

Volumes Vs. Value

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The ignition for
BIHAR'S HEALTHCARE
TRANSFORMATION
has just begun.



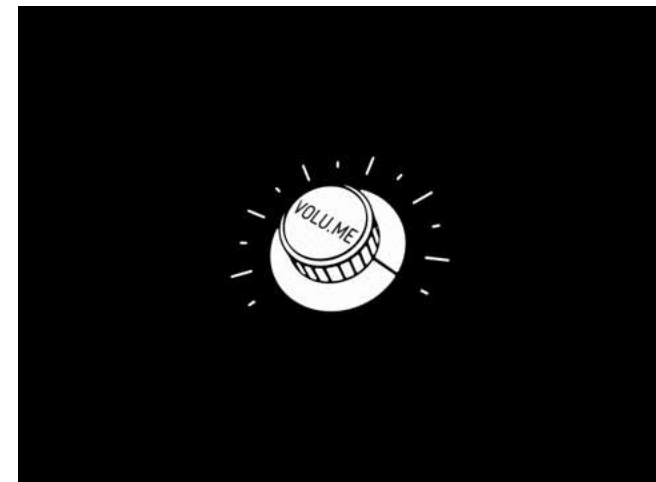
Paras Healthcare, an established group in Gurgaon & Delhi is now coming up with two hospitals – a 350 bedded at Patna and another 100 bedded at Darbhanga; with the aim of providing competitive, innovative, accessible & world class healthcare services to a wide spectrum of patient population in the region.

We are now inviting applications for our 350 bedded multi super specialty healthcare facility Parashospitals HMRI at Patna which will have 100 critical care beds, 10 operation theaters, with two flat panel cath labs, two linear accelerators and advanced PET CT.



Volumes in different setups

- **For Profit or For surplus organisations:**
volumes are directly related to the basic motives of existence of these institutions and their profit/ surplus directly relates to volumes served.
- **Government organisations:**
volumes are population to be served by these organisations.



Why Volumes are important for Pvt. healthcare

- Rapidly **changing** scenario
- **Change** of payer group
- **Decreasing** Margins
- **Increasing** Competition
- New service **addition**



The Key word is **Change** and volumes have neutralizing effects of change for private Players and are key to survival.

Why Volumes are important for Govt. healthcare

- Rapidly **Increasing** Population
- **Change** in Demand of services
- Teaching & research subjects
- Statistics, healthcare informatics and
Budgeting



Volumes are reason of existence for Govt. healthcare.

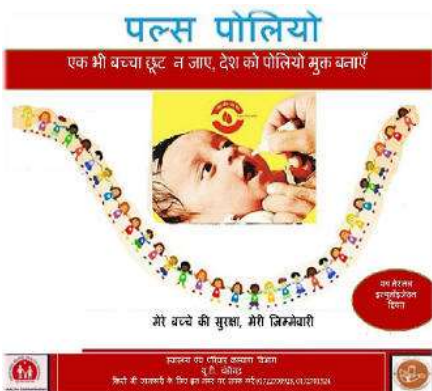
Values of Pvt. healthcare systems

- Efficiency & effectiveness
- Service focused medical service delivery
- Centre of Excellence
- Latest technology
- Better ambience
- Rapid scalability



Values of Govt. healthcare systems

- Mass screening
- Primary Healthcare
- Capacity to handle Large volumes/ Epidemics
- Society & welfare focused Programs
- Medical education & research



Effect of Volume on Value

- When Volume rises there is very likely chance that the very value, Private healthcare stands on, starts getting compromised,
- **Efficiency , effectiveness & quality** are likely casualties
- **Brand Value and reputation** may be ultimate sufferer.



- If HCF has **planned** its services, believes in **continual improvement** and is **growth oriented**, Volume becomes catalyst to growth.
- **Reputation & Brand Value** increases
- Key is to monitor volume growth and align services time to time to give Value to the customer.





Thank You!