

HEALTHCARE CAPSULE

Empowering HealthCare Business Minds



PROGRAM HIGHLIGHTS

- MBA HCM batch had a highly interactive session on 'The Future of Diagnostics Pathology with Technology at the Forefront' by Dr. Ravi Gaur, Founder, DRG Path Labs and 'The Power of Therapeutic Communication' by Ms. Poonam Bhargava, Founder, The VNAND Learning Academy on August 17, 2023
- The batch hosted a workshop session on Healthcare Advertising and Healthcare Data Analytics by Mr. Cherojit Goswami, Senior Vice President, Ogilvy Health & Wellness and Ms. Mithu Goswami, Senior Consultant, Fractal Analytics, respectively on August 19, 2023

UPCOMING GUEST SESSION IN SEPTEMBER

'Career In Pharmaceutical Industry' by Mr. Shivakumar Natarajan, Specialty Launches in Oncology and Nephrology Professional, GSK

INNOVATION & TECH

Two students of Universitat Oberta de Catalunya (UOC), Barcelona pursuing their Master's degree in Bioinformatics and Biostatistics, developed an app BegIA, that has the ability to detect three most prevalent conditions that contribute to vision loss and blindness: glaucoma, diabetic retinopathy, and cataract. Early diagnosis of these conditions can be extremely important for averting vision loss and blindness. The app is enabled with artificial intelligence (AI) using a neural network algorithm leveraging deep learning techniques to identify whether the individual has an eye disease by means of a mobile selfie, capturing the frontal image of the face. A neural network is a type of machine learning algorithm that is inspired by the human brain. When the app analyzes an image, it first extracts the features of the image. These features could be things like the color of the iris, the size of the pupil, or the shape of the retina. The app then uses the neural network to learn the relationships between these features and the presence of eye diseases. The more images the AI algorithm is trained on, the more robust it becomes. The AI algorithm is trained with images of patients with retinopathy, glaucoma and cataract. The creators focussed on the sustainable development goals (SDG) in addition to the WHO's Vision 2020 projects. This kind of innovation will aid in closing the gaps in rural regions where diagnosis is difficult with increasing challenge in manpower shortage. The product is anticipated to be available on the market within two years.

By Dr. Sejal Kundhadia (Source:

<https://www.uoc.edu/portal/en/news/actualitat/2023/181-begia-eye-health.html>)



STARTUP SHOWCASE

CureBay: Revolutionizing Healthcare Through Innovative Technology

CureBay is a pioneering Indian healthtech startup at the forefront of revolutionizing the healthcare industry by seamlessly integrating advanced technology into medical practices which offers a comprehensive and user-friendly platform that connects patients, healthcare providers, and medical data in an integrated ecosystem. It presents an easier and efficient alternative ensuring holistic healthcare provisions encompassing diagnosis, therapy, discussions, pharmacy facilities, and even hospital stays if necessary.

The platform leverages cutting-edge technologies such as artificial intelligence (AI), machine learning (ML), and big data analytics to enhance patient care, streamline medical processes, and drive informed decision-making. The startup's strategy revolves around utilizing technology, but with a focus on supportive healthcare. They have established lightweight e-clinics in remote districts, each staffed with a minimum of two skilled professionals who are physically available to assist patients in interacting with the doctors.

By Riddhi Vartak

(Source: <https://www.curebay.in/>)

INDIAN EXPRESS

- Sun Pharma planned to spend approximately 7-8% of its sales during the current financial year to support research and development activities to enhance its product portfolio across various medical treatment categories
- Apollo announced a pan-India expansion of their connected care program, Apollo Connect to create a connected healthcare ecosystem in India, which will help empower hospitals and nursing homes across metros & non-metros to provide holistic and superior patient care
- Sun Pharma actively sought to acquire its Israel-based subsidiary, Taro Pharmaceutical Industries, with the intention of merging the dermatology division into its own operations for maintaining profitability in the face of growing competition within the segment

GLOBAL EXPRESS

- The World Health Organization (WHO) appealed for a funding allocation of \$125 million to offer essential financial support for hospitals throughout Afghanistan
- PureHealth signed an agreement to acquire Circle Health Group, the UK's largest independent operators of hospitals, in a deal for AED 4.41 billion
- Johnson & Johnson forecasted a double-digit profit growth for the current year, 2023 after spinning off consumer health company Kenvue and unveiled the first outlook for its standalone drugs and medical device businesses
- Pan-Asian hospital giant IHH Healthcare reported a 51% drop in the Q2 profit even after two acquisitions



ON THE HEALTH SEAT

Dr. Ravi Gaur, Founder & Director - DRG Path Labs

Q. As pathology deals with sensitive patient information, how do you ensure the ethical handling of patient data and maintain their privacy?

A. In healthcare, data isn't just information but the heartbeat that fuels accurate diagnoses and shapes a healthier world of an individual. It is a delicate thread stitching precision into diagnostics, and safeguarding it is highly important for the future of patient trust and progress. We have implemented robust security protocols to safeguard patient data from unauthorized access, breaches, and cyber threats. This includes encryption, firewalls, and regular security audits. There is restricted access to patient data based on the principle of least privilege.

Only authorized personnel have access to sensitive information, and that too on a need-to-know basis. Every sample is bar-coded to protect patient data whenever possible. Other measures include minimal data collection guidelines, well-defined data retention policy, patient consent, staff training, regular audits with inbuilt audit trails, adhering to regulatory compliance and use of authorized technology providers. I strongly believe that, ***"Safeguarding a patient's data is not just a duty; it's a commitment to preserving trust, privacy, and the sanctity of their health story"***.

Q. Collaboration between healthcare providers and diagnostic labs plays a crucial role. How do you foster and maintain these collaborative relationships?

A. The fundamental principle in healthcare is to work together for effective & optimal patient care and better clinical outcomes. Like interlocking pieces of a puzzle, the collaboration between healthcare providers and diagnostic labs, plays a very crucial role to complete the picture of comprehensive healthcare. In this age of medical synergy, the collaboration between healthcare providers and diagnostic labs is the cornerstone of modern healthcare excellence. Today, healthcare providers and diagnostic labs are two pillars that stand united, and have to build bridges of knowledge for faster and better healing of patients.

We have real-time tools and applications to share information, discuss patient cases, and address any concerns. This has helped us to develop a good understanding of each other's roles, responsibilities, and expectations and created a seamless workflow with full clarity. A strong and fully integrated IT platform takes care of feedback mechanism, timely sharing of action-taken report, regular education & training programs, standardized protocols for test requisitions, sample collection, handling and timely reporting. Information Technology is crucial for sustaining collaborative relationships, with customized apps enabling real-time alerts and inputs. Most importantly, the pathologist is not only working as pathology input provider but also as a clinical solution provider and has strong communication lines with the clinicians for quicker and finer personalized diagnosis. I strongly believe that ***"From insight to impact, the collaboration between healthcare providers and diagnostic labs shapes the destiny of patient health with unwavering precision"***.



**Dr. Ravi Gaur,
Founder & Director, DRG
Path Labs**