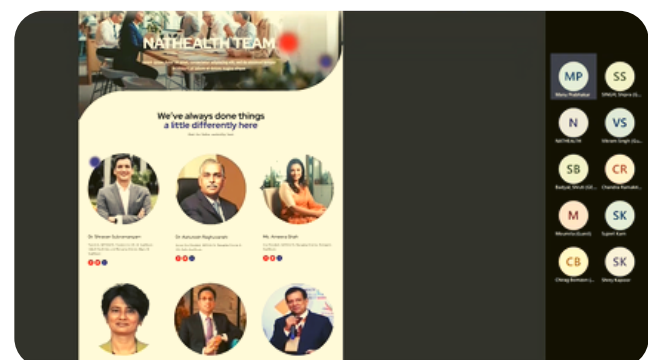


The meeting saw members sharing their views & recommendations on the priority areas.

Proactive Communication Initiatives

NATHEALTH website redesign progress meeting

NATHEALTH has kicked started the re-design and development of a mobile responsive website on the lines of NATHEALTH 3.0 Initiative. The project is going on at the desired pace and is in line with the planned requirements. A staging link was recently created to analyze the progress and to chart the way forward. The website core team is regular



in taking inputs from key members to improve on the project.

Proactive Communications & PR Campaigns

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Done in a Snap
ependof

Nathealth and CKD launch public education campaign 'Win with Vaccines' to boost Covid-19 vaccinations

Our Bureau, Bengaluru
Thursday, August 4, 2022, 19:45 hrs (IST)

Nathealth and Centre for Knowledge & Development (CKD) an organization incubated by IPE Global, has launched a public education campaign, 'Win with Vaccines'. This is to build Covid-19 vaccine confidence in low vaccine coverage states across Assam and Karnataka. These include South Sikkim, Manipal, Bidar, Chitradurga and Tumkur in Karnataka, being the lowest rate of vaccination in the state.

While India has reached a significant milestone by administering a total of 200 million vaccines, only 719 crore citizens have been administered the booster dose till 03 August 2022. Overall, vaccination coverage has dropped in various pockets of the country, a gap that Nathealth, in collaboration with Centre for Knowledge & Development, IPE Global, Healthcare, Classroom Hospital and Treatment Medical Care are addressing with this campaign.

The programme will use effective monitoring and impact assessment tools to measure progress and a multi-pronged communication approach will be adopted, blending traditional and new-age mediums. It will leverage social media groups, theatre arts, influencers, youth councils, community and

EXPRESS HEALTHCARE
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NATHEALTH and CKD launches "Win with Vaccines" campaign

By: Dr. N. Srinivasan | 04 Aug 2022

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Happy Days are here again. Bring Home an LG OLED.

Mukesh Ambani is mystery buyer of Dubai's costliest home ever, \$1K, David Beckham among neighbors?

Replicating India's emergency medical care model in emerging countries

Developing and emerging countries in Asia and Africa, with similar healthcare and related issues, can take a leaf out of India's book to solve their healthcare woes.

August 28, 2022 9:30 am

By Prabhdeep Singh

Emergency Medical Response is critical to a robust healthcare system. Trauma

Diagnostics: Corporates eye positive results

Tata, Adani and Torrent are among new players queuing up to get a slice of the diagnostics pie

Indian corporates are queuing up to take a diagnostic test, quite literally! And the results are awaited!

What has remained a virtually unnoticed vertex in the healthcare ecosystem—diagnostics—has now gained prominence with corporate investors, Indian and international, lining up with big money, hoping for healthy returns.

The latest entrant being the ITC group that has forayed into diagnostics with newly formed ITC Diagnostics, with plans for a diagnostics chain it bets on as expertise of consumer engagement gained from its power and gas distribution businesses, this, for ITC, diagnostics is an attractive ancillary to pharma, promising growth.

Promise of good margins
Experts believe, the sector promises healthy EBITDA (earnings before interest, taxes, depreciation, and amortisation) margins anywhere between 25-40 percent with a sus-

healthcare space alike to tap the opportunity.

In May, top industrialist Gautam Adani-led group had announced a healthcare foray with diagnostics as one of the focus areas under Adani Health Ventures. During the pandemic, in 2020, the ITC group formed ITC Medical and Diagnostics (ITC MD) as a healthcare venture to provide "patient-centric diagnostic solutions."

Other pharma players are also in the fray, with Lupin, Mankind and Cipla taking different pathways in the diagnostics segment. Foreign players such as US-headquartered Arava and Rocklife Lifesciences are also testing the waters in India, through local arms.

Hemant Rawal, Managing Director, MyLab Discovery Solutions (which has investments from the Poonawalla of Serum Institute) believes, competition, diagnostics is a way forward "where diagnostics and therapy will go hand-in-hand."

Others, diagnostic is the bet for future. Anand K.

driven by "increasing prevalence of non-communicable diseases and chronic conditions, an ageing population, growing awareness of health and a mid-net-spend shift among consumers, besides insurance penetration, a preference for evidence-based treatment and increasing per capita income."

Estimated at \$65 billion, the diagnostics industry grows at 4-5 percent annually, he said.

Besides the Covid-19 opportunity that opened up, there are factors such as low entry barrier, a high re-

turn on investments (ROI) and lack of stringent regulations that makes this space lucrative for fresh investments, informed the Arun Bang, CEO of Dr Durga Lab.

"Booms expected for 10-15 years"
Post-Covid, consumers are seen spending relatively more on diagnostics. On cost division, Rawal informed that till now only 10 percent was for diagnostics, while about 90 percent was for treatment or therapeutics. "Covid showed the value of diagnostics. Also in the government's focus on overall healthcare infrastructure, diagnostics is an important part. The industry is expected to boom for next 10-15 years," said Rawal.

The sector is already witnessing a growing trend of precision medicine thereby requiring testing at the molecular level. SII's Anand says, "therefore adoption of new technologies and harnessing the power of big data, artificial intelligence and machine learning will become imperative going forward."

The biggest concern is main-

tenance of quality and control. In the past few years, which may compromise sustainability of high margins. Startups and big corporates, flush with funds may burn cash on customer acquisition, eventually reducing EBITDA for everyone.

"Although, the sustainability of such a model is questionable, as healthcare brands are built over trust and faith over years, only time can tell how these e-diagnostics models will create efficiency and provide high levels of service and quality lab results," said Bang. About a year ago, diagnostic chain Theracore was acquired by API Holdings—the parent of online pharmacy PharmEasy in a \$456-million deal.

Rawal believes that, besides branding, niche offerings and how quickly customers are attended to, the molecular level, SII's Anand points for all. Other concerns include medico-legal compliances and possible changes in regulatory framework with stricter rules. These factors may put small and standalone players at risk of running dry on finances and custom-

ONCE IN SHORT SUPPLY DURING THE PEAK OF THE PANDEMIC, VITAL PARAPHERNALIA USED IN THE PREVENTION AND TREATMENT OF COVID-19 REMAIN UNSOLD OR UNUSED, PUTTING MANUFACTURERS IN A SPOT

BY NEETU CHANDRA SHARMA
ILLUSTRATION BY ANIRBAN GHOSH

RAMA SINGH, A DELHI-BASED medical equipment distributor, is eagerly waiting to free up space in his warehouse, now occupied by over a dozen oxygen concentrators that he bought in March 2021 when India was reeling under the second wave of the Covid-19 pandemic. The Chinese concentrators, which Singh had bought from domestic companies for ₹25,000 each and rented for as little as ₹2,000 a day to Covid-19 patients, haven't been used for over a year.

"Since there is no demand, I offered them to charity at a loss," says Singh, who plans to donate them to a charity since he has already recovered his cost.

Ventilators, oxygen concentrators, personal protective equipment (PPE) kits, oxygen cylinders and many other items that were considered life-savers during the initial days of the pandemic are now gathering dust at hospitals and manufacturing units. These commodities, which were in high demand during the pandemic, are now facing a sharp decline in demand.

CHALLENGING TIMES
"These are very challenging times for manufacturers of Covid-19 critical medical devices who had invested in plants and production lines for PPEs (N95 equivalent), masks, surgical masks, oxygen therapy (ventilators, oxygen concentrators, high nasal flow oxygen equipment), syringes, etc., as demand has ebbed sharply and manufacturers are left with huge capacities of plant and machinery and unsold inventories," says Raju Nath, Forum Coordinator, Association of Indian Medical Device Industry (AIMDI).

"Not just Indian companies, even multinational conglomerates like 3M are facing a slump in demand. For over 50 years, 3M's respirators such as the N95 have been used across industries, during natural disasters, and outbreaks such as the Covid-19 pandemic. "We approximately

doubled global capacity of manufacturing respirators to support the frontline workers during the pandemic," says Ashwini Tiwari, Founder & CEO of MedikaBazaar, a B2B store for hospital supplies, says that during the second wave, manufacturers ramped up production of ventilators, PPE kits and masks to meet demand. "As a result, hospitals and supply chain partners are still carrying a large number of unused equipment and most of this is lying in the top 20 cities of the country," he says, adding that before the pandemic, India used to manufacture only 6 million PPE kits per annum, which was ramped up to over 220 million.

"Similarly, capacity for ventilators and surgical masks had gone up by 10 times during the peak of Covid-19," he says. While there has been a sharp decline in demand with the pandemic receding, the recurring demand for PPE kits, masks, gloves and sanitizers is still higher than pre-Covid-19 levels due to increased awareness and endemic protocols. "But medical equipment and devices like pulse oximeters, thermometers, oxygen concentrators and ventilators have seen a decline in demand," MedikaBazaar's operating revenue grew

Medical tourism revives after pandemic blow

Sector expects revenues to soon surpass pre-Covid levels, and \$6-bn market to double by '26

SOHINI DAS & ANESH PHANIS
Mumbai, 29 August

Medical tourism is back in India, after being nearly reduced to naught during the two-year hit by the Covid-19 pandemic.

Corporate hospitals say that footfall and revenues are not only back to pre-Covid-19 levels but are expected to surpass the pre-pandemic numbers in the next two quarters.

As such the \$6-billion medical tourism market in India is expected to rise to \$13 billion by 2026, according to some estimates. An industry source said that if the market kept growing at the current rate, it had the potential to touch \$25 billion by 2030. The sector is expected to grow at a CAGR of 21.1 per cent from 2020 to 2027.

According to Anil Vinayak, group chief operating officer, Fortis Healthcare, medical tourism has steadily returned to normal over the last six months after being hit by lockdowns and flight restrictions.

"We are almost at pre-Covid levels, and there are signs that we will go higher as well. There is a strong base of patients now as well as those with travel plans in the coming months," he said, adding that the hospital chain estimates medical tourism to trump pre-Covid levels in the coming quarters or two. The pent-up demand is now being served, Vinayak said.

Foreign patients make up about 10 per cent of Fortis' revenue. "We expect it to rise to 12 per cent in the next few quarters. Currently, it is on a par with the pre-Covid levels and we expect international traffic to be better than pre-pandemic days soon," a Fortis spokesperson said.

Dilip Jose, MD and CEO of India's second largest chain, Manipal Hospitals, said, "We have noticed that both in terms of number of patients as well as value, international medical travel has returned to pre-pandemic levels and is beginning to show growth, too. This has the potential to grow faster than domestic revenues in the current year, given the high proportion of elec-

land, but only \$3,000-6,000 in India. However, Jose said, the healthcare sector was yet to fully realise the opportunity for a variety of reasons. "The lack of a coordinated approach to promote our capabilities in the target geographies, absence of a consolidated platform that offers information as well as options for prospective users, and logistical challenges stand in the way. 'Heal in India' is a good step to address many of these concerns and the government backing would bring in authenticity, especially if there is a mechanism to filter providers who could be on the platform," he added.

The Union health ministry is working with the ministries of civil aviation, tourism and Ayush, besides hospitals and other stakeholders, to create a road map to increase medical value tourism. Easing medical visa rules is on the cards.

Medical value travel could grow to even form 12 to 15 per cent of the organised tertiary and quaternary sector, and in turn support allied areas like hospitality, Jose added.

Besides its major source countries in West Asia and Africa and neighbouring regions, India has the potential to attract patients from the developed world, too—especially those who want to avoid long waiting periods for procedures and also ones who are underserved, the local industry feels.

Meanwhile, traditional Indian medicine centres have also started receiving patients from overseas again.

"From 2005 till the nationwide shutdown in March 2020, more than 90 per cent of the patients at our Ayurveda centres in Kerala came from overseas. During the pandemic, we have seen a growth of Indian patients who account for 70 per cent of our overall numbers. But now, we are seeing a slow and steady return of international patients and the trend is going to grow in the coming months," said Sidarth Dominic, CEO of GHI Earth Wellness.

GHI Earth Wellness began a naturopathy centre in 2018. It is seeing consistent growth in the international segment. "We see an increase in demand for preventive healthcare treatments, long Covid cases, diabetes, hormonal and gynaecological disorders, musculoskeletal disorders and other lifestyle disorders," Dominic said.

Most of the patients come from within India, CIS and European countries.

■ Medical tourism market in India is worth \$6 bn
■ The market may expand to \$13 billion by 2026
■ The sector is expected to grow at a CAGR of 21.1% from 2020 to 2027
■ A cardiac procedure that costs between \$40,000 and \$60,000 in the US, costs only \$3,000-\$6,000 in India
■ Medical value travel could grow to even becoming 12-15% of the organised tertiary and quaternary sector
■ Heal in India initiative by the Centre in the works

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