

HEALTHCARE CAPSULE



Empowering HealthCare Business Minds

PROGRAM HIGHLIGHTS

- The batch was privileged to have a career oriented interactive session with Mr. Joy Chakraborty, COO and Dr. Preeti Goraksha, P. D. Hinduja Hospital, Mumbai (March 4, 2023)
- MBA - HealthCare Management batch launched a bookclub named 'Bizzy Bookworms' (March 10, 2023). The club is welcoming to all kinds of genres along with a focus on business and management perspective

INNOVATION AND TECH

iStents: The most recent advancement in glaucoma treatment

Glaucoma is the leading cause of irreversible blindness in India which affects approximately 40 million people. The patient can avoid going blind in his lifetime with prompt detection and treatment. **iStent** implant is one of the most promising minimally invasive glaucoma surgeries. This small device works to normalise eye pressure and provide a bypass in the eye's drainage system to reduce intraocular pressure (IOP). The iStent implant is constructed of biocompatible titanium, is roughly the size of a grain of rice, and is MRI compatible. It is the smallest human implant approved by the US FDA. It is effective in treating an array of glaucoma patients. Dr. Sahebaan Sethi, an ophthalmologist who is a pioneer in introducing MIGS in India said that as iStent is implanted during the cataract surgery, it is beneficial for the patients considering both the surgeries and reduces the recovery time. (Source: <https://tinyurl.com/ETHealthWorldbullet>)

By Nikita Gupta

INDIAN EXPRESS

- Maharashtra's health machinery has been put on alert with 361 cases of influenza infections being reported, a set of guidelines are anticipated to be issued in the upcoming days and people have been advised to use masks in crowded places and maintain social distancing
- AIIMS doctors achieved a feat by performing an in utero surgery on the foetus' heart in the span of 90 seconds
- Align Technology Inc., a US-based manufacturer of medical devices announced its opening of Align Innovation Centre (AIC) in Hyderabad
- Artemis Hospital launched a TB campaign for the urban slums of Gurugram

GLOBAL EXPRESS

- WHO and Gilead Sciences signed a new agreement for the donation of 304,700 vials of AmBisome for the treatment of visceral leishmaniasis in countries most impacted by the disease
- The Lung Cancer Research Fund announced a new research partnership with Daiichi Sankyo and AstraZeneca
- US pharmaceutical powerhouse Pfizer announced that it had agreed to pay \$43 billion to buy the biotech company Seagen, which specialises in cutting-edge cancer treatments. Pfizer is making a cash offer of \$229 per share, and the two companies anticipate completing the deal later this year or in early 2024

STARTUP SHOWCASE

DigiQure vows to revolutionise Indian healthcare through the power of digital innovation

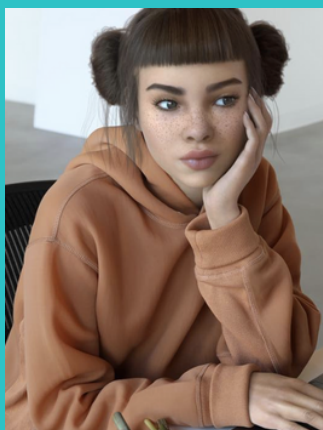
DigiQure is a Bhopal-based healthcare start-up that was established in 2020 by three NIT-Bhopal graduates. Growing up in the countryside of Bhopal, a young Akash Tandon bore witness to the tragic consequences of inaccessible healthcare. At just seven years old, he watched in helpless horror as the young daughter of his house help succumbed to diarrhoea – a treatable ailment. Driven by a burning desire to make a difference, he along with two like-minded NIT batchmates, Saket Asati, and Ankur Chourasia created a game-changing platform that promises to transform the Indian healthcare infrastructure.

DigiQure's mission is to bring quality, low-cost healthcare to India's rural and disadvantaged communities. E-clinics based on telemedicine are set up, with 'carers,' or qualified healthcare professionals, facilitating video visits with medical specialists. It provides electronic prescriptions, medication, laboratory testing, and further hospital referrals as needed. To increase the availability of its services to a wider audience across the country, DigiQure has partnered with several medical facilities. One of the unique features of DigiQure is the subscription service called Saksham Card, for which Indian citizens pay only 1 per day to gain access to free online medical advice from doctors. Thus, unwavering determination and a steadfast commitment to their cause, the co-founders of DigiQure are paving the way for a brighter future, one where healthcare is accessible to all.



By Riddhi Sawardekar

Virtual Muse in the Real World



*Lil Miquela,
Virtual Influencer*

Virtual influencers are digital personalities that have become increasingly popular in the recent years. These computer-generated characters are designed to look and behave like real people, but they exist only in the digital realm. They interact with audiences on social media platforms and can be programmed to generate high-quality content quickly and efficiently. Virtual influencers work by leveraging the power of social media to build a following. They make content that their target audience likes, and they interact with their followers in a way that feels real and natural. Virtual influencers can also be used to promote products and services in a way that feels natural and organic. For example, a virtual influencer might share a photo of themselves using a particular product, and their followers might be more likely to try the product as a result.

By Shreya Tamse

ON THE HEALTH SEAT

Q. How has the healthcare industry evolved in the past two decades?

A. It has been a wonderful experience to have been in the clinical and administrative aspects of the healthcare industry. It has genuinely seen great strides in technology, infrastructure, quality, and patient safety. We have seen the expansion of hospitals in terms of increase in number and capacities, in addition to the major corporate hospitals foraying into tier-2 and tier-3 cities. The quality of healthcare provided in smaller nursing homes has improved significantly. With many hospitals achieving the ISO, NABH, and JCI accreditations, a paradigm shift has occurred in how hospitals function. As the awareness of the CPA and its implications has grown amongst patients, this has ripple effect on the medicolegal aspects of healthcare and hence the stringency of medical documentation, consents, etc. Post-COVID, technology and its applications like telemedicine, teleradiology, AI, AR, and digitalisation have grown exponentially and will further change how healthcare is delivered. Honestly, there is so much that is happening in the industry right now, that it is not possible to capture it in a small paragraph.

Q. How can we foster effective public-private partnerships in the healthcare industry?

A. The public-private partnership can be of immense value for providing specialised treatments in remote areas with the advent of teleconsultation, telemedicine, and remote monitoring. The ABHA health card and ABHA mobile app will make healthcare convenient and user-friendly so that the patient, who is the end user, derives maximum benefit from the partnership. We need to create a win-win situation for all stakeholders, focus on the financial feasibility and viability of the private partners, and nurture the relationship with everyone to reap the benefits for long term.



*Dr. Shabana Khan,
Former CEO, Prince Aly Khan
Hospital & Aga Khan
Healthcare Services, Mumbai*

Q. What are the most important leadership qualities for the younger generation to possess in the healthcare industry and how important is mentorship in developing leadership qualities?

A. Leadership is about managing people, and the ability of a leader to align the people to the organisation's goals is vitally important for a person aspiring to be a leader. This entails cultivating compassion and humility, which makes the team want to work, rather than being forced to work. Making bold decisions while maintaining integrity is a rare quality that differentiates a good leader from an average one. In addition, clarity of thought, critical thinking, and a strategic outlook are other qualities a leader must possess. Mentorship is vital in developing leadership in all areas of life. A mother is a child's first guru before he even goes to school. A person can attain spiritual growth independently, but having a guru speeds up the process exponentially. What would Chandragupta Maurya and Warren Buffet be without their mentors, Chanakya, and Benjamin Graham? A mentor acts as a catalyst that speeds up the learning process by helping the mentee navigate the career path effectively. The experiential component that a mentor adds is of immense value to the learning curve. I believe the mentor-mentee relationship is a symbiotic one, where even a mentor can grow and learn from his mentee, who can give new insights into a situation or idea.

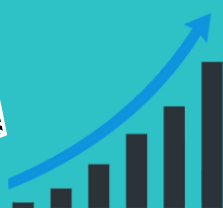


SERVE COFFEE, SELL MORE!

Wracking your brain for million-dollar ideas to boost your sales? **SERVE COFFEE!** Yes, you heard it right! Around 90% of the population in the world consumes caffeine on a daily basis. A study conducted by Biswas *et. al.*, demonstrated that stimulant like caffeine influences consumer purchasing behaviour. Caffeine boosts the body's sympathetic nervous system, which in turn increases vigour and alertness, leading to more impulsive behaviour while shopping.

Given the widespread availability of coffee and other caffeinated beverages, it's likely that many shoppers are consuming large amounts of caffeine while out and about. One positive consequence of this is increased revenue for businesses. The findings of this study also suggest that caffeine's spending-inducing effects are more pronounced for high-hedonic purchases. On the other hand, consuming coffee in moderation may offer health benefits, particularly for the heart, according to recent research. Thus, from a marketing standpoint, **serve coffee and sell more!**

Biswas D *et. al.* Caffeine's Effects on Consumer Spending. *Journal of Marketing*. 2022.



THE BOOK NOOK

"Those who don't know how to get people to say yes soon, fall away; those who do, stay and flourish." - Robert Cialdini

Ever bought that perfume or mug from the mall that you didn't need in the first place? The ability to convince people is a powerful tool that can turn losing situations into winning ones. If you have ever wished to master the art and science of persuasion, **'Influence'**, authored by **Robert Cialdini**, is for you.

Cialdini spent a few years working secretly in the sales department of different trades to learn how the best people in the business influenced and got people to do what they wanted. His goal was to figure out what prompted people to say yes. Through this book, Cialdini elucidates the six universal principles used for persuasion: commitment, social proof, authority, consistency, scarcity, and reciprocity. He lucidly expounds on how each of these principles can be used to shape human behaviour and increase the chances of getting a favourable response. And if you are worried about yourself succumbing to these tactics of persuasion, our author has got you covered! At the end of each chapter, the author guides us on how to shield ourselves from the negative influence of others. Backed by extensive research and cool real-life examples, this book will surely leave a long-lasting impression on the readers.

By Riddhi Sawardekar