

# Answering Healthcare Needs through Technology

India Market Focused

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INNOVATION • THOUGHT LEADERSHIP • SHARING

# Agenda

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## Healthcare Industry Overview – Players in the Market

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## Industry trends and Challenges

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## Key takeaways

- **Lessons from other industries to achieve Patient Centricity in Healthcare**
  - **Managing Stakeholders in Healthcare Ecosystem through Collaboration**
  - **Fixing an unsatisfactory equilibrium in Healthcare using IT**
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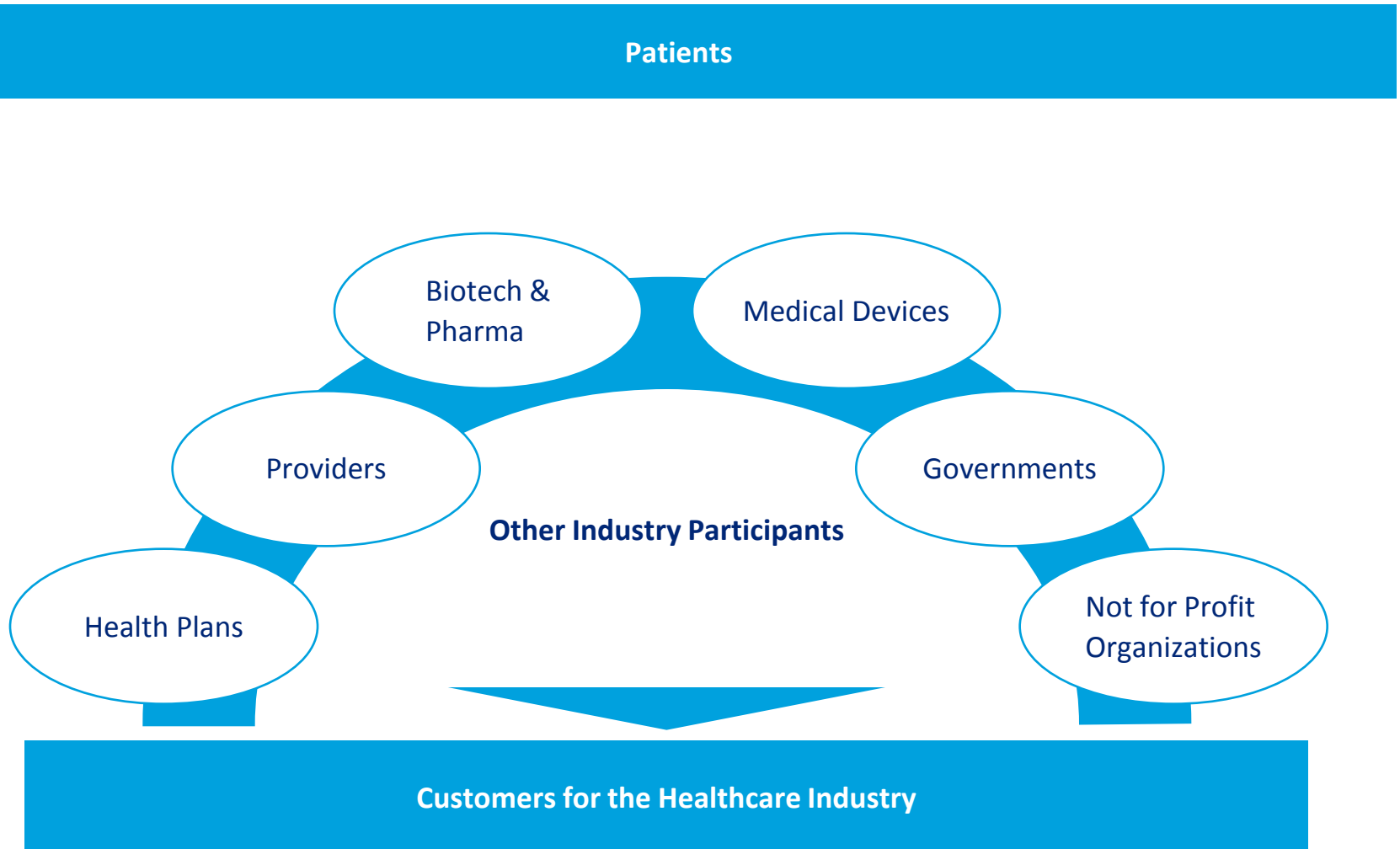
## Summary

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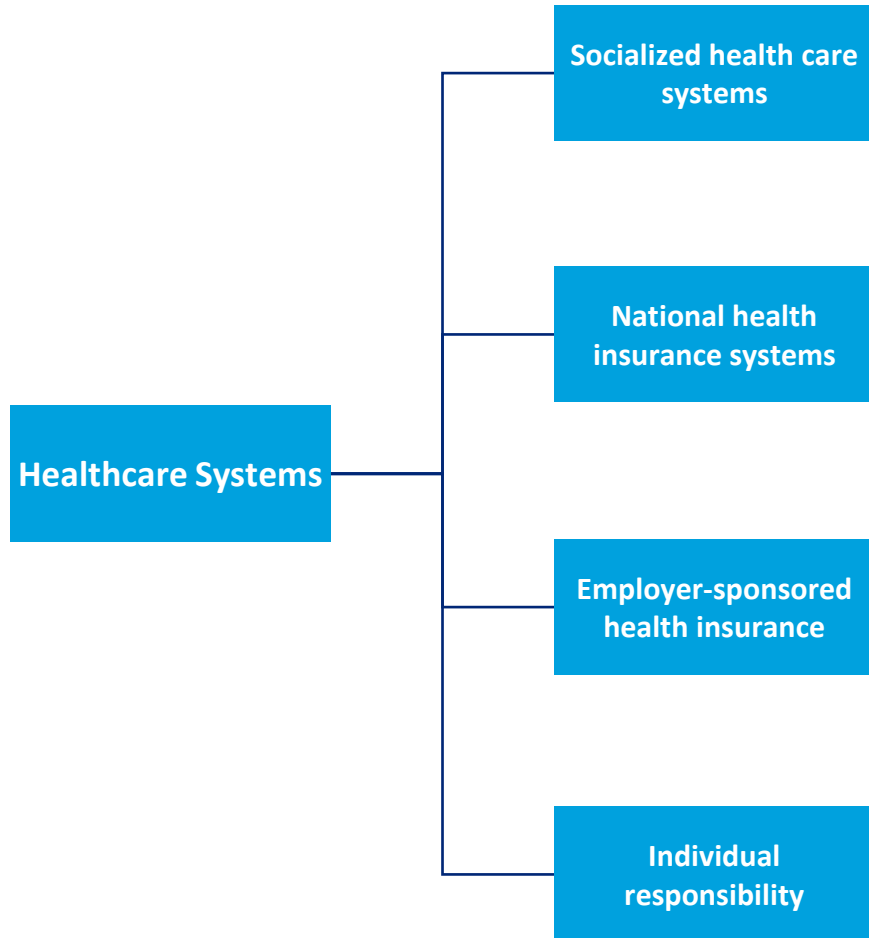
# Healthcare Industry Overview

Understanding the Stakeholders in the Healthcare industry

# Industry customers and participants



# The Healthcare systems of the world



- Systems in which the national government owns, operates and pays for the entire health care system.
  - UK, Spain, Hong Kong, New Zealand
- The government does not provide health care directly. Instead, the government controls one or more national health insurance plans that reimburse private health care providers.
  - Medicare of US
- Individuals and their dependents receive health insurance through health insurance plans provided through their employer
  - Germany
- Not all countries offer universal coverage to their citizens or residents. Residents in these countries can purchase individual health insurance to cover some of their health care costs.

# Trends in the Indian Healthcare Industry

WHO has officially certified India as a Polio free nation

**CIGNA TTK health insurance carrier's entry  
through promotion of Wellness programs**

**Increase in incidence of lifestyle-related diseases**

Growth in single specialty hospitals

**Ageing population and increasing life expectancy drives demand**

***Health care professional shortage limits supply***

Medical Tourism on the rise

# Changing Outlook of Providers in India

*For-profit mindset supports the idea of making money...while still tending appropriately to the needs of the lower strata who are at the bottom of the Pyramid*

## Apollo Group Hospitals



- Sponsorships to perform free heart surgeries for poor children
- Heart treatment camp for the poor and the needy at highly subsidized costs
- Camp for arthritis patients providing X-Ray and other tests at discounted rate
- Reach out to the lower income strata via 60 "tele-medicine" centers

## Max Healthcare



- Corporate Social Responsibility Program
  - Set up Primary Health centres offering free consultations, medicines and a 50% discount on diagnostics
- Community Outreach Program
  - Delivers heart & vascular care treatment to the unprivileged and educates community doctors

## Lilavati Hospital



- Has a social service department called SEWA
  - Free medical and surgical services including CABG, Valve replacement, Cancer and Orthopedic surgery
  - Free OPD for 2 hours daily
  - For senior citizens, hospital vans for examining BP and Sugar levels and giving free medical advice
  - Mobile clinic providing free treatment to the slum areas in Mumbai. Group sessions like "Malaria Prevention and Treatment", "Cancer Awareness", "Child Health Care", etc are also held in these areas

Source: Hospital Websites, Press Articles

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# Increasing growth of Payers in Indian Market

## Regulatory and Competitive Evolution in Health Insurance Sector

### *From...*

- Limitations on coverage and typically have caps on cover limit (~US\$ 3500)
- Limited options of insurance products
- Unprofitable Group health insurance products

## Higher Quality, Appropriately Priced Insurance Products and new Disease-Specific Products

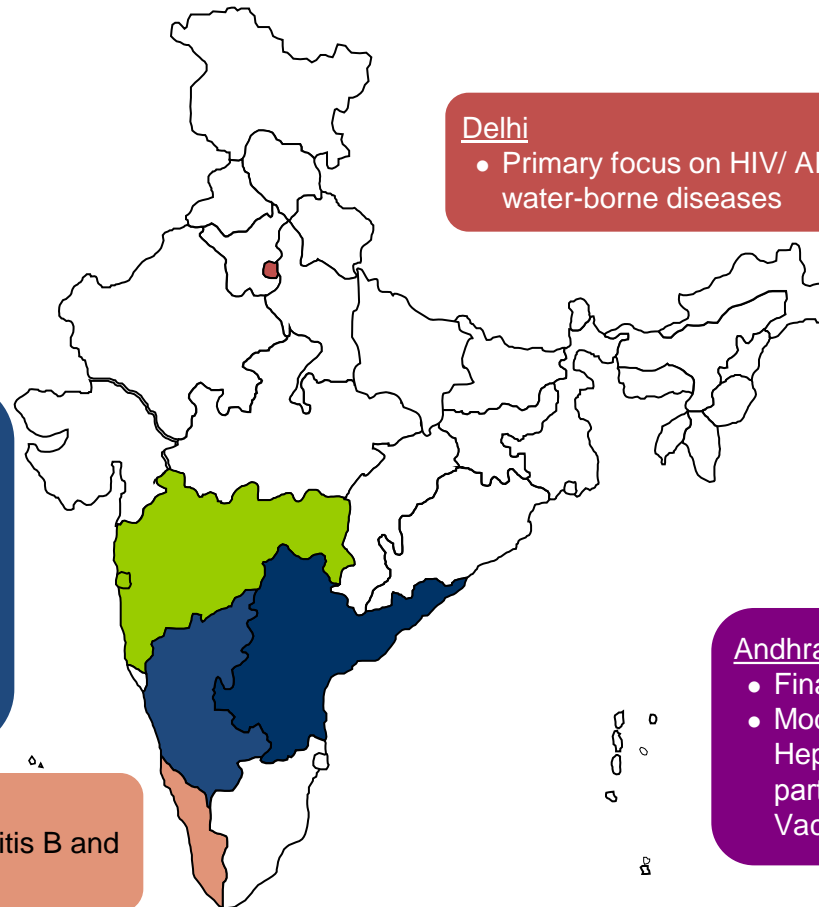
### *To..*

- **Improved quality** of insurance products/ offers
  - Coverage beyond hospitalization to cover OPD drugs, tests and treatment and flexible (and even no) caps on cover limit
  - More customized options
- Insurers price and manage **Group health insurance products** profitably
- Health insurance providers **open to discussing new product options** (disease-specific or otherwise)
- **Emerging disease-specific products**

Source: Industry Discussions, Secondary Research



# Role of Government in Indian Healthcare Market



## Maharashtra

- Specific focus on HIV/ AIDS and Women's health

## Karnataka

- Primary focus on Cancer and Women-Child health
- Karnataka Cancer Society provides weekly free checkups
- Research centre for cancer genomics
- Increased funding for patient awareness, diagnosis and treatment

## Kerala

- Primary focus on Hepatitis B and maternity care

## Delhi

- Primary focus on HIV/ AIDS and water-borne diseases

## Andhra Pradesh

- Financial support for Hepatitis B
- Model Immunization System for Hepatitis B, a project in partnership with PATH's<sup>1</sup> Children Vaccine Program

## National Health Programs

- National Cancer Control Program (NCCP) aims at prevention of tobacco related cancer; early detection of cancer; augmentation of treatment facilities;
- Universal Health Insurance scheme

Note: <sup>1</sup>Program for Appropriate Technology in Health

Source: Secondary Research, Central and State Government Sites, Press Articles

# Operational Synergies- Perspectives of a Winning Approach to achieve Patient Centricity

Lessons from Other Industries in the US

# Industry Supply Disruption in the US towards Consumerism

▶ Airline Deregulation Act of 1978

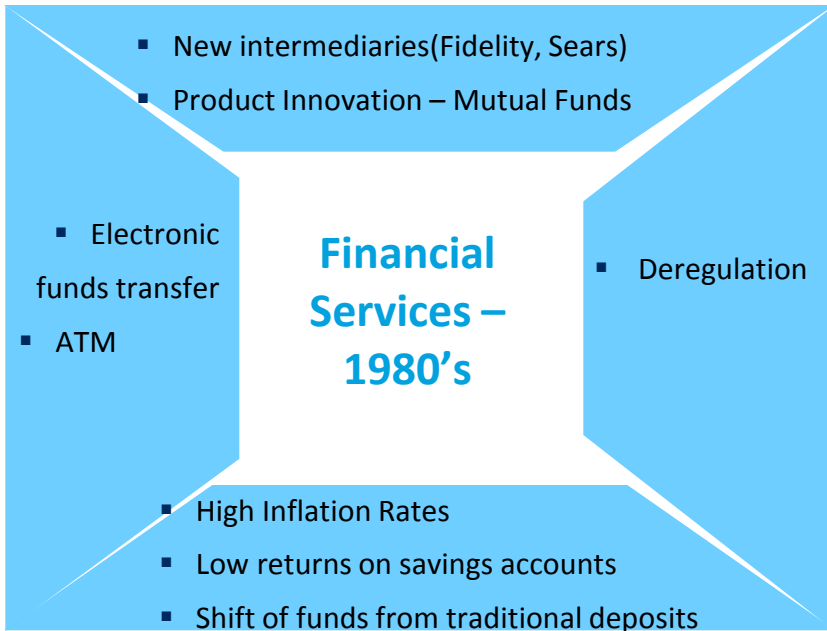
▶ National Energy Policy Act of 1992

▶ Telecommunications Act of 1996

▶ Financial Services Modernization Act of 1999

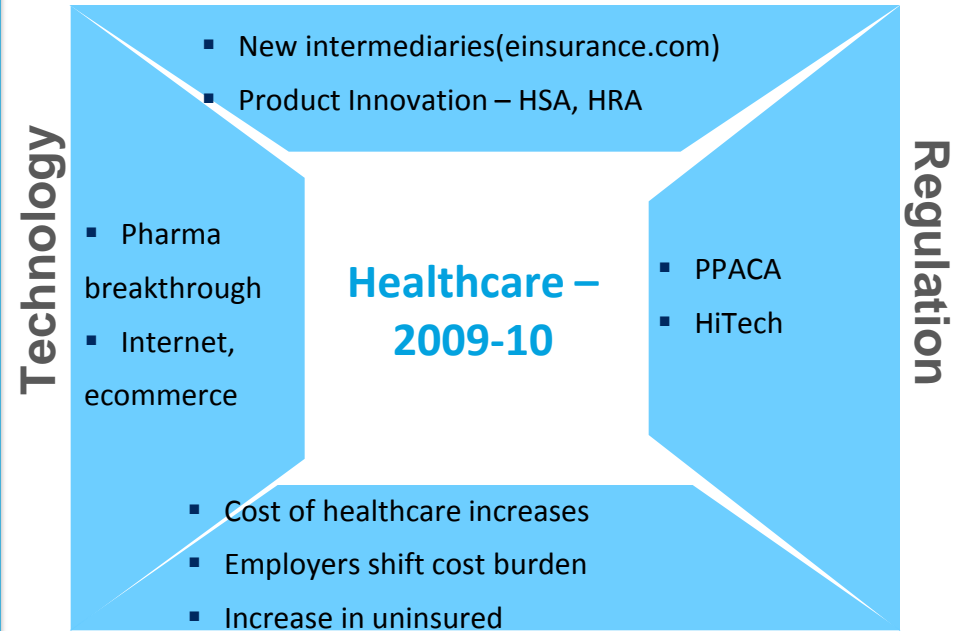
## Financial Services – 1990's

### Trends



## Healthcare – Late 2000's

### Trends



### Economics

### Economics

# Fixing an unsatisfactory equilibrium in Healthcare using IT

Connecting the dots for Solutions and Outcomes

# IT as an enabler in the Changing External Environment

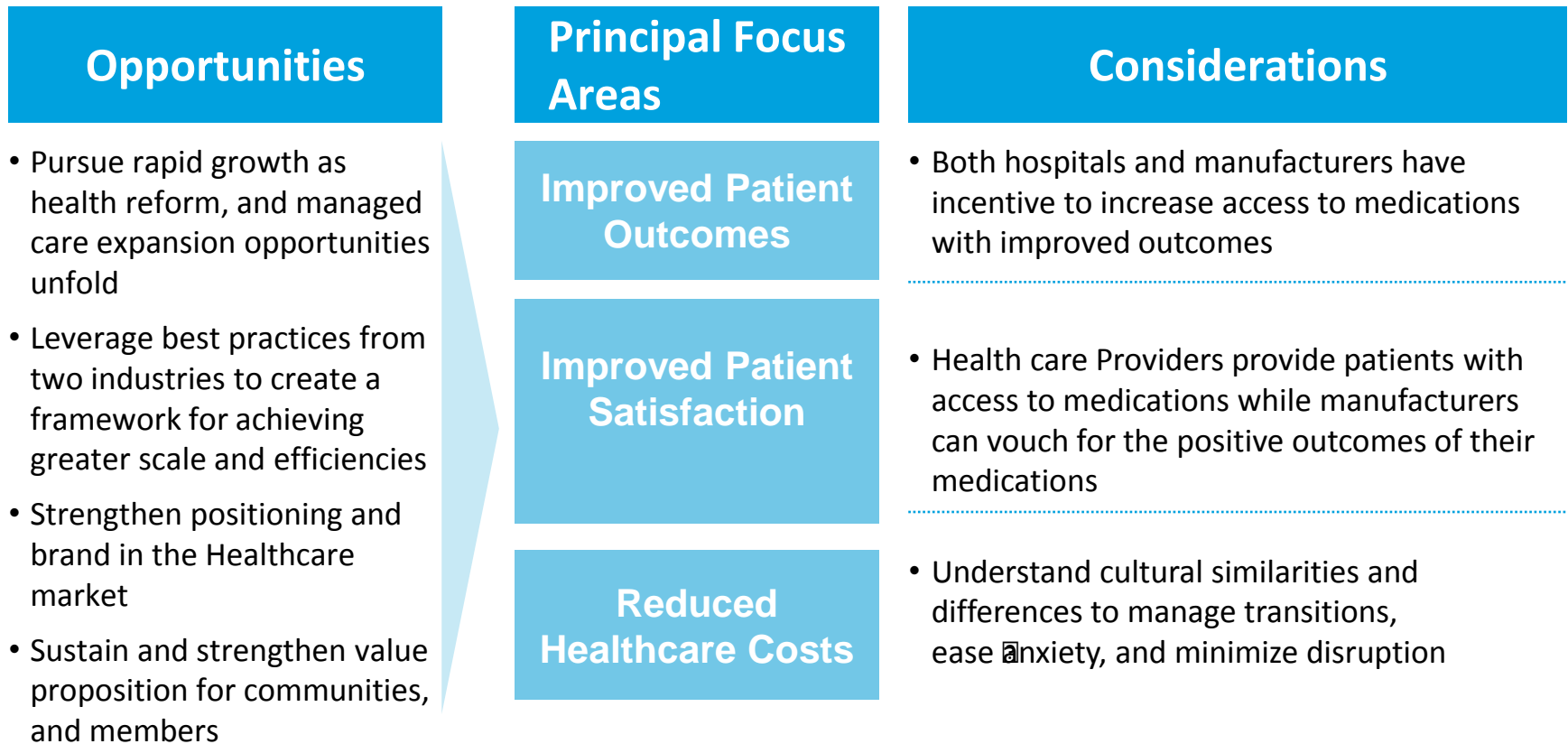


# Breaking down barriers in Healthcare Ecosystem through Collaboration

Key Note

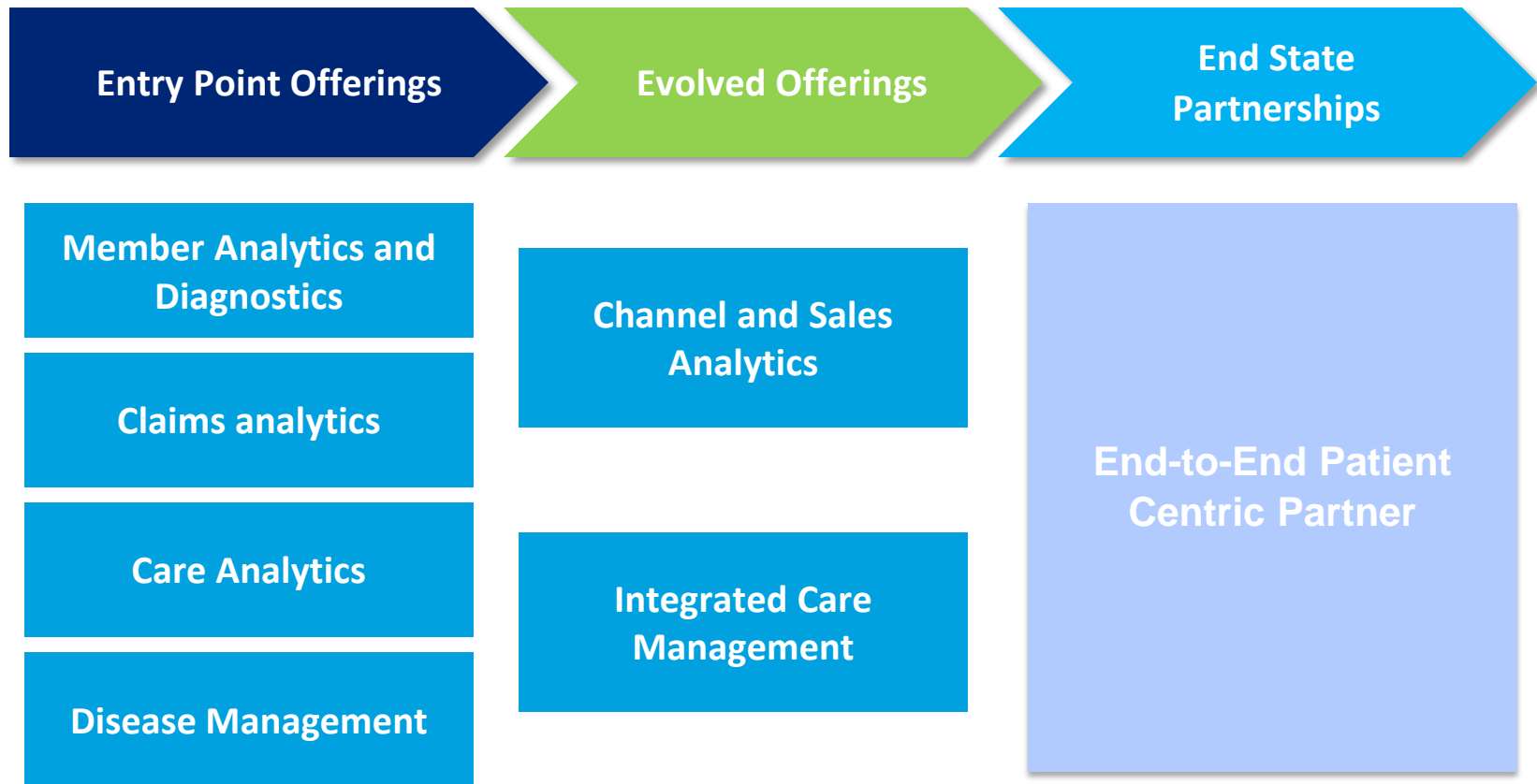
# Vision of Partnership /Collaboration between Provider and Pharma

## The Collaboration Imperative



# Vision of Partnership /Collaboration between Payer and Pharma

## The Collaboration Imperative





# Summary

- Healthcare industry investment in technology lags behind that in other industries, but it will begin to catch up soon !!!!
- Investments in Big Data and analytics can leapfrog the industry to improve the accuracy of decision making at the point of care and to provide additional insights for clinical and operational research.

A little foresight goes a long way!!

# Thank You!



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