

Mission:

"To deliver the best clinical outcomes in the most effective, efficient and caring environment"

Vision:

"We have a passion for making people better"

An international healthcare group operating a chain of modern hospitals across Asia.

One of the first healthcare companies to enter India through 100% FDI route.

Comprehensive super specialty facility

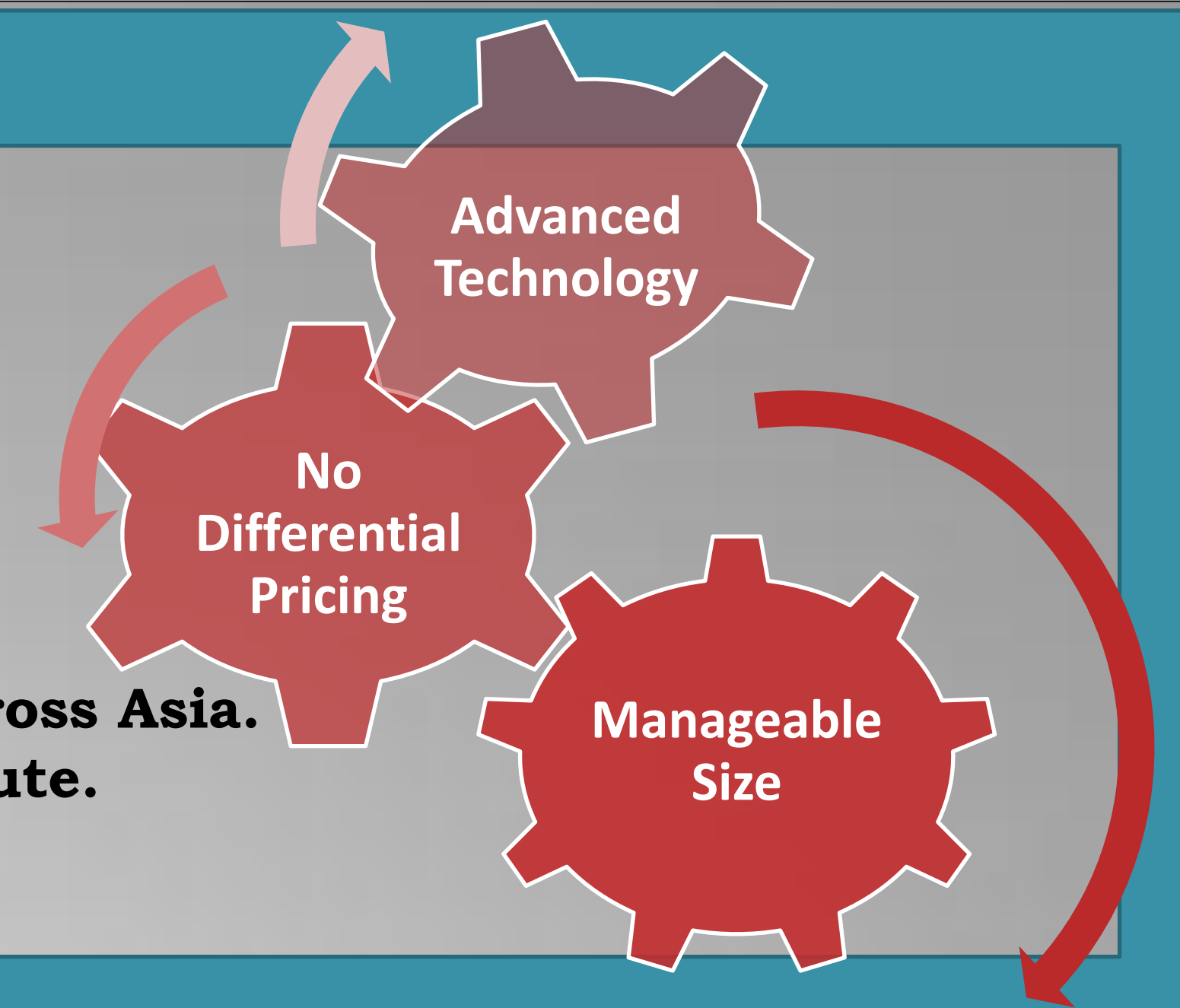
Four hospitals accredited by NABH

Analysis of Customer feedback

Streamlined referral network mechanism

Standardized critical pathways of care

Quality of care



Preventive Healthcare- Assessing the healthcare initiatives promoted among the Corporates

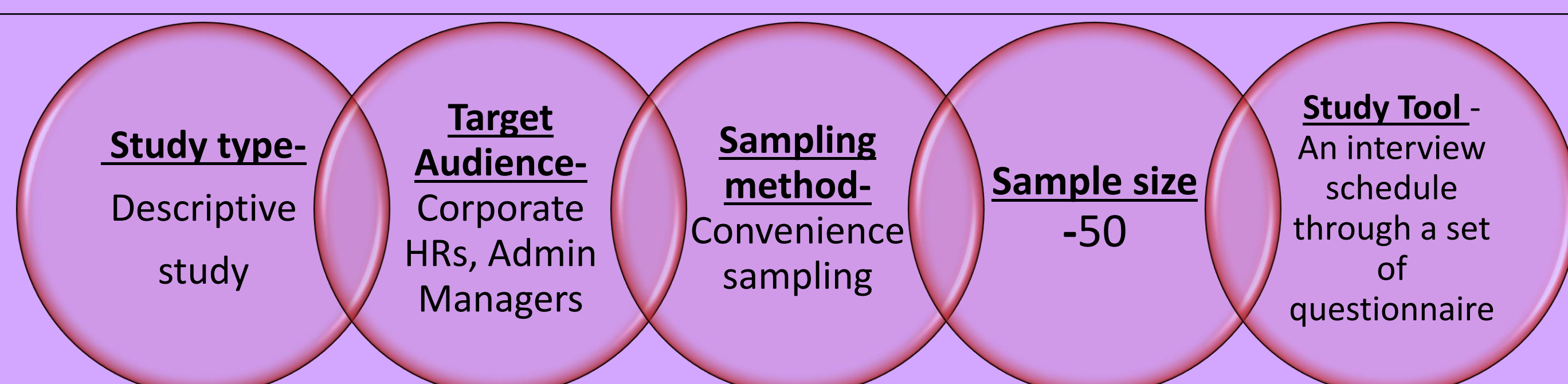
RATIONALE

The healthcare scenario in the corporate world has become the point of discussion for the academic scholars as well as researchers, owing to the changing corporate profile as well as due to the transition in disease profile of the country. This study is to generate awareness about employee well-being and assess the engagement of the private sector in taking steps to improve health standards of their employees .

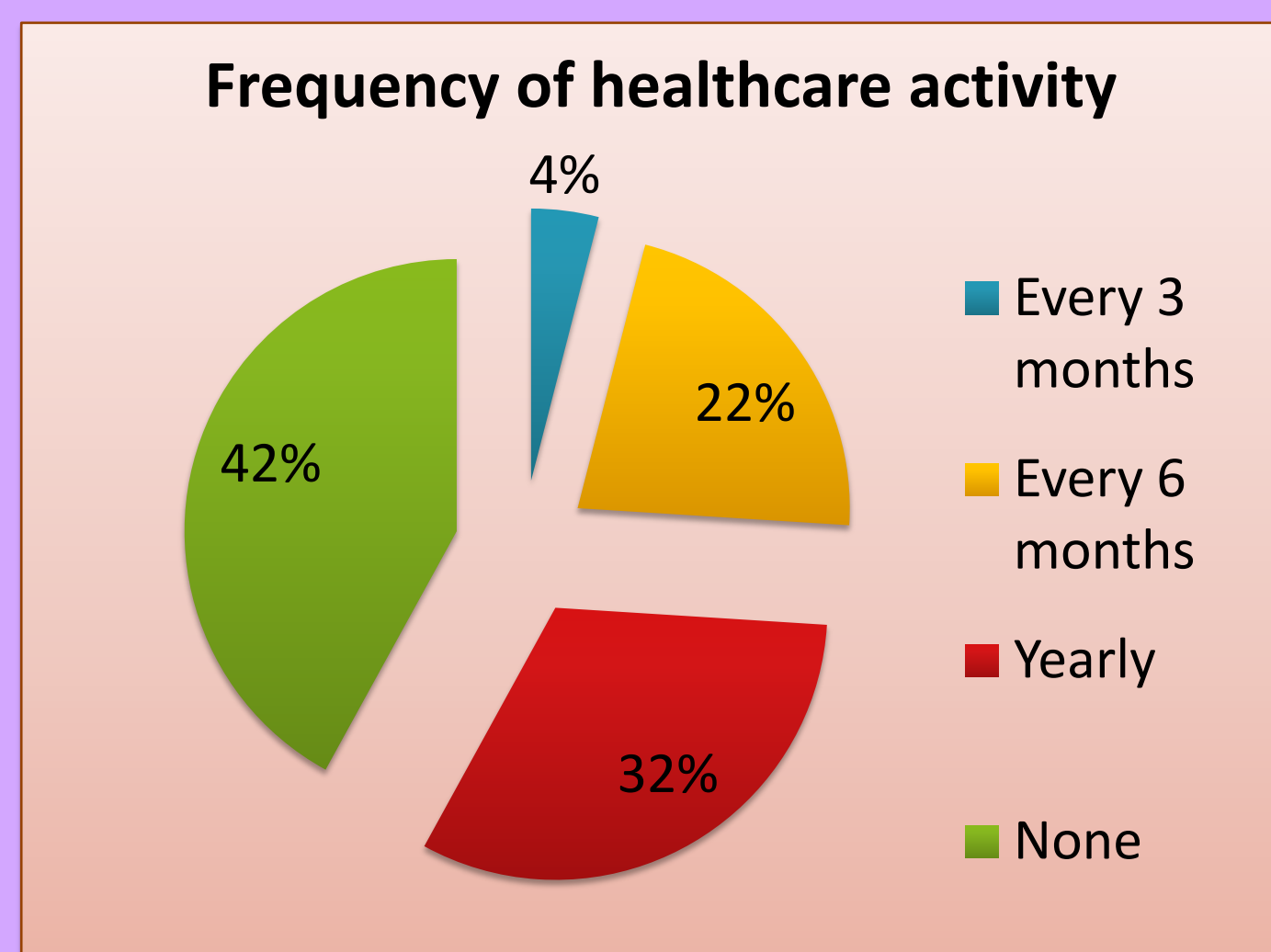
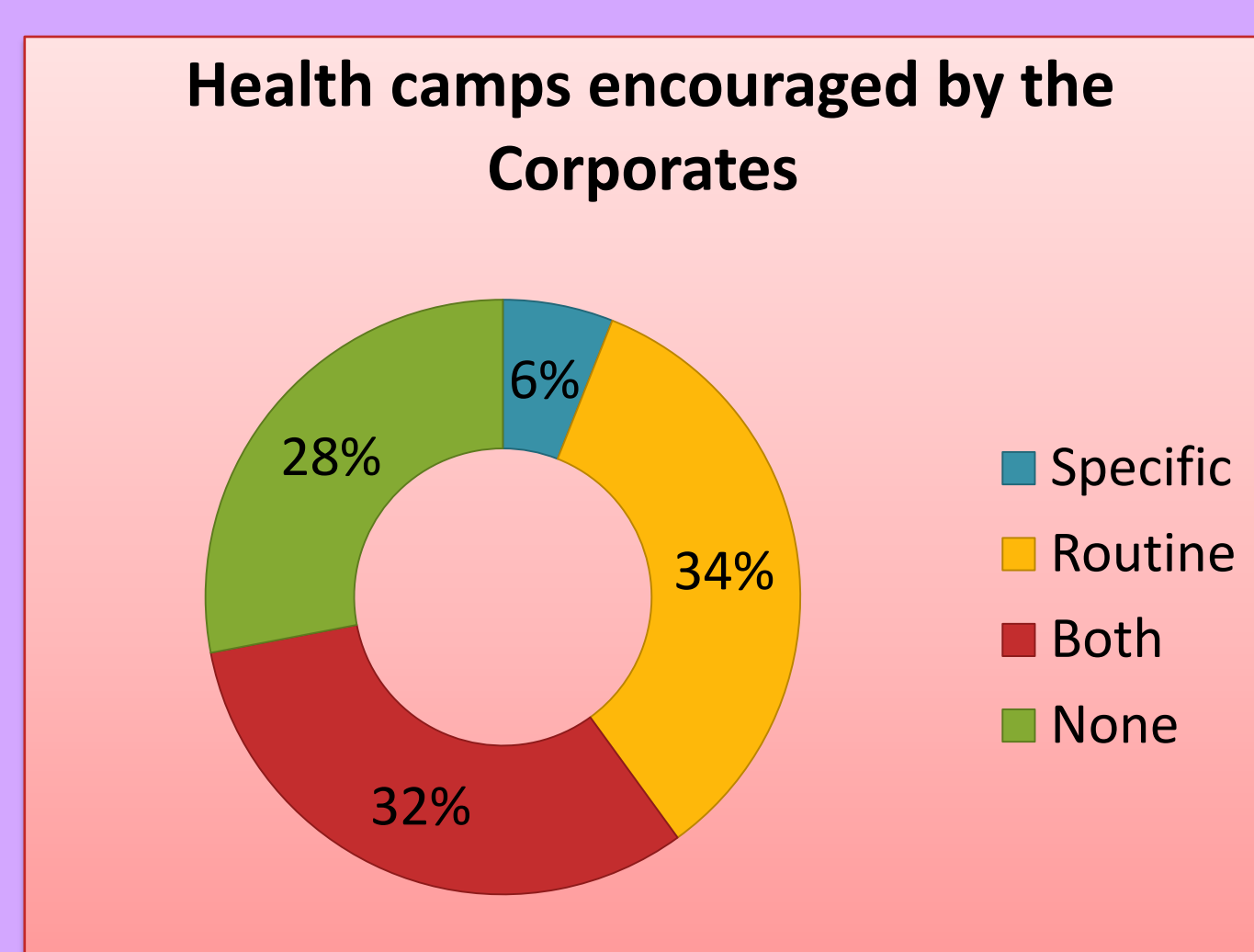
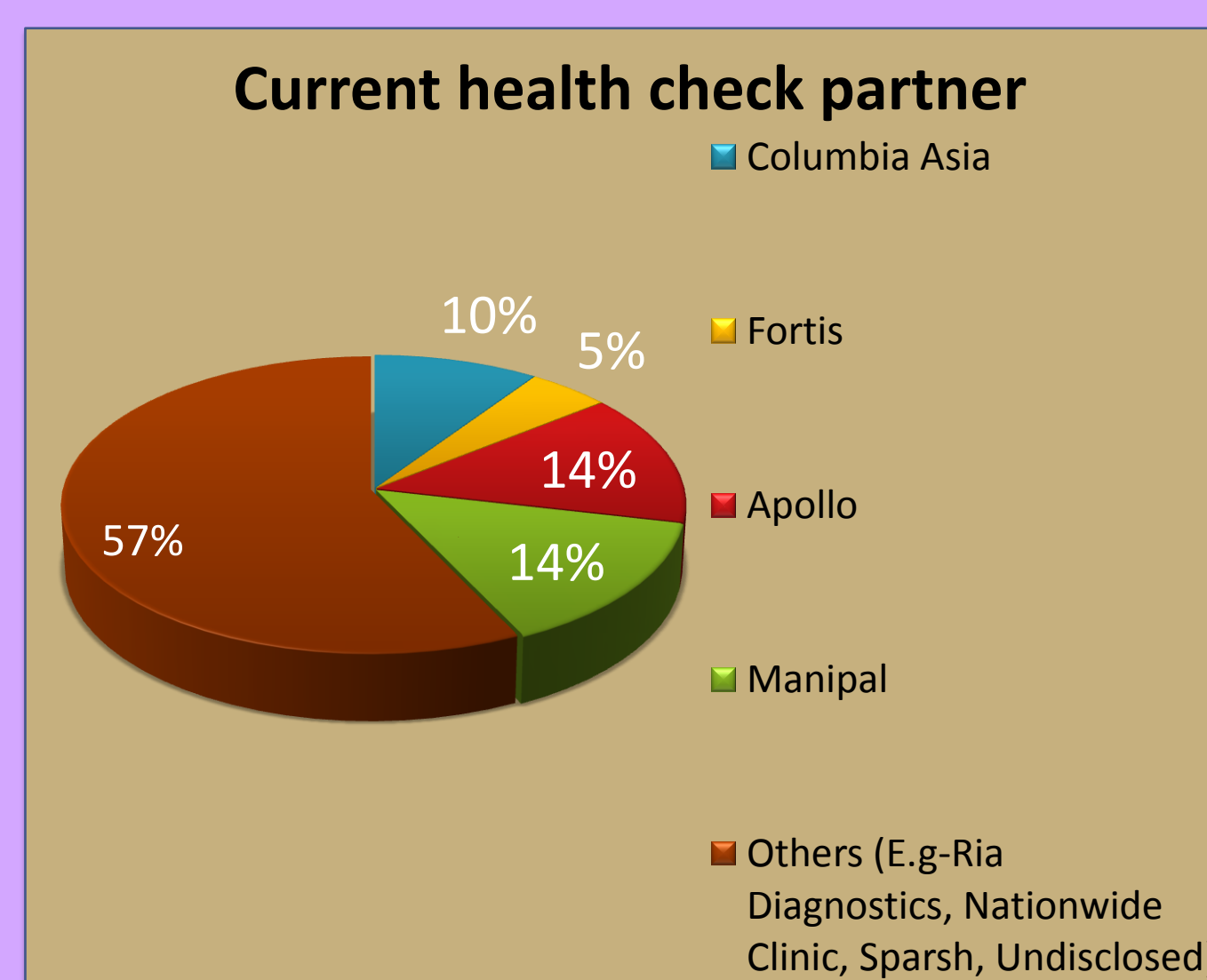
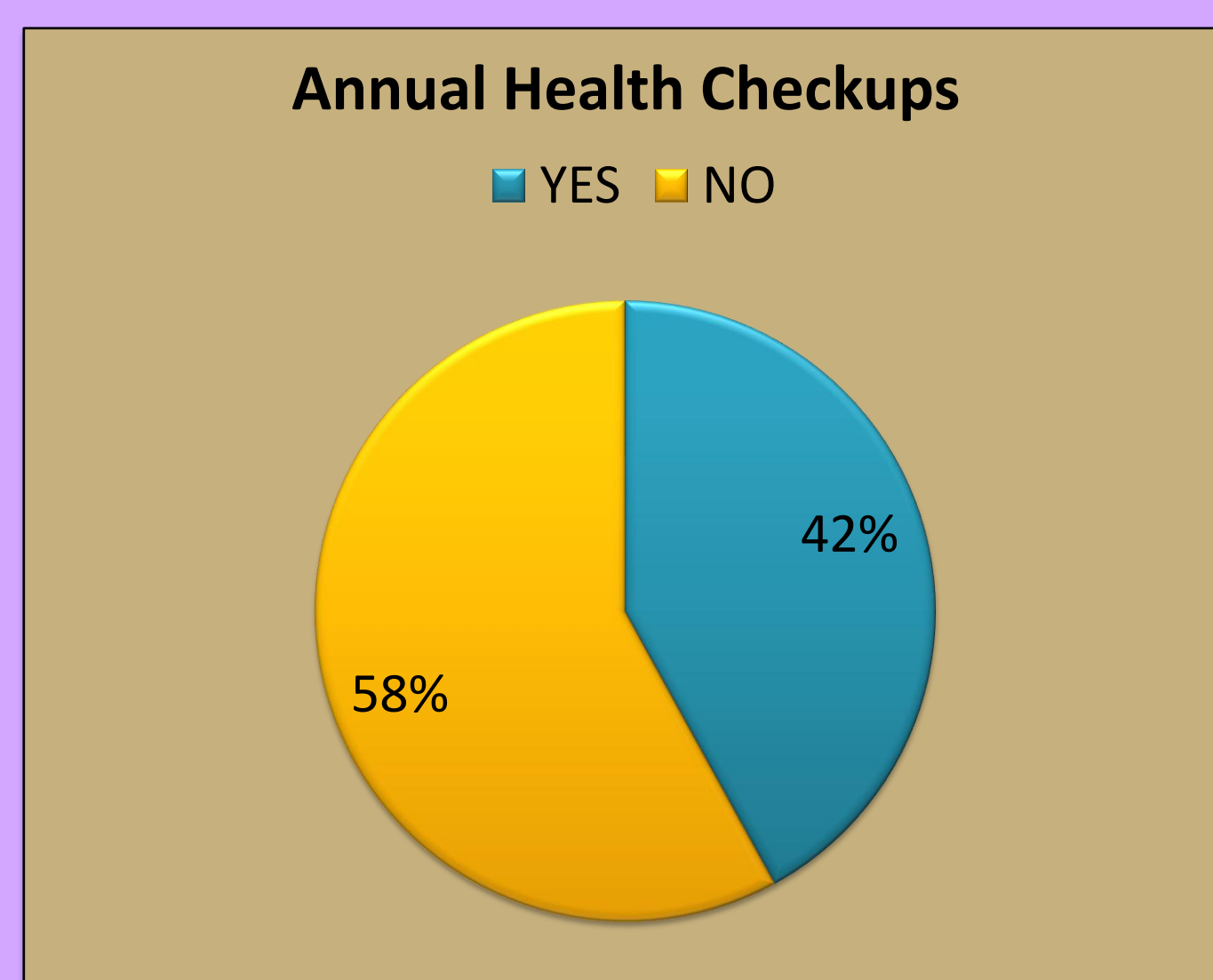
OBJECTIVE

To assess the healthcare scenario of the corporate workplace and the healthcare initiatives promoted among the Corporates to create a Corporate Culture of Health in the sub urban regions of North Bengaluru.

METHODOLOGY



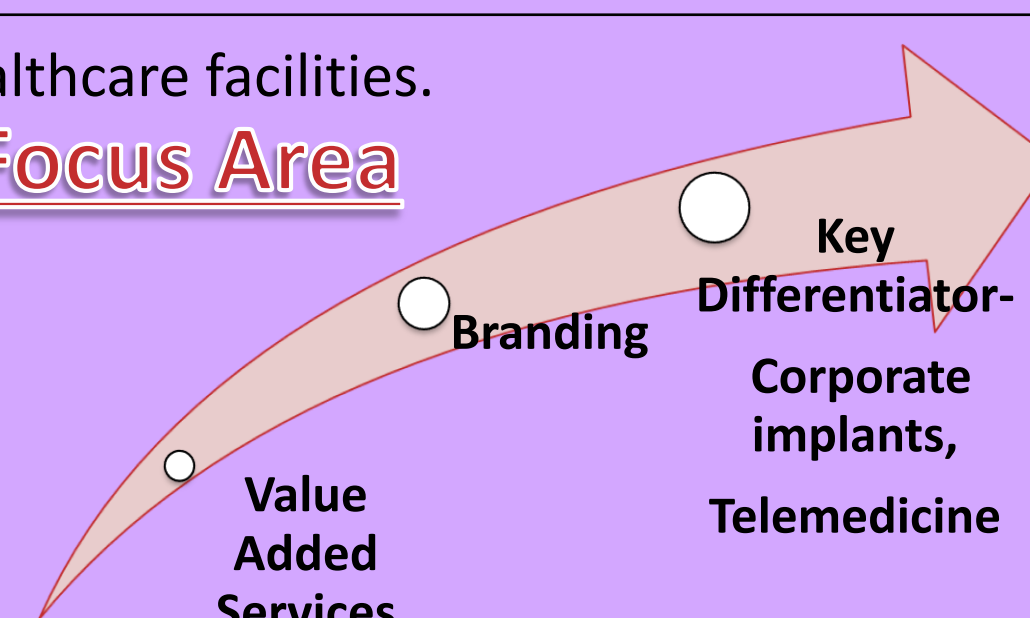
FINDINGS



ANALYSIS

- ❑ The corporates are proactive in giving their employees the best of healthcare facilities.
- ❑ This transition to preventive healthcare directly relates with the business opportunity in store for the hospital.
- ❑ It's a win-win situation for both the sides. Also the overall healthcare status of the corporate entity that gets improved manifolds.

Focus Area



Factors driving the referral marketing with the assessment of scope of medical/diagnostic services

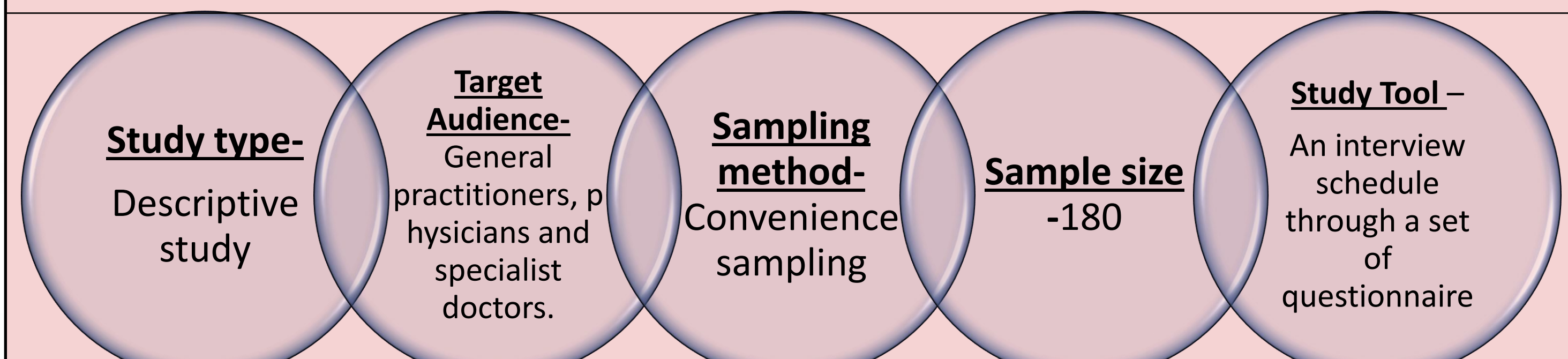
RATIONALE

Earlier studies have examined aspects of choosing specialists for patient referral, however, those were limited in geographic representation and may not reflect the environment in which many physicians practice today. The process of referring a patient has now been in focus due to the multivariate factors attached to it. Also the need for a medical and diagnostic services by smaller clinics, nursing home as scope of referrals is confined to few studies.

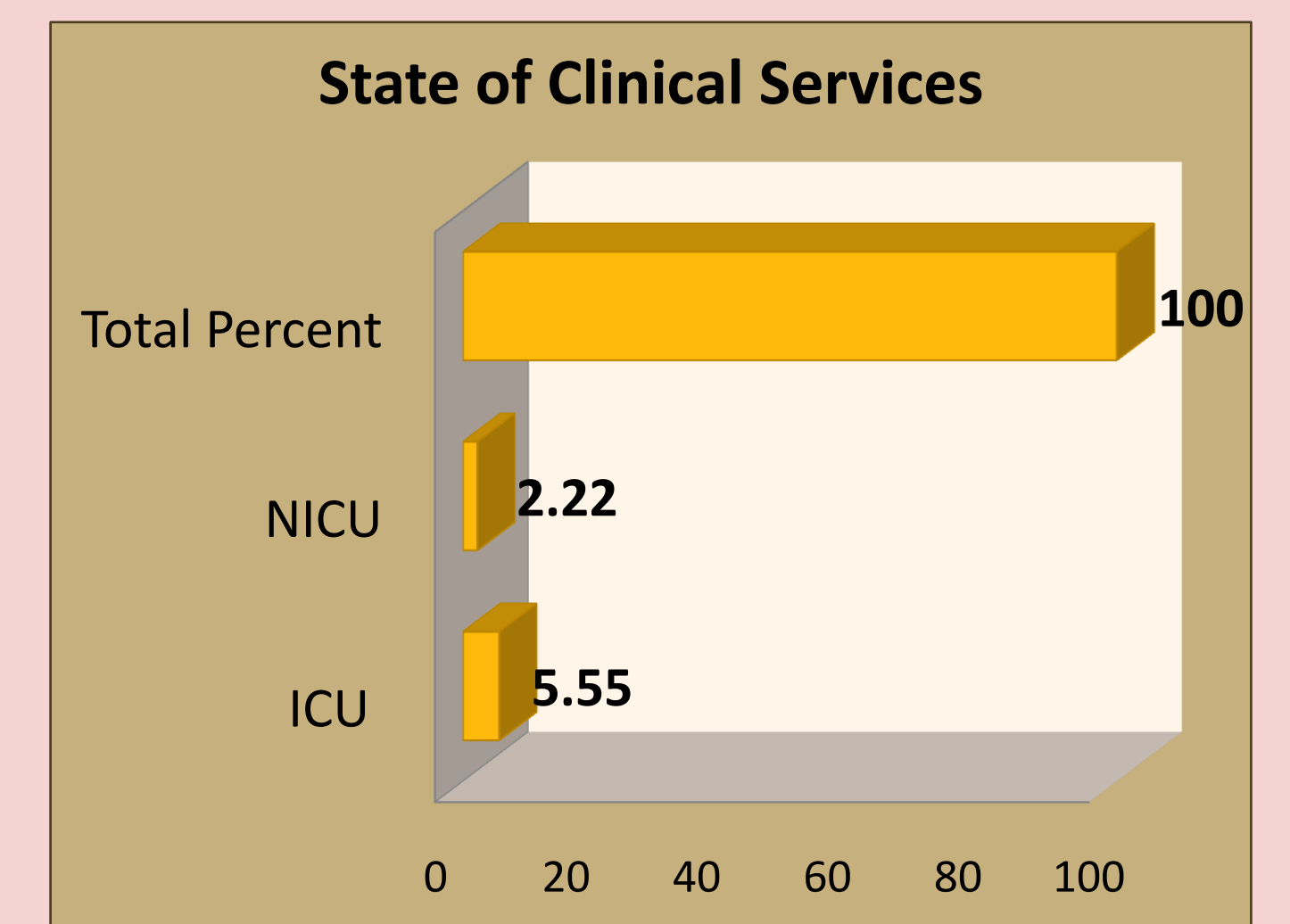
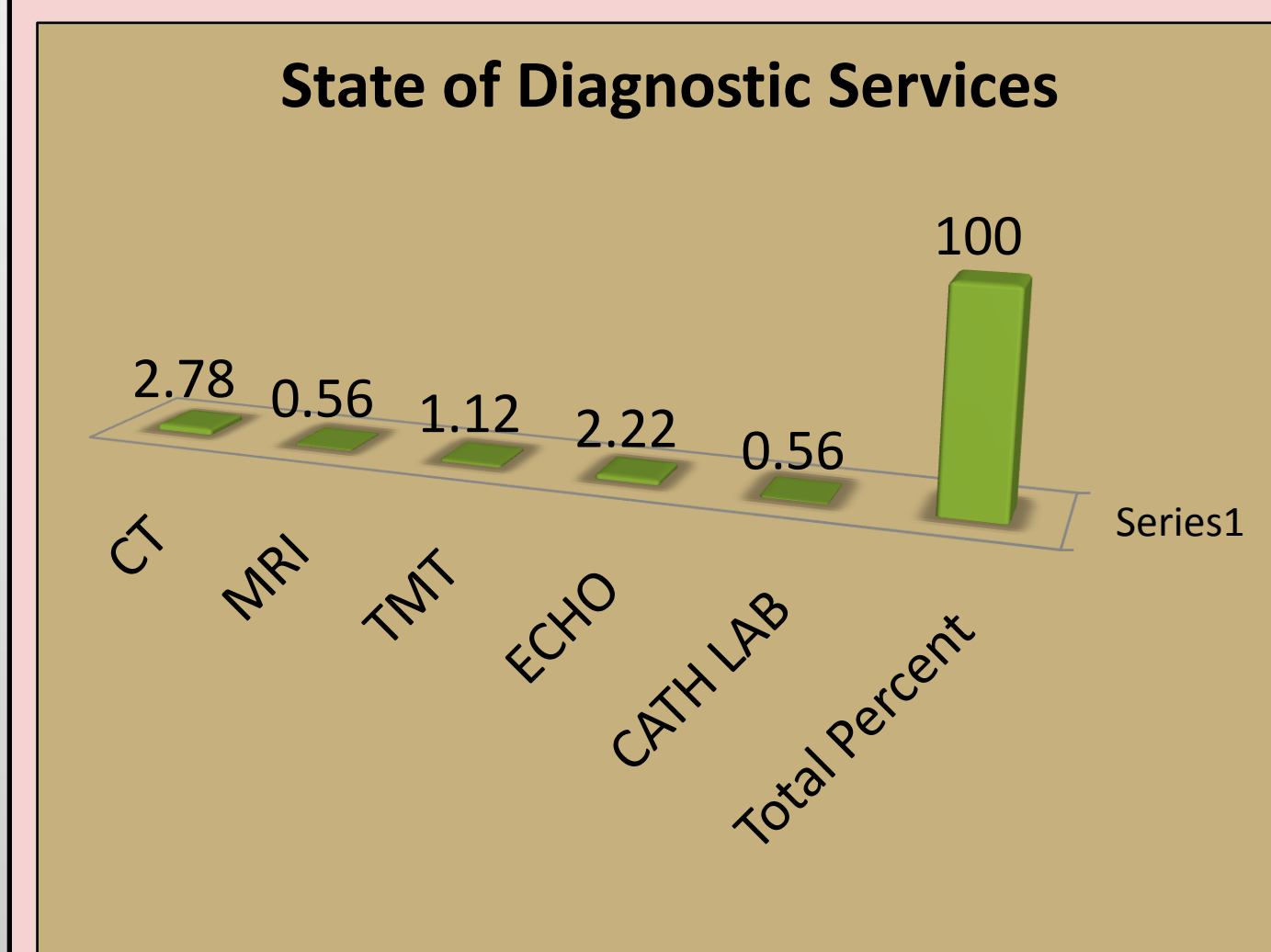
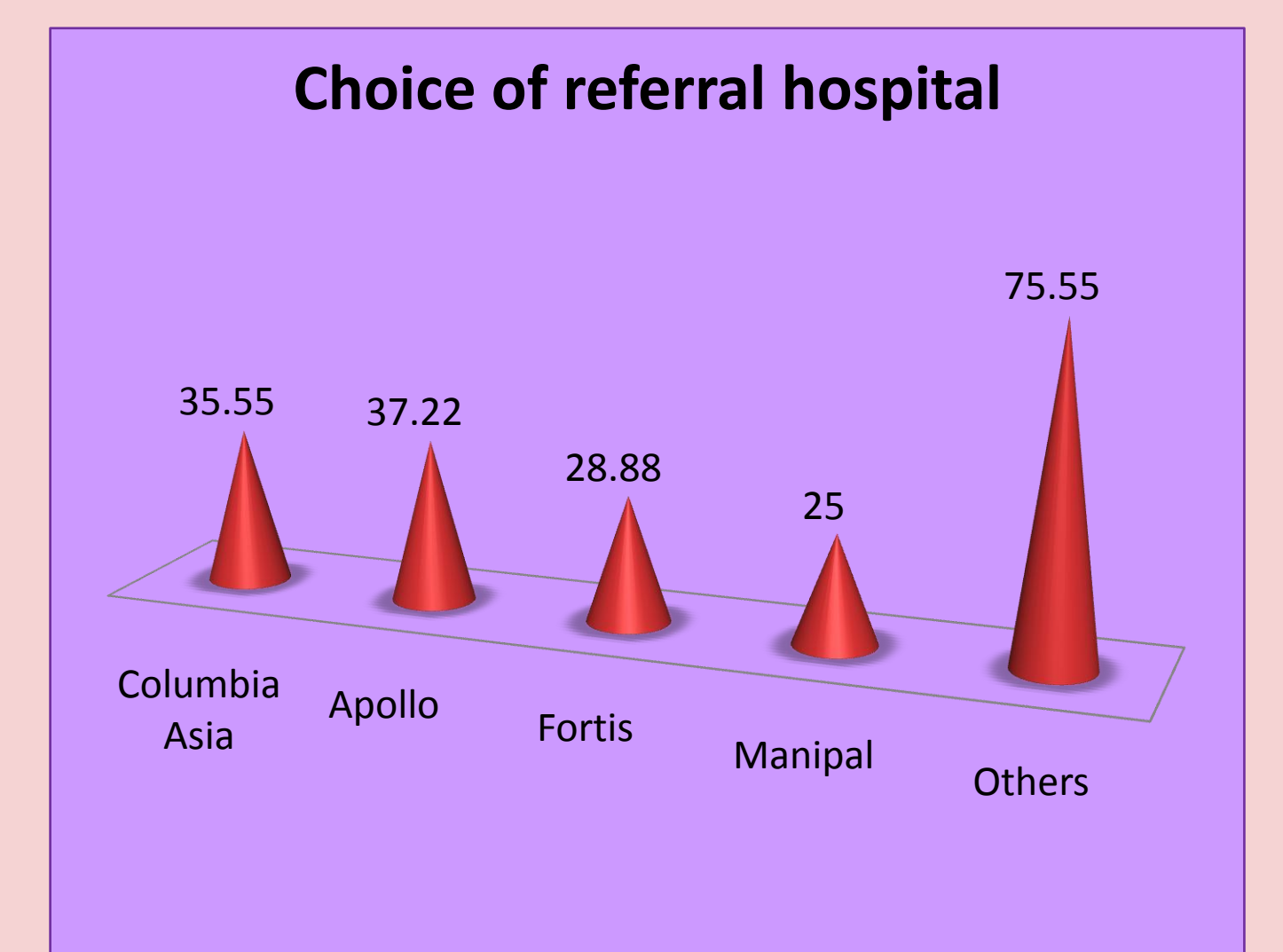
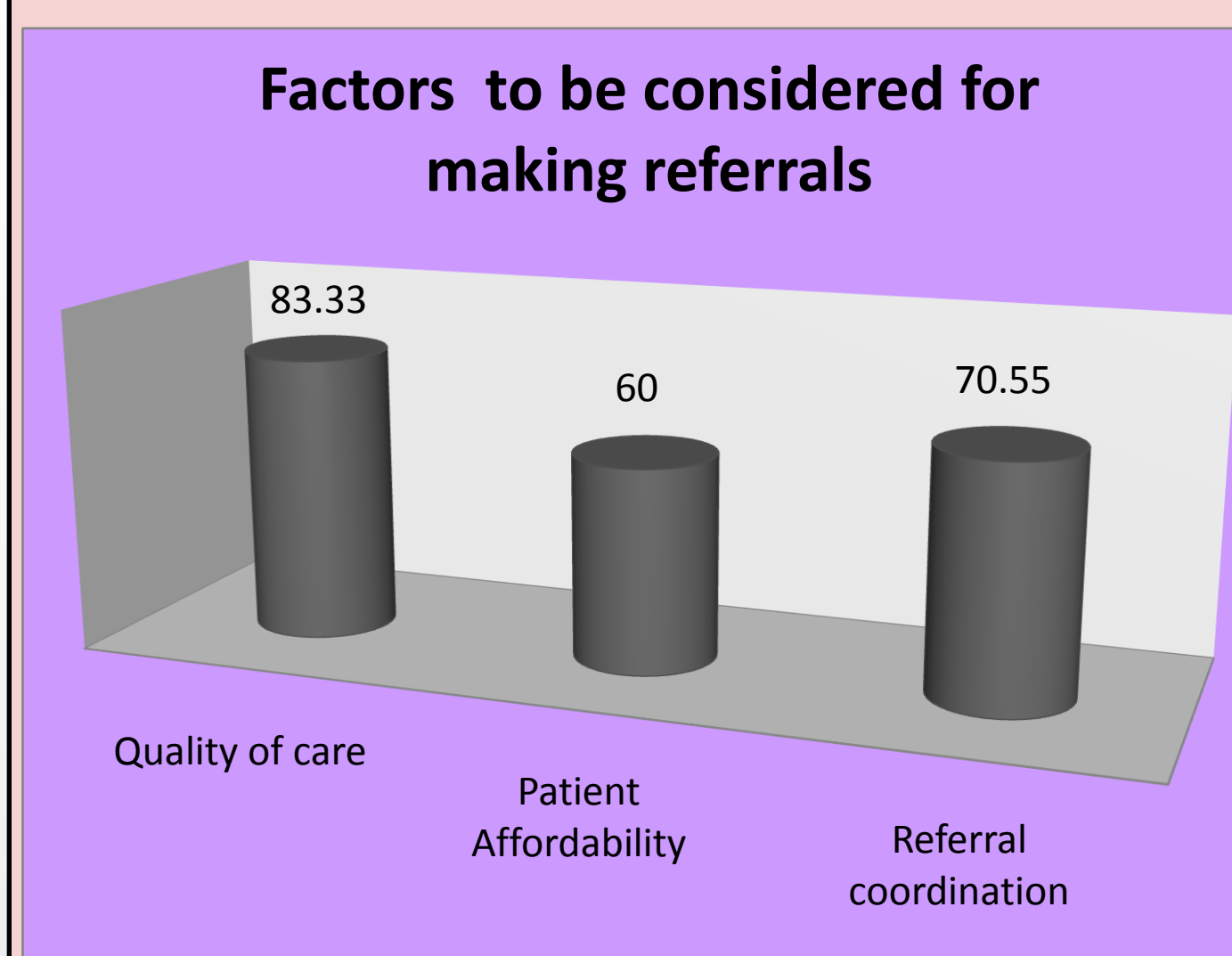
OBJECTIVE

To assess the factors driving the referral marketing in healthcare industry and the scope of medical and diagnostic services required by the clinics/nursing homes/hospitals in the sub urban regions of North Bengaluru

METHODOLOGY



FINDINGS



ANALYSIS

- ❑ Key aspect of getting referrals is promoting the primary care doctor for Quality care, affordability and referral coordination
- ❑ Wide window of opportunity for the hospital to cash in the void
- ❑ of medical and diagnostic services in the clinics and nursing homes.
- ❑ Focus of hospitals should be in reaching out daily to general practitioners to present to them their range of treatments and reasons to refer patients to the hospital.

