

# HEALTHCARE CAPSULE



Empowering HealthCare Business Minds



*MBA HealthCare Management batch with Dr. Vishal Soni, Senior Robotic & Laparoscopic Gastro-Intestinal Surgeon, Zydus Hospital, Ahmedabad and Dr. Neha Sadhotra, Program Chairperson, MBA HealthCare Management, SBM, NMIMS, Mumbai*

## PROGRAM HIGHLIGHTS

- Bizzy Bookworms book club conducted its first book talk by author Dr. Balasubramanian Mahadevan (Chief Medical Officer, Lilavati Hospital and Research Centre, Mumbai) on his book 'Total Quality Management in the Healthcare Industry' (April 11, 2023)
- MBA HCM batch had a highly interactive session with Dr. Vishal Soni (Senior Robotic & Laparoscopic Gastro-Intestinal Surgeon, Zydus Hospital, Ahmedabad), Dr. Chaitasy Mehta (Medical Director, Zydus Hospital, Ahmedabad) and Dr. Bhupendra Kumar Yadav (Director - Clinical Sales, Intuitive) (April 6, 2023)

## INNOVATION & TECH

People with drug-resistant epilepsy (DRE) may benefit from the adjunctive neuromodulatory therapy known as the *Vagus Nerve Stimulation Therapy System* (VNS Therapy) in reducing the frequency and severity of seizures. SenTiva DUO, an implantable pulse generator (IPG) with a dual-pin header for DRE treatment using VNS Therapy, is available from LivaNova, a leading medical technology and innovation company. Patients who were initially implanted with dual-pin leads and IPGs can take advantage of the most recent VNS Therapy technology with SenTiva DUO, which sets itself apart from the original SenTiva (single-pin).

**By Rebecca Bing**

## STARTUP SHOWCASE

### **Made-in-India surgical robotic system SSI MANTRA to assist underserved groups**

The SSI multi-arm innovative tele-robotic assistance, MANTRA surgical robotic system will open the door to globally accessible, reasonably priced robotic surgical care for the underserved. The Indian medtech startup SS Innovations introduced SSI MANTRA. The Asia-Pacific region has the third-largest market for robotic surgical systems, and India's robotic surgical systems market is anticipated to reach \$45 million in value by 2030.



SS Innovations asserted that SSI MANTRA can perform complicated operations upholding quality requirements. MANTRA has five arms, allowing surgeons to complete treatments more quickly and accurately. According to the robotics company, this could lead to quicker recuperation and better patient outcomes. The market for robotic devices in India is dominated by foreign companies, which is increasing the country's reliance on imported systems and making them less affordable due to their expensive price. The SSI MANTRA will make surgery more accessible to the general public and lessen reliance on imported systems.

**By Pratiksha Bajpai (Source: <https://tinyurl.com/SSIMantra>)**

### INDIAN EXPRESS

- Singapore's sovereign wealth fund Temasek Holdings bought a majority stake in Bengaluru-based Manipal Health Enterprises for over \$2 billion, making it the largest deal in the Indian healthcare space
- India's generic medicine scheme, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), exceeded its sales target of INR 1200 crores in the fiscal year 2022-23, growing 38% YoY
- Molbio Diagnostics joined forces with SigTuple to develop state-of-the-art point-of-care diagnostic testing devices and create advanced, user-friendly medical equipment capable of delivering accurate and efficient diagnostic solutions

### GLOBAL EXPRESS

- Cognizant and Microsoft established a partnership to help healthcare providers improve patient care and increase operational effectiveness by utilising cloud technology
- Sartorius agreed to acquire French company Polyplus, a viral vector specialist for \$2.6 billion to target the gene therapy market
- Innvolution Healthcare Private Limited merged with Innovation Imaging Technologies Private Limited to create a unified entity operating under the Innvolution brand and raised growth capital from OrbiMed, a global healthcare-focused investment firm to enhance clinical research capabilities and introduce innovative solutions for managing chronic illnesses

## THE POWER OF FREE SHIPPING!

**Can you guess the most common reason for the abandonment of online shopping carts by most buyers? The culprit is the 'Shipping Cost'!**

For many years, online businesses have struggled with the difficulty of balancing shipping costs with consumer desire for free shipping. According to a new Journal of Marketing study, membership-based free shipping (MFS) can be a saviour! The MFS is a shipping strategy in which customers pay an upfront membership fee in exchange for limitless free shipping. According to the research, MFS is profitable for retailers because:

- Over time, the unlimited free shipping benefit encourages larger order sizes, increased shopping frequency, increased purchase variety, and impulse purchases.
- This one-time membership fee can cover the high shipping costs, eventually increasing net revenue contribution.
- MFS is especially useful in retaining customers who like to buy from a variety of product categories.

On the other hand, MFS may have very different, even opposing effects on revenue across customer segments. Managers must pay close attention to the responses of various customer segments to ensure overall profitability.

*By Riddhi Sawardekar*

## THE BOOK NOOK

### CONTAGIOUS: WHY THINGS CATCH ON

AUTHOR: JONAH BERGER (MARKETING PROFESSOR AT THE WHARTON SCHOOL AT THE UNIVERSITY OF PENNSYLVANIA)

THE BOOK UNCOVERS PRINCIPLES THAT DRIVE WORD-OF-MOUTH AND SOCIAL TRANSMISSION. WHAT MAKES CERTAIN THINGS CONTAGIOUS? WHY DO SOME RUMOURS AND STORIES SPREAD FASTER THAN OTHERS? WHAT CAUSES ONLINE CONTENT TO BECOME POPULAR? HOW SOME IDEAS REALLY GO VIRAL? THE BOOK PROVIDES A STEP BY STEPP GUIDE FOR GETTING THINGS/ IDEAS/ PRODUCTS TO CATCH ON.

#### SOCIAL CURRENCY

Make your product exceptional by utilising game dynamics, scarcity, and exclusivity

#### TRIGGERS

Generate effective triggers with the aid of frequency, relevance, and context

#### EMOTIONS

Ideas or information that evoke positive feelings are more likely to go viral

#### PUBLIC

All initiatives must be made public in order to reach a larger audience

#### PRACTICAL VALUE

Highlight incredible value and package your content

#### STORIES

Embed your product/idea in a captivating story

*By Dr. Neha Sadhotra*

## ON THE HEALTH SEAT

**Q. How do you assess the financial health of a healthcare organisation, and what metrics do you use to measure performance?**

**A.** The usual financial metrics such as profitability, return on capital employed, and return on equity are useful to assess financial performance of a healthcare organisation. However, in order to gain deeper understanding of the business performance, more industry specific metrics can be used. For example, for hospital sector, metrics such as occupancy, average length of stay, average revenue per occupied bed, and EBITDA per bed can offer meaningful insights into financial assessment. Similarly, for diagnostics business, one can utilise tests per person, revenue per test, and operating profit per patient.



**Dr. Kunal Dhamesha**  
**Pharma & HealthCare**  
**Analyst, Macquarie**  
**Group**

**Q. What are some common financial risks that healthcare organisations face, and how do you mitigate these risks?**

**A.** For healthcare organisations, financial risks can be divided into three categories, a) receivables risk: most common, impact low; b) liquidity risk: less common, impact high; and c) market risk: less common high impact.

**Q. How do you ensure that your financial strategies align with the overall mission and values of the healthcare organisation?**

**A.** Healthcare companies should give utmost focus to a) patient safety and b) service quality. No compromise in patient safety while maintaining high service quality should be the guiding principle in decision making. Given most of the healthcare organisations are into service business, hiring right people is a very important criteria too.

# Health For All



April 7 2023, World Health Day, marked the 75th anniversary of the World Health Organisation and the theme for this year is '**Health For All**'.