

INTRODUCTION

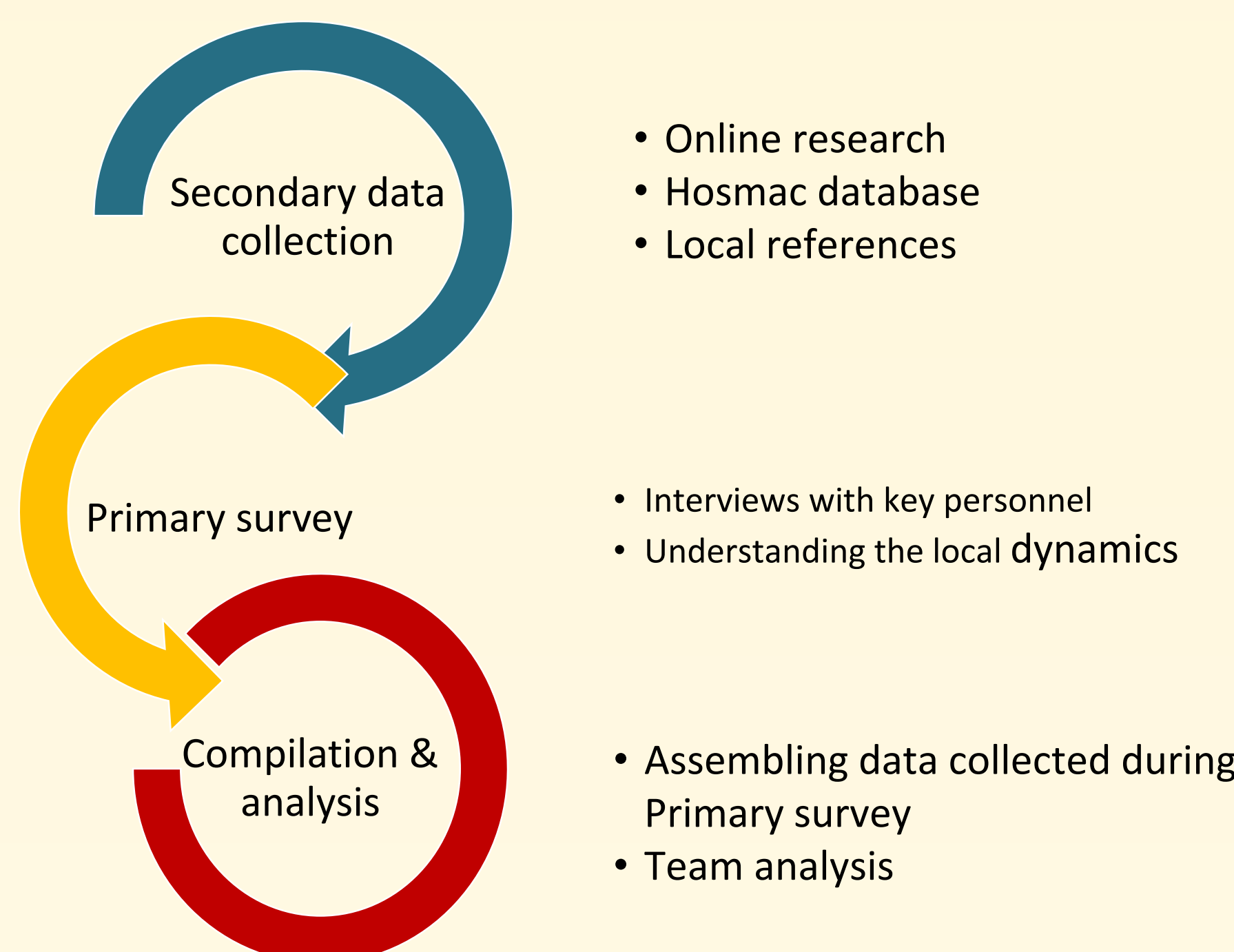
All successful hospitals, without exception are built on the triad of good planning, superior design and construction and good administration. To be successful, a hospital requires a great deal of preliminary study and planning. It must be designed to meet the needs of the people it is going to serve and be of a size that promoters can afford to build in the first place.

The market assessment study was conducted to understand the healthcare market in Kandivali for an upcoming hospital in a township. At the end of the study, a hospital would be proposed to the clients.

OBJECTIVES

- To study the demand-supply gap in the catchment area.
- Understand the level of healthcare dynamics in and around the primary catchment area.
- Determine existing service providers along with their service-mix and other details.
- Dip stick analysis of the existing healthcare facilities in the proposed area and around, consultants' views, stakeholders' perspective with regards to lacunae's and deficiencies in the current healthcare market.
- Determine the level of care required at the proposed setup
- Identification of critical success and risks associated with this initiative

METHODOLOGY



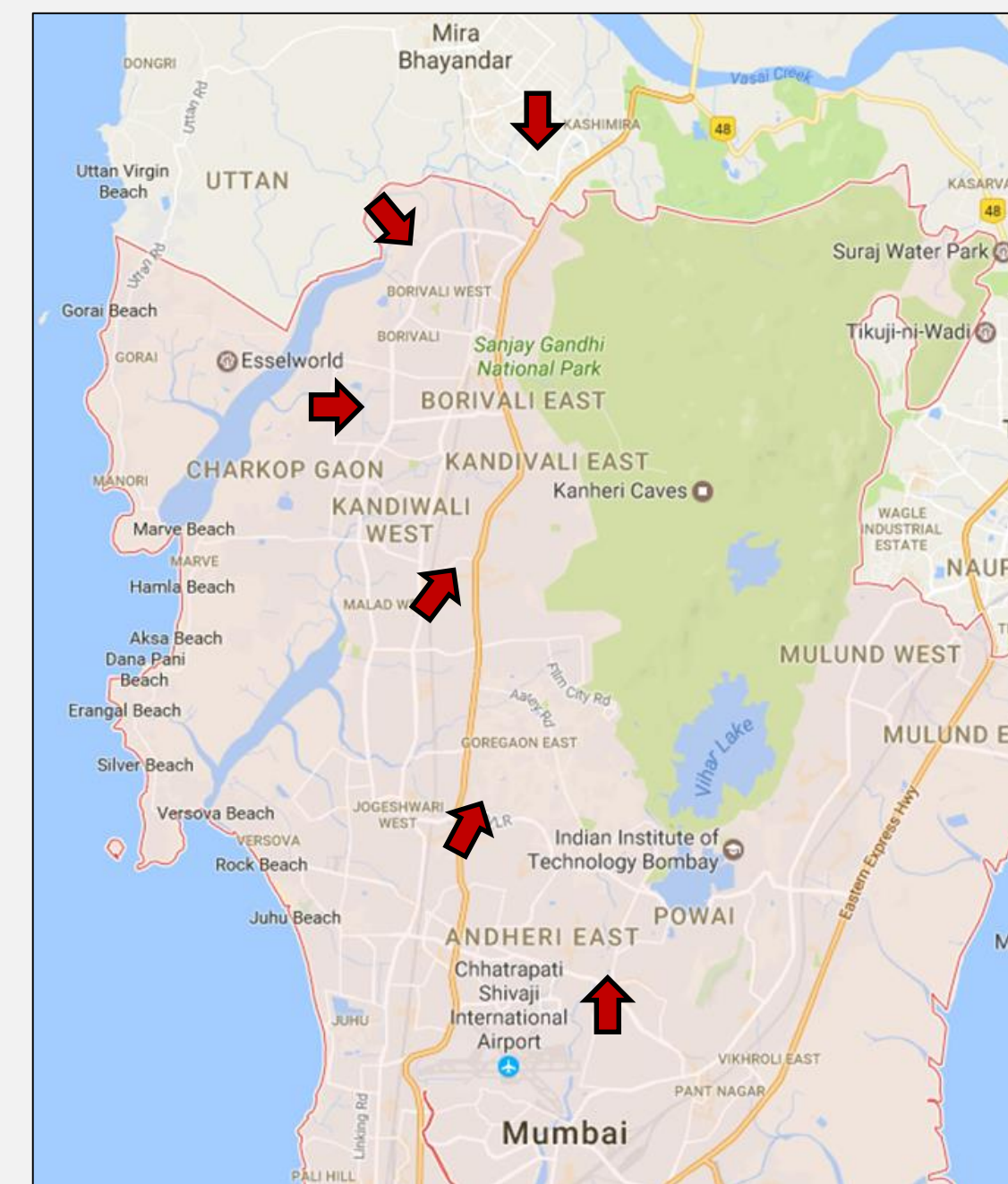
Submitted by **SHRADHA SHETTY**
Sec-B HM-21, THE IIHMR UNIVERSITY
Mentored by Dr. ANOOP KHANNA

FINDINGS

BED DEFICIT IN KANDIVALI

Particulars	
PSA - R/S Ward	
Population (2011)	6,91,229
Beds required Considering 3.5 beds/1000 population	2,419
Beds available#	1,320
Bed deficit	1,099
Population (2017-E)	7,61,734
Beds required Considering 3.5 beds/1000 population	2,666
Bed deficit	1,346
SSA- K/E, P/N, P/S, R/C, R/N	
Considering 50% of the population in SSA (2017-E)	16,91,379
Bed required	5,920
Bed deficit	4,600

CATCHMENT AREA AND REFERRAL PATTERN



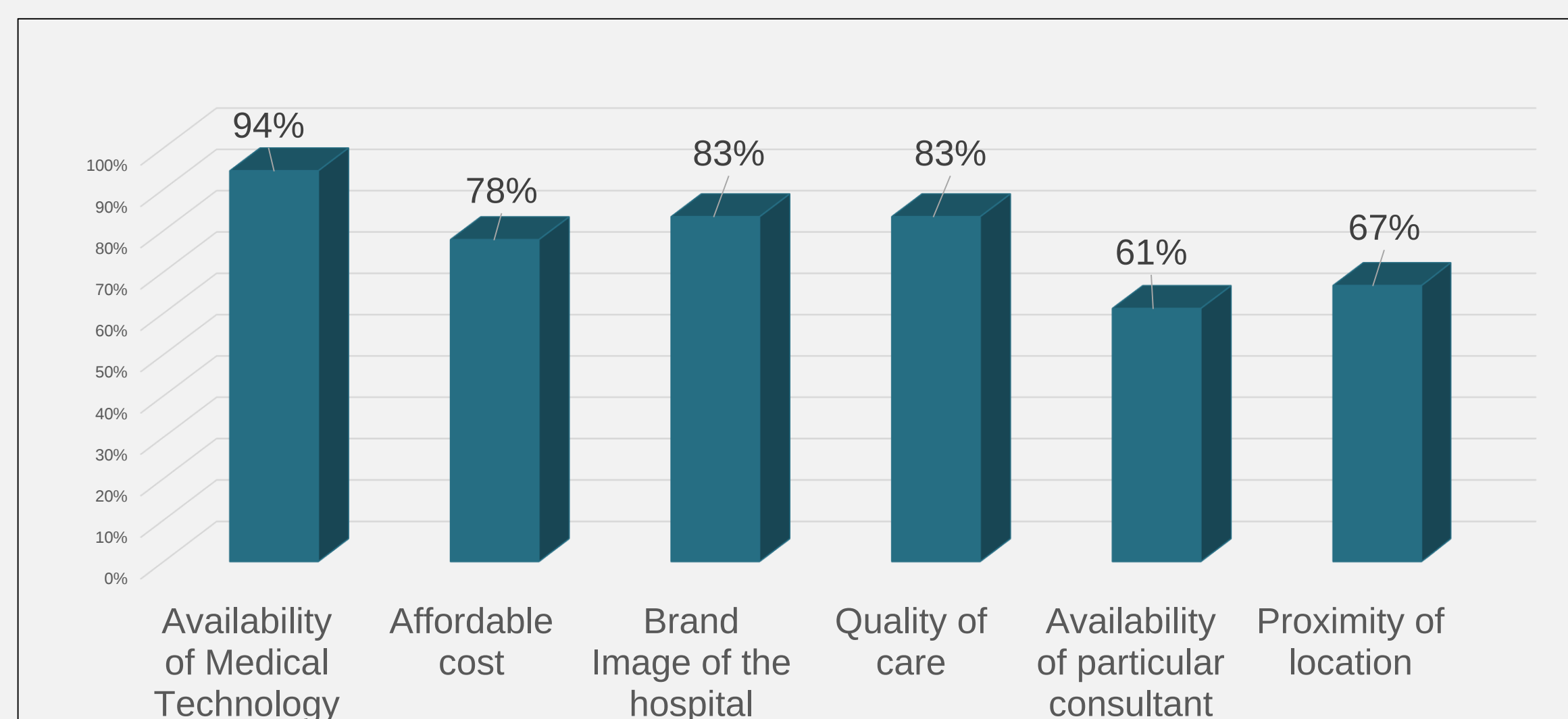
Clinical specialties which are driving local patients to hospitals in other suburbs are as follows:

- Oncology
- Joint replacements
- Cardiac sciences
- Neuro Sciences
- Cosmetic Surgeries
- Gastroenterology
- IVF Care
- Critical Care

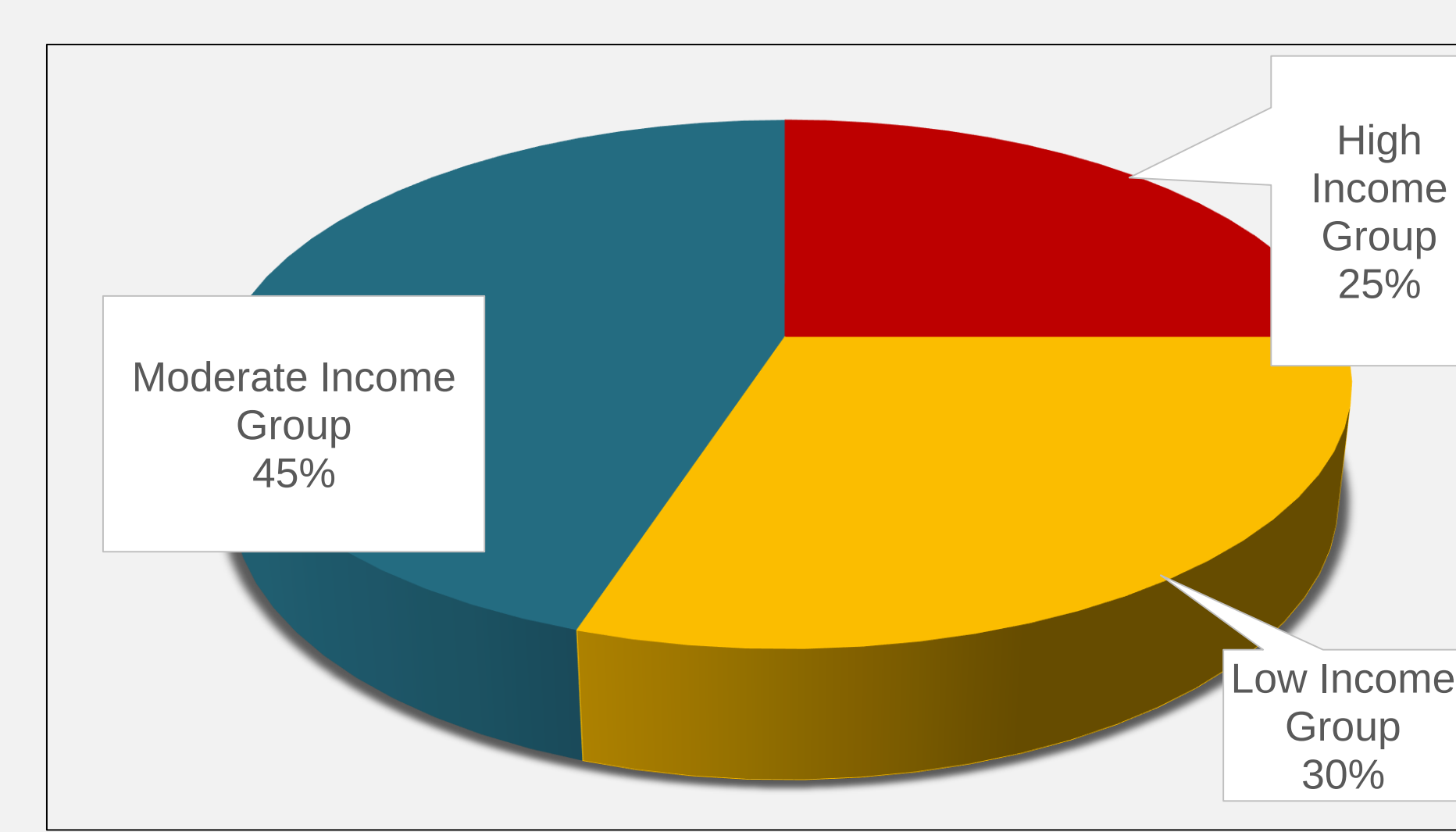
Most Referred Hospitals

Key Referred Hospitals	Distance from Proposed Locations (in Kms)
Dr. L.H. Hiranandani	16
KDAH	13
Hinduja	22
Lilavati	21
Bombay	35

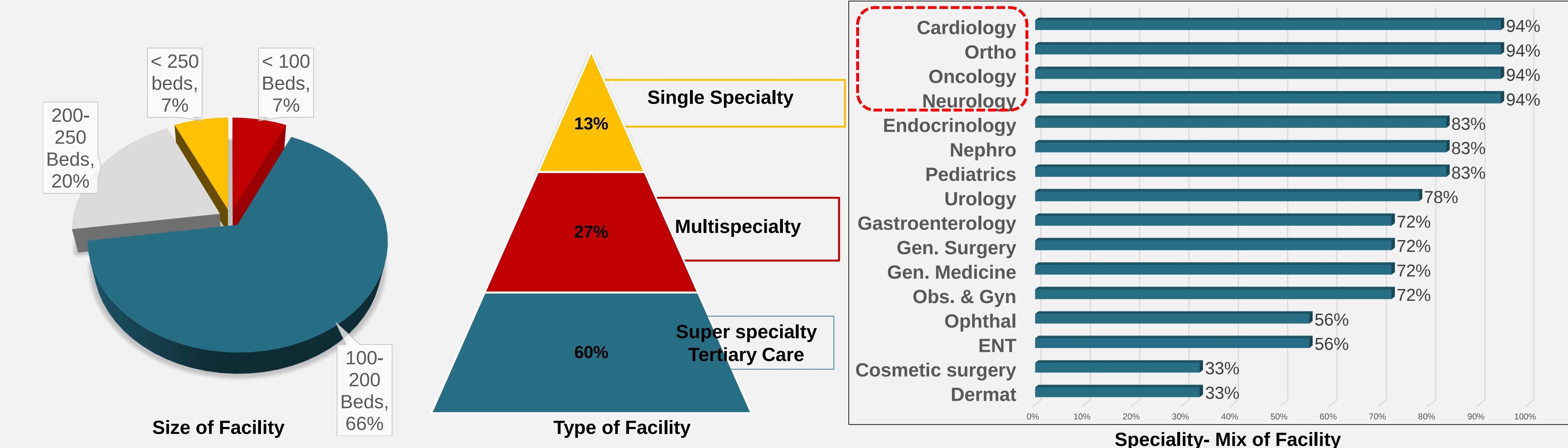
FACTORS INFLUENCING SELECTION CRITERION



SOCIO-ECONOMIC STATUS DISTRIBUTION IN KANDIVALI



RECOMMENDATION OF THE FACILITY

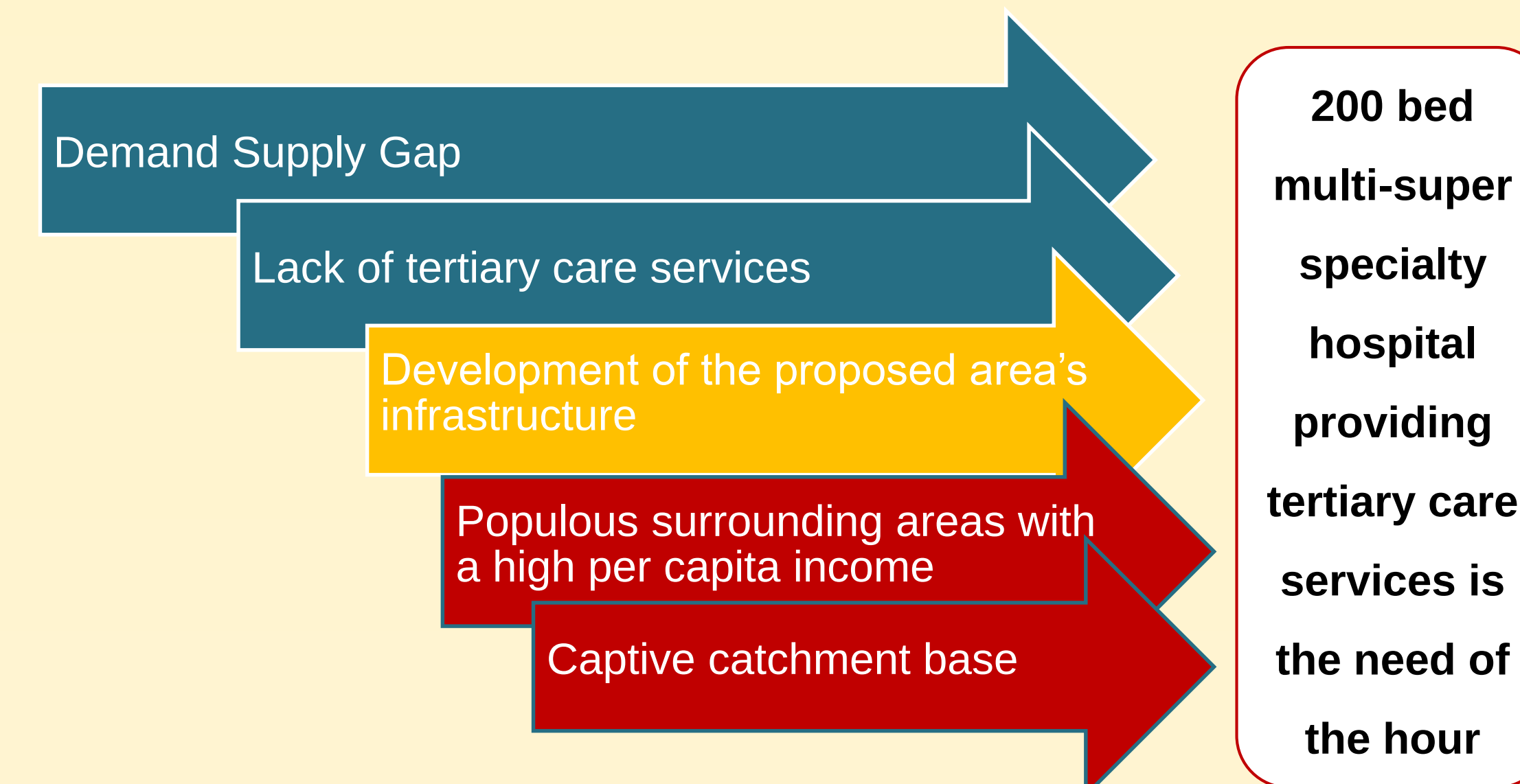


KEY COMPETITOR PROFILE- Snapshot and Bed Tariff Structure

Particulars (in INR)	D Hospital	N Hospital	C Hospital	KDA Hospital	Hinduja Hospital	Hiranandani Hospital
General Ward	900	1500	900	1400	1,000	2,000
Twin Sharing	1800	2400	1500-1800	3,000	4,000	2,500
Private	2800	NA	4000-4500	3,900	6,500	6,000
Deluxe Room	3500	3000	NA	7000 - 9000	6,500	10,000
Suite	NA	7500	8000	22,000	12,000	30,000
Dialysis	1,500	DNA	1500	1,800	1,950	1,800
ICU	2500	5000	4500	4,500	5,000	5,000
NICU	SNA	4000	SNA	4,000	DNA	DNA

Name of Hospital	Location	Operational Beds	ICU Beds	Occupancy	Specialty focus	Revenue (Cr.)
DNA	Kandivali (E)	27	7	60-70%	Multi Super Specialty	3.2
Namaha	Kandivali (W)	65	18	50%	Super-specialty (women and child health)	N/A
Criticare	Andheri(E)	96	22	60%	Multispecialty Hospital	36
KDA	Andheri (W)	750	180	80%	Multi Super Specialty	550
P.D. Hinduja	Mahim	402	53	80%	Super Specialty	450
Dr L H Hiranandani	Powai	240	40	75%	Multi Super Specialty	200

RECOMMENDATION



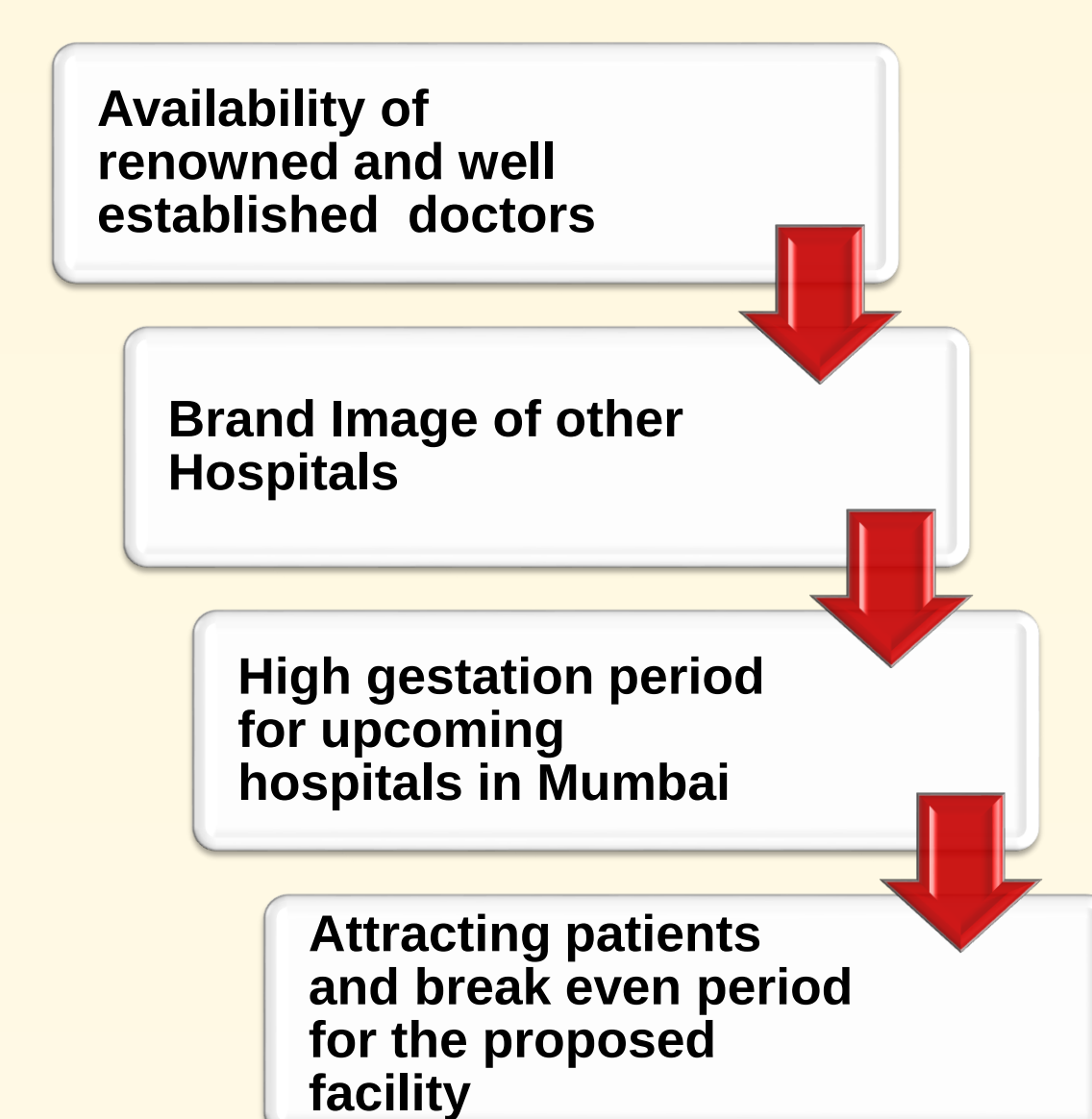
PROPOSED HOSPITAL- Facility Mix

- Oncology - Orthopedics - Neurology/Neuro surgery - Cardiology & CVTS - Gastroenterology	- General Medicine - General Surgery - Gynecology & Obstetrics - Nephrology - Urology - Cosmetic Surgery	- Dialysis - Physiotherapy - Pharmacy - Ambulance	- Laundry - Biomedical Waste Management - Housekeeping - Security
Thrust Areas	Other Specialties	Other Services	Outsourced Services

PROPOSED HOSPITAL – Bed Mix

- ICCU – 10 Beds - MICU – 12 beds - SICU – 12 beds - NICU – 4 Beds Total: 38 beds % of total beds: 25%	- Suite Room – 4 beds - Deluxe Room – 24 beds - Twin Sharing – 44 beds - Economy – 40 beds Total: 112 beds	- Ambulatory care – 8 beds - Pre-op – 6 beds - Post-op – 6 beds - Chemotherapy – 10 beds - Dialysis – 10 beds - Emergency beds – 8 beds Total – 48 beds	- Cardiac OT – 1 - Ortho/Neuro OT – 1 - General OT – 3 - C - Section OT - 1 - Labour room- 1
Critical Care	Inpatient Unit	Service Beds	OT Complex
- Cath Lab -1 - ECG - TMT 2 D Echo – 1 - Holter	- Linac (1 Bunker) - Endoscopy Suite - EEG & EMG - Audiometry - PFT - Uro-dynamic Lab	- PET enabled CT Scan - MRI - X ray - USG - Mammography - Pathology Laboratory	- OPD rooms – 18 - Procedure room - 2
Cardiology	Other services	Radiology & Lab	Outpatient

LIMITATIONS



KEY SUCCESS FACTORS

