

**Internship
at
Apollo Health and Lifestyle Limited,
Hyderabad**

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The logo for IIHMR University, featuring the letters 'i' and 'H' in a stylized font, followed by 'IIHMR' in a large, bold, serif font, and 'UNIVERSITY' in a smaller, bold, sans-serif font to the right.
**The IIHMR University, Jaipur
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ABOUT THE ORGANIZATION

1. APOLLO HOSPITALS OVERVIEW

Apollo Hospitals is widely recognized as the pioneer of private healthcare in India, and was the country's first corporate hospital. The Apollo Hospitals Group, which started as a 150-bed hospital and today, operates 9200 beds across 64 hospitals. A forerunner in integrated healthcare, Apollo has a robust presence across the healthcare spectrum. The Group has emerged as the foremost integrated healthcare provider in Asia, with mature group companies that specialize in insurance, pharmacy, consultancy, clinics and many such key touch points of the ecosystem. The Apollo Group has touched the lives of over 45 million patients, from 121 countries.

Genesis

The first Apollo Hospital opened in Chennai, in 1983. It was borne out of the determination to lead a complete transformation in Indian healthcare. Apollo's Founder Chairman, Dr. Prathap C Reddy was the driving force behind the inception. Credited as the architect of modern Indian healthcare, Dr. Prathap C Reddy started Apollo with the mission of bringing world-class healthcare to India, at a price point that Indians could afford! The backdrop to this development was the hopelessly inadequate healthcare infrastructure prevalent in India, at that time.

Game-changer

Apollo's first innovation was its business model itself; before Apollo, only the very privileged had the access to quality treatment, as they could afford to travel abroad. Apollo introduced healthcare that matched best-in-class outcomes, but cost only a fraction of the global prices. This led to a revolution with democratized treatment in our nation. This cost consciousness continues to be a key building block in our healthcare strategy.

Clinical Excellence

This is not the only constant in the Apollo story. The Group is built on the bedrock of an enduring value system, and continues to drive unwavering focus on key touchstones like excellence, expertise, empathy and innovation.

Over the past three decades Apollo Hospitals' transformative journey has forged a legacy of excellence in Indian healthcare. The Group has continuously set the agenda and led by

example in the blossoming private healthcare space. One of Apollo's significant contributions has been the adoption of clinical excellence as an industry standard. Apollo pioneered the concept - the group was the first to invest in the pre-requisites that led to international quality accreditation like JCI and also developed centers of excellence in Cardiac Sciences, Orthopedics, Neurosciences, Emergency Care, Cancer and Organ Transplantation.

Apollo's prowess in excellence comes from the habit to rigorously re-evaluate and reinvent. Protocols are built, taken apart and built again to ensure that infection control are optimized to extreme levels; stringent internal scoring systems are constructed with the sole objective of ensuring the group matches up with the very best. Apollo's initiatives like ACE@25 and TASSC are indicators of the commitment to better global benchmarks in clinical excellence.

This focus on quality has become one of the group's strongest credentials. It is the one of the building blocks in the trust the Apollo brand name commands.

Strong value system

Along with excellence the Apollo philosophy rests on the pillars of technological superiority, a warm patient- centric approach, and an edge in forward-looking research. Apollo's spectacular success rests on sustained commitment and investments in each of these pillars.

Technology driven

At Apollo, healthcare systems leverage technology to build integrated healthcare delivery models, which facilitate seamless electronic medical records, Hospital Information systems and telemedicine-based health outreach initiatives, for enhanced access to medical care. Another critical manifestation of widespread technology has been the amazing advancement in medical equipment and Apollo has repeatedly pioneered the introduction of such innovations in India. The future promises with revolutionary new products like the Proton Beam Therapy. From leveraging new age mobility, to getting futuristic equipment Apollo has always been ahead of the curve. Currently, the group believes in the tremendous potential of robotics and is investing heavily in making it a real and robust option for all.

TLC

Apollo pioneered Tender Loving Care (TLC) and it continues to be the magic that inspires hope, warmth and a sense of ease in the patients. Processes are relentlessly improved upon to ensure maximum patient centricity.

Road ahead

Apollo Hospitals has taken the spirit of leadership well beyond business metrics. It has embraced the onus of keeping India, healthy. Taking cognizance of the undeniable fact that India is reeling under the onslaught of Non Communicable Diseases (NCD), the Apollo Group has assumed the responsibility to educate, influence mindset. Increased focus on tactical initiatives like personalized preventive healthcare bears testimony to this new thrust. The Group has declared war on NCDs, and is leading the entire healthcare fraternity into this battle.

Socially Conscious

Apollo Hospitals has always strongly believed in social initiatives that help transcend barriers. In keeping with this, the group has started several impactful programs in this area. One among these initiatives is SACHi (Save a Child's Heart Initiative) - a community service initiative with the aim of providing quality pediatric cardiac care to children from underprivileged sections of society suffering from heart diseases. Apollo also runs the SAHI (Society to Aid the Hearing Impaired) initiative to help poor children with hearing impairment, and the CURE foundation which is focused on cancer screening, cure and rehabilitation for those in need. In the area of Cancer care Apollo has also joined hands with Yuvraj Singh's YOUWECAN to organize large-scale cancer screenings. Apollo regularly conducts comprehensive health screening camps across the nation. The Group runs the incredible successful Billion Hearts Beating campaign – a nationwide program that has awakened India to heart healthiness.

The Group continues to break new ground in adopting new technology. From leveraging new age mobility, to getting futuristic equipment Apollo has always been ahead of the curve. Currently, the group believes in the tremendous potential of robotics and is investing heavily in making it a real and robust option for all. Apollo pioneered Tender Loving Care (TLC) and it continues to be the magic that inspires hope, warmth and a sense of ease in the patients.

Apollo started out with the promise of bringing quality healthcare to India at a price point that Indians could afford. The cost of treatment in Apollo was a tenth of the price in the western world. Today as the group charts out its roadmap to take healthcare to a billion, the focus on driving a strong value proposition remains constant.

Apollo Hospitals has taken the spirit of leadership well beyond business metrics. It has embraced the onus of keeping India, healthy. India could soon become the heart disease capital of the world if the surge of lifestyle diseases goes unchecked. Apollo Hospitals has its agenda full in taking steps to avoid this. Recognizing that the risk of heart disease can be significantly reduced, even reversed, Apollo Hospitals launched the path breaking Billion Hearting Beating, a campaign that empowers Indians with the knowledge to fight the common adversary - heart disease.

Apollo's remarkable story has captured India's attention. For its service to the nation, the Group was felicitated with the honour of a commemorative postage stamp bearing its name. For his untiring pursuit of excellence in healthcare, Dr. Prathap C Reddy, was bestowed with the second highest civilian award, the 'Padma Vibhushan', by the Government of India.

Recently Apollo Hospitals celebrated its 30th year. The Group, led by Dr. Prathap Reddy, reaffirmed its goals and redefined their focus. With ambitious projects like Apollo Reach Hospitals, a strong focus on preventive healthcare and an unabated commitment to nurture excellence and expertise in healthcare, Apollo Hospitals envisions for a new horizon - a future where the nation is healthy, where its people are fighting fit, and India emerges as the preferred global healthcare destination.

Counted among Asia's leading healthcare providers today, Apollo Hospitals Group has scripted one of the most magnificent stories of success that India has seen. Born as a 150-bed hospital in 1983, the Group has blossomed into a global health care system by itself, with an expanding footprint in the Country and overseas. The Group's futuristic vision has ensured that it continues to be in a position of strength at every touch point of the healthcare delivery chain.

VISION

For the next phase of development is to 'Touch a Billion Lives.'

MISSION

Apollo's mission is to bring healthcare of International standards within the reach of every individual. They are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity.

Apollo also pioneered the sensibility of Tender Loving Care (TLC) which continues to inspire hope, warmth and a sense of ease in patients and their families.

PARTNERING WITH EXCELLENCE

True to its founding principles, the Apollo Group has made quality, affordable healthcare accessible to all. Currently, the Group caters to 10,000 beds across 61 hospitals in India, rest of Asia and Africa. While it delivers neighbourhood care through 80+ clinics, it renders gynec, maternity and infant care services through 4 women & child hospitals. With 1,600 pharmacies, 115 telemedicine units across 9 countries, health insurance services, global projects consultancy, 15 academic institutions and a Research Foundation, the Apollo Group is indeed a prolific chapter adder in the history of Indian healthcare. The Group attracts more than 100,000 footfalls a day and cumulatively, has served more than 37 million people hailing from about 125 countries till date.

The Group has thus far handled over 750,000 major surgeries, 1 million minor surgeries and 9.5 million Preventive Health Checks. It runs the world's largest organ transplant program with 7000+ Kidney transplants, 500+ Bone Marrow transplants and 800+ Liver transplants concluded till date. Its proven clinical excellence has earned 8 JCI accredited hospitals and 2 Harvard Business School case studies for Apollo Hospitals Group.

2. AHLL

Apollo Health & Lifestyle Limited (AHLL), a wholly owned subsidiary of Apollo Hospitals Enterprise Limited (AHEL), is one of the largest players in the retail healthcare segment in India. The Company today runs the largest chain of standardized primary healthcare models – multispecialty clinics under the brand “Apollo Clinics” in India and the Middle East, Diabetes management clinics – Apollo Sugar and Diagnostic Centers – Apollo Diagnostics. The company also operates specialty formats – Apollo Cradle for Women & Child and Apollo Spectra for planned surgery.

In India, the healthcare industry is undergoing a revolutionary change mainly due to the rising income levels, increasing awareness on lifestyle diseases, changing attitude from prescriptive to preventive healthcare, growing insurance market and increasing government spending on healthcare. New and innovative healthcare delivery models are coming in the market including planned surgical centers, similar to the Ambulatory surgery centers in the U.S.

The visionary Founder Chairman Dr. Prathap C. Reddy of Apollo Group identified this retail healthcare opportunity long before the others and thus Apollo Clinics were established as a network. Since setting up its first Clinic in 2002, AHLL has experienced significant growth and come a long way not only in terms its geographical footprint and number of centers but also in the variety of service delivery formats it operates today. The recent acquisition of Nova Specialty Hospitals by AHLL places the Company as the largest player in multi-specialty planned surgical centers in India. In the last 4 years, the business has expanded from 2 formats to 5 formats and established leadership in practically every segment that it operates in.

Apollo Health and Lifestyle Limited (AHLL) is an Apollo Group initiative to take healthcare services from the hospitals settings closer to home within neighborhood locations in order to serve the community better.

Apollo Clinic was introduced with the vision of servicing local communities and making world-class healthcare for day-to-day needs accessible with a presence in neighborhoods.

Apollo Sugar provides end-to-end care and management of Diabetes and related complications.

Apollo Cradle was the first to introduce the concept of an exclusive, standalone healthcare center for women and pediatric care.

Apollo Spectra provides world-class surgical care that is accessible and at an affordable cost.

Apollo Diagnostics provides a full spectrum of high precision diagnostic services based on which Apollo's healthcare practitioners design and deliver the most appropriate treatment plan to reduce patient's mortality and morbidity levels.

3. APOLLO DIAGNOSTICS

At Apollo Health & Lifestyle Limited, India's first name in corporate healthcare, 'good health for all' is the abiding focus. Recognizing the need for high quality diagnostics to nip developing health problems in the bud, Apollo offers a wide spectrum of tests through its hospital and clinic facilities across the Country.

To expand the offering and increase its accessibility to a wider network of patients and doctors, Apollo Hospitals had launched Apollo Diagnostics, a service fully dedicated to providing diagnostics for all age groups. The diagnostic services provide Apollo's healthcare practitioners with information about the presence, severity and cause of diseases in patients.

A team of expert pathology technologist and state-of-the-art diagnostic equipment, guided by Apollo's 30-year legacy of excellence, ensure the quality and accuracy of test results. In AHLL, 3.5 million diagnostic tests are delivered every year and 95% of patients have rated AHLL excellent in diagnostic and patient service. The focus is on delivering expertise that empowers doctors to make informed decisions, and patients with the truth about their health status.

SERVICES:

- Biochemistry
- Clinical pathology
- Cytopathology
- Hematology
- Histopathology
- Immunology
- Microbiology
- Molecular genetics
- Molecular diagnostics
- Serology

MANAGEMENT TEAM:

1. Neeraj Garg, CEO
2. Ravindra Kumar, Head-Diagnostics

HOME COLLECTION

The prospect of spending hours at the lab or hospital deters many or at least prompts them to defer stepping out for diagnostics tests. Understanding the need for taking diagnostic services to homes, Apollo Diagnostics offers the convenience of Home Collection. Trained technicians arrive at the doorstep of the patient to collect samples, or perform the ECG. Reports are either mailed or delivered at home the next day. Apollo Diagnostics has already put in place a network of technicians and an easy call facility to ensure patients get the best of services within the comfort of their own homes.

QUALITY

The Healthcare Technology and Healthcare industry is evolving rapidly with the growing requirements of the patients. To forecast and meet patient needs and their increasing expectations, modern facilities and advanced technology are needed. Apollo Diagnostics keeps itself acquainted with the advanced technology and keeps increasing the scope of services to cater to the complete needs of the patients while focusing on quality patient care.

With years of experience, Apollo Diagnostics has been providing domestic and international patients with superior-quality and patient-focused medical care. Quality health care will always be among our top concerns. Continually striving to provide outstanding quality care in a safe atmosphere, Apollo Diagnostics always look for practices to raise the bar on quality health care and safety for our patients.