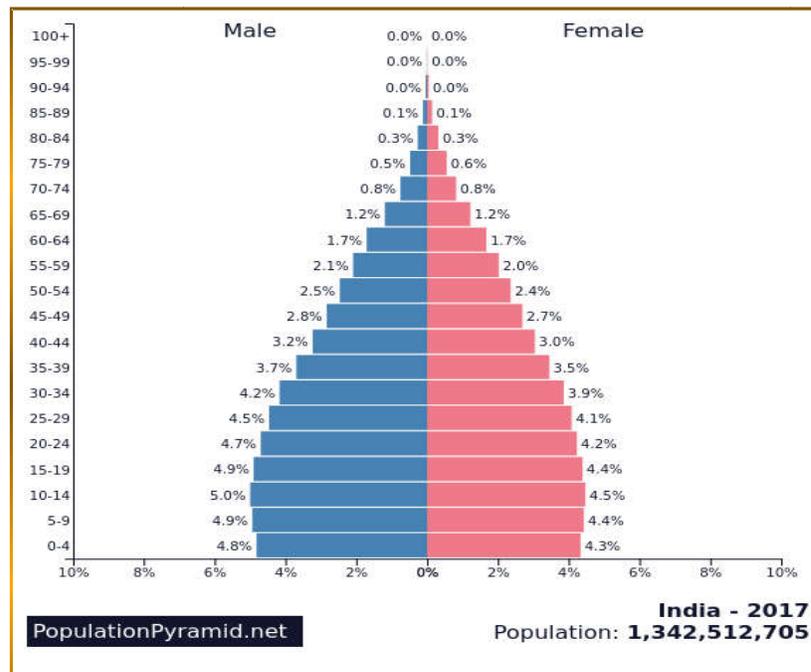


# Innovative Thinking required for provided Healthcare for Everyone

Indian Healthcare market is different than other countries due to its huge population and the healthcare itself in a growth stage.

With population of 1.3 billion the needs varies based on income groups and geographies.



The most common infectious diseases in India are:

1. Malaria
2. Typhoid
3. Hepatitis
4. Jaundice
5. Leptospirosis
6. Diarrheal Diseases
7. Amoebiasis
8. Cholera
9. Brucellosis
10. Hookworm Infection
11. Influenza
12. Filariasis
13. Tuberculosis.

The non-communicable diseases (NCD) have spread more dangerously than the viral diseases.

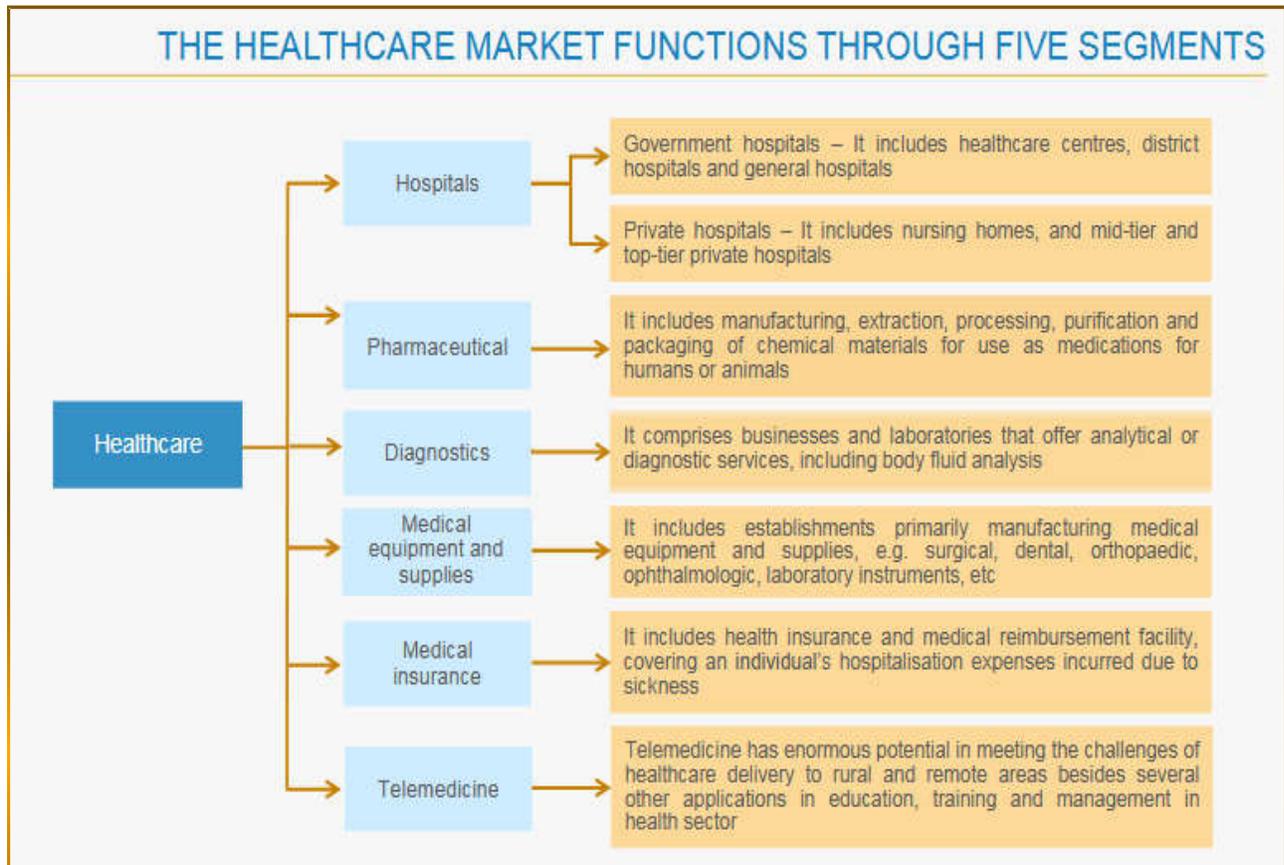
In India the increase of deaths are more due to heart disease, cardiovascular diseases, diabetes and chronic respiratory diseases which increased in last 30 years.

Infectious diseases dropped from a prevalence of 61 percent in 1990 to 33 percent in 2016, while non-communicable diseases rose from 30 percent to 55 percent.

Death Rate in last few years has reduced in India from 8.88 per 1000 people in year 2000 to 7.35 currently.

### Healthcare Market:

The no. of hospitalizations of Indians have increased says NSSO report, nearly 44 out of 1000 people are hospitalized in a year and 42% of rural patients went to public hospitals against 32% in urban areas.



The reason for increase in expense on healthcare in both rural and urban areas is the increased diseases. From 2004 to 2014 the medical expenditure per hospitalization for urban patients increased by 176% and 160% for rural patients.

The need for low cost treatments have inspired hospitals like **Narayana Health** (formerly known as Narayana Hrudyalaya) is a chain of multi-specialty hospitals in India with plans to make 30,000 beds hospital chain.

It currently has 8,000 bedded hospital 54 healthcare facilities; the group has its presence in Delhi, Kolkata, Ahmedabad, Jaipur, Raipur, Jamshedpur, Guwahati, Mumbai, Mysore, Dharwad, Kolar, Shimoga and Davangere in addition to an international subsidiary in the Cayman Islands.

Dr. Devi Shetty founded the Company in July 2000 with a hospital in Bangalore. He later initiated the concept of micro health insurance scheme along with the Karnataka government. Over the same period NH established its second hospital in Kolkata.

From 2009-2012 Narayana Health established hospitals in Jamshedpur, Jaipur, Dhawad, Raipur, Ahmedabad, Mysore, and Davangere.

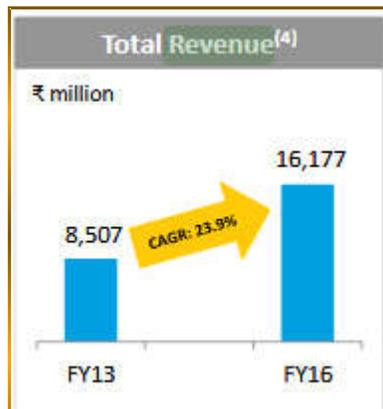
In 2013, Narayana Hrudyalaya Pvt. Ltd. officially changed its identity to Narayana Health. It now operates several hospitals and heart centres across India.

Since 2014, the group operates Health City Cayman Islands in the Cayman Islands in partnership with Ascension Health.

Three of its hospitals, Narayana Institute of Cardiac Sciences, Bangalore, Narayana Multispecialty Hospital, Jaipur and Health City Cayman Islands, are Joint Commission International accredited. (JCI - works to improve patient safety and quality of health care in the international community by offering education, publications, advisory services, and international accreditation and certification).

8 hospitals have domestic accreditation of NABH (National Accreditation Board for Hospitals). It bagged 20 Awards and Accreditations since year 2010 (from WHO, Financial Times, BCG and Frost & Sullivan).

Narayana Health led the path of low cost treatment and many things that require intention to innovation.



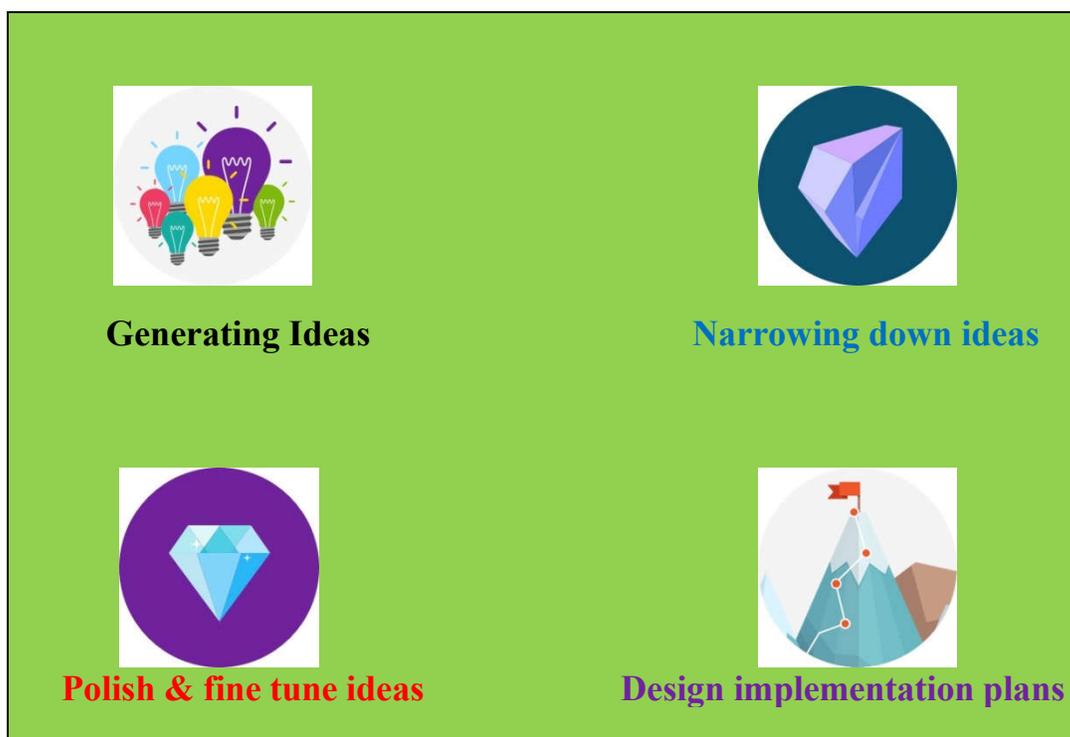
- Created hospitals with low investments but high tech facilities a unique business model and created a brand in clinical excellence
- Tie-up with the Karnataka Government to treat heart patients with low income groups using the unique insurance scheme which requires minimum contribution
- Used technology as a tool to enhance the medical care and lower the medical expenditure
- The company has around 13,557 employees and students, including 818 doctors, 5,438 nurses, 2,009, paramedical staff, and engaged the services of an additional 2,632 doctors on a consultancy basis
- Q4 ended in 2017 is 427.3 crores, the growth of total revenue from 2008 to 2016 for Narayan Health is 8,507 to 16,177 millions

- Controlled and efficient processes and costs, focused offerings, cost effective treatments, optimized use of capital and of course the constant thriving for excellence and innovation.

Like healthcare all industries need to reorient themselves for the future by creating an Innovation culture in the organization.

BCon Inc. Japan, the pioneer consulting firm from Japan with 5 decades of global experience helps companies to create an Innovation Culture and bring innovation to all parts of the business and organization.

The various stages of Innovation are:



When various people across the companies are trained in the principles applicable in these 4 phases, companies transform themselves because the breakthrough in the Innovation Culture leads to:

1. Innovation in Business Models
2. Innovation in Products and Offerings
3. Innovation in Service
4. Innovation in Processes
5. Innovation in Cost Management
6. Innovation in Sales and Marketing
7. Innovation in Technology and IT
8. Innovation in People engagement

and much more

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