

Market research on e-health in India region for the year 2021

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Dissertation submitted for the partial fulfillment of the MBA
Hospital and Health Management

Academic year, 2019-2021

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled MARKET RESEARCH ON eHEALTH IN INDIA REGION FOR THE YEAR 2021 is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Dr Priyanka Yadav

21st June ,2021

CERTIFICATE

This is to certify that Dr Priyanka Yadav in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her/his internship at (name of the organization) during March 22, 2021 to June 19, 2021.

Place: Jaipur

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Date: 21st june,2021

Director

Health Gennie

CERTIFICATE

This is to certify that dissertation titled MARKET RESEARCH ON eHEALTH IN INDIA REGION FOR THE YEAR 2021 is a record of the research work undertaken by Dr Priyanka Yadav in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Dr Shiv Tripathi

IIHMR University, Jaipur

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Date

ACKNOWLEDGEMENT

The success of any task would be incomplete without the expression of gratitude to the people who made it possible. I hereby take an opportunity to express my sincere gratitude towards everyone who helped directly or indirectly in completion of my Dissertation at HEALTH GENNIE.

At the onset of my report, I would like to acknowledge my sincere thanks to our institute, Institute of Health Management and Research, Jaipur for providing us platform to gain enough knowledge and skills in different aspects of health management, and Health Gennie for believing in my abilities.

I express my gratitude and regards to my Guide Dr Shiv Tripathi for his able guidance and useful suggestions which helped me in completing the project work successfully. Their guidance was tremendous right from the onset and at each step of the project

I would like to express my gratitude to SUDHANSHU GOYAL sir for their extreme support throughout my tenure, and helping me at various stages of my project.

I would also like to thank my faculty members without whom this project would have been a distant reality.

Finally, and most importantly, I would like to thank God for allowing me to complete my project, my beloved parents for their blessings and my friends for their help and wishes for the successful completion of this Internship.

Dr. Priyanka Yadav

IIHMR University Jaipur

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ABBREVIATIONS

IT- Information technology

BABOK- Business Analysis Body of Knowledge

E-HEALTH – Electronic health

GDP- gGross domestic product

FY- Financial year

IBEF- India Brand Equity Foundation

MoHFW- Ministry of Health and Family Welfare

M&A- Market and Analysis

SECTION - 1

DISSERTATION REPORT

CHAPTER 1

INTRODUCTION

CHAPTER 1.1- BACKGROUND INFORMATION

India is a country with enormous unmet medical needs. eHealth has the capability to improve the quality of health care and reach the unreached. We must recognize the forms of eHealth programmes being proposed in India today, the challenges they encounter and the landscape of their financing.

Along With the Covid-19 outbreak in 2020, numerous sectors were disturbed and forced to turn in the direction of digitisation to remain operational and competitive in the new world. Amongst them, healthcare was one of the most jammed zones. However, new-age technologies have markedly renovated the sector and eHealth is rising at a rapid clip. India's healthcare industry had made considerable growth in the last few years. But then the pandemic has speeded up its expansion as never before.

Covid-induced lockdowns throughout the country mandated living at home, people began transmitting to online platforms for doctor consultations, diagnostics, and fitness and wellness solutions. Furthermore, the government announced its telemedicine guidelines in the initial phase of lockdowns, therefore sparking the progress of telemedicine startups in India. This also drawn the attention of the VC community and the eHealth sector in India take on a significant climb in terms of reach and quality.

India's population, as per 2011 stayed at 1.21 billion (0.62 billion males and 0.588 billion females)⁽¹⁾. Healthcare has turn out to be one of India's leading sector, both in terms of revenue and employment. Healthcare encompasses hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment, pharmacy and fitness and wellness.

The Indian healthcare sector is rising at a sharp rate owing to its strengthening coverage, services and escalating spending by public as well private companies.

India is a land filled of opportunities for participants in the medical devices and artificial intelligence industry. The country also come to be one of the prominent destinations for high-end diagnostic services with immense capital investment for enhanced diagnostic amenities, thus serving to a larger percentage of population. Further, Indian medical service consumers have turn out to be more sensible regarding their healthcare upkeep.

The Government of India is planning to increase public health spending to 2.5% of the country's GDP by 2025⁽³⁾.

Considerate the requirement, Government of India has also launched National Digital Health Mission (NDHM) to digitize the healthcare records across the country and thru this revolution phase, the answers coming out of HIC will benefit hospitals in refining their competence, decrease costs and maintain quality healthcare and creating healthcare more comprehensive.

The virtual event engrossed to treasure out probable solutions to digital technology challenges shared by partaking hospitals, the challenges focused on out-patients accessibility comprising lesser dependence upon administrative staff, cost reduction, Inpatient care improvement,

Pathology digitalization, and use of AI, amid others by employing superlative health-tech solutions, improved branding and advancements, vindicating cost-effective choices and through innovation.

1.2 Research Objective of the study

- I) To analyse the eHEALTH services in India.
- 2) To identify the business opportunity and emerging trends for eHEALTH sectors in India.
- 3.) To identify the development in eHealth Market in India.

1.3 – PROBLEM STATEMENT

Acknowledging the business prospects for eHealthcare market in India in different domain of eHealthcare Industry and What are the opportunities and current trends existing in Indian eHealthcare Market?

1.4 Research Question

- What is the Market Size and Potential Of eHealth Market in India?
- What are the future opportunities, Trends, Developments in India's eHealth Market?
- What would be the Future Outlook and Projections for eHealth Market in India?
- What are the initiatives government are taking to enhance eHealth Market in India?

1.5 RATIONAL FOR THE STUDY

Improved access to healthcare providers, enhanced productivity, and reduced healthcare costs has facilitated the penetration of eHealth in India which includes segments such as — telemedicine, e-pharmacy and online fitness & wellness. The eHealth segment is anticipated to witness huge growth in the years to come following prolific use of the Internet, coupled with adoption of mobile devices for accessing healthcare needs.

The eHealth startups are enabling the connectivity of health personnel practices such as teleconsultation, online medicines and online fitness & wellness with the masses by linking the consumer. The opportunity lies in an area dealing with increasing health awareness and their perceived value. During the pandemic, eHealth has gained popularity as a tool to determine public health strategies, especially in the area of preventive healthcare and medical consultation. The growing adoption of digital healthcare among Indians in the wake of the pandemic has propelled market players to expand their offerings and improve quality of service.

Chapter -2

Literature Review

2.1 Definition of Key Terms

EHEALTH (E stands for Electronic) can be defined as the effort in healthcare to harness the benefits through the convergence of the internet and healthcare. The technology is emerging and encompasses an intersection of medical informatics, public health and business. The technology in a developing economy such as India is more than the deployment of a new set-up. In the Indian context, it is also a change in the mind-set.⁽⁶⁾

The journal of Medical Internat Research define eHealth as “...an emerging field in the intersection of medical informatics, public health and business, referring to health services and information delivered or enhanced through the Internet and related technologies.”⁽²²⁾

In a broader sense, the term characterizes not only a technical development, but also a state-of-mind, a way of thinking, an attitude, and a commitment for networked, global thinking, to improve healthcare locally, regionally, and worldwide by using information and communication technology.”⁽²²⁾

WHO define eHealth as “...the cost-effective and secure use of information and communication technologies in support of the health and health-related fields including healthcare, health surveillance and health education, knowledge and research.”⁽²³⁾

The European commission define it as “...the use of modern information and communication technologies to meet needs of citizens, patients, healthcare professionals, healthcare providers, as well as policy makers.”⁽²⁴⁾

Market Research

The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face.⁽²⁶⁾

Telemedicine

The World Health Organization (WHO) defines Telemedicine as, “The delivery of healthcare services, where distance is a critical factor, by all healthcare professionals using information and communication technologies for the exchange of valid information for diagnosis, treatment and prevention of disease and injuries, research and evaluation and for the continuing education of healthcare providers, all in the interests of advancing the health of individuals and their communities.”⁽²⁷⁾

Telehealth

Telehealth is the use of electronic information and telecommunications technologies to support long-distance clinical healthcare, patient and professional health-related education and training, public health and health administration.⁽²⁸⁾

2.2 Theoretical Literature Review

eHealth comprises a wide-ranging variety of sub-areas of digital health as:

- Electronic Health Records (EHR)
- Electronic Medical Records (EMR)
- Telehealth and telemedicine
- Health IT systems
- Consumer health IT data
- Virtual healthcare
- Mobile Health (mHealth)
- Big data systems used in digital health

To bring up digital India commence ahead, MoHFW has launched several e-Gov programs in Health care sectors in India, the branch is identified as eHealth division. eHEALTH is largely defined as the usage of Information and Communication Technology (ICT) in health. It will create a world of change in India, where mobile technologies have been piercing at rapid rate. As India has a robust existence in IT, the unified health information system aids the demands of all stake-holders, by supporting nearly 8 percent to the GDP.

The eHealth schemes has a vision to supply superior health results in words of

- access,
- quality,
- affordability,
- lessening of disease burden and
- effective supervising of health privileges to citizens

The scope of these proposals are to make it to all medical facilities accessible the whole time from any corner of the world via Web services, mobile services, SMS or Call center services. Generally the intention is to include Online medical consultation, Online medical records, Online medicine supply management and Pan-India exchange for patient information but not restricted to the stated services.

Benefits can be described in the form of 10 e's in "eHEALTH"⁽⁶⁾

1. **Efficiency:** One of the promises of eHEALTH is to increase efficiency in health care, thereby decreasing costs. One possible way of decreasing costs would be avoiding duplicative or unnecessary diagnostic or therapeutic interventions, through enhanced communication possibilities between health care establishments, and through patient involvement⁽⁶⁾.
2. **Enhancing Quality:** Increasing efficiency involves not only reducing costs, but at the same time improving quality. eHEALTH may enhance the quality of health care by allowing comparisons between different providers, involving consumers as additional power for quality assurance, and directing patient streams to the best quality providers.⁽⁶⁾
3. **Evidence based:** eHEALTH interventions should be evidence based in a sense that their effectiveness and efficiency should not be assumed but proven by rigorous evaluation⁽⁶⁾
4. **Empowerment of consumers and patients:** By making the knowledge bases of medicine and personal electronic records accessible to consumers over the internet, eHEALTH opens new avenues for patient centered medicine and enables evidence based patient choice.⁽⁶⁾
5. **Encouragement:** A new relationship between the patient and health professional, towards a true partnership, where decisions are made in a shared manner is developed.⁽⁶⁾
6. **Education:** The physicians are educated through online resources like medical education and consumers like eHEALTH education, preventive information etc.⁽⁶⁾
7. **Enabling** information exchange and communication in a standardized way between health care establishments.⁽⁶⁾

8. **Extending:** The scope of health care is extended beyond its conventional boundaries. It means both in geographical and conceptual sense; eHEALTH enables consumers to easily obtain health services online from global providers.⁽⁶⁾
9. **Ethics:** eHEALTH involves new forms of patient-physician interaction and poses new challenges and threats to ethical issues such as online professional practice, informed consent, privacy and equity issues.⁽⁶⁾
10. **Equity:** To make HEALTH more equitable is one of the promises of eHEALTH. People who do not have money, skills, and access to computers and networks cannot use computers effectively. As a result, these patient populations are those who are least likely to benefit from advances in information technology, unless political measures ensure equitable access for all. ⁽⁶⁾

2.3 EMPIRICAL LITERATURE REVIEW

Mihir dalal (2020); So far, healthcare startups have lagged other internet companies partly because sectors like e-commerce, transportation and food delivery have hogged capital. But now, with the healthcare sector expected to be one of the beneficiaries of the pandemic, investors and entrepreneurs expect an investment boom in the space. Like we had an e-commerce boom, a hyperlocal boom and a fintech boom in the last decade, we'll see an investment boom in health tech and education over the next five years.⁽¹⁰⁾

Dhulika Dhingra and Aashima Dabas- Digital technology has been a revolutionary foray in education, industry, research and recently, healthcare. Digital health encompasses various aspects of technology like information and communication, mobile health, data-recording and telemedicine. There has been an exponential and unregulated increase in digital health services in last few years which have raised concerns over data privacy, ethical standards and quality of services. The World Health Organization recently released the global strategy on digital health as a visionary document that provides a framework for countries to implement and expand digital health services. The following update briefly highlights the salient features of the update.

Collen- The Modi government came to power it released a concept note announcing its plans for a National eHealth Authority (NeHA) under the 'Digital India' campaign. The promotional and regulatory body, it said, would guide and support India's journey in eHealth and leverage the benefits of information and communication technology (ICT) intervention to put the country's ailing health sector in order. India currently spends around 4.1 per cent of its gross domestic product on health. But the contribution from the government is just about 1.1 per cent of the overall spend. Since the insurance penetration is low, the out-of-pocket expenses for patients are very high; it is estimated at more than 60 per cent, which is perhaps the highest in the world. India's life expectancy stands at 66 years for both male and female population and infant mortality rate under five is still high at 43.8 in males and 56 among females per 1,000 live births. The maternal mortality ratio currently stands at 190 per 1,000,000 live births. The proposal also clearly spelt out the proposed functions and governance mechanism of the e-health body which drew from global experience.⁽²⁰⁾

Rick Vanover- The ongoing public health emergency has fundamentally transformed the way societies and economies across the globe operate today. Healthcare systems have been stretched and their adequate preparedness tested to cope with the overwhelming demand for critical patient care. Digital transformation is revolutionising the healthcare industry, by opening new opportunities for innovation and introducing digital delivery of critical services. However, an increase in the delivery of digital healthcare is also leading to a data explosion that is becoming prone to new and sophisticated cyber threats.

Indian healthcare is the largest sector today in terms of both revenue and employment. The sector is expected to grow three-fold to Rs 8.6 trillion (\$ 133.44 billion) by 2022 and the Government of India is planning to increase public health spending to 2.5 per cent of the country's GDP by 2025, as per IBEF's latest Indian healthcare Industry report.⁽²²⁾

CHAPTER 3

RESEARCH METHODOLOGY

3.1 STUDY DESIGN – This study is an Exploratory study. Indian eHealthcare system is studied, e-health, telemedicine, epharmacy, online fitness and wellness healthcare system is studied and described. The business opportunities available in India for eHealthcare sector .

Exploratory research is defined as a research used to investigate a problem which is not clearly defined. It is used to ensure additional research is taken into consideration during an experiment as well as determining research priorities, collecting data and homing in on certain subjects which may be difficult to take note of without exploratory research. Exploratory research can add quality and insightful information to a study, and is vital to a study.⁽²⁹⁾

3.2. SAMPLING TECHNIQUE

- Secondary data is analysed by using statistical analysis technique percentage ,charts and graphs

3.3 METHOD OF DATA COLLECTION

3.3.1 TYPE OF DATA: - Secondary data is used through review of articles , journals and reports.

3.3.2 DATA SOURCES- :- Existing sources like articles, online sources on “ehealth”, “telemedicine”, “epharmacy”, “online fitness and wellness”, “funding to health startups”, etc. are what searched for exploratory research.

3.3.3 DATA COLLECTION TOOLS- Internet search with keywords like eHealth, telemedicine, epharmacy , online fitness and wellness and their market research , funding’s done, business models , government guidelines and initiatives for ehealth market.

3.3.4 METHOD OF ANALYSIS

- Secondary data is analyzed by using statistical analysis technique percentage ,charts and graphs
- The market size is calculated by using a bottom to top approach for the major players, and estimating their share to arrive at the overall market. Moreover, investment in Indian eHealth market has been gauged by looking at the list of investors and investment that they have done in the market.
- The investment activity recorded in the report for the year 2019 is dated from 1st January to 26th December. The default base year for calculating growth rate (CAGR

%) is FY'2019, unless mentioned otherwise. The segregation of funding stages in this report is done on the following basis— seed stage (before pre series A), bridge (transition funding rounds like Pre series A, B, C), Growth Stage (Series A and 13) and Late Stage (Series C and beyond).

- The report presents the study of datasets related to the eHealth market in India, which means any company offering eHealth solutions has been included.

The future trends to look out for in 2020 are based on the usage penetration for eHealth technology by companies and innovative technologies that are expected to be launched

This report also covers the aspect of assessing future landscape with expected trends and evaluating how the landscape of eHEALTH has changed with the pandemic and how this will bring about a change in the eHEALTH sector in coming years by 2023.

YEARS CONSIDERED FOR THIS REPORT:

- Historical Years: FY2016-FY2019
- Base Year: FY2020
- Estimated Year: FY2021
- Forecast Period: FY2022–FY2025

CHAPTER-4

RESULTS

INDIA'S HEALTHCARE MARKET OVERVIEW

- As per "The Global Competitiveness Report 2019", by the World Economic Forum, India stands at 110th position in the Healthcare system out of 141 countries. ⁽³⁰⁾
- The Government of India aims to increase Healthcare spending 8.6 trillion (US\$ 132.84 billion) by FY22 from Rs. 4 trillion (US\$ 61.79 billion) in FY17 at a CAGR of 16–17%. The Government of **India** is planning to increase public **health** spending to 2.5% of the country's **GDP** by 2025.⁽³¹⁾
- According to IBEF, merger & acquisitions in the Healthcare sector jumped by a record 155% to \$1.09 Bn in FY19. ⁽³¹⁾
- Indian healthcare sector provided employment opportunities to 319,780 people (as of 2017).⁽³¹⁾
- The Indian government's expenditure on healthcare is a mere 2.2% of the GDP in the latest budget allocation, announced on February 1, 2020, just a few weeks before the pandemic swept across the country.⁽³¹⁾

Chart 2.1- India Healthcare Market Is Expected To Grow At CAGR Of 23.7% During 2019-2025 Driven by factors such as — rising income, better health awareness,

increasing lifestyle diseases, India healthcare market is expected to reach \$638 Bn by 2025

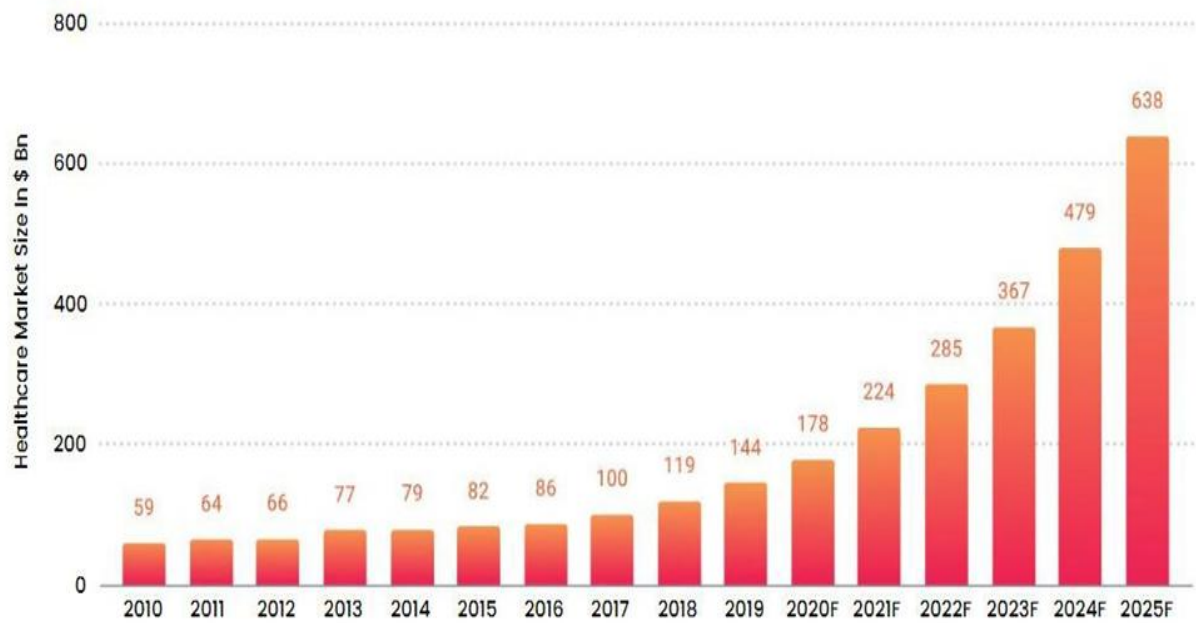
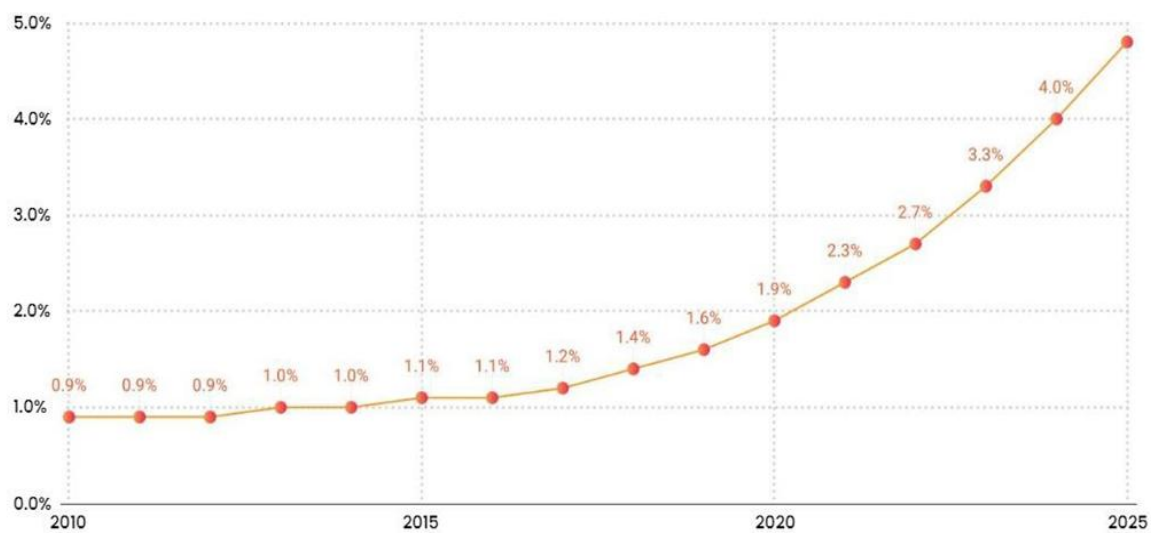


Chart2.2- INDIA’S CONTRIBUTION TOWARDS GLOBAL HEALTHCARE MARKET IS EXPECTED TO RISE FROM 1.9% IN 2020 TO 4.8% BY 2025



India's Healthtech Market Overview

India has witnessed the start of over 5,295 Healthtech startups through sub-categories like online pharmacy, telemedicine, home healthcare, medical devices, fitness & wellness, MedTech and personal health management.

- The Indian Healthtech market is forecast to achieve \$21.3 Bn by 2025, gaining 3.2% of global Healthtech market pie.
- The market is likely to expand at a CAGR of 27% during 2020-2025.
- Indian Healthtech startups ensured a overall funding of \$2.5 Bn between 2014 and 2020.
- The telemedicine market will attain \$5.4 Bn by 2025, a 25% market share in India's total Healthtech market.

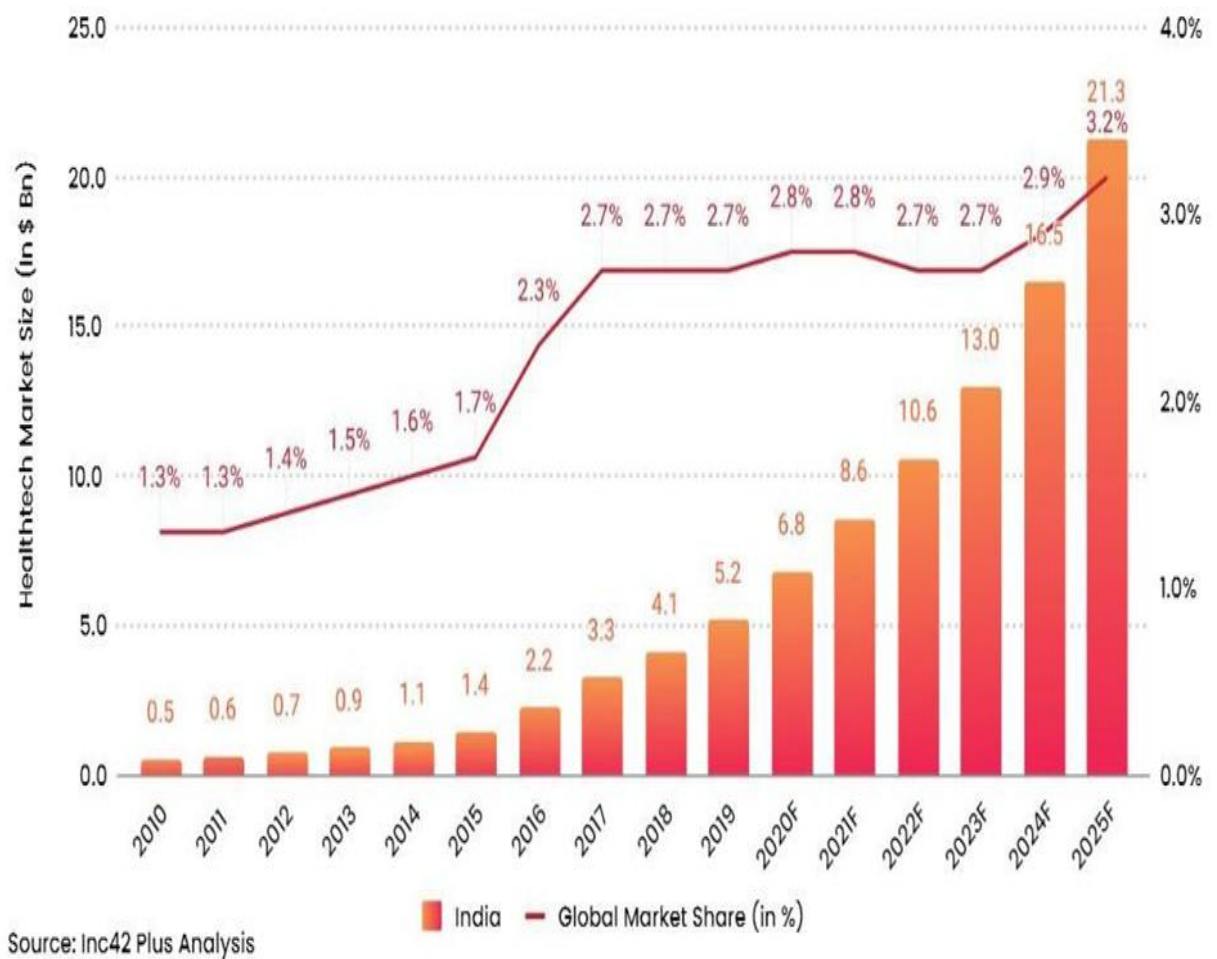


Chart 2.3- India Healthtech Market Is Projected To Reach \$21.3bn In 2025. India Healthtech Market Expected To Hold 3.2% of Global Healthtech Market Share by 2025FY

4.1 INDIA'S HEALTHTECH STARTUP LANDSCAPE

EHEALTH VALUE PREPOSITION

TELEMEDICINE

- Pre-booked appointments
- Higher availability of specialists (aggregator)
- Consumer reviews/ratings on the app
- Prices listed to enable choice
- Integrated offering (few players) — One stop shop"

EPHARMACY

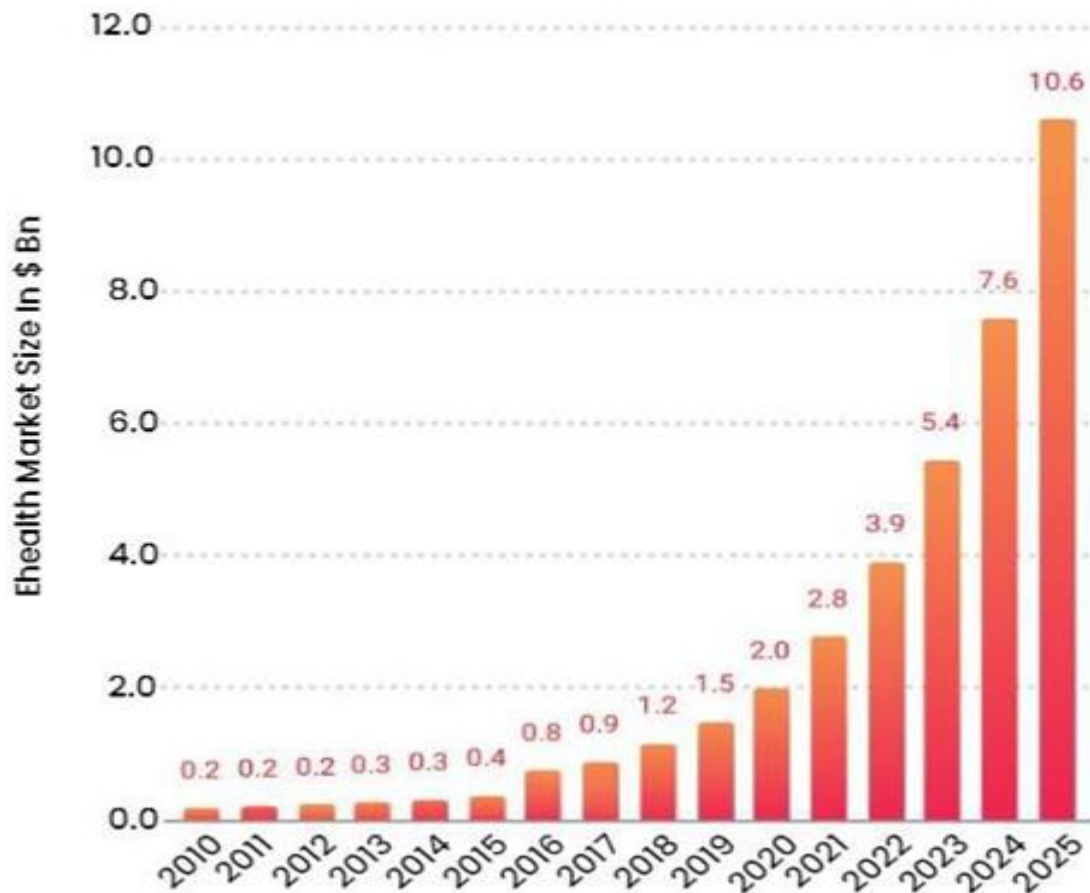
- Access to higher variety (Aggregator — 95% fill rate)
- Discounts offered/attractive subscription based models
- Doorstep delivery with rescheduling option/cold chain management
- Online in-app return support available

ONLINE FITNESS AND WELLNESS

- Higher accessibility
- No need of space, can be availed from anywhere
- Professional Trainers & Personnel (Aggregators)

4.2 EHEALTH MARKET OPPORTUNITY

Chart 3.1 - India's eHealth Market to Touch \$10.6 Bn Mark by 2025 Telemedicine market is expected to contribute the highest towards ehealth sector



India's eHealth market is estimated to reach \$10.6 Bn by 2025 from \$2.0 Bn in 2020. It is likely to be propelled by rising health & hygiene concerns in the midst of the Covid-19 pandemic, increase in digital infrastructure, encouragement from the government and boosted investor interest in the sector.

Telemedicine will be the top sponsor in the eHealth market. It is projected to achieve \$5.4 Bn by 2025. Startups such as Practo, DocPrime, Mfine, CallHealth and lybrate were functioning telemedicine facilities in India under a regulatory grey area up until the outbreak of Covid-19.

India's telemedicine guidelines were released in March 2020 which explained regulations for startups and investors. The clarity in the guidelines around telemedicine not only aided these

startups tackle the spread of coronavirus, but also facilitated them to enhance gain access to healthcare amongst the rural class.

Given the possibility in the sector, epharmacy has been investors' favourite, increasing the maximum funding amongst the eHealth sub-segments during 2014- FY 2020

4.3 EHEALTH MARKET SEGMENTATION

Telemedicine Segment is dominating the eHealth Market Telemedicine market will reach \$5.4 US by 2025, growing at a CAGR of 37.4% during 2020-2025

- Telemedicine is significantly contributing to the eHealth market — 54.1% to the eHealth sector in 2020.
- Easy availability of healthcare services, lower cost and quality services are major factors for the growth of telemedicine in India.
- Epharmacy is in very nascent stage in India. But there are several startups like 1mg, Netmeds, PharmEasy, Medlife, amongst others, who are performing well in the Indian market.
- The lack of a structured regulatory policy is hindering the market in the current stage. However, the epharmacy market will witness growth after the new regulations introduced in 2020.
- The epharmacy market is projected to attain 54.2 Bn by 2025 with a CAGR of 43.1%.
- Online Fitness & Wellness is projected to attain 51.0 Bn by 2025, driven by the growing awareness and hygiene concerns in the minds of people post Covid-19

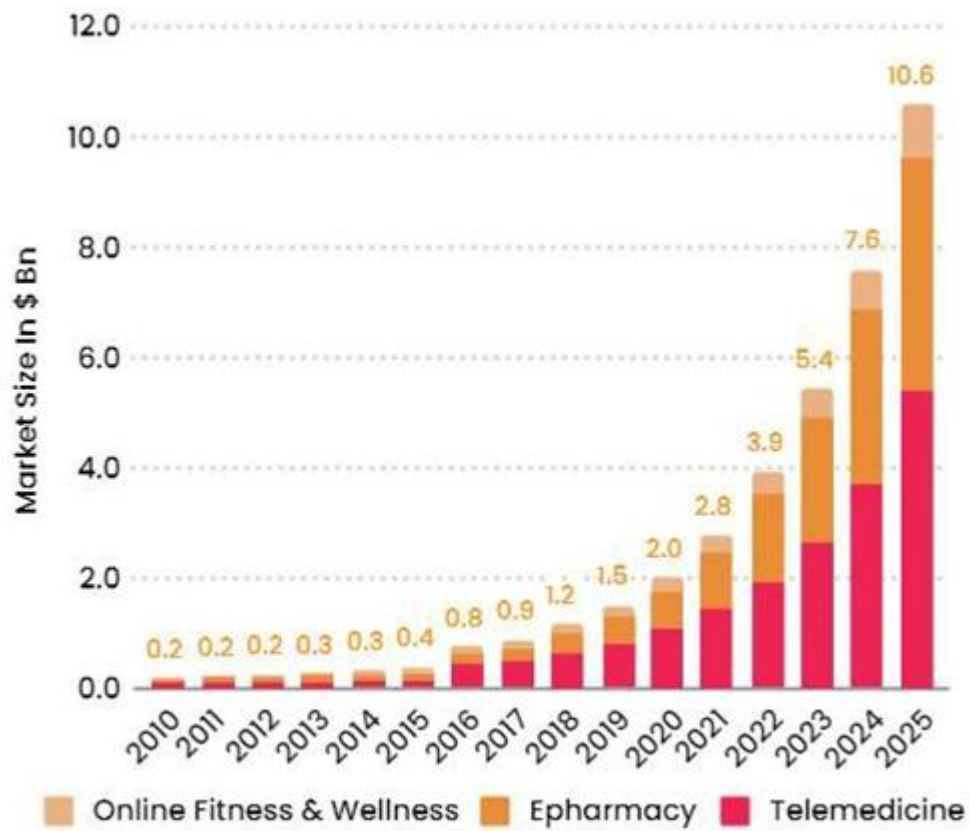


Chart 3.2 ehealth market segmentation

4.4 FUNDING LANDSCAPE IN INDIAN EHEALTH MARKET

Despite the boom in the Sector, Investors are still apprehensive in pouring money in eHEALTH Space in 2020 and 2021

Although the number of the deals remained as the same previous year

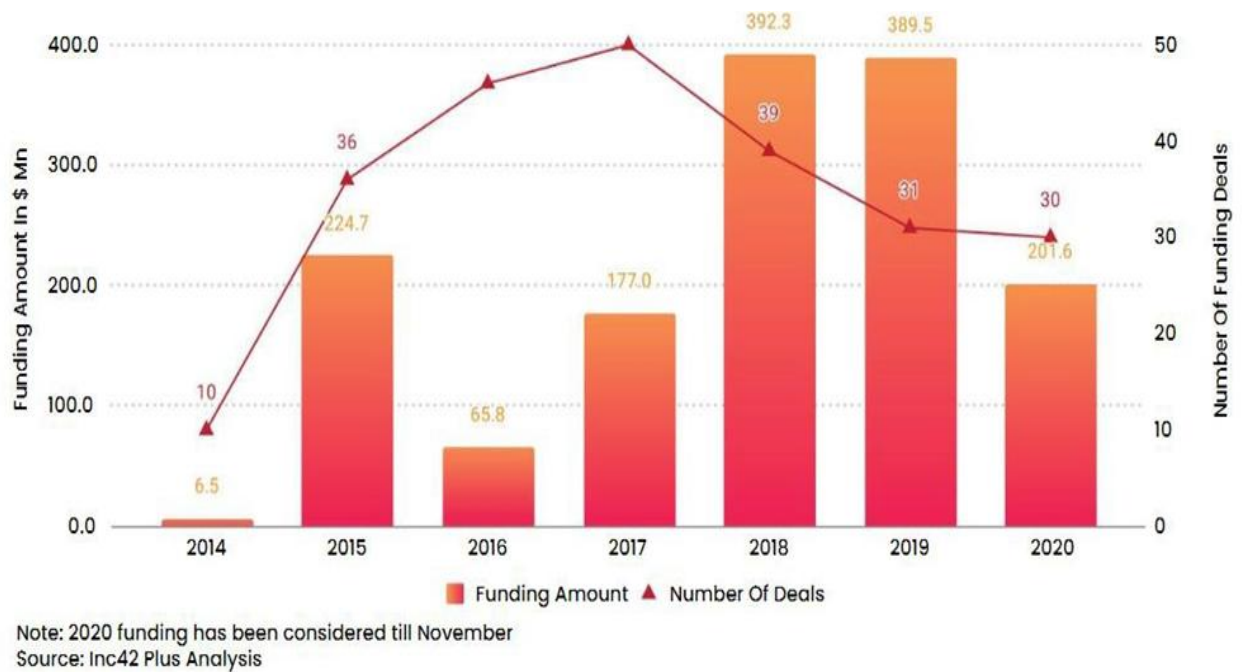
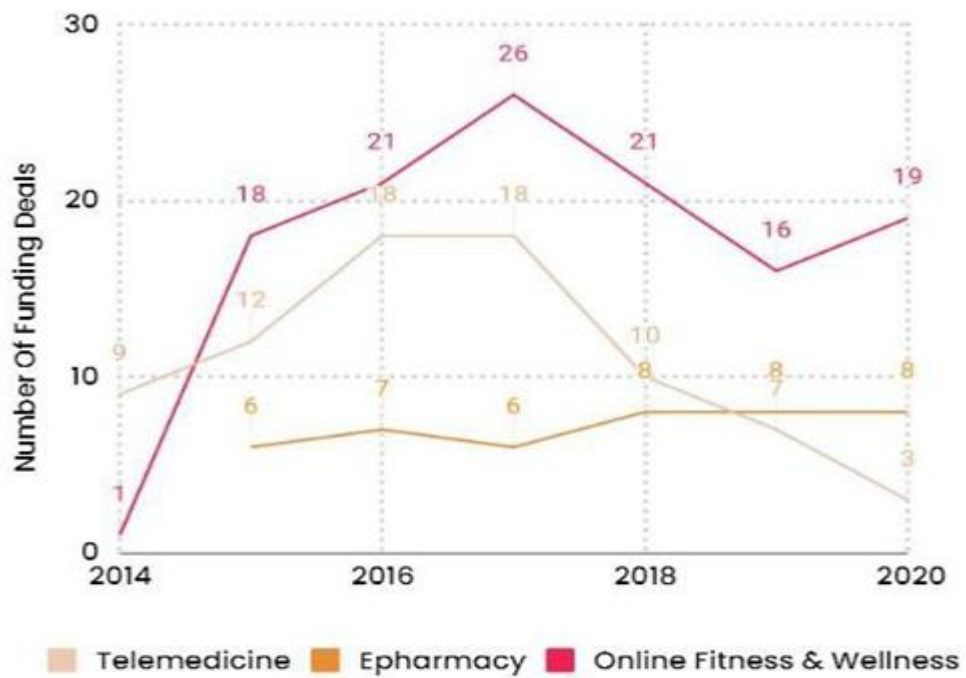


Chart 3.3- funding landscape in India of ehealth market

ONLINE FITNESS AND WELLNESS STOOD AS THE MOST FUNDED IN eHEALTH SECTOR



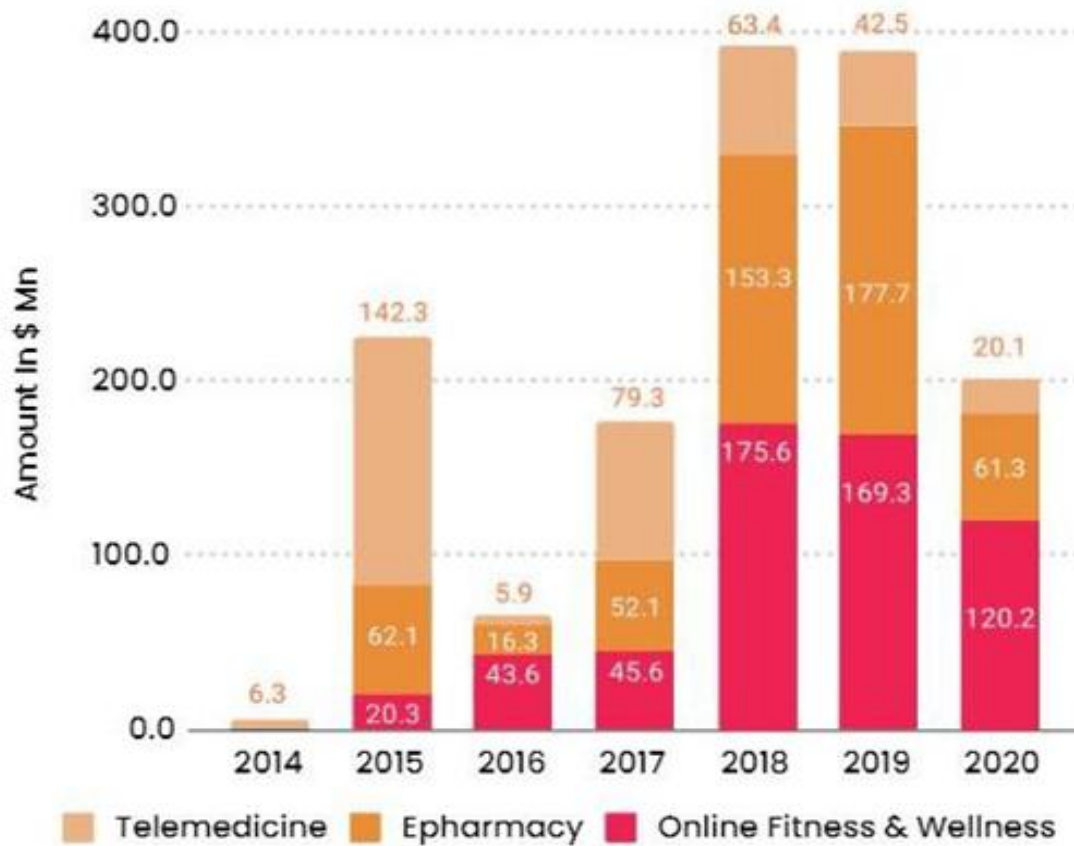


Chart 3.4- eHEALTH FUNDING IN INDIA: GEOGRAPHY BREAKDOWN



Note: Others

in figure 1 include Hyderabad, Kolkata, Pune ,Goa, Jaipur, Ahmedabad and others

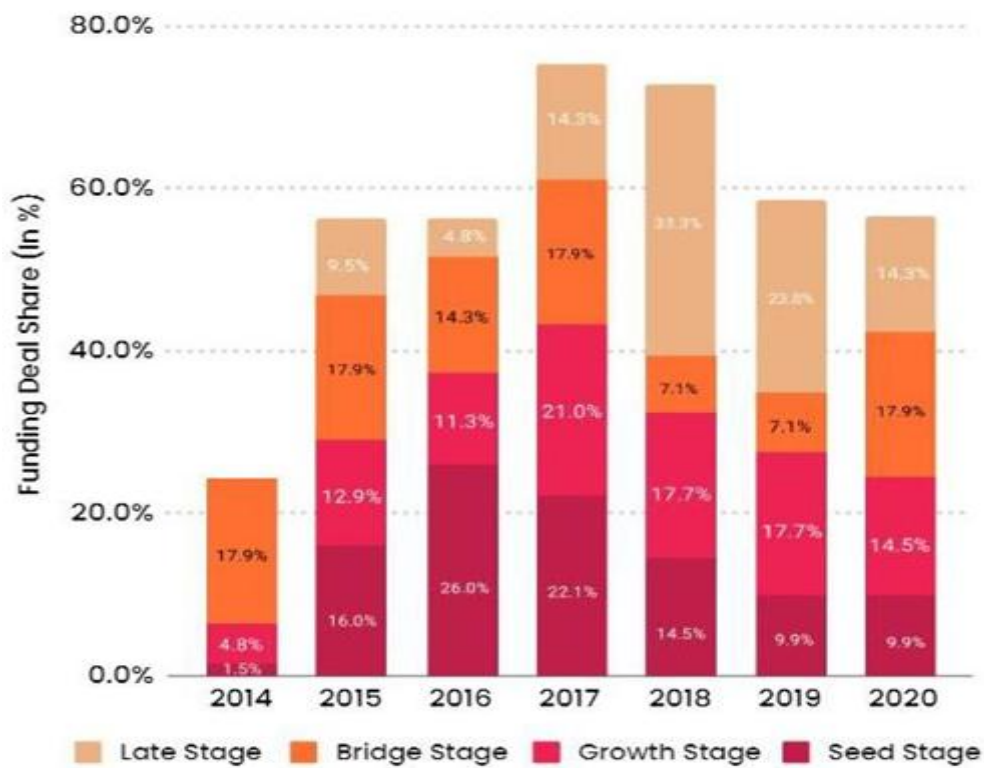


Note: Others in figure 2 include Kolkata, Goa, Jaipur, Ahmedabad, Indore and Others Source

Chart 3.5 eHealth funding: Stage-Wise Analysis in India



Note: 2020 funding has been considered till November

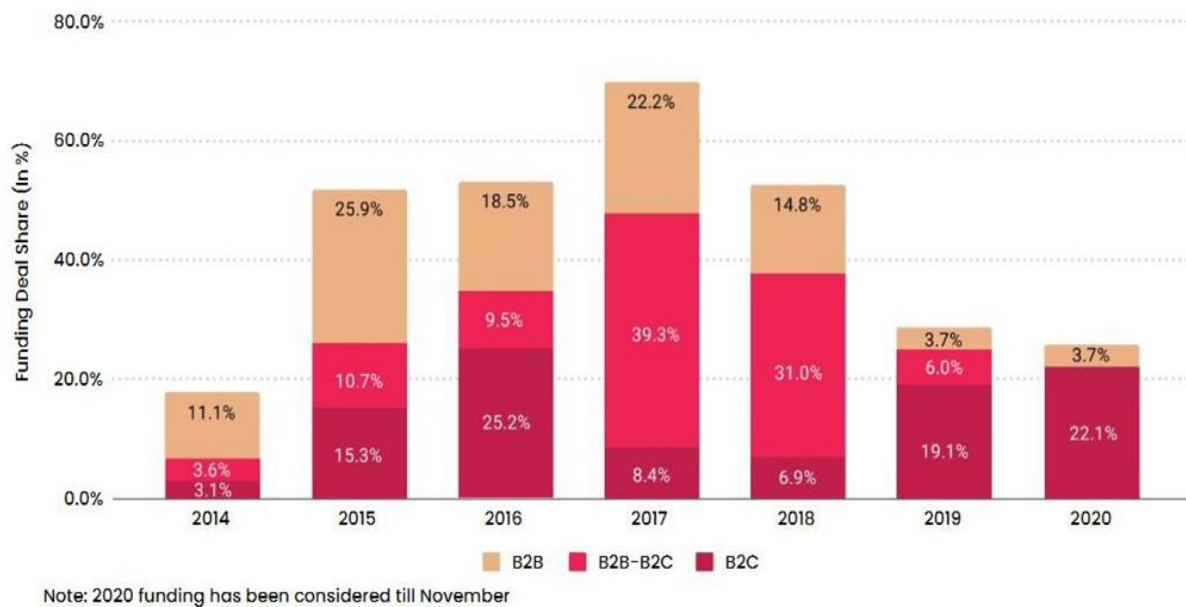


4.5 eHealth Funding In India: Business Model Breakdown

Chart3.6- While B2B-B2C based eHealth startups raised \$756.1 Mn during 2014-2020; B2B funding remains to be the least funded segment



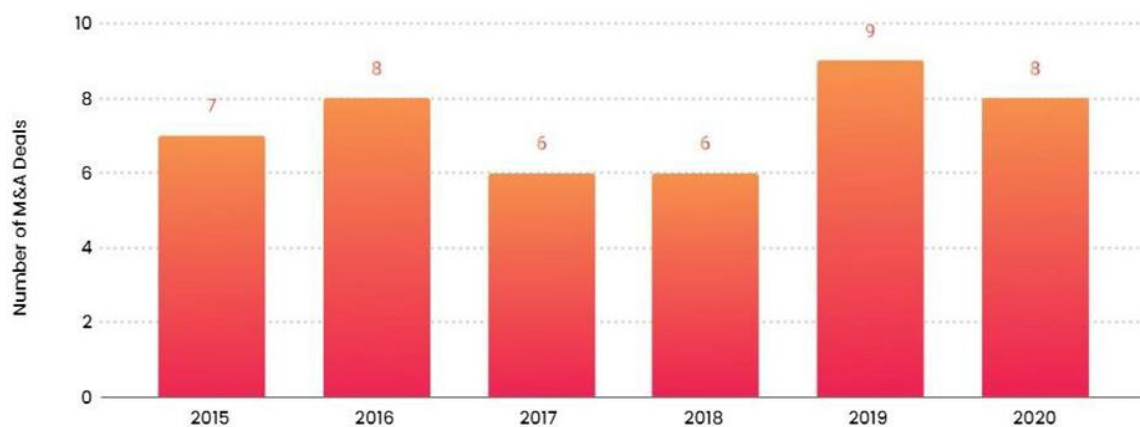
Chart 3.6.1 B2C eHealth Startups Continue To Dominate Funding Charts B2C ehealthstartups contributed to 54.1% to the overall funding deals between 2014 and 2020



4.6 M&A Trends

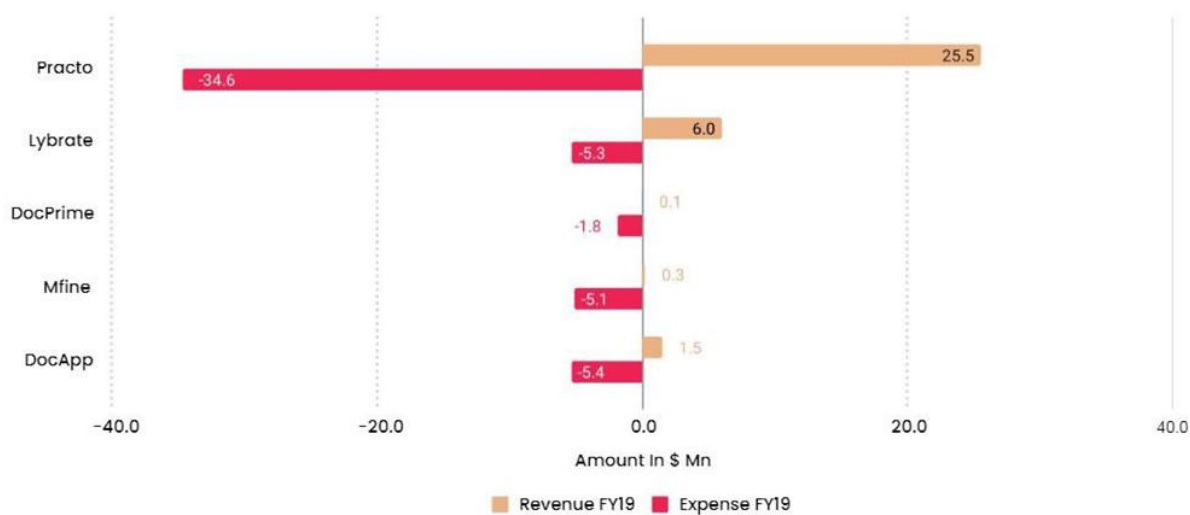
eHealth In India: M&A Trends Out of 44 eHealth startups acquired between 2014-2020, around 50% of the acquired startups were bootstrapped

Chart 3.7- market and analysis trends



4.7 FINANCIAL PERFORMANCE OF INDIA'S TOP EHEALTH STARTUPS

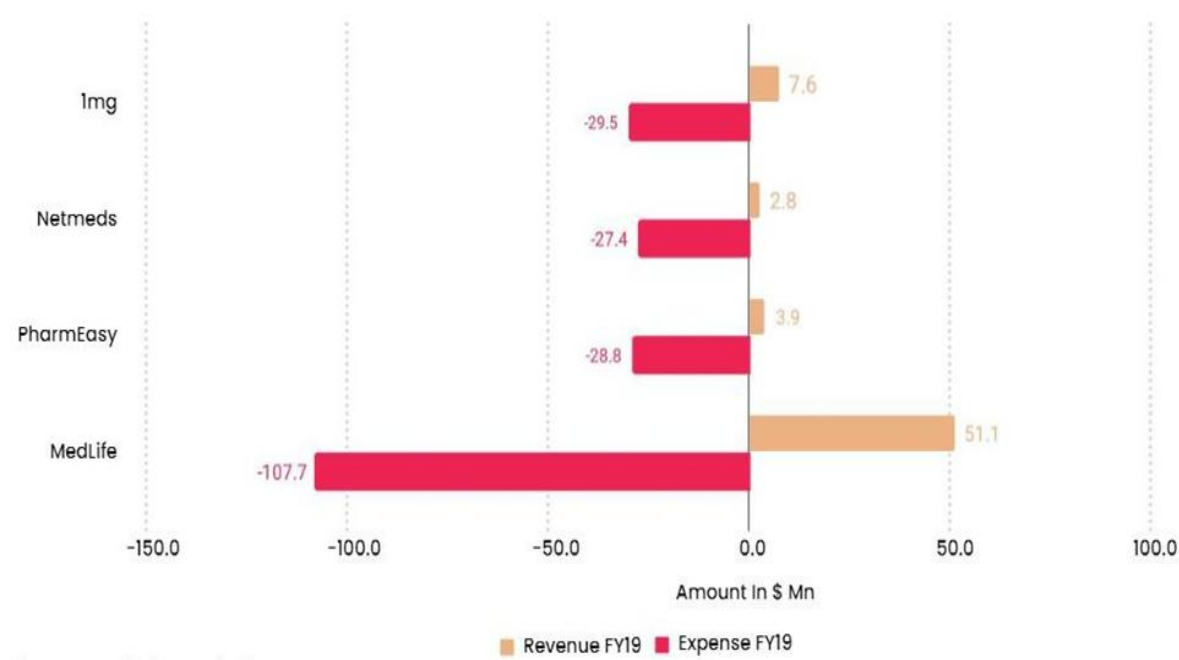
Chart 3.8- INDIAN TELEMEDICINE STARTUPS FINANCIAL PERFORMANCE



Only Lybrate managed to be profitable among telemedicine in FY19

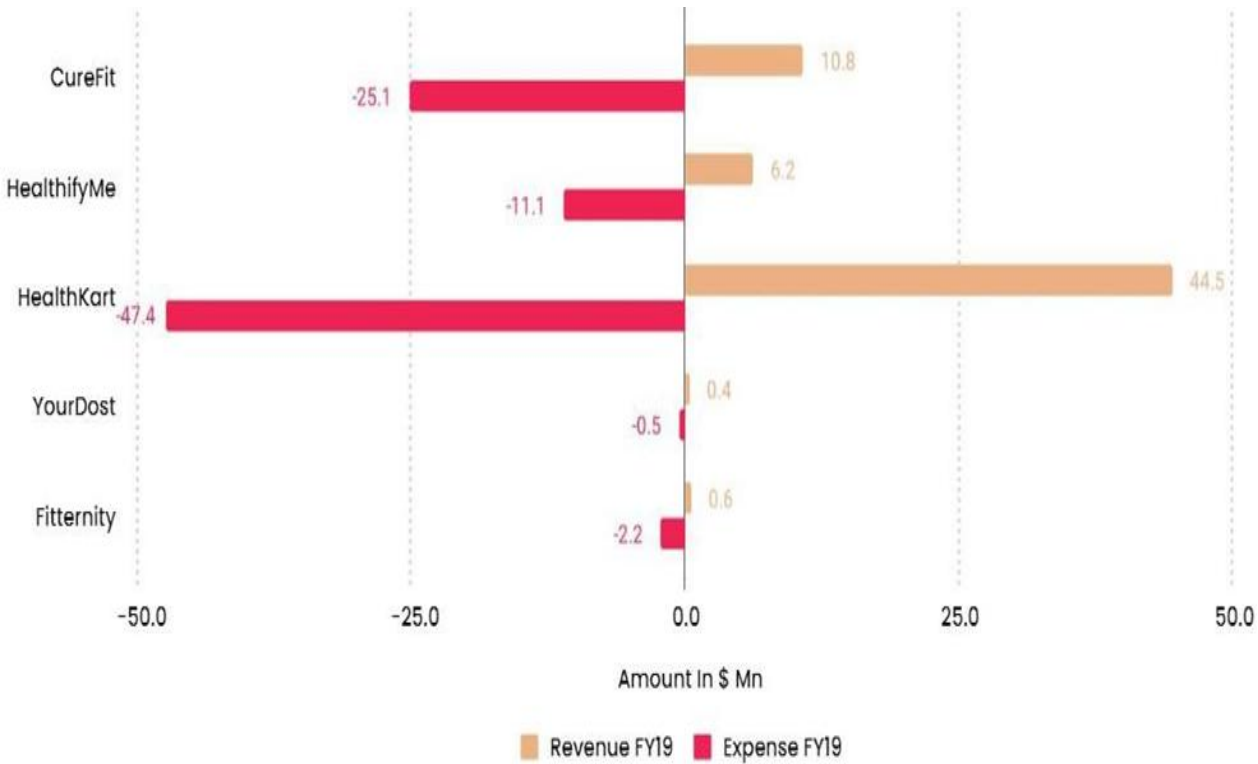
ONLINE PHARMACY STRUGGLED TO BE PROFITABLE IN FY19

Chart 3.9- MEDLIFE LEAD THE ONLINE PHARMACY MARKET WITH HIGHEST REVENUE IN FY19



ONLINE FITNESS AND WELLNESS STARTUP STRUGGLED FOR PROFITABILITY IN FY19

Chart3.10 HEALTHKART LED ONLINE FITNESS AND WELLNESS MARKET IN TERMS OF REVENUE IN FY19



4.8 EHEALTH STARTUPS IN INDIA :- BUSINESS MODEL

Diagram 3.1-TELEMEDICINE

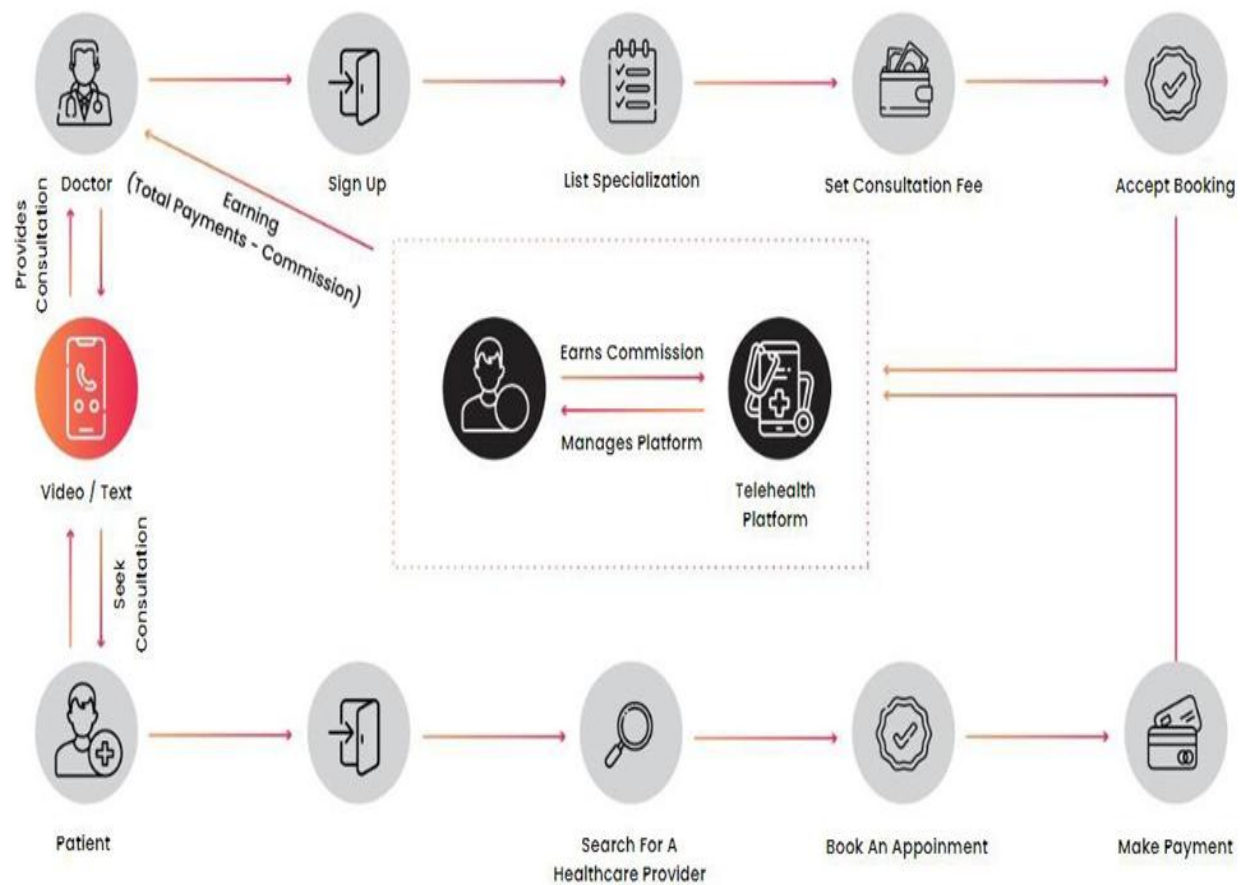
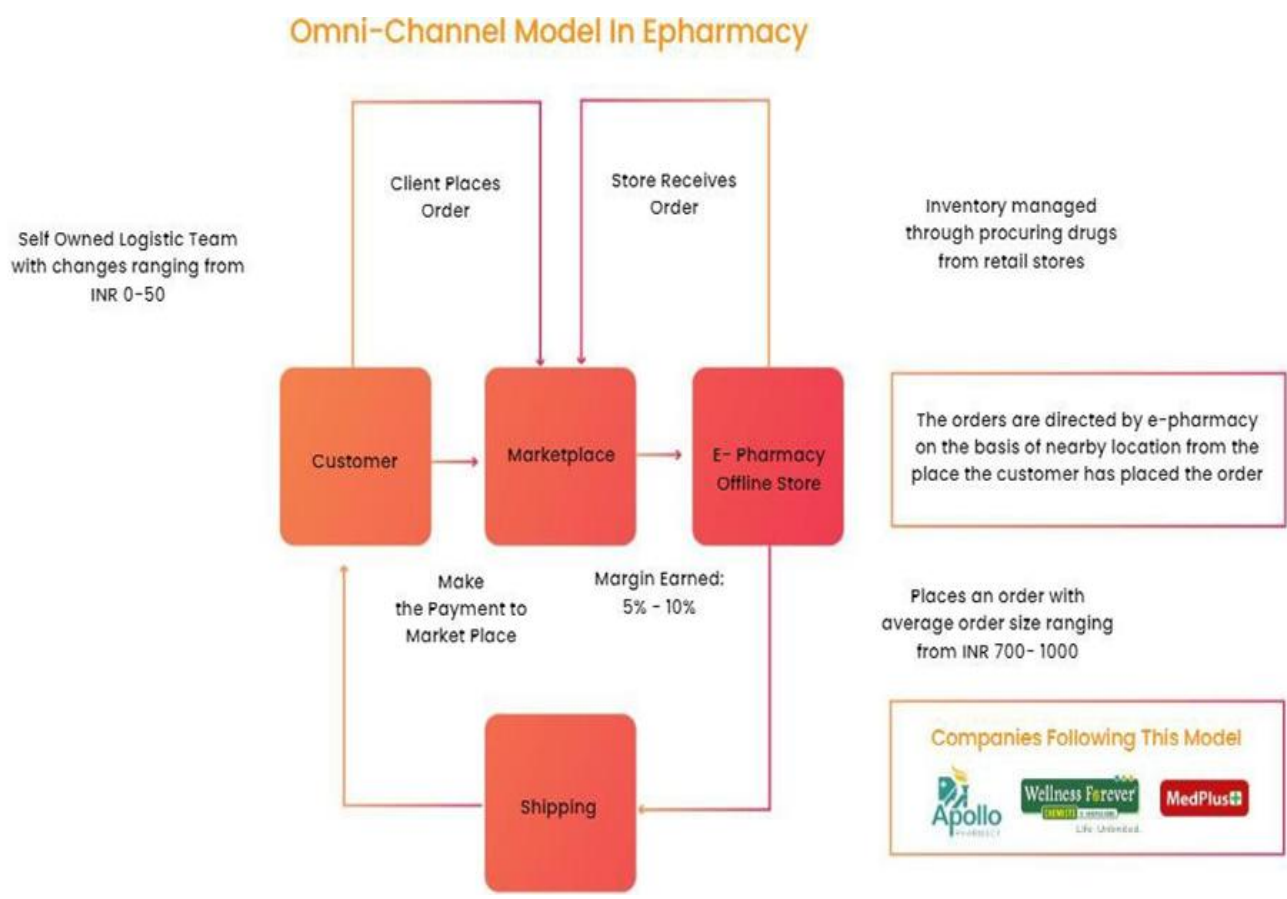


Diagram 3.2-E PHARMACY



Marketplace Model In Epharmacy

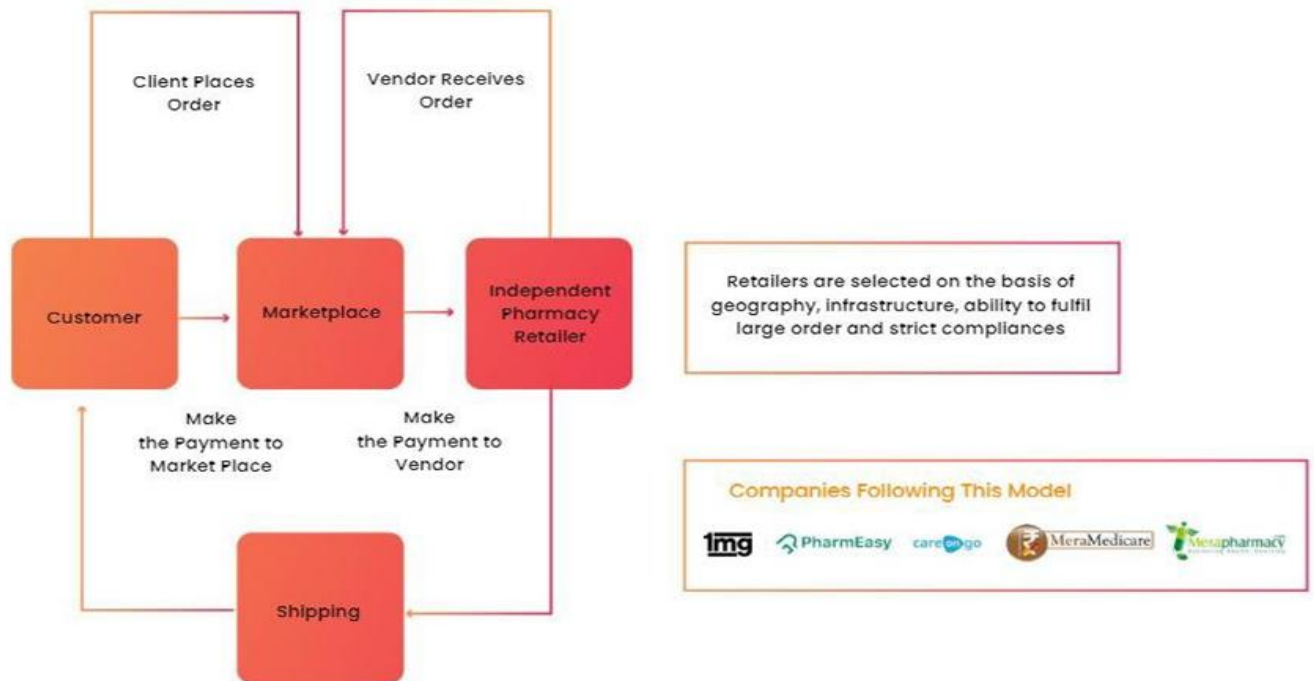
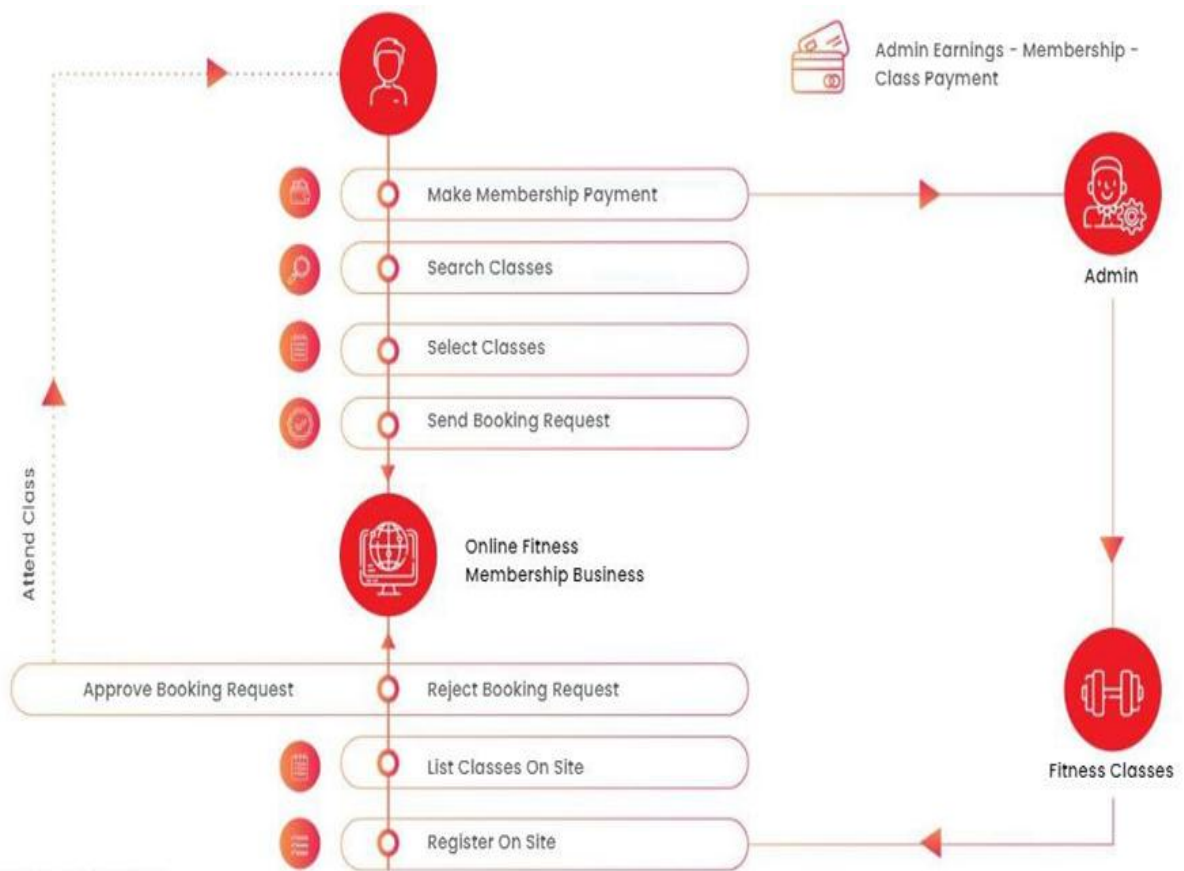


Diagram3.3- ONLINE FITNESS AND WELLNESS



Source: Inc42 Plus Analysis

Note: This business model is only for online fitness startups

CHAPTER 4.9

CROSS COMPARISON OF EHEALTH STARTUPS

TELEMEDICINE

Startup name	Established year	Presence	Type of services	Number of healthcare providers
practo	2008	15 countries	Teleconsultation, diagnostic and pharmacy	200000
lybrate	2013	80 countries	Teleconsultation, Healthwiki	100000
docprime	2018	40 countries	Teleconsultation, diagnostics	30000+
mfine	2017	5 countries	Teleconsultation, diagnostics	3500+

E-PHARMACY

Startup name	Established year	Type of services	Delivering to
1mg	2012	Online pharmacy, Diagnostics, Healthcare products and teleconsultation	1000+ cities
netmeds	2015	Online pharmacy, Diagnostics, Healthcare products	670+ cities
pharmeasy	2014	Online pharmacy, Diagnostics, Healthcare products	1000+ cities
Medlife	2014	Online pharmacy, Diagnostics, Healthcare products and teleconsultation	2500+ cities

ONLINE FITNESS AND WELLNESS

Startup name	Established year	Type of services	Delivering to
curefit	2016	Online fitness centres, online food delivery, teleconsultation, online therapy	15 cities
Healthifyme	2012	calorie tracking, one on one nutrition and fitness coaching and diet and workout plans	220+ cities
Healthkart	2011	online supplement	36 cities
Yaardost	2014	online counselling and wellness	N/A
fitternity	2013	online fitness and gym centres	12 cities

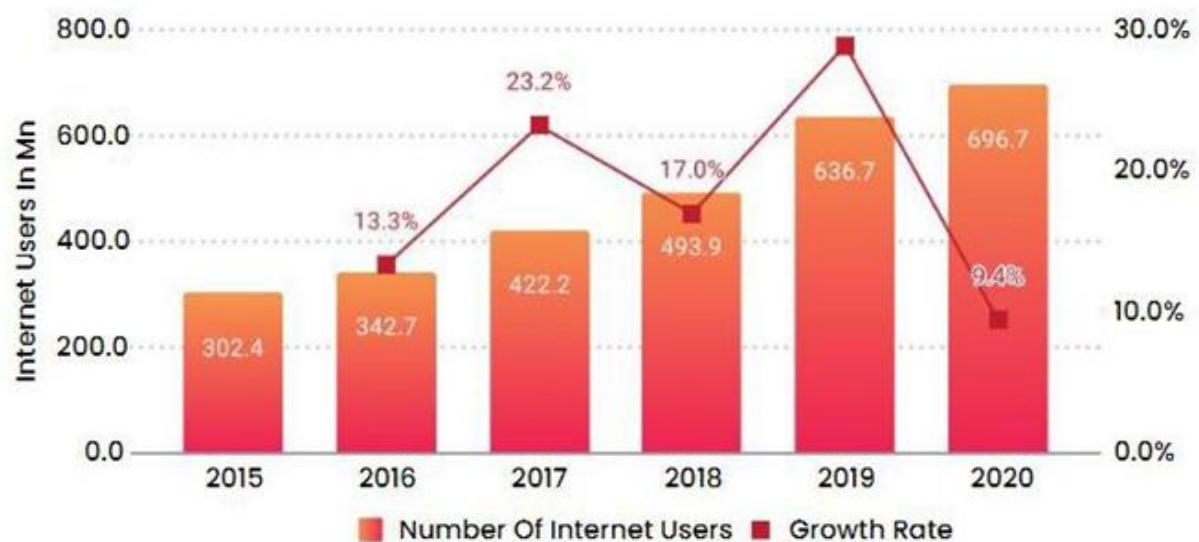
-INDUSTRY ANALYSIS OF EHEALTH MARKET IN INDIA

Growth Drivers of India's eHealth Market

Strong Digital Footprint

Rise In eHealth Adoption Driven By 18.1% CAGR Growth in Number of Internet Users during 2015-2020.

Chart4.1- Internet users rose and reached to around 696.7 Mn by the end of 2020



Source: Statista

CHAPTER 5.1

DISCUSSION

Significant adoption of digital technologies among consumers and businesses has strengthened the digital economy in India.

Competitive pricing from internet service providers, declining costs of Smartphone's, and high-speed internet connectivity have fueled digital transformation in the country.

A robust digital infrastructure has the potential to address the shortcomings of the Healthcare sector in India with improved accessibility, quality, affordability, and enhanced patients' experiences.

Positive Outlook of Healthcare Industry

The rapid expansion of the Healthcare market has propelled players to fulfil the lags to continue the growth momentum.

- Digital integration can address challenges such as limited access to healthcare facilities in rural areas, insufficient healthcare resources, and poor quality standards.
- The market in India has been advocating for value-based healthcare services to achieve the best patient outcome at the minimum cost.
- Digitisation in healthcare has the potential to drive the paradigm shift from volume-based care (fee-for-service Healthcare, where the fees are independent of the quality of service provided) to value-based care (the Healthcare providers are charged based on patient's health outcomes)

Favourable Government Initiatives

The Indian government has undertaken several policies and schemes to boost digitisation in the Healthcare industry:

- The digital biometric identification program launched by the Indian government Aadhaar, has acted an vital role in enhancing the digital healthcare market
- The government plans to make use of the unique identification of patients through Aadhaar to keep digital health records
- The Indian Ministry of Health and Family Welfare (MoHFW) has launched various e-Gov initiatives such as the National Health Portal, e-Hospital, and Integrated Health Information Program (IHIP), along with others

Other major government initiatives boosting the digital healthcare market include Pradhan Mantri Jan Arogya Yojana (PMJAY), National Nutrition Mission (NNM), National Health Mission (NHM), Pradhan Mantri SurakshitMatritva Abhiyan (PMSMA), Pradhan Mantri Swasthya Suraksha Yojana (PMSSY), and Ayushman Bharat.

Public Private Partnership (PPP) Model Coupled With Investments from Global Players

FDI policies of the Indian government are promoting global alliances. Conferring to the Department of Industrial Policy and Promotion (DIPP), the Healthcare segment in India has obtained an FDI of USD 6.09 Bn during the 2009-2019.

The outbreak of Covid-19 has commenced entrances to various opportunities in provisions of public-private partnership (PPP) in telemedicine, online doctor consultation services, growth of low-cost medical supplies, mobile apps and additional social influence schemes.

For example, Health Gennie joined with Thyrocare to conduct coronavirus detection tests, which has been approved by the Indian Council of Medical Research (ICMR). Likewise, Bengaluru-based home Healthcare startup Portea Medical in partnership with the Karnataka government introduced a telemedicine service to detect Covid-19.

CHAPTER 5.2

GOVERNMENT INITIATIVES SUPPORTING EHEALTH MARKET IN INDIA

NATIONAL DIGITAL HEALTH MISSION

On 15th August 2020, the Prime minister of India declared the launch of National Digital Health mission (NDHM)

- The mission will involve the use of a health ID for each Indian, which will store consolidated medical information of an individual
- The ID will track a comprehensive range of health-related data including drugs and tests prescribed to the patients by the doctor, diagnostic reports, a summary of previous disease and ailments, records of hospital admission and discharge
- The National Health Authority (NHA) of India has been given the responsibility for the development, introduction, and implementation of NDHM across the country
- NDHM was initially launched as a pilot project in six union territories of India and demonstrated lucrative opportunities to address the gaps in healthcare infrastructure using technology
- NDHM has six core building blocks: Health10, DigiDoctor, Health Facility Registry, Personal Health Records, e-pharmacy, and Telemedicine.
- Health ID, Digi-Doctor and Health Facility Registry are expected to be operated and owned by the government of India government, while the private players can offer solutions to develop the other components of NDHM

However, the government of India will have the authority to approve the core activities like security, privacy and quality standards of the solutions recommended by private stakeholders.

IMPACT ON INDIAN STARTUPS

- NDHM has further promoted and opened more avenues for telemedicine and online pharmacy startups.

- with implementation of NDHM, the security, privacy and quality standards of the solutions offered by startups in the telemedicine and online pharmacy sector will be monitored by the government of India.

NATIONAL EHEALTH AUTHORITY

- NeHA was launched in 2015, to formulate National eHealth Policy and strategy for facilitating eHealth adoption in the country.
- The authority further aims to manage health information exchanges (HIES), state health records repositories, and health informatics standards, along with maintaining security and privacy of patients.

IMPACT ON INDIAN STARTUPS

- It will help in promoting the adoption of eHealth In India and thus, makes the target audience for eHealth startups wider.

Other major National Initiatives

- State Telemedicine Network (STN): The state Telemedicine Network (STN) has been approved with the mission of providing telemedicine to remote areas.
- National medical College Network (NMCN): The project involves connecting the national medical colleges of India with a high-speed fibre-optic backbone.
- National Identification Number (NIN): NIN, as a unique identifier in IT systems, has been appointed to various health facilities in India to promote interoperability and information exchanges between different health IT systems.
- Hospital Information System (HIS): HIS has been implemented to facilitate the use of EHR/EMR in public healthcare facilities
- Personal Health Record Management System (PHRMS): It allows Indian citizens to store medical records on a single online platform in a centralized way

IMPACT ON INDIAN STARTUPS

- Also, centralizing the personal records with PRMS will make it easier for healthcare providers present in telemedicine platforms.

CHAPTER-6

CONCLUSIONS

The blend of information communication technology (ICT) into health services is developing as a dynamic area of research. It has numerous pluses but possibly the extremely crucial one is delivering medical advantages to one and all regardless of geographic limitations in a cost efficient way, offering global proficiency and universal services, in a time constrained way. This study delivers an organised review of market growth in eHealth services. India's healthcare market is projected to grow at CAGR of 23.7% during 2019-2025 determined by factors such as — increasing income, improved health awareness, growing lifestyle diseases. India's healthcare market is expected to reach \$638 Bn by 2025.

It is likely to be driven by rising health & hygiene concerns in the middle of the Covid-19 pandemic, rise in digital infrastructure, praise from the government and increased investor attention in this sector.

India's telemedicine guidelines were announced in March 2020 which clarified regulations for startups and investors. The transparency in the guidelines around telemedicine not only supported these startups confront the spread of coronavirus, but also accelerated them to enhance gain access to healthcare amongst the rural division.

Telemedicine Segment is dominating the eHealth Market. Telemedicine market will reach \$5.4 US by 2025, growing at a CAGR of 37.4% during 2020-2025. The epharmacy market is forecast to attain 54.2 Bn by 2025 with a CAGR of 43.1%.

Online Fitness & Wellness is estimated to attain 51.0 Bn by 2025, driven by the growing awareness and hygiene concerns in the minds of people post Covid-19. Even though the surge in the Sector, Investors are still hesitant in cascading money in eHEALTH Space in 2020 and 2021.

Online fitness and wellness stood as the most funded in ehealth sector, most in Bangalore region with 54.1%. According to business model B2B-B2C based eHealth startups raised \$756.1 Mn during 2014-2020 and B2B funding remains to be the least funded segment and B2C eHealth Startups Continue To Dominate Funding Charts. B2C ehealth startups contributed to 54.1% to the overall funding deals between 2014 and 2020. Lybrate, medlife and healthkart were the most profitable in FY 19.

6.1 SCOPE FOR FUTURE WORK

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Future Outlook and Trends in eHealth Industry

The COVID-19 pandemic has brought to the vanguard the crucial necessity for leading-edge technological means and invention in the fields of public health, medicine and wellness. It has revived the domain of 'digital health' in policy and public discourse.

The requirement for digital healthcare solutions has been significantly magnified by the government's encouragement for telemedicine. With the outstanding growth in demand, public and private players are aiming to reinforce the eHealth ecosystem in India

Emerging Trends in India's eHealth Market

Arrival of Para Telemedicine Solutions Emergency responders perform a crucial part in healthcare systems as they are on the front lines of protecting lives. Hospitals will be utilizing telemedicine solutions to link paramedics with intensivists, cardiologists, and neurologists to deliver care more rapidly. Paramedics will employ such solutions to get along with top specialists even prior to patients are packed into an ambulance. Additionally, paramedics will assist to identify whether a lower awareness target may be more suitable for the patient's requirements. Thus, the usage of para-telemedicine will also lead to cost declines and help teams escape needless transportation.

Use Of Artificial Intelligence Integrated Software

Artificial Intelligence (AI) has changed several industries and healthcare is no exemption. An ever-increasing number of healthcare providers will be executing AI-based software for a broad range of functions, from verifying skin cancer from skin images to identifying pulmonary nodules and chest x-rays.

Such software can also be applied to determine the subsequent finest actions or the finest set of questions that can be summoned to the patient applying logic after collecting essential information. This is how AI powered catboats operate in digital health platforms.

High Investment In Cyber-security

Through telemedicine getting more recognition in India throughout the years, data protection is moving to become a top significance for leading eHealth players. Therefore, several telemedicine startups are supposed to spend more in developing cybersecurity methods in order to avoid database violations and other types of hacking.

Only Some cybersecurity tools trust on artificial intelligence algorithms which facilitate in collecting up any dubious activity in actual-time. It also empowers system administrators not only to respond to events but proactively stop them as well. Data violation can cause in enormous costs. So investing in cybersecurity is a clever move for eHealth players.

Greater Insurance Coverage For Remote health Services

Following the smash from the pandemic, telemedicine turn out to be more extensively utilized and government-administered healthcare programs and insurance companies are more prepared to cover up such care.

Insurance coverage for telehealth services and remote patient monitoring is set out to be of concern to governments seeing to cut the costs of healthcare and guarantee that their populations obtain care even in unfavorable circumstances

One-Stop Healthcare Solutions

Owing to the mounting popularity of telemedicine, online diagnostics, online pharmacy and other digital healthcare associated services, eHealth players have been watching to expand their service portfolio in order to become a one stop solution for all kinds of customers and therefore, delivering diverse digital healthcare solutions

Combining Brick-and-Mortar with Digital Technology

Along With rural shortenings in developing countries confronting deficiencies of primary care providers, brick-and-mortar health centres that are outfitted with technology can overpass the service delivery gaps in underserved communities. Blending technology with brick-and mortar has shown useful in providing digital health to the Balance of Payment. Across these centres, telehealth services and an suitably trained Community Health Worker or local community nurse can be an mediator among users and a doctor who seems on a laptop or mobile phone screen

Combining Business Model and Bundling Services

To surmount the sustainability challenge of helping those at the Balance of Payment, digital health companies are hustling digital health subscriptions, often a mixture of telehealth, micro insurance and health information services, including others. More companies are combining business models and developing solutions for various consumer segments with varying buying power. Certain companies deliver services through the B2C, B2B and B2G business

models to alleviate the challenges that come with merely helping BOP customers, a sector that is often less profitable and tougher to achieve.

ANNEXURES

ANNEXURE -I

PROFILE OF THE ORGANIZATION

HEALTH GENNIE is a Preventive Healthcare IT concept based on the complete Healthcare for anyone in need. Health Gennie provide complete Healthcare services for patients from the comfort of their home. Patients can find the best doctors near to them and book appointments, and get the lab work done from home and also take control of their health issues by knowing about them. Health Gennie also provide daily health tracking through the HEALTH Gennie app where patients can monitor chronic illness such as diabetes & hypertension. They can also track daily activity and calorie burn etc.

Health Gennie provide Telemedicine services to people in Tier 3 or lower cities. They have more than 1.5 lakh app downloads and more than 3 lakh users.

They deliver a wide range of healthcare solutions—from health information management and electronic medical records to clinical transformation and health analytics. Its solutions are backed by real-world experience, business and clinical insights and innovative technologies.

Health Gennie digitized health solutions

Going paperless has been a promising answer for the Healthcare community as organizations look to reduce Healthcare costs, improve health outcomes and respond to healthcare reform incentives and penalties. By integrating digitized health information into the workflow, organizations are improving clinical and financial outcomes. Digitized medical data is driving the next wave of insight-driven healthcare and enabling a future of patient-centered care models. Health Gennie helps organizations answer questions like these as part of their move toward Insight Driven Health—using knowledge in new ways for more effective, efficient and affordable Healthcare. They help organizations throughout their digital journey—from implementation through adoption and support. Their digital healthcare solutions are comprehensive and tailored to each client's unique needs.

Health Gennie software service:-

1. Complete Clinic Management system
2. Laptop, Desktop and mobile compatible software
3. Teleconsultation features such as Video call
4. Easy Digital Payments for the doctors and patients
5. Free Listing on Health Gennie patient portal and mobile app
6. Get new patients
7. Health record management
8. Digital prescription
9. Doctors branding on Health Gennie social media.
10. Anytime and anywhere access.
11. Broadcast information to your patients easily such as offers, discounts, doctor profiles etc.
12. Data Analytics by various options such as Diagnosis, treatment, demographics etc.
13. Personalized QR code for doctors listing and appointments.
14. Appointment Widget for Clinic or Hospital website.
15. Review, Ratings and Feedback from patients

ANNEXURES II

BUSINESS ANALYST TRAINING AND THEIR ROLES AND RESPONSIBILITIES:-

The primary purpose of business analysis training is to define the profession of business analysis. The training is a framework that describes the business analysis tasks that must be performed in order to understand how a solution will deliver value to the sponsoring organization. The form those tasks take, the order they are performed in, the relative importance of the tasks, and other things may vary, but each task contributes in some fashion, directly or indirectly, to that overall goal.

Objectives of Business analysis training program:-

- Identify business analysis best practices
- Describe the Business analysis body of knowledge (BABOK) guide
- Identify the phases in the business analysis process
- Describe the role of the BA ,what is Business Analysis?

Business analysis is the set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies and operations of an organization, and recommend solutions that enable the organization to achieve its goals. —BABOK

Business Analysis Body of Knowledge (BABOK) is a "Guide" that contains a description of generally accepted practices in the field of business analysis.

Knowledge areas define what a practitioner of business analysis needs to understand and the tasks a practitioner must be able to perform. The key knowledge areas described in BABOK are:

- Business Analysis Planning and Monitoring
- Elicitation
- Requirements Management and Communication
- Enterprise Analysis
- Requirement Analysis
- Solution Assessment and Validation

Business Analysis Planning and Monitoring

Business Analysis Planning and Monitoring describes how to determine which activities are necessary to perform in order to complete a business analysis effort. It covers identification of stakeholders, selection of business analysis techniques, the process used to manage requirements, and how to assess the progress of the work in order to make necessary changes in work effort. The purpose of business analysis planning and monitoring is to plan the execution of business analysis tasks, update or change the approach to business analysis as required and assess effectiveness of and continually improve business analysis practices.

Elicitation

Elicitation describes how we work with stakeholders to find out what their needs are and ensure that their needs are correctly and completely understood. The purpose of elicitation is to explore, identify and document stakeholder needs.

Requirements Management & Communication

The Requirements Management and Communication Knowledge Area describes the activities and considerations for managing and expressing requirements to a broad and diverse audience. These tasks are performed to ensure that all stakeholders have a shared understanding of the nature of a solution and to ensure that those stakeholders with approval authority are in agreement as to the requirements that the solution shall meet. Communicating requirements helps to bring the stakeholders to a common understanding of the requirements. Management of requirements assists with understanding the effects of change and linking business goals and objectives to the actual solution that is constructed and delivered. Over the long term, it also ensures that the knowledge and understanding of the organization gained during business analysis is available for future use.

Enterprise Analysis

The Enterprise Analysis describes the business analysis activities necessary to identify a business need, problem, or opportunity, define the nature of a solution that meets that need, and justify the investment necessary to deliver that solution. Enterprise analysis outputs provide context to requirements analysis and to solution identification for a given initiative or for long-term planning.. Enterprise analysis is often the starting point for initiating a new project and is continued as changes occur and more information becomes available. It is

through enterprise analysis activities that business requirements are identified and documented

Requirements Analysis

The Requirements Analysis describes the tasks and techniques used by a business analyst to analyze stated requirements in order to define the required capabilities of a potential solution that will fulfill stakeholder needs. Requirements analysis may be performed to develop models of the current state of an organization. The tasks in this knowledge area apply to both stakeholder and solution requirements.

Solution Assessment and Validation

The Solution Assessment and Validation Knowledge Area describes the tasks that are performed in order to ensure that solutions meet the business need and to facilitate their successful implementation. These activities may be performed to assess and validate business processes, organizational structures, outsourcing agreements, software applications, and other component of the solution.

Key Activities

- Doctors Profile Management
- Getting Funding For The Firm , Approaching The Angel Investors And Venture Capital Firms
- Competitor Analysis
- Documentation
- Content Writing

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