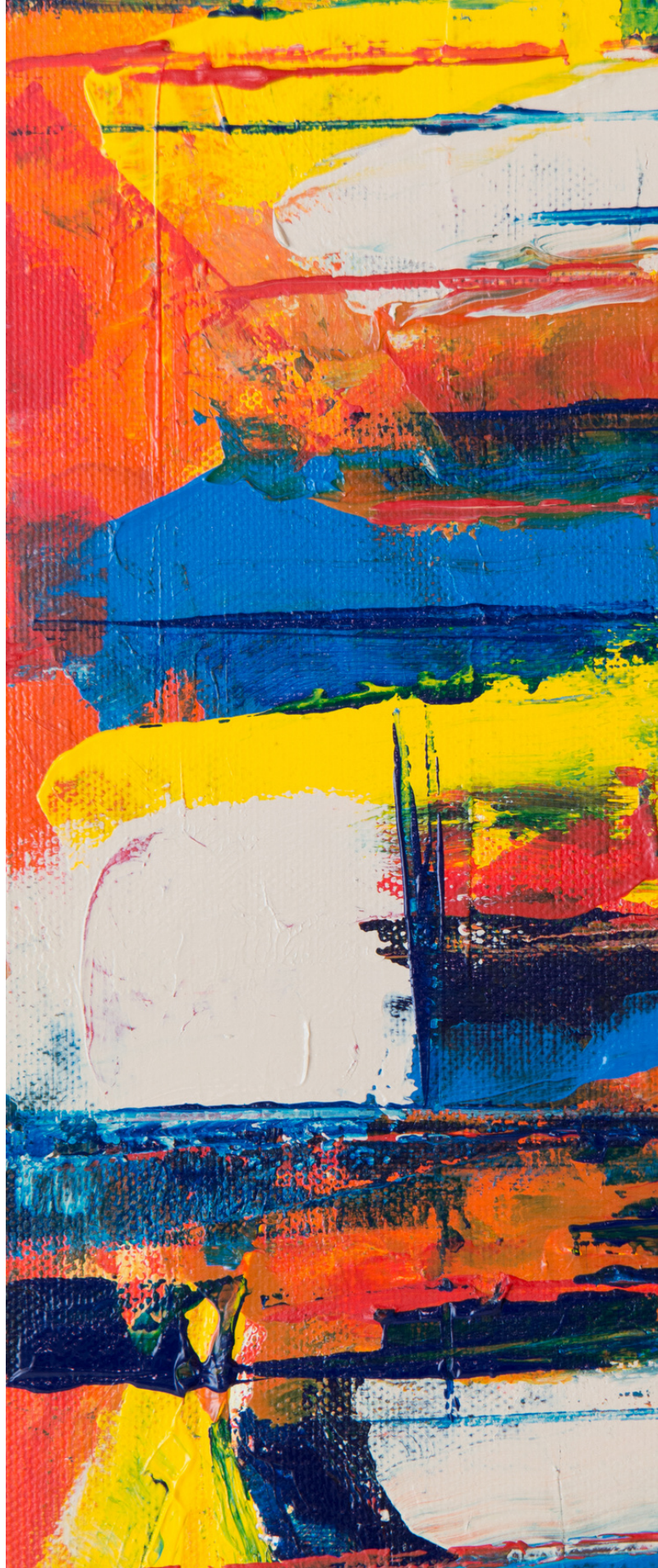


2022
OCTOBER
**NEWS
LETTER**

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



NEWS

LETTER

Impact in the last 30 days

Government Engagement: Collaboration with DoP's India MedTech Expo 2022

Government Engagement: Sectorial meeting to remove roadblocks for Government collaborations

Government Engagement: Interactive meeting on NPPA's IPDMS Ver 2.0

Government Engagement: NATHEALTH's collective CGHS responses to Union Health Secretary

Government Engagement: Meeting with NITI Aayog to strengthen & expand health infrastructure

Government Engagement: Progress meeting with Health Ministry on Pradhan Mantri TB Mukta Bharat Abhiyaan

Infrastructure Development: Launch of whitepaper "Dialysis Delivery in India: Demand, Challenges and Policy Insights"

Infrastructure Development: NATHEALTH kick-starts its Healthcare Financing Whitepaper

Digital Health: Event on Digital Transformation in Healthcare: Opportunities for India & Australia

Collaborative Initiative: Partnership with ET Summit, Mumbai for higher stakeholder involvement

CSR Charter: Mid-term progress report created & shared on Win with Vaccines project

CSR Charter: Collaboration for Quality project receiving strong industry support

Stakeholder engagement: NATHEALTH organized sessions on Expert Series

Stakeholder engagement: NATHEALTH organized the Eastern Region Industry meet

Communications: NATHEALTH's campaign #WeStandWithIndia wins Golden Sabre Award

Resource Mobilization: NATHEALTH's revamped website launched

Stakeholder engagement: NATHEALTH announces 2 new membership tiers

Building and Enhancing Public & Government Trust

Collaboration with DoP's India MedTech Expo 2022

The Department of Pharmaceuticals in association with FICCI is organizing the National MedTech Expo 2022, from 9th to 11th December at Pragati Maidan, New Delhi, with the focus to showcase India's journey and opportunities in the sector. NATHEALTH is happy to share that it has been chosen to be a part of the event organizing committee.

You may visit the event website <https://indiamedtechexpo.in/> for further details. NATHEALTH has initiated a campaign to gauge the industry's interest in this mega event. A survey form has been circulated for the same. NATHEALTH members and healthcare players can [click here](#) to fill the Survey Form & express interest.

Event Highlights

- Inauguration by Mr. Prime Minister of India.
- A Reverse Buyer Seller Meet (RBSM) with delegations from CIS, AFRICA, and SAARC.
- More than 200 Hosted Buyers for planned B2B and B2G meetings to encourage foreign investments in new areas of Indian MedTech.
- Collaborate with related departments/organizations such as DBT, CISR, IITs, state governments and others.
- A separate section on 'Evolving Technologies in MedTech Sector'.
- Future Pavilion
- R&D Pavilion
- Start-up Pavilion
- PLI Pavilion
- Government Pavilion
- States Pavilion
- Open House with Regulators



Building and Enhancing Public & Government Trust

Initiative to remove roadblocks for Government collaborations

NATHEALTH organized a series of meetings with NITI Aayog and the Ministry of Health & Family Welfare, to explore areas of collaborations and locate the roadblocks in creating such partnerships. NATHEALTH has invited ideas and interests from industry stakeholders on the areas that came up during these discussions.

NATHEALTH would like to provide an opportunity to collectively engage with the Government and its collaborators to remove some of the roadblocks to accelerate the industry's growth momentum. Many of NATHEALTH's forums are already active in these areas and it's important to gauge how they can be further sharpened with combined efforts.

Highlights of the initiative:

- A 1 pager preliminary note highlighting industry's suggestions outlining how NATHEALTH can facilitate the opportunity conversion, implementation and secure support from Government as required.
- Request for concrete output/timelines to tackle the roadblocks.
- Investment potential between India and Africa and specific projects which interests players in geographic expansion, partnership, and investments specifically in MVT/insurance sector/other sectorial opportunities.
- Concrete suggestions to offer financial inclusion to missing middle population in India or grow the insurance coverage.
- VGF reforms and any project proposal pending for government approval in healthcare (Brownfield/Greenfield/PPP).
- PM-JAY and other social insurance program participation uptick by private sector.
- Grow the digital health adoption and footprint as per the ABDM framework.

Building and Enhancing Public & Government Trust

Interactive session on NPPA's recently-launched IPDMS Ver 2.0

NATHEALTH was an active participant of NPPA's interactive session with the industry on the recently-launched IPDMS Ver 2. Shri Kamlesh Kumar Pant, Chairperson, National Pharmaceutical Pricing Authority (NPPA), chaired the interactive session. NPPA has requested for member suggestions on IPDMS Ver 2, for which NATHEALTH members submitted their feedback and suggestions.

About IPDMS 2.0



- The IPDMS 2.0 launched on 29th Aug 2022
- Developed by CDAC, Noida
- Facility of bulk online submission of mandatory returns
- Facility of online service of notices, receipt of reply & check status
- Separate IPDMS access for Medical Devices and Formulations
- Dedicated e-mail id for complaint redressal: nppa-ipdms@gov.in



NATHEALTH submitted collective CGHS responses to Union Health Secretary

NATHEALTH [®] Healthcare Federation of India	
Annexure I	
Key Clause	Key Considerations
<p>Payment Rates</p> <ul style="list-style-type: none"> • The existing 2014 rates would continue to apply and CGHS reserves the right to revise the rates even during the period of agreement • In case any procedure is billed at a lower than CGHS rate to any Government or Private Organization in future, same (lower) rate shall be applicable to CGHS. 	<ul style="list-style-type: none"> • The 2014 rates should be adjusted for a broad-based inflation index to account for changes in input costs of medical consumables, wages, and others • A revised grounds up costing exercise may be undertaken to account for the base change since 2014 • Differential pricing may be introduced considering the quality of service provided by different hospitals • An ESCROW account may be set up to expedite all future payments • Any deductions must be informed in advance and mutually agreed upon

In regard to the updated notification on continuous Empanelment Scheme 2022 for empanelment organizations of private Health care (HCOs) under CGHS-corrigendum, NATHEALTH has compiled a set of responses received from the private healthcare organizations. The same were shared with Shri Rajesh Bhushan Ji, Union Health Secretary, Government of India. The initiative will be proceeded further with a meeting of the Union Health Secretary with NATHEALTH, other federations, and key industry leaders.

Building and Enhancing Public & Government Trust

Meeting with NITI Aayog to strengthen & expand health infrastructure

NATHEALTH's MedTech Forum 3.0 has initiated a string of dialogues for higher engagement with the Government to strengthen and expand health infrastructure in India. As a part of this, the Federation held a meeting with NITI Aayog and other industry stakeholders. The meeting discussed the healthcare infrastructure presentation deck, which was followed by sharing of collective feedback and suggestions.

Key highlights:

- Discussing the path forward to develop India's healthcare infrastructure.
- Understanding the data requirements and the people & organizations to connect with for this development.
- Sharing of guideline document on FM's Rs. 50,000 crore [health scheme](#).
- Higher engagement with the Government to strengthen and expand health infrastructure.
- As next steps, setting up a core team for interactions/meetings to discuss and identify the solutions for taking the agenda ahead.

Progress meeting on Pradhan Mantri TB Mukh Bharat Abhiyaan

Taking the cause of “Pradhan Mantri TB Mukh Bharat Abhiyaan (PMTBMBA) further, a follow up meeting to assess the progress was organized with Dr. Mansukh Mandaviya, Minister of Health and Family Welfare, Gol, which discussed NI-KSHAY 2.0, a digital platform for community support for persons with TB.

NATHEALTH member industries and partners had actively participated in the National Tuberculosis Elimination Programme (NTEP), and once again the stakeholders are willingly working towards PMTBMBA as well. The meeting also provided additional information to adopt TB patients as per the providers' preferred geography.



Thought Leadership Initiatives

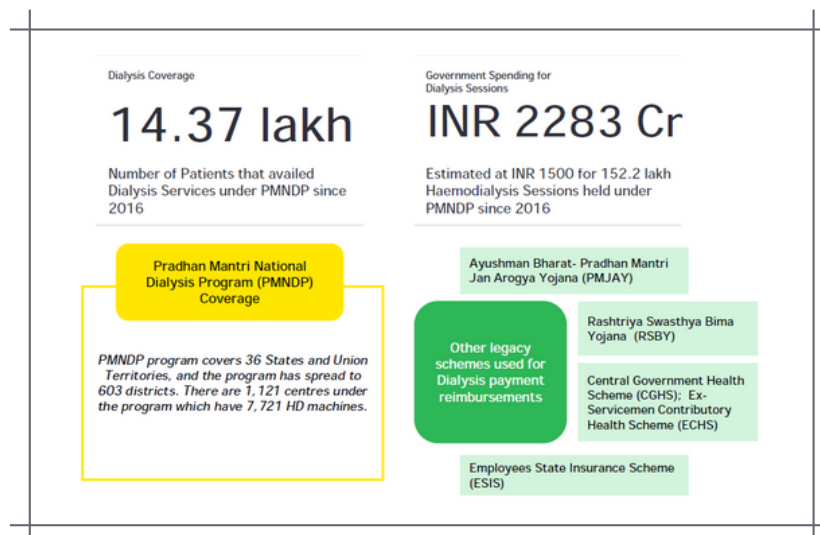
Launch of whitepaper on Dialysis Delivery in India: Demand, Challenges and Policy Insights

NATHEALTH, along with E&Y has released a whitepaper titled "Dialysis Delivery in India: Demand, Challenges and Policy Insights". The report provides detailed analysis of the dialysis landscape in India, determining India's readiness in meeting the dialysis demand, while also improving the quality of services to maintain international standards.

As per government estimates, nearly 220,000 patients develop ESRD in India, leading to an annual additional dialysis demand of 34 million treatment sessions. With only 4950 dialysis centres and 2600 nephrologists, this will prove to not be sufficient to meet upcoming demand of dialysis as this disease gains traction due to various sociological and environmental factors.

Report Highlights

- Dialysis Landscape of India
- Need for Standalone Dialysis Centres
- Human Resource Required for Dialysis
- Key Challenges in the Dialysis Ecosystem
- Global Perspective for Dialysis
- Focus on Clinical Outcomes and Standards
- Key Recommendations



Thought Leadership Initiatives

NATHEALTH partnered with ET Hospital Management Summit



NATHEALTH was the Knowledge Partner for the Economic Times Hospital Management Summit, scheduled on 27th September 2022 in Mumbai. The Summit brought together some of the best minds and experts in the field of managing hospitals. It allowed the delegates to understand expert views and perspectives in creating and practicing the best global practices in hospital management. The idea of the Summit was to provide a comprehensive overview of the latest developments in hospital management, including cutting-edge technologies, Government policies, medical tourism, hospital management systems and more.

Launch of event report on Southern Region Healthcare Dialogue: Healthcare Priorities of Telangana & the Way Forward

NATHEALTH has launched a report on its event - Southern Region Healthcare Dialogue, which was organized at Hyderabad under the theme of “Healthcare Priorities of Telangana & the Way Forward”. The event had witnessed huge participation from the healthcare sector of the region, including the Government. The session focussed on various priority areas in healthcare and was a perfect fit to move NATHEALTH’s 3.0 agenda forward.



Thought Leadership Initiatives

Event on Digital Transformation in Healthcare: Opportunities for India & Australia



The Australian Trade and Investment Commission and NATHEALTH organized a panel discussion on “Digital Transformation in Healthcare – Collaboration opportunities for India and Australia” on 30th September 2022 in Bengaluru. The event was organized as a part of the AIBX mission. The theme of the discussion was around digital health technologies roadmap, challenges and incorporating intelligent solutions in the healthcare value chain, followed by interactions with the Australian delegates.

Delegates from Australia included Government officials from the Australian Digital Health Agency (ADHA), ASX listed companies such as Cochlear, ResMed, Alcidion, George Health, and more. During the course of the event, the delegates expressed key interest in understanding the Indian digital health ecosystem.

Initiation of the NATHEALTH Healthcare Financing Whitepaper

NATHEALTH has started work on its whitepaper on healthcare financing. The Secretariat has completed the Scope of Work document after deliberations with the leadership team and forums of the federation. The report is aimed at:

- Comparing the infrastructure and healthcare spend parameters, with both similar and developed countries, while also highlighting the pain points.
- Highlighting the current models of capital financing (equity – private equity, debt), global best practices, and a way forward including innovative financing options such as VGF & other PPP models, advance working capital funding (green financing), etc. to attract funds for new infrastructure development.

Thought Leadership Initiatives

NATHEALTH organized further sessions on Expert Series

NATHEALTH's Expert Speak Series is going strong, with 3 more sessions organized in October, taking the total number of sessions to 10. [Click here](#) to know more about the series. The list of topics covered till date, include:

1. Dialysis delivery in India: Demand, Challenges & Policy Insights
2. Indian Diagnostics – Emerging possibilities in a digitally connected era
3. Reimagining the Next Generation Human Resources required to Upskill Healthcare in India
4. Monkeypox Preparedness for the management, awareness and prevention
5. Antimicrobial Resistance AMR
6. Understanding the triggers of stress and relieving them at work & at home
7. Using innovation to leverage wellness and preventive health testing
8. Improving Operational Efficiency through Digital Health
9. Role of clinical governance for universal coverage
10. Building supply chain resilience

The series is an attempt at increasing NATHEALTH member engagement, enhancing skills, increasing awareness on industry specific issues. The sessions have seen enthusiastic participation from NATHEALTH members.



JOIN US FOR THE
EXPERT SPEAK SERIES
EXCLUSIVELY FOR
NATHEALTH MEMBERS

Increasing NATHEALTH member engagement,
enhancing skills, increasing awareness on
industry specific issues

Session on
Dialysis delivery landscape in India: Demand, Challenges & Policy Insights

21st October 2022 (Friday) - Time: 4:00-5:00 pm

Panel Experts

 Speaker Mr. Vikram Vuppala Founder & CEO NephroPlus	 Speaker Dr. IJ Genl AS Narula, PVSM, VSM Principal Director Kidney and Urology Institute Fortis Escorts Heart Institute
 Speaker Mr. Indrani Roy Choudhury Group CEO Apex Kidney Care	 Speaker Dr. Aashish Sharma Medical Director Fresenius Medical Care


Moderator
Ms. Shambhavi Sharan
Manager
Tax & Economic Policy Group
Ernst & Young LLP

[REGISTER NOW >](#)



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EXPERT SPEAK SERIES
EXCLUSIVELY FOR
NATHEALTH MEMBERS

Increasing NATHEALTH member engagement,
enhancing skills, increasing awareness on
industry specific issues

Session on
**Reimagining the Next Generation Human Resources required to
Upskill Healthcare in India**

14th October 2022 (Friday) - Time: 4:00-5:00 pm

Speakers

 Mr. Ajay S Vamadevan Professor & Program Chair PGDM Healthcare Management Goa Institute of Management (GIM)	 Mr. Prateep Sen Co-Founder CuraFoot and Tribecca Care	 Ms. Nanki Lakhwinder Singh Founder & CEO Profibio SmartWellness for Seniors
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[REGISTER NOW >](#)



JOIN US FOR THE
EXPERT SPEAK SERIES
EXCLUSIVELY FOR
NATHEALTH MEMBERS

Increasing NATHEALTH member engagement,
enhancing skills, increasing awareness on
industry specific issues

Session on
Indian Diagnostics – Emerging possibilities in a digitally connected era

23rd September 2022 (Friday) - Time: 4:00-5:00 pm

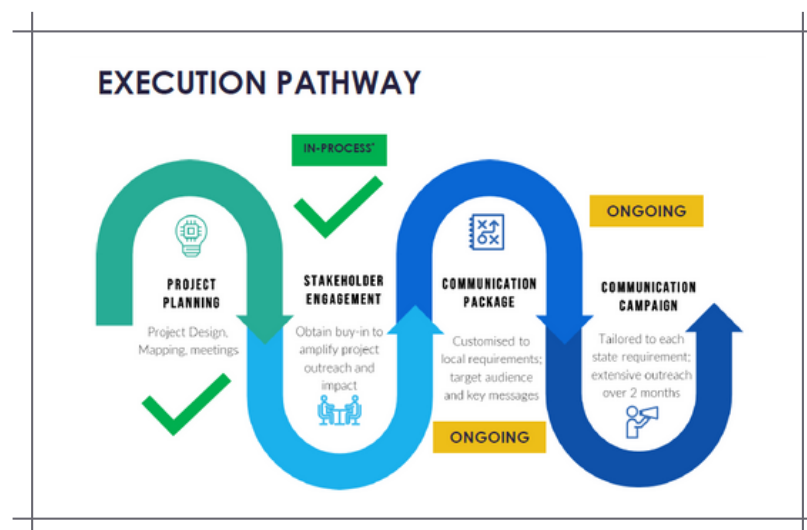
Panel Experts

 Speaker Mr. Sanjeev Vashista Managing Director & CEO PathKind Diagnostics Pvt. Ltd.	 Speaker Dr. Ravi Gaur Partner & Director Unipath DRG Specialty Laboratories LLP
 Speaker Mr. Deepak Sahni CEO and Founder Healthians	 Moderator Dr. Atak Ahuja CEO Dr. Ahuja's Pathology and Imaging Centre

[REGISTER NOW >](#)

CSR Charter Movement

Mid-term progress report created & shared on Win with Vaccines project



NATHEALTH CSR Charter's Win with Vaccines project has gained a lot of momentum recently. A mid-term report on the same was created and shared with all relevant stakeholders recently.

About Win with Vaccines project

Supported by NATHEALTH, Win with Vaccines is a CKD initiative to build vaccine confidence in five low-coverage districts across Assam and Haryana. According to a recent study, vaccine hesitancy is still dominated by myths and beliefs, and the project intends to build a favourable environment and address issues of diffidence in vaccination. The campaign is debunking myths and misconceptions and engaging the Government and private stakeholders to increase the coverage of vaccines. The districts of Nuh in Haryana and Baksa, Chirang, Udalguri & South Salmara in Assam have been selected due to drastically low vaccination coverage.

The Auditors regularly review the project and have so far been satisfied with its implementation and progress. Next steps include kick-starting the communications campaign on the project, and funding initiatives amongst NATHEALTH members and stakeholders.

CSR Charter Movement

Collaboration for Quality project receiving strong industry support



NATHEALTH's new CSR Charter project - Collaboration for Quality - was kicked off recently. As the next step, the initiative's communication campaigns have started and NATHEALTH is receiving a positive response from the healthcare sector, various other associations and NATHEALTH member organizations. NATHEALTH's Leadership Team and the Governing Council is deeply involved with the project and guides the Charter with feedback and suggestions regularly.



WHAT'S THE MISSION

Taking quality in healthcare high up on the agenda and changing health seeking behaviour for improving health outcomes

WHAT WILL BE ACHIEVED

Awareness on...
Understanding of quality
Differentiation between good & bad quality
Indicators & standards of quality
Free services & quality care at cost

<p>What is the project? Simplifying key sectoral issues under the 'We stand for Quality' campaign and bringing it to the forefront of the industry's agenda</p>	<p>Who will lead? NATHEALTH, Member Organizations, Quality Accreditation Agencies, Key Government Quality Stewards Stakeholders, KOLs, Associations</p>
<p>How will it run? An intense mass media public education programme to support Government's quality priority, by unpacking the key indicators for quality healthcare</p>	<p>Who should support? All organisations who want to join this movement towards quality & patient safety alongside healthcare value</p>

Collaborations for the initiative have been aligned with NABH, NABL and QCI. NATHEALTH invites its members to lend their support for the project.

We invite you to support the initiative through **Resources. Technical assistance. Active participation. Funding.**

Email: anwesh.pandey@nathealth.co.in

Visit: www.nathealthindia.org

Continuous Stakeholder Engagement

NATHEALTH organized the Eastern Region Industry meet



NATHEALTH arranged the Eastern Region Industry Meet in the month of October in Kolkata. Present in the meeting were NATHEALTH members, AHPI members, AHE(I) members and various industry leaders and stakeholders of the region. During the event, Invest India shared a presentation on the Investment Opportunities in North East and Arthur D. Little (ADL) presented the Concept Note of the Whitepaper 'Future Potential of Healthcare in Eastern India' - a joint initiative between NATHEALTH and ADL.

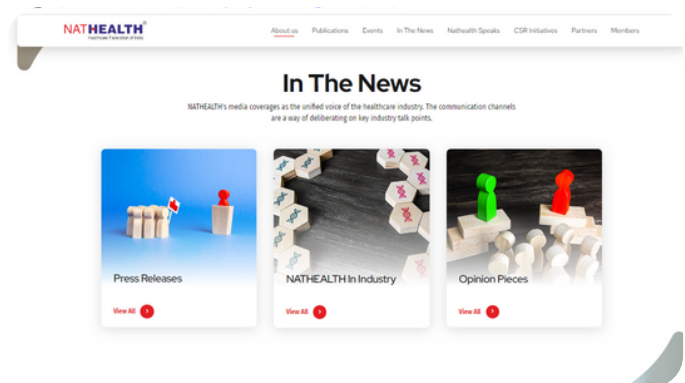
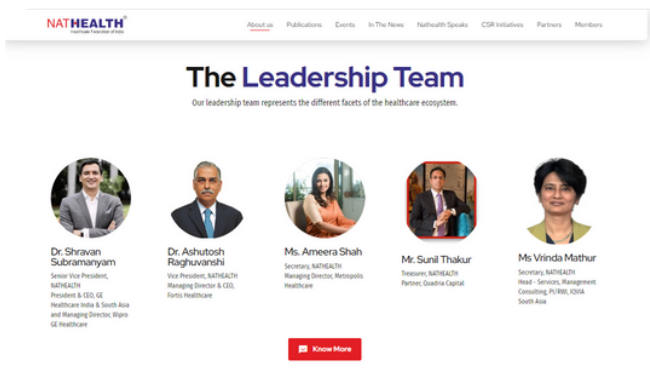
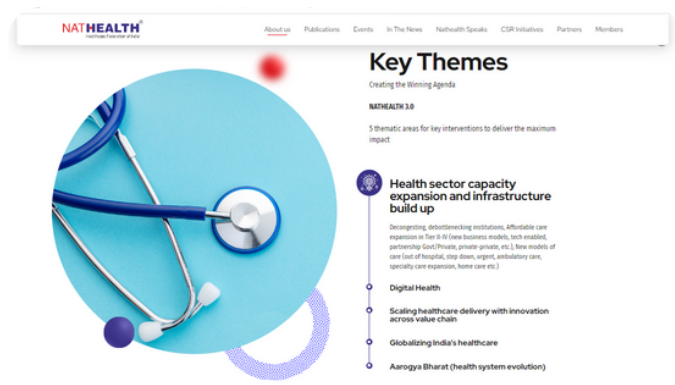
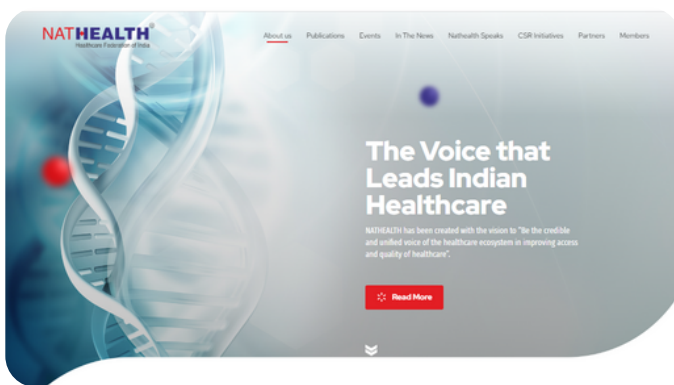
The event was interactive, and proved to be successful, with a positive response on the initiative from the Eastern region industry leaders. Also discussed were opportunities for collaborating and partnering with Invest India for a Roadshow in Guwahati soon.



Movement towards NATHEALTH 3.0 Agenda

NATHEALTH's revamped website launched

NATHEALTH is glad to share that its revamped website was launched in the Governing Council meeting held recently. NATHEALTH had kicked started the re-design and development of a mobile responsive website on the lines of its 3.0 Agenda. The project is being implemented through curation of content with an updated library to make it more attractive and user friendly, ultimately resulting in increased audience engagement and easier navigation for the end user.



NATHEALTH welcomes its new members

NATHEALTH is happy to share that new members are joining the Federation on a consistent basis. The Federation thanks the efforts of LT, GC, and all NATHEALTH members, for making the initiative a success. Most recent members are:

- Dr. Santosh Shetty, Kokilaben Dhirubhai Ambani Hospital (Healthcare Provider)
- Dr. Raajiv Singhal, Marengo Asia Healthcare (Healthcare Provider)
- Mr. Dheeraj Jain, Redcliffe Life Images (Diagnostics)
- Mr. Bidhan Chowdhury, TaCa Healthcare (Healthcare Provider)

Movement towards NATHEALTH 3.0 Agenda

NATHEALTH announces 2 new membership tiers

NATHEALTH has announced two new prestigious membership tiers. Now healthcare professionals and organizations can avail of improved membership benefits with these new levels. Contact secretariat@nathealth.co.in for details.



Inspire | Collaborate | Co-create

Announcing the creation of NATHEALTH
knowledge centers of competencies.

NATHEALTH announces 2 new exclusive & prestigious membership tiers

LifeTime Patron Membership

*Charges: 5 crores INR
(One time, plus applicable taxes)*

- Guiding centres of excellence (naming rights)
- Dedicated secretarial support
- Prestige in association with NATHEALTH and access to its broader partners
- Shall have a permanent seat in Governing Council
- Opportunity to convene and host meetings on personal passion/agenda
- Patron members shall have 20 votes in NATHEALTH elections

5-Year Exclusive Membership

*Charges: 2 crores INR
(One time, plus applicable taxes)*

- Seat in Governing Council for the first year
- Naming rights for 3 years and guide a center of excellence
- Can convene a meeting of the Governing Council on their chosen agenda and host a networking dinner event
- Steering committee member of 2 NATHEALTH strategic priorities
- Honorary invitee to the NATHEALTH President Council meetings as an advisor
- Honorary invitee to CSR charter and steering committee meetings
- Exclusive members shall have 20 votes in NATHEALTH elections

Now accepting nominations!

A panel of NATHEALTH Past Presidents, Governing Council & Leadership Team Members will scrutinize every application

For more details, contact:

Siddhartha Bhattacharya

Email: secretariat@nathealth.co.in

siddhartha.bhattacharya@nathealth.co.in

Website: <https://www.nathealthindia.org/>

Continuous Internal Communications

NATHEALTH held its Leadership Team meeting & Governing Council meeting



As a part of regular internal communications, NATHEALTH held a meeting of its Leadership Team and the Governing Council. The meetings collectively indulged into the 6-monthly progress report, various forum & regional updates, CSR and quality campaigns, as also the Annual Event. Advice, suggestions and feedback were taken from both the LT and the GC. NATHEALTH leaders are an integral part of its overall functioning and they act as a beacon for achieving NATHEALTH's 3.0 goals.

Upcoming Initiative

Western Region Roadshow

NATHEALTH has announced its 2nd roadshow, which will be organized on 25th November 2022 at Nagpur in Maharashtra. The Secretariat team has initiated the communications campaign, while also finalizing the event speakers and agenda. Preparations are going on well for the roadshow. NATHEALTH invites suggestions & feedback from its members on the event.

Who should attend: Healthcare providers, Diagnostic players, MedTech companies, Government Officials, Start-ups, Incubators, Innovators & more.

Key deliberation areas: Healthcare growth areas, collaborations, innovations, challenges, future pathways.

Contact secretariat@nathealth.co.in for more details on participation and sponsorship opportunities.

Proactive Communications & PR Campaigns

NATHEALTH's campaign #WeStandWithIndia wins Golden Sabre Award



NATHEALTH is extremely happy to share that the NATHEALTH campaign with Avian WE – #WeStandWithIndia - Building a path to recovery in collaboration with NATHEALTH – Healthcare Federation of India - has won the Gold Sabre in the Healthcare Provider category at the prestigious SABRE Awards Asia Pacific 2022. This was a global event where the Sabre winners of South Asia were shortlisted among other regional winners. The winners were announced at the 2022 SABRE Awards Asia Pacific ceremony at a high-profile event in Singapore.

The multi-pronged campaign, #WeStandWithIndia for NATHEALTH, was designed to bring the focus back on NCDs, educate people that hospitals and private providers/diagnostic facilities are safe and highlight the measures taken by NATHEALTH to build industry-Government connect and advocate on sectorial business concerns. The campaign centered around creation of 3 key pillars: 1) Building data-driven narrative. 2) Building confidence among patients and public. 3) Policy engagement for resource support, incentives for the healthcare sector.

Outstanding reach of the campaign: 784+ media stories aligned with our messages reaching out to a vast audience of 946 M+. Recognition from key Government stakeholders including NITI Aayog, NHA and Ms. Smriti Irani. Stories were also tweeted by The Times of India, IANS, Business Standard and The Economic Times.

Proactive Communications & PR Campaigns

HEALTHCARE DIAGNOSTICS



"We're identifying and focusing on clinical segments like allergy, auto immune disorders, etc. We want to strengthen online retail, too"

DR OM MANCHANDA
MANAGING DIRECTOR,
DR LAL PATHLABS



"We're investing to offer services via digital channels and reinforcing our home collection units to fulfil the changing needs of customers"

ANAND K.
CEO, SRL DIAGNOSTICS

which is a major market for rival Metropolis Healthcare. In the same year, Metropolis purchased Chennai-based Dr. Ganesh's Mitoch Diagnostic Centre and its subsidiary, Bengaluru-based Centralab Healthcare Services for ₹500 crore. Gurugram-headquartered SRL

strengthen its B2C presence. The push for Mitra deals segues into the larger plan of diagnostics companies to focus on new segments and tap new geographies. Dr Lal PathLabs is focusing on Tier II and Tier III towns especially in north and east India where it is already strong, and on expanding Scripser in metro and Tier I towns in south and west India, where it rivals ruler the roost. As Covid-19 testing is no more a profitable area, Dr Lal PathLabs aims to focus on wellness packages and preventive health checkup packages, among other things.

"We are identifying and focusing on clinical segments like allergies, auto immune disorders, etc.," says Dr Om Manchanda, Managing Director of Dr Lal PathLabs. "We also want to strengthen online retail. India is a highly underpenetrated market. Post-Covid-19, diagnostics' penetration will grow as the practice of medicine becomes more evidence-based, especially in Tier II and Tier III towns."

Similarly, for SRL Diagnostics, major growth drivers include expanding its test menu to offer more diagnostic solutions, and expanding its network to acquire market share and new customers. For instance, in FY22, SRL added more than 1,000 centres to its network and in Q3FY22, it has added about 300 more. "These new touch points are part of our strategic growth plan. We are investing in our capabilities to offer services through digital touch points as well as reinforcing our home collection units to fulfil changing customer needs post-pandemic," says Anand K., CEO of SRL Diagnostics.

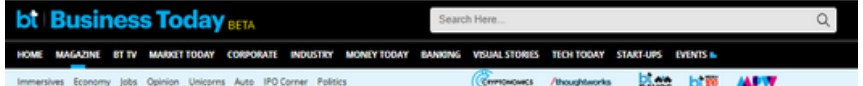
For SRL, specialised test offerings like genomic diagnostics (analysis of genes to detect genetic disorders), solutions, genomics

their interactions with genes to detect types of diabetes and cancer will drive the science side of the business. In FY22, the chain added close to 100 tests with a special focus on genomics in cancer, reproductive disorders, rare diseases and inherited disorders.

"This year, we are also working on co-marketing initiatives, clinical trial studies, and contract validation for kit manufacturers and technology providers, and co-development of new biomarkers (biological indicators of blood pressure, sugar or cholesterol levels). All of these are new growth avenues," says Anand.

In addition, SRL, which has prior experience in delivering large PPP projects in collaboration with governments of Himachal Pradesh, Uttar Pradesh and Bihar in providing diagnostic services at sub-districts, is looking for more such opportunities.

Likewise, Metropolis Healthcare aims to nurture and expand the scope for oncology, pre-natal testing, transplant immunology, and infectious and chronic diseases. "We will continue to build our capabilities in different areas and will look out for more opportunities to offer 'affordable' testing to patients as we penetrate further into Tier II and Tier III cities," says Amrta Shah, Promoter & Managing Director of Metropolis Healthcare. Shah is mindful that in the past two to three years, the industry has gone through several structural changes and consumer behaviour towards health has also changed. "People have become more health conscious and have proactively started investing in health packages to keep a check on their health. Therefore, our goal will now be to focus on 100 per cent of the population, which includes



From Reliance to Adani to hospitals, pharma companies & even start-ups, everyone's eyeing this new pot of gold

Plummeting margins post the pandemic and rising competition from new entrants have forced organised diagnostic players to go back to the drawing board in their search for growth

Our extra curiosity, innovation, community overcomes ordinary



ECONOMY IN NUMBERS

- GDP GROWTH
- JOBS GROWTH
- UNEMPLOYMENT
- INFLATION

NATHEALTH - Healthcare Federation of India
6,383 followers
1mo · 🌐

Building on the deep penetration of smart devices & the increase in connectivity, India already saw the benefits of #DigitalHealthcare during the #Covid19 pandemic. The adoption is further catalyzed by gov. interventions like ... see more

NATHEALTH
Healthcare Federation of India

Conventional healthcare capacity is highly unlikely to catch up with the demand and supply gaps the country suffers.

Solution: Digital Healthcare

NATHEALTH #WeStandWithIndia @nathealthindia · Oct 19

As we prioritize accessible & affordable healthcare in India, the conversation needs to be driven towards expanding India's health infrastructure by harnessing technologies & innovations through active & meaningful collaboration between the start-up community & industry.

NATHEALTH
Healthcare Federation of India

Barriers that discourage co-innovation partnerships between healthcare startups and corporates:

- Absence of a clear corporate commitment to open innovation
- Difficulty faced by startups in getting connected to top corporate decision makers
- Cultural differences between the organizations
- Lack of credible and effective interfaces between the two

Healthcare Federation of India
Published by Kirti Ahuja · 4 October at 11:37

With a shift away from episodic care, towards #PreventiveCare, personalization of health is becoming a key focus area that can be achieved via #DigitalHealth. Several tech. dev. such as miniaturization & acceptance of wearable devices already support #PersonalizedHealthcare.

NATHEALTH

How to enter and build a hard-to-beat position in the Digital Health market space?

Develop "Digital First" strategies instead of "Digital as a Bolt-on" for conventional businesses

NATHEALTH

Build digitally enabled supply chains that are resilient, scalable and efficient

Create digital health offerings that are integrated - from preventative health, to patient first contact, to point of care delivery, onwards to post-care follow up and then, recuperative care

NATHEALTH #WeStandWithIndia @nathealthindia · Oct 7

Digitalization of the #healthcare sector is the future of the industry. However, concerns over privacy have been raised time and again. Here's a study that has analyzed the risk-benefit factor of digitalization.

news.mit.edu
Study finds the risks of sharing health care data are low
The potential risk of patient re-identification from publicly available health data is extremely low, according to new research from a team ...

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