

HEALTHCARE CAPSULE



Empowering HealthCare Business Minds

PROGRAM HIGHLIGHTS

The students of MBA HCM have been successfully placed for their Summer Internship Program at

- Apollo Hospitals
- Zydus Hospitals
- Kokilaben Dhirubai Ambani Hospital & Medical Research Institute
- P. D. Hinduja Hospital and Medical Research Centre
- British Medical Journal
- Akumentis Healthcare Ltd.
- Accurex
- Durr Dental

STARTUP SHOWCASE

TheGeneBox stands out as a trailblazer in innovation

TheGeneBox, a Mumbai-based personalized genomics and wellness company, is at the forefront of transformation in the healthcare industry. It provides DNA testing and analysis so that individuals can make informed decisions regarding their health and wellness.

TheGeneBox analyzes DNA samples with cutting-edge technology and provides personalized dietary, exercise, and other lifestyle recommendations based on an individual's genetic profile. This method has the potential to revolutionize healthcare by providing a more individualized approach to prevention and treatment, as opposed to a one-size-fits-all strategy.

TheGeneBox's method has a number of significant advantages, one of which is the early detection of potential health problems, which enables people to take preventative measures to avoid chronic diseases. Chronic diseases account for a substantial proportion of global healthcare expenditures, and hence, TheGeneBox's strategy focuses on reducing healthcare costs and enhancing patient outcomes.

By Shreya Tamse

INDIAN EXPRESS

- Dimensions HRD Consultants announced its acquisition of Qwazent Talent Solutions which launched its recruitment platform, Hyre last year
- Fortis and SRL Group of Companies contributed a sum of six crores to The Brain Centre at IIT Madras which was launched in March 2022
- Star Health and Allied Insurance announced its financial results for the fiscal year that ended on March 31, 2023 and reported a Profit after Tax (PAT) of ₹618.5 crores
- Stakeboat Capital invested ₹50 crores in Sukino Healthcare Solutions, a long-term healthcare management provider that offers a continuum of care, as part of its Series-A private equity funding

GLOBAL EXPRESS

- DifGen Pharmaceuticals acquired Aveva Drug Delivery Services Inc, a fully integrated developer and manufacturer of transdermal delivery systems and oral dissolvable films
- West Pharmaceutical increased its yearly profit estimate due to the robust performance of its proprietary products and anticipated a profit ranging from \$7.50 to \$7.65 per share for the year, which is higher than its previous projection of \$7.25 to \$7.40 per share
- Moderna Inc exceeded sales expectations for its COVID-19 vaccine in the first quarter, due to a surge in revenue that was deferred from 2022 & announced a profit of 19 cents per share, in stark contrast to analysts' projected loss of \$1.77 per share

INNOVATION AND TECH

Niramai - The healthtech startup that is revolutionizing breast cancer screening in India

Niramai's groundbreaking solution utilises the patented technology called 'Thermalytix' and the power of artificial intelligence (AI) and thermal imaging to detect early-stage breast cancer. This innovative technology has the potential to revolutionize the way breast cancer is diagnosed, providing patients with a more accurate and timely diagnosis.



Niramai has developed a cutting-edge cancer screening solution that is not only highly accurate and automated but also cost-effective and portable, making it an ideal screening tool for any clinic. Unlike conventional methods, this radiation-free and non-invasive imaging technology is painless and suitable for women of all ages, making the screening experience more comfortable and less intimidating. By leveraging sophisticated algorithms, healthcare professionals can deliver a more precise diagnosis, resulting in improved treatment outcomes. This technology has the potential to transform cancer screening, particularly for women in low-resource settings who may not have had access to traditional screening methods before. Niramai's impact in India has been remarkable, with over 10,000 women already benefiting from this innovative technology.

By Shreya Tamse



THE BOOK NOOK

Purple Cow by Seth Godin

The book contends that in today's crowded economy, firms must be unique in order to stand out and prosper. Businesses can shine in today's crowded economy by focusing on generating extraordinary products and ideas, cultivating relationships with customers, and embracing their diversity. A purple cow is something that is truly unique and remarkable, and it is something that people want to talk about and share with others.

Godin further delves into the concept of *permission marketing*, which entails developing a relationship with clients and winning their permission to market to them. Permission marketing is founded on the premise that if consumers have given their permission to receive marketing messages, they are more likely to respond to them. He also expounds on how people naturally tend to create tribes, i.e., groups of like-minded people who share common interests and views. Businesses may build a loyal client base and a powerful community around their brand by finding and connecting with such tribes.

Overall, 'Purple Cow' is a thought-provoking book that challenges businesses to think differently about their approach on marketing and innovation.

By Riddhi Sawardekar



ON THE HEALTH SEAT

Dr. Ashwini Jogade, Medical Superintendent, Nanavati Max Super Specialty Hospital, Mumbai

Q. What role do you think a healthcare administrator can play in enhancing patient delight?

A. A healthcare administrator plays a crucial role in enhancing patient delight by creating a patient-centered culture and ensuring that all aspects of the healthcare facility are focused on meeting patient needs and expectations.

Q. Despite the fact that you are a clinician, how do you efficiently handle the duties of a hospital administrator?

A. I enjoy administrative duties since it allows me to help more patients and families by focusing on processes, patient needs, and feedback along with corrective and preventive measures. My team and I always strive to provide best service to the patients by interacting with their families, understanding their needs, and comforting them.

Q. Why do you always say "delight" and "client"?

A. I use these terminologies because along with the patients, their families and friends frequently visit the hospital. And if we are unable to assist them or they leave dissatisfied, they may form a negative opinion of the hospital. With the younger generation and hospital management taking on new roles in all hospitals, efforts should be made to move beyond satisfaction and into delight. If we all work for client delight, we will be the best place for patients and society.



Dr. Ashwini Jogade

Q. Can you elaborate on the patient experience once the patient is discharged?

A. The patient experience should not end at discharge because patients today require rehabilitative, supportive, and follow-up treatment after discharge. As a result, hospital administration should contact the patient after discharge to assist them with OPD follow-ups and other necessary assistive services since continuity of care is critical.

Q. Are there any specific initiatives you have taken in your organisation?

A. Our organisation prioritizes patient experience through various activities such as daily departmental rounds along with collection and tracking of patient feedback. Any requests or qualms of the patients and their families are immediately addressed. The medical admin team further makes patient-care decisions based on these negative or urgent feedback. We fill a tracker with preventative activities to avoid similar acts in the future on the same day and discuss them with the senior management. There are also weekly and monthly reviews. The PSAT score, which assesses patient happiness, is highlighted.

Q. Do you have any final words of advice?

A. As an administrator, you can influence your team's everyday operations by being on the ground and sensing the needs of the patients. In-between random audits and post-discharge phone calls, focusing on patients who leave the hospital against medical advice (LAMA) can be quite beneficial, as there may be some reason why we were unable to assist the patient which can further be improved. If infection control protocols allow it, we should celebrate the birthdays and anniversaries of ward patients. The patients will be delighted by these simple moments.