

Study on Healthcare Services at Home

By

Parul Sharma

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

Academic year, 2016-2018



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Parul Sharma** student of MBA Hospital Management from The IIHMR University, Jaipur has undergone internship training at Healthcare At Home Pvt. Ltd. on topic **Need of Healthcare Services at Home and it's Current Availability in Indian Healthcare Sector** from 5th Feb 2018 to 7th May 2018.

She has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific, and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all his future endeavors.


Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur


Dr. Monika Chaudhary
Associate Professor
The IIHMR University,
Jaipur



The certificate is awarded to

Parul Sharma

In recognition of having successfully completed her internship in the department of

Business Development

And has successfully completed her project on

Requirement of Healthcare Services at Home in Indian Healthcare Industry and it's
current availability

Date: 7th May 2018

Organisation: Healthcare atHome India Pvt Ltd.

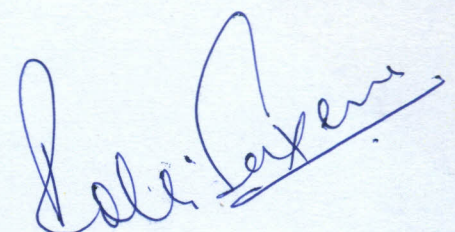
She comes across as a committed, sincere and diligent person who has a strong
drive and zeal for learning.

We wish him/her all the best for future endeavours.



Training & Development

Mr. Vivek Batra- Manager



Zonal Head- Human Resources

Mrs. Rolli Saxena – GM, HR

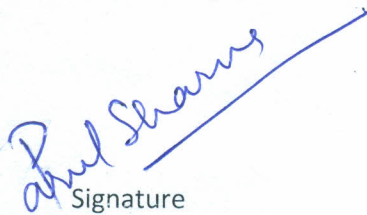
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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation **NEED OF HEALTHCARE SERVICES AT HOME AND IT'S CURRENT AVAILABILITY IN INDIAN HEALTHCARE SECTOR** at **HEALTHCARE AT HOME PVT. LTD,** submitted by **PARUL SHARMA** Enrollment No- **IIHMR-U/01/2016-18/0459** under the supervision of **DR. MONIKA CHAUDHARY** for award of MBA in Hospital and Health Management of the University carried out during the period from **5TH FEBRUARY 2018** to **7TH MAY 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature

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I convey my heartfelt gratitude to Mr. Gaurav Thakural, COO, Healthcare atHOME, for giving me the opportunity to work with HCAH and allow me to conduct the project during the dissertation period.

I express my sincere thanks to my internal guide Dr. Monika Chaudhary for her valuable guidance and timely suggestions as and when I was seeking them.

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TITLE

Need of healthcare services at home in Indian healthcare sector and its current availability in the market.

AIM

The study is conducted to understand the healthcare services being delivered at home along with its current scenario in Indian healthcare system.

OBJECTIVES

- To study the need of healthcare services at home in Indian healthcare system.
- To study the current evolution of healthcare services at home in Indian healthcare system.

INTRODUCTION

Healthcare has become one of India's largest sectors in terms of employment and revenue. The industry is growing with both public as well private players. The total industry size is expected to touch USD280 billion by 2020. Healthcare comprises hospitals, clinical trials, medical devices, medical tourism, telemedicine, outsourcing, health insurance. The Indian healthcare sector is growing at increasing rate due to its increasing expenditure by public as well private players.

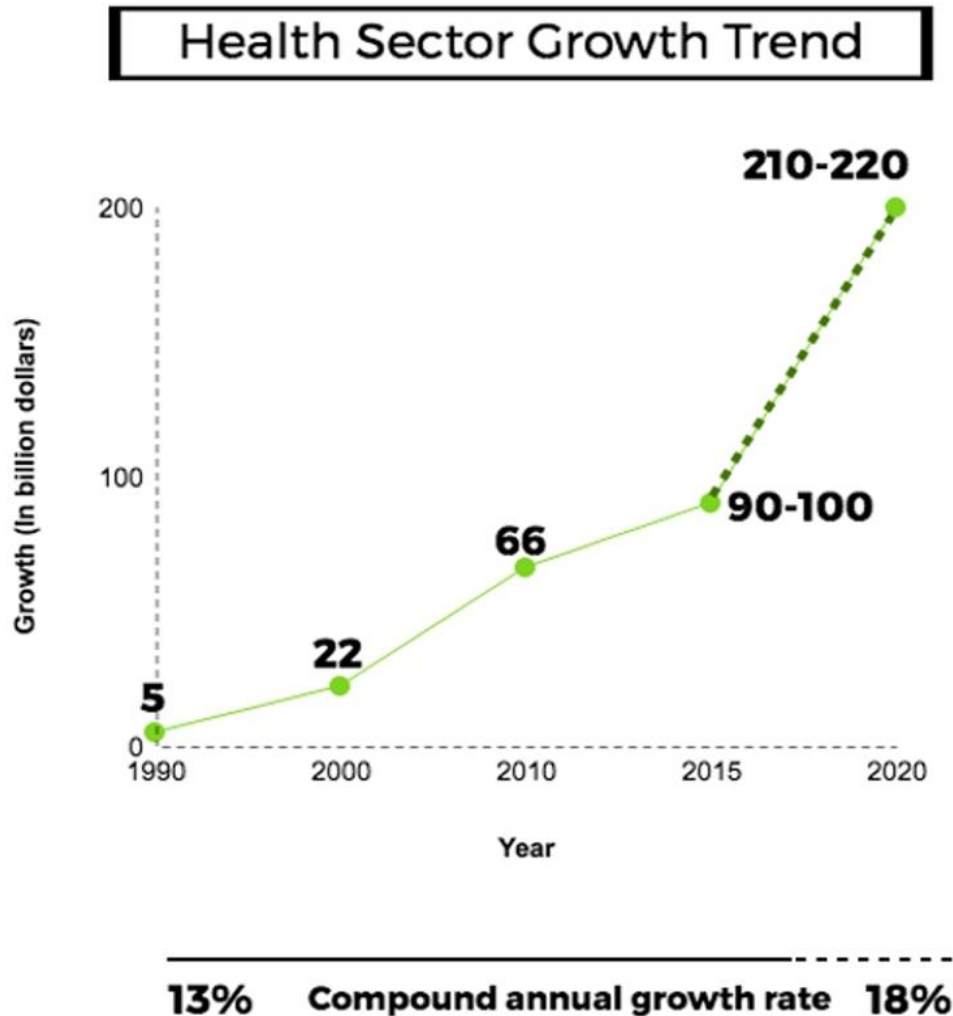


Fig1: **Healthcare sector growth trend from 1990 to 2020**

Indian healthcare delivery system comprises of private sector and public sector. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of

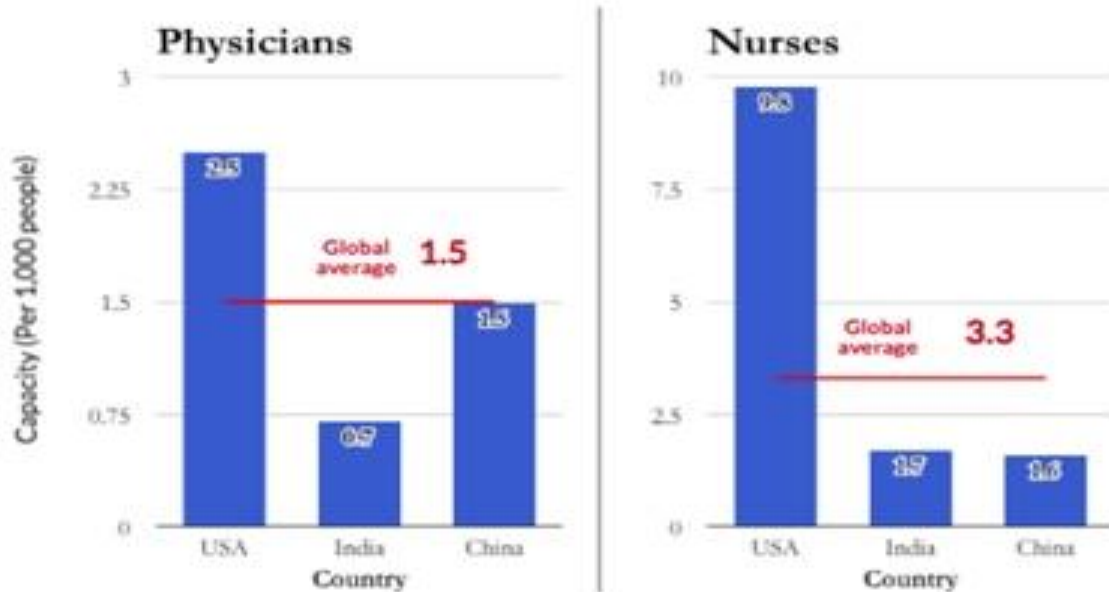
primary healthcare centres (PHCs) in rural areas whereas private sector provides secondary, tertiary and quaternary care providers in metros, tier I and tier II cities.

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

India's existing healthcare infrastructure is not enough to cater to the growing demand. In India the private sector dominates healthcare delivery system in the country, out of which a majority of the population living under the category of below the poverty line (BPL). “The ability to spend Rs 47 per day in urban areas, Rs 32 per day in rural areas — continues to rely on the under-financed and short-staffed public sector for its healthcare needs, as a result of which these remain unmet.” Also the majority of healthcare professionals are concentrated in urban areas where consumers paying capacity is higher when compared to rural area. “India meets the global average in the number of physicians, but 74 percent of its doctors cater to a third of the urban population, or no more than 442 million people, according to a KPMG report. India’s constitution guarantees free healthcare services to its citizens, but in practice private healthcare sector is performing, which makes India one of the highest out of pocket expenditure country in healthcare industry.

The country is 81 percent short of specialists at rural community health centers and the private sector accounts for 63 per cent of hospital beds, according to government health and family welfare statistics.” India compares unfavorably with China and the US in the number of hospital beds and nurses.

Capacity And Infrastructure Shortfall



Infrastructure Shortfall (India Only)

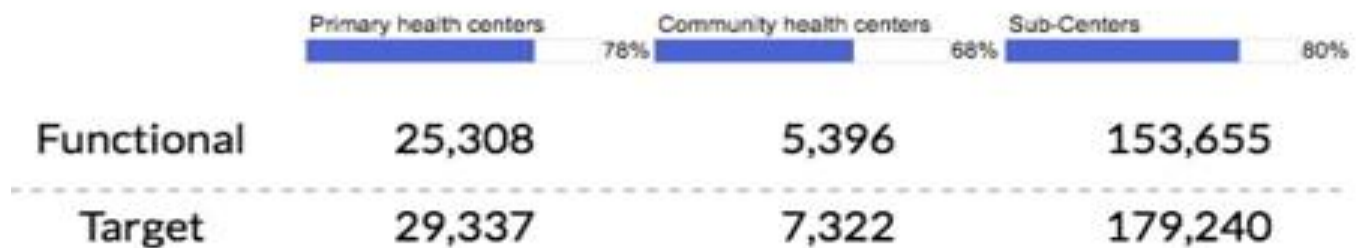


Fig2: **Infrastructure shortfall**

Underfinanced and understaffed hospitals lead to patients towards private practitioners and hospitals despite of various provisions of free treatments by both central and state government.

India has lowest per capita healthcare expenditures in the world- Government contribution roughly being 32 percent, leading to high out of pocket expenditure roughly around 76 percent.

Health Insurance Coverage

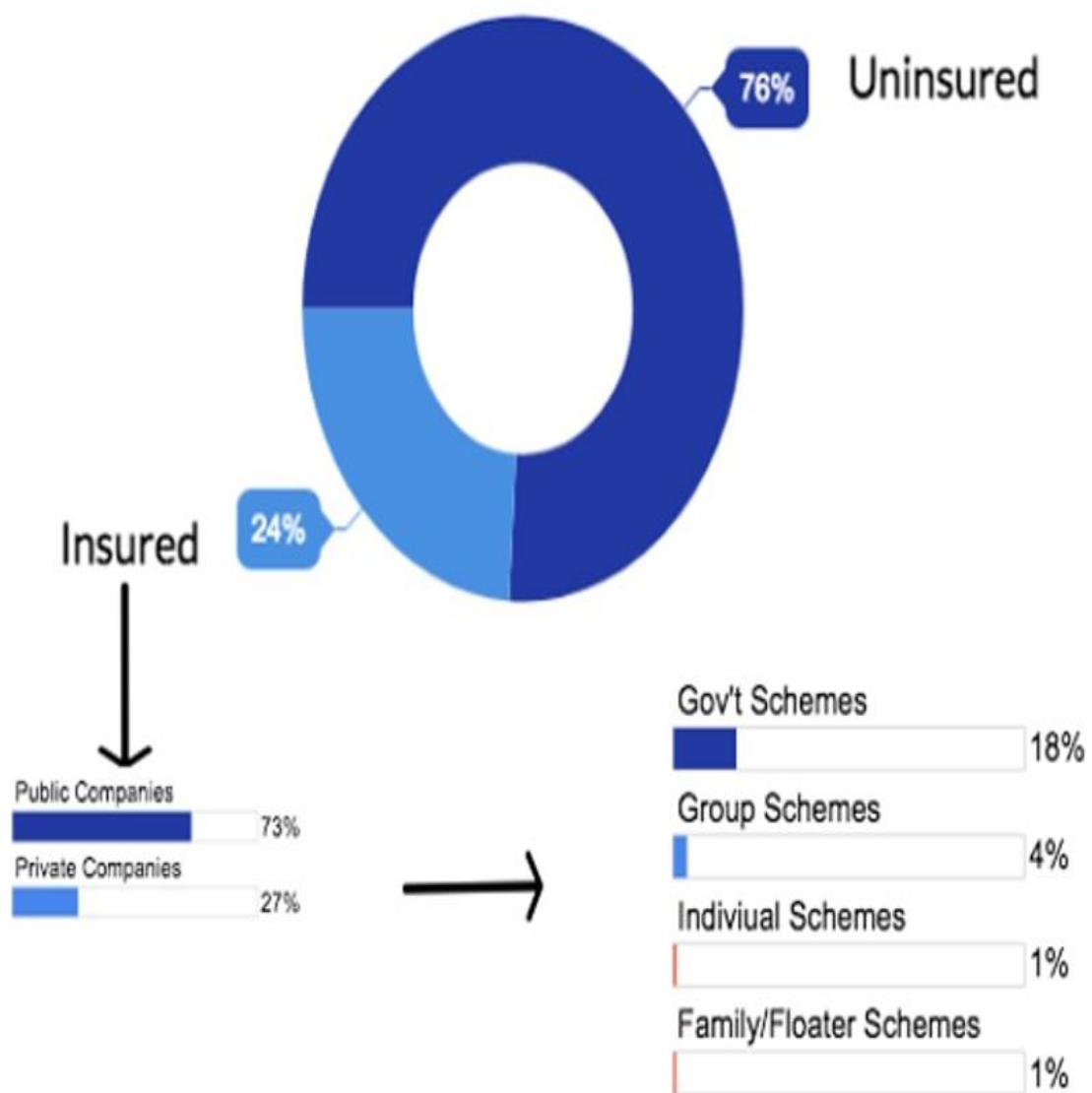


Fig3: **Health Insured and Health Uninsured percentage**

Healthcare being utmost important to any country in terms of health of its citizens or in terms of financial and economical value, analysis of health status thus becomes primary task of any government whether being central government or state government. The health status thus highlights the blocks to the success as well the various opportunity areas that a country can work on to develop its health status in order to grow. Therefore the depiction below gives the reason and causes to premature death in turn poor health status of our country (2005-2015)

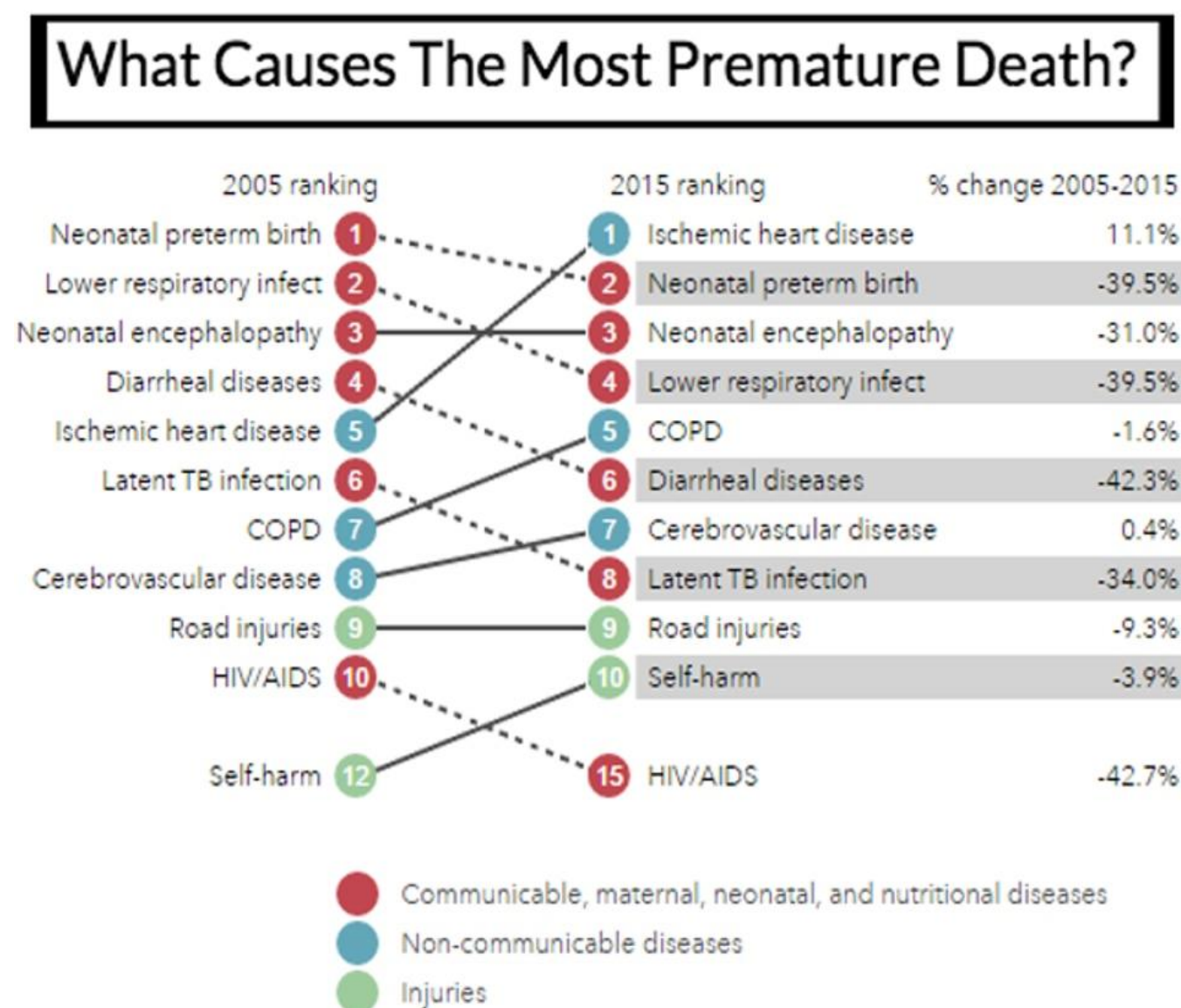
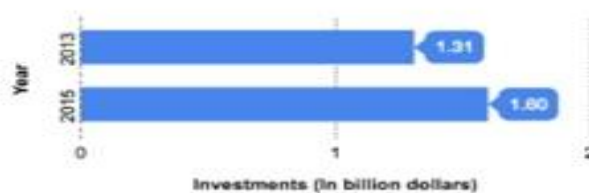


Fig 4: Causes for premature deaths

Growing lifestyle diseases therefore has increased the demand for-

- Affordable healthcare delivery system.
- Well developed healthcare infrastructure.
- Increased number of medical and paramedical professionals.
- Availability of healthcare services at right time, right place, right person.
- Advanced healthcare services and models to serve the population of country.
- Rapid health insurance penetration.
- Mergers and Acquisitions.

Private Investments In Healthcare And Life Sciences (HCLS)



Segmentation Of Private Investments In Healthcare

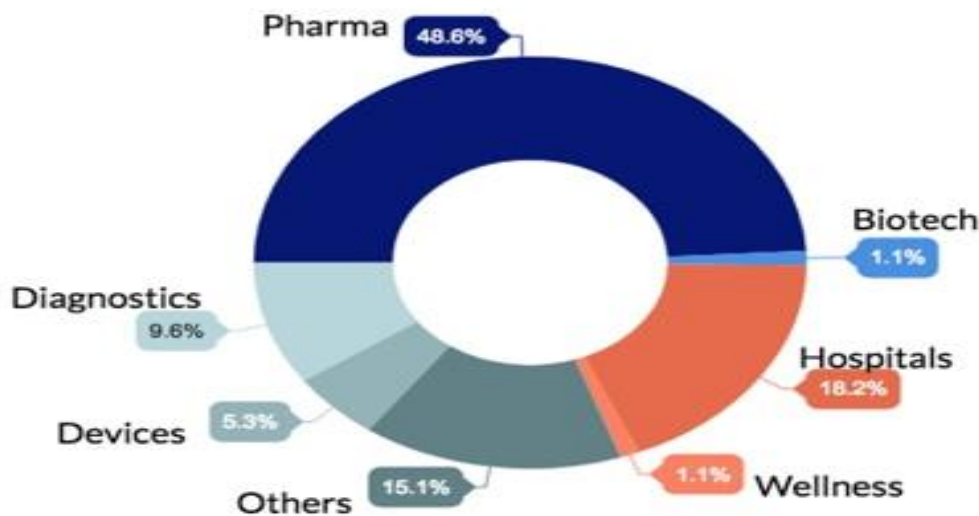


Fig5: Segmentation of private investments in healthcare

HEALTHCARE SERVICES AT HOME

Healthcare services are type of supportive care services being provided at home by healthcare professionals which can be either medical treatment needs or professional caregivers who provide support for day to day activities. These services for example can be nursing services at home, healthcare attendant at home, therapeutic services. This kind of care at home is provided by physical therapists, occupational therapist, licensed nurse, physical therapists. Increasing aged population in Japan, NHSS scheme in UK, insurance companies in US were few of the driving factors for home health care.

In India the opportunity lied in providing healthcare services at home with a fact that our healthcare system even today is hospital driven, hospital beds being proffered for acute care patients. Therefore leading to an opportunity to free up the beds in hospital and effectively shift to home health care. Indian home healthcare market is expected to grow at a CAGR of 20% with an estimates of \$349 billion.

This growing pace of healthcare services at home is also needs to be credited to changing socio-economic factors of our country, like double income households, social structure changes, increased need for geriatric care and also the rise of non- communicable diseases. Indian population over 60 years has also increased to significant levels “India is expected to have more than 300 million people over the age 60 by 2050”. Home healthcare industry in India is still at its initial stage and has be unorganized so far. Home healthcare still requires both standard norms and accreditation protocols.

Some of the blocks to increasing growth in this home healthcare industry include little awareness of the benefits. Lack of awareness about post-discharge care. Additionally, and most importantly Indian doctors being unconfident of the home healthcare service’s benefits and success, thus there is a need to train healthcare professionals to motivate and communicate the same. There is no solid legislation processes, norma and standards for providing care at home and also for such healthcare providers. Also low insurance penetration in this industry plays a key role to its obstacles. Therefore its important for the government to regulate home healthcare industry of our country.

To understand current deficiency of number of available hospital beds, lack in healthcare infrastructure and trained professionals and the availability of healthcare services at home, systematic review was chosen.

MARKET ANALYSIS

A market analysis is an evaluation, which enables you to decide how reasonable a specific market is for your industry. You can utilize advertise investigation to assess your present market, or take a gander at new markets. Regardless of whether you are a startup, hoping to extend, or reexamining your present market, a market examination encourages you to distinguish the allure of a market. It likewise identifies present and future dangers of working in that area. Market examination furnishes you with a comprehensive, or balanced photo of the business sectors you are keen on working in. The segments of the investigation incorporate a few assessment instruments, including a talk of your industry and its standpoint in the market. It likewise breaks down the objective market, directs a focused investigation, and recognizes social and legitimate controls.

Conducting a market analysis

When you direct a market analysis, you will take a gander at a few qualities of the market you are occupied with entering. You are likewise going to decide how reasonable your industry is for the market.

METHODOLOGY

The key stages in performing Market Analysis:

1. Identify current and potential competition
2. Gather competitive information
3. Analyze competitive information
4. Determine your own competitive position

IDENTIFY CURRENT AND POTENTIAL COMPETITION

Identification of current and potential competition was done based on secondary research done on available information on various companies providing healthcare services at home, all through Indian healthcare industry. In this any information available on various published material online relating to any kind of healthcare services being provided at home was considered. Also homecare services provided by hospitals were also included.

Questions as criteria considered for figuring out a competitor were as follows:

- On what premise am I ready to compete?
- What is the scope of services and products they offer?
- What are there operating areas (geographic areas)?
- What is the pricing list of services and products being offered?
- Is there any change in their target market segment?
- What is their quality overview?

GATHER COMPETITIVE INFORMATION

Secondary data are suggested as a magnificent beginning stage for building up an aggressive and industry investigation. Secondary sources incorporate data created for a particular reason however in this manner made accessible for free and along these lines elective employments. For instance, books are optional wellsprings of data as are articles distributed in diaries. Advertising reports offered available to be purchased to the overall population additionally are viewed as optional sources. In spite of the fact that, they have been made for a reason other than your present need, they are as yet amazing wellsprings of data and information. With the consistently expanding velocity of archive distinguishing proof and recovery through electronic means,

auxiliary sources are a cheap wellspring of data as well as are promptly accessible not long after distribution. Sources of data include:

Advertising

Not just does publicizing duplicate reveal to you a contender's cost and other item data, it gives a sign of your rival's whole limited time program and spending plan. When perusing a contender's promotion make sure to take note of the accompanying: distribution, recurrence, unique offers, item highlights and advantages featured. On the off chance that your rival all of a sudden places an ad in an industry distribution that neither of you are as of now pitching to, it's an indication that they're endeavoring to achieve another market fragment. It's likewise essential to see the outline and tone of your rival's notices. What sort of picture do they pass on? How does your own picture look at? Are their promotions in shading while your own are high contrast? Regardless of whether they're not, a sharp promoting effort can convey that your rival is an inventive, new organization.

Sales Brochures

Sales pamphlets give an abundance of item data. You can figure out how your rival is situating their item and friends and what highlights and advantages they're utilizing to offer their item. Endeavor to get every single new deal leaflets and writing your rival distributes. Huge changes in the substance will demonstrate that new systems are being utilized.

News paper, Magazine and Articles

Articles in daily papers and magazines are a wellspring of data you can use to get a thought of what your rival is making arrangements for the future, how their association is run, and what new item data or advancements they have. Columnists may likewise uncover and uncover unflattering data about your rival that may demonstrate significant to you. Be vigilant for item surveys in magazines; they will uncover a contending item's qualities and shortcomings. Visit a school or open library. The reference custodian will demonstrate to you proper methodologies to discover appropriate articles online substantially more rapidly and effortlessly than you'll see them by perusing.

Reference Books and Databases

The distributions recorded in this segment are accessible at most open and school libraries that have business assets. Request that a bookkeeper enable you to discover them, the same number of are probably going to be on the web and not recorded in the library index.

Online forms of the sources not just make their apropos insights simple to discover. They regularly allow you to download information so you can consolidate it with other information to create your own measurements.

Other Employees

Your representatives working in different territories of the organization likewise end up presented to focused data. They cooperate with others in their industry zone and frequently realize what your adversary is doing or hear chatter and bits of gossip. Ensure your whole staff knows they should share any data concerning the opposition quickly. Previous representatives of a contender can give you knowledge on: your rival's new items, showcasing procedures, how-to enhance profitability and utilize different assets all the more viably, and what your rival's general workplace resembles and also business network.

Presently, assess your opposition's item or administration. How does your item contrast with your nearest rival's item? What highlights and advantages are one of a kind to your item? To theirs? The more interesting highlights and advantages your item has, the more grounded your market position will be. For instance, in the event that you deliver and showcase an office duplicating machine that staples gathered duplicates together and your nearest rival doesn't have this component, you have favorable position. You would then be able to offer a similar market section the advantage of included comfort and time spared. Nonetheless, your rival may have built up a component that you don't have on your copier that gives him/her an offering advantage.

Assess your rival's cost. Because you have an indistinguishable items from different organizations, doesn't mean everybody has a similar cost. Your own particular generation costs incredibly affect your estimating. On the off chance that your cost for a comparative item is higher than your competitor's, at that point your market position is weaker; and if it's lower, at that point your aggressive position is better. A transitory value diminish by a contender may show nothing more genuine than a transient need to move abundance stock. In any case, a pattern of brought down costs may demonstrate that your opposition is doing it to pick up piece of the pie and enhance creation costs. It could likewise mean your adversary is in a bad position and has been compelled to bring down costs. It's in this sort of circumstance that bits of gossip and prattle wind up supportive. On the off chance that there are bits of gossip that an organization is in a bad position and you find value variances, it's more probable that there are issues. Make sure your investigation incorporates item/benefit charges added to the price tag, for example, establishment or extra hardware required.

Shakeups:

As you dissect your aggressive data be vigilant for wide administration changes or changes in proprietorship. This means real arrangements and advertising shifts are coming soon and you ought to expect changes. It might be a decent chance to court your rival's star representatives. Individuals regularly change employments amid administration shakeups.

New Players:

Your focused examination ought to incorporate any new players, regardless of whether they haven't yet caught a critical bit of the market. New organizations frequently convey new thoughts and developments to the commercial center and can rapidly wind up significant players. Try not to disparage anybody.

Future Rivalry:

In your aggressive examination, you have to make a couple of forecasts about what the opposition will look like later on. Contenders are always traveling every which way in the commercial center. Ask yourself: Who are my rivals liable to be? In the event that you are presenting another gadget, to what extent before the opposition gets on? Anticipating future

rivalry will give your potential financial specialists the trust in the long haul reasonability of your business. Barriers to Section. Organizations whose aggressive edge relies upon new innovation, new assembling strategies or access to new markets should know about the normal boundaries new rivalry faces when endeavoring to pick up passage into the commercial center. They include:

Licenses. Licenses give insurance to new items or administrations.

Market Immersion. Immersion diminishes the shot of contenders picking up an a dependable balance in the market

High startup costs. This is a troublesome obstruction for little contenders.

The requirement for critical mastery, or assembling and building challenges. This makes it troublesome for contenders to have the learning to contend.

DETERMINE YOUR OWN COMPETITIVE POSITION

At this point it ought to be genuinely obvious to you on the off chance that you are a: showcase pioneer, one of a few adherents, or new to your commercial center. When you have distinguished and examined your opposition, and comprehend your focused position, you are prepared to do the accompanying:

Recognize and talk about key zones of upper hand and disservice. Audit the focused condition for your item or administration. Remark on both comparable and substitute items or administrations.

Abridge the significant issues and openings confronting your firm which may require activity. Issues which ought to be considered incorporate sorts of market entrance, circulation scope, product offering needs, value amendments as well as cost decreases.

FINDINGS

With current scenario of Indian healthcare industry, where not even 1 hospital bed is available for growing population of our country, where there is acute deficiency of healthcare professionals like doctors, trained nurses, trained healthcare attendant, where personalized care for critical patients or for that matter any patient still seems like a task for hospitals,” healthcare services at home” seems like a solution where the patient can be cared at home with personalized care and services provided by a trained professional round the clock, which helps the patient heal and recover faster because home is the best place for healing with the near ones around and the most important with less or no risk of hospital acquired infection. On the other hand the concept of healthcare services at home help free a bed in hospital for more needy or critical patient for treatment. Moreover with in depth analysis of financials at hospital and that at home, hospital or healthcare services at home cost the patient lesser than what it cost the patient while in hospital. Therefore this concept is expected to reduce the out-of-pocket expenditure of the citizens of India while contributing to national GDP. What's more, developing movement towards the home care because of rising mindfulness in regards to the accommodation and cost-adequacy of home medicinal services items and administrations additionally adding to the development of this market. Innovative headways, for example, tele-wellbeing, wearable gadgets, versatile wellbeing applications and so forth and government activities to advance home medicinal services are likewise filling the development of home social insurance showcase over the globe. In any case, changing repayment arrangements, constrained protection scope, hazard to security and wellbeing of home medicinal services laborer, and developing patient wellbeing concerns are a portion of the components that may frustrate the development of this market amid the conjecture time frame.

With this growing healthcare services at home, there are many upcoming developing services at home mentioned below:

HEALTHCARE AT HOME

A joint wander upheld by the promoters of Dabur India, Human services at Home gives a few administrations like home chemotherapy, home ICU administrations, post-surgical care, physiotherapy, mental advising, maternity, pre and post-natal care, and nonexclusive care. The

group intends to touch 15 Level I and Level II urban communities crosswise over India in the following two years. Social insurance at Home additionally works towards giving home pulmonology benefits and notwithstanding setting up an ICU at home. Along with this they provide lab sample collection at home. Medical equipments on rent or purchase also being the extended services. India being a diabetic capital now, healthcare at home is also running at Diabee programme, in which the enrolled diabetic patient is constantly consulted at home with no doctor visits require. Also dialysis services at home. The company has also initiated “critinext” services which is e-monitoring by board of doctors for regular professional monitoring of critical patients at home.

With all of this healthcare at home has also initiated a concept of “nursing bag” which is an emergency bag with over 100 consumables for emergency purpose for the patient at home, which included consumables like mini oxygen cylinder, ambu bag, syringe, sugar strips, gloves, disposable bags, emergency medicines etc. Healthcare at home is one stop for all hospital services at home. Healthcare at home currently is active in Delhi-ncr, Gurugram, Mumbai, Kolkata, Lucknow, Jaipur with upcoming vision in Chennai, Indore, Pune.

ZOCTR

Zoctr is a home social insurance aggregator stage that incorporates a few wellbeing administrations like regular checkups, home wellbeing administrations, remote observing administrations, research facility, drug store, restorative hardware, telehealth, and mobile help. Established by Nidhi Saxena, Zoctr raised a subsidizing of \$1 million from Originator of SPA Capital Sandeep Parwal, Author of Natural Health Krishnan Gupta, and a couple of other heavenly attendant financial specialists. The stage offers steady and palliative care, and is available in Pune, Mumbai, Bengaluru, Delhi, Ahmedabad, and Kolkata.

VATSALYA

Vatsalya is an inside for oral human services and as of late propelled its day in and day out crisis home dental care administrations. The group had as of late obtained a pre-arrangement A series of subsidizing of Rs 11 crore from S-Squared Capital Speculations, USA. Established in 2003 by Dr Srivats Bharadwaj, Vatsalya gives end-to-end dental treatment at your doorstep. The home

social insurance organization centers around unique needs dentistry and preventive dentistry. The group at Vatsalya additionally gives administrations like surgical expulsion of teeth, laser surgeries, finish or halfway denture prosthesis, root channel treatment and settled and connect crown prosthesis.

CARE 24

The Mumbai-based home medicinal services stage was established in 2014 by IIT Mumbai graduated class Garima Tripathi, Vipin Pathak, Abhishek Tiwari, and Pranshu Sharma. The startup raised an arrangement A subsidizing of \$4 million drove by SAIF Accomplices and seed financial specialist India Remainder. Care24 offers checked guardian benefits crosswise over Mumbai. As of February this year, the startup had checked 600 exchanges in a day. They have a system 24×7 medical attendants, specialists, and confirmed physiotherapists, who enable people through the restoration to process.

ZOZZ

Zozz is a Hyderabad-based home human services startup that fills in as a nearby wellbeing aggregator interfacing clients with the best specialists who can achieve their home in the most brief conceivable time. Begun in February this year, the group has specialists completing 30 to 40 house brings in Hyderabad.

LIFE CIRCLE HEALTH SERVICES

Life circle health services is Hyderabad-based home nursing and expert care giving specialist co-op Life Circle gives membership based proficient providing care and home nursing administrations particularly to the confined to bed and constantly sick seniors in India. The startup as of late raised a subsidizing of \$150,000 from Gathering SOS, the European senior medicinal services specialist co-op.

HEALERS AT HOME

This home medicinal services startup gives yoga and physiotherapy administrations. The startup was established by Kshitij Garg, who had by and by endured extreme back torment and was

searching for good physiotherapy administrations. The possibility of the startup is to give benefits that are helpful, untouchable, and compelling. They give nursing, specialist, and mother and youngster mind benefits at home. Healers at Home raised an undisclosed round of subsidizing from Daljit Singh, the Leader of Fortis Medicinal services, Hyderabad Holy messengers, and Dr Pramath Raj Sinha, Author ISB. They have so far claim to have finished more than 30,000 home visits and are available in Delhi NCR and Chandigarh.

NIGHTANGLES

Bengaluru-based Songbirds was obtained by Medwell Ventures a year ago. The Songbirds group numbers in excess of 300 therapeutic and paramedic experts including specialists, medical caretakers, physiotherapists, language teachers, bedside paramedical parental figures having some expertise in perpetual care infection administration.

TRIBECA CARE

Tribeca Care is Kolkata's biggest senior care organization. Alongside senior care office we give different other human services administrations including physiotherapy, psychotherapy, Nursing, Orderly, Specialist Visit. Tribeca Care gives substantially more than just meds or ambulances for the elderly. It gives Poise, Empathy, Fellowship and True serenity.

PORTEA

Portea provides home-human services program according to patient's need, Offer post-hospitalization mind at home and energize quicker recuperation, therapeutic care in light of patient's wellbeing condition, Give doctor's facility like care at patient's homes, Help authorities by offering post-hospitalization mind at home. In house restorative administrations for workers like Therapeutic Room, Drug store, Wellbeing Clubs, Health Stands.

PHILLIPS

Phillips has now stepped into home care services with ICU at home, palliative care at home, cancer care at home, respiratory care at home, hemo-dialysis at home, doctor and nurses at home, physiotherapy and rehab at home services.

INDIA HOME HEALTHCARE

IHHC provides palliative care, elderly care, cancer care, neuro care, ventilator care, orthopedic care, post surgical care, critical care, doctor and nurses at home.

MAX AT HOME

Homecare services by Max healthcare provides nursing care at home, attendant services at home, physiotherapy, sample collection, medicine delivery, doctor at home, medical equipment at home, X-ray home, dressing, injection and infusion at home, tracheostomy care, suctioning, PICC line care, colostomy care at home.

APOLLO HOMECARE

Apollo in its homecare model provides doctor, nurses, physiotherapists, vaccination, rehab programme, medical equipments, investigation at home, elderly care at home.

PRAMATI CARE

This Delhi based company provides elderly care, Alzheimer care, care to autistic, physiotherapy at home, dementia care at home.

AAKASH HOME HEALTHCARE

Homecare model by aakash superspeciality provides skilled nursing, postnatal and newborn care, rehab after joint replacement, medicine services, physiotherapy care, post operative care, post surgical care, medication administration, portable X-ray services, therapeutic and special diet at home, intravenous services at home.

HOME MEDICARE4U

Based out of Delhi-ncr provides doctor-physio consultation, Alzheimer care, elderly care, bed-ridden patient care, paralysis care, stroke care, ICU/non-ICU nursing care, post operative care, dementia care, Parkinson's care, cancer care, home ICU care, medical equipment on rent or on sale.

MY CARELINE

Based out of Delhi, its services includes bedside attendant, home nursing services, ambulance services, physiotherapy at home, baby care services, lactation counseling, massage services, recuperation centre, pain-management at home.

APNACARE

Functioning in Bangalore, Chennai, Hyderabad and USA, this company provides patient management at home, lab sample collection at home, critical care services at home, catheter services at home, medication administration, bedside attendant, helping with ambulation and exercise, trained nurses at home, doctor at home, physiotherapist at home, post-hospitalization care at home, Alzheimer rehab services at home, Parkinson's rehab services at home, stroke rehab services at home.

CRITICAL CARE UNIFIED

Provides ICU services at home, ICU care services at home, free assessment of clinical condition, installation of medical equipment at home, trained medical professionals at home, ventilator support at home, discharge management, migration from hospital to home, discharge management, stabilization of patient at home, continuous care at home.

SAMA HOSPITAL HOME HEALTHCARE

Sama hospital from a decade has been providing healthcare services at home like doctor at home, trained nurses and attendants at home, injection administration at home, dressings and infusions at home, lab sample collection at home, home delivery of medicines, installation of rent medical equipments at home and elderly care.

FRISKA

Based out of Andhra Pradesh, it provides elderly care, medical professionals, lab sample collection, trained nurses at home.

MEDFIND

Medfind provides elderly care, baby care, physiotherapist at home. Also it provides ICU at home and post-surgical services at home. There unique service being medical concierge services.

RELAX INDIA

Based out of Kolkata, this homecare company provides elder care at home, physiotherapist at home and installation of medical equipments at home.

A summary of findings:

NAME OF ORGANIZATION	SEGMENT 1 PRICING (high- high class and upper middle class, medium-middle class)	SEGMENT 2 GEOGRAPHICAL AREAS	SEGMENT 3 RANGE OF SERVICES PROVIDED AT HOME
Healthcare atHOME(hcah)	High	Delhi-NCR, Jaipur, Kolkata, Pune, Luckhnow, Banglore, Mumbai, Chennai, Ludhiana, Hyderabad	Nurses, nursing attendant, physiotherapist, ICU set up, post operative care, post surgical care, cancer care, dialysis, medicine delivery, lab sample collection, medical equipments, critinext, elderly care.
Zoctr	High and medium	Metro cities, Pune and Ahmadabad	Nurse, nursing attendant, doctor, physiotherapist,

			video consultation, medical equipment, second opinion.
Vatsalaya	High and medium	Banglore	Dental services
Care24	High and medium	Mumbai and Delhi	Nurse, nursing attendant, doctor and physiotherapists, elderly care, medical equipment, diagnostic test, medicine delivery.
Zozz	Medium	Hyderabad	Nurse, nursing attendant, medical equipments
Life circle health services	Medium	Delhi-ncr and Hyderabad	Nurse, nursing attendant, elderly care.
Healers at home	High and medium	Delhi-ncr and Chandigarh	Nurse, nursing attendant, physiotherapist, mother and child care, yoga, corporate yoga
Nightangles	High and medium	Banglore, Chennai, Hyderabad, pune	Nurse, dental, stroke rehab, wound care, physiotherapy, ICU care, respiratory care, medical equipments, lab collection, doctor consultation.
Tribeca care	Medium	Kolkata	Elderly care, physiotherapist, psychotherapist, nurse, ambulance service, medical equipments.
Portea	High and medium	Ahemdabad, Amritsar, Baroda, Jaipur, Delhi-NCR,	Nurse, nursing attendant, physiotherapists, doctor, medical equipments, lab

		Chandigarh, Chennai, Cochin, Hyderabad, Indore, Kolkata, Luckhnow, Ludhiana, Mumbai, Nagpur, Pune, Vijaywada.	tests, wellbeing clubs, health stands.
Philips	High	Delhi-NCR	Nurse, nursing attendant, doctor, physiotherapists, palliative care, ICU services, cancer care, respiratory care, heamo-dialysis
India home healthcare	High and Medium	Banglore, Chennai, Mumbai, Thiruvanthpuram	Nurse, nursing attendant, doctor, critical care, post surgical care, orthopedic care, neuro care, cancer care, elderly care, palliative care.
Max at home	High	Delhi-NCR, Dehradun, Mohali, Bhatinda	Nurse, nursing attendant, physiotherapist, lab sample collection, medicine delivery, doctor, X-ray(portable), dressing, injection, infusion, suctioning, tracheostomy care, PICC line care, colostomy care.
Apollo homecare	High	Hyderabad, Chennai, Delhi,	Nurse, nursing attendant, doctor, physiotherapists,

		Kolkata, Banglore	vaccination, rehab, medical equipments, lab sample collection, elderly care
Pramati care	Medium	Delhi	Elderly care, alzemier care, autistic care, dementia care, physiotherapists.
Aakash home healthcare	Medium	Delhi	Nurse, new-born care, rehab after joint replacement, medicine delivery, physiotherapists, post operative care, post surgical care, medicine administration, portable X-ray, intravenous services.
Home medicare4u	Medium	Delhi-NCR	Doctor, physiotherapists, alzemier care, elderly care, paralysis care, stroke care, nurse, ICU services, post operative, dementia care, parkison's, medical equipments.
My careline	Medium	Delhi	Nurse, nursing attendant, ambulance services, physiotherapists, baby care, lactation counseling, massage services, recuperation centre, pain management.
Apnacare	High and medium	Bangalore,	Nurse, nursing attendant,

		Chennai, Hyderabad, USA	doctor, physiotherapists, critical care, lab sample collection, catheter services, medication administration, alzemier care, stroke rehab, parkison care.
Critical care unified	Medium	Delhi	ICU services, free medical assessment, medical equipment, medical professionals.
Friska	Medium	Andhra pradesh	Nurse, nursing attendant, doctor, elderly care, lab sample collection
Medfind	Medium	Delhi-NCR	Elderly care, baby care, physiotherapists, ICU services, post surgical
Relax India	Medium	Kolkata	Elderly care, physiotherapists and medical equipments.

Table 1: tabular representation of findings

India's 60+ population is expected to grow with numbers of over 300 million by 2050. Therefore it makes it all the more important to start setting up elderly care. With the concern of elderly care come another point of view that not all can be cared at hospital, therefore making home care services important and possible solution which is economical also. The primary reason India's maturing accomplice may merit more consideration is that the shopper in India might be more managable to spending on immaterial services. While this is as a matter of fact an argumentative point, it might likewise be the most imperative one. The Indian economy has situated itself as an administration based economy. The second reason India's maturing associate merits focusing on needs to do with the relative pervasiveness of private, revenue driven social insurance

foundations. India's abilities in the revenue driven human services field are more created. the general articulation that private doctor's facilities and claim to fame centers are more trusted by the Indian purchaser, and have more suitable and versatile business models. All inclusive, home social insurance has developed around removing a patient who is sufficiently sick to require extra long haul mind, yet sufficiently stable to not need to be in the healing facility. This regularly requires either doctor, nurture or prepared parental figures in the home who can control mixtures, do essential restoration works out, give respiratory treatment, and other respectably intrusive systems, up to and including hospice mind. India's administrative plan – or maybe to state this in an unexpected way – its absence of directions around there, implies home human services suppliers can copy the higher keenness mind pathways that have turned out to be clinically and industrially economical in the created world, a basic distinction when contemplating India. It should not shock anyone that India is now observing a developing number of home social insurance suppliers extend the nation over. After all, problems hold on in India that grandparents can't live with their grown-up kids. There is huge weight on clinics in conveying administrations at their office, particularly in basic care. According to government and private doctor's facility measurements, around 40 percent of patients conceded in healing facilities experience the ill effects of ceaseless infections, for example, heart ailments, diabetes, stroke and perpetual obstructive pneumonic illness (COPD). Such patients require long-time professional care which if done at home helps patient recover faster with no or less risk of any acquired infection, leaving hospital beds free for more critical patient to be treated.

CONCLUSION

In spite of the fact that in an early stage in India, and to a great extent adjusted by disorderly players, new companies and late healing center activities, the market remained at around USD 3.20 billion out of 2016, and is relied upon to develop to around USD 4.46 billion by 2018 and USD 6.21 billion out of 2020. For current Indian healthcare scenario with low bed to patient ratio. Also many other loopholes of lack of trained healthcare professional, under-developed healthcare infrastructure, lack of personalized care to patient and many more healthcare services at home is a reliable, economical and at-par solution. The country requires sources and motivation for healthcare entrepreneurs with innovation rich care demonstrate that is reasonable to private paying patients. The country should invite foreign homecare companies that will probably perform test drives that would help the homecare industry evolve with new innovations as What India brings to the table is as huge of a market, yet one that might be more amiable to private pay and with more prominent scopes from an administrative perspective. The homecare business comes as a shelter for the officially loaded human services framework in India. There is noteworthy request supply hole tormenting the Indian human services framework - while India represents 20% of the worldwide sickness trouble, it represents just 6% of worldwide healing center overnight boardinghouses offer of specialists and nursing staff. Home medicinal services idea supplements the social insurance conveyance by lessening the normal length of stay, guaranteeing proficient usage of existing bed limit and decreasing odds of re-confirmation. They can likewise enhance the normal income per involved bed on the off chance that they work out the collaboration in the correct way with the homecare suppliers. The patients and their families are additionally progressively receiving social insurance benefits at home. It gives the solace of home and spares the physical and mental weight of healing facility visits and remains. Home social insurance benefit is additionally more reasonable than doctor's facility remains. With reserve funds on land and foundation cost, the model works at ~15-30% lower cost when contrasted with healing center costs for comparable treatment. Being an advancing model, the industry has its own particular difficulties to manage. Home medicinal services is an extremely people concentrated and execution-situated business. A portion of the present difficulties

incorporate representative maintenance, worker use, operational issues, for example, irregularity in quality and absence of standard conventions for in-home human services preparing. Fruitful models would require solid administration, therapeutic oversight, and top notch medical attendants upheld by a quality controlled drug store. The part of innovation is basic as it encourages solid execution be it booking of arrangements and different coordinations. Additionally organizations are investigating alternatives, for example, changing representative blend, constructing a "system board" of specialists/medical attendants to take into account overabundance request to lessen working expenses. The edges in the home medicinal services business are bring down so organizations require scale for the tasks to be practical. As of now most players have joint efforts with driving healing facilities to produce referrals – however with doctor's facilities additionally entering the business, a move from the present plans of action is normal. Players are progressively embracing promoting exercises, both private mindfulness programs and computerized showcasing to build mindfulness and extend reach. A few specialists trust that plans of action that exist together with the present human services frameworks and systems in India will be the way to accomplishment in this market. The homecare service providers showcase in India is good to go to disturb the regular restorative administration space sooner rather than later. Sorted out players will get validity, principles and responsibility, which have been inadequate around there in India. This would likewise urge insurance agencies to cover home medicinal services giving a further lift to this area. Home medicinal services is assuming a basic part in extending the range of social insurance benefits in India giving the genuinely necessary expert care, accommodation and money saving advantages to a sizeable populace in India that requirements and will pay for these administrations. Therefore the advancement of homecare industry further in our country depends majorly on technology integration, legal framework and implementation of accreditation protocols or standards to be maintained when services are being provided at home. Private homecare providers seems, by all accounts, to be making progress in India, however this basic fragment is shockingly outside the domain of a legitimate administrative system. Indeed, even the as of late reported National Health Policy 2017, appears to have totally missed this fragment. The broadly well known NABH has likewise not encircled any medicinal services administrative system for the private home human services fragment. According to World Health Organisation (WHO), India has only

0.9 beds for every 1,000 populace. This is far beneath the WHO's proposal of 1.9 beds for every 1,000 populace. With monetary and money related steadiness on the ascent, because of a light economy, patients are progressively veering towards customized mind through locally situated human services administrations. To jump the homecare situation we would need an administrative structure to be propelled and the rules to be trailed by all private home human services specialist co-ops to convey the best clinical quality to patients at home which would help homecare industry to evolve. As per National Health Policy 2017, National Digital Health Authority (NDHA) would be responsible for developing, deploying and regulating digital health across the country. This would lead to quality services being delivered with standards and protocols.

Technology and instruments must be touchy to physical restrictions (tangible, psychological, torment, medicine reactions). In the home, protection was not esteemed to be an issue and the utilization of passwords was a hindrance to utilize. As far as the association, the information passage by patients and medical attendants must be utilized, either for doctor recovery amid arrangements or for remote observing by the medical caretaker or doctor office. In the event that a present arrangement of information passage is now "working" (e.g., recording my weight on the date-book), information section to another framework is excess, particularly if nobody else utilizes the data. Home wellbeing IT must fit effortlessly in the physical condition, and be compatible to the individual decisions and estimations of the individual who lives there, and it must recognize the constrained innovation assets right now accessible in some urban and provincial territories. Assignments are done self-rulingly in the home care setting, putting both the choice to incorporate and its onus bolster on the home care medical attendants, who are as of now encountering clear strain about the measure of undertakings to do on a home care visit, and the time designated to finish them. For patients, home healthcare IT requires a more dynamic part, which might be restricted by torment, medicine utilize, tactile impediments, financial condition, and individual qualities and conclusions. In the event that information contribution from the patient is gotten and followed up on, the patient will probably observe an incentive in recording and checking, and more prone to end up a more dynamic member in their care.

RECOMMENDATIONS

Homecare companies can add various other services for rising concerns like Alzheimer, Parkinson's, Autism, Maternal and child care.

Homecare industry at its start in current scenario, should work on accreditation standards for respective companies, to ensure a standard delivery of services and quality being delivered at home to patient. For eg JCI accreditation standards and protocols.

Homecare industry should have homecare service competency standards and certificate courses to ensure competent professionals at home.

Integration of technology to such homecare model would enhance the delivery of services to remote areas and also allow clinical e-monitoring of patients.

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