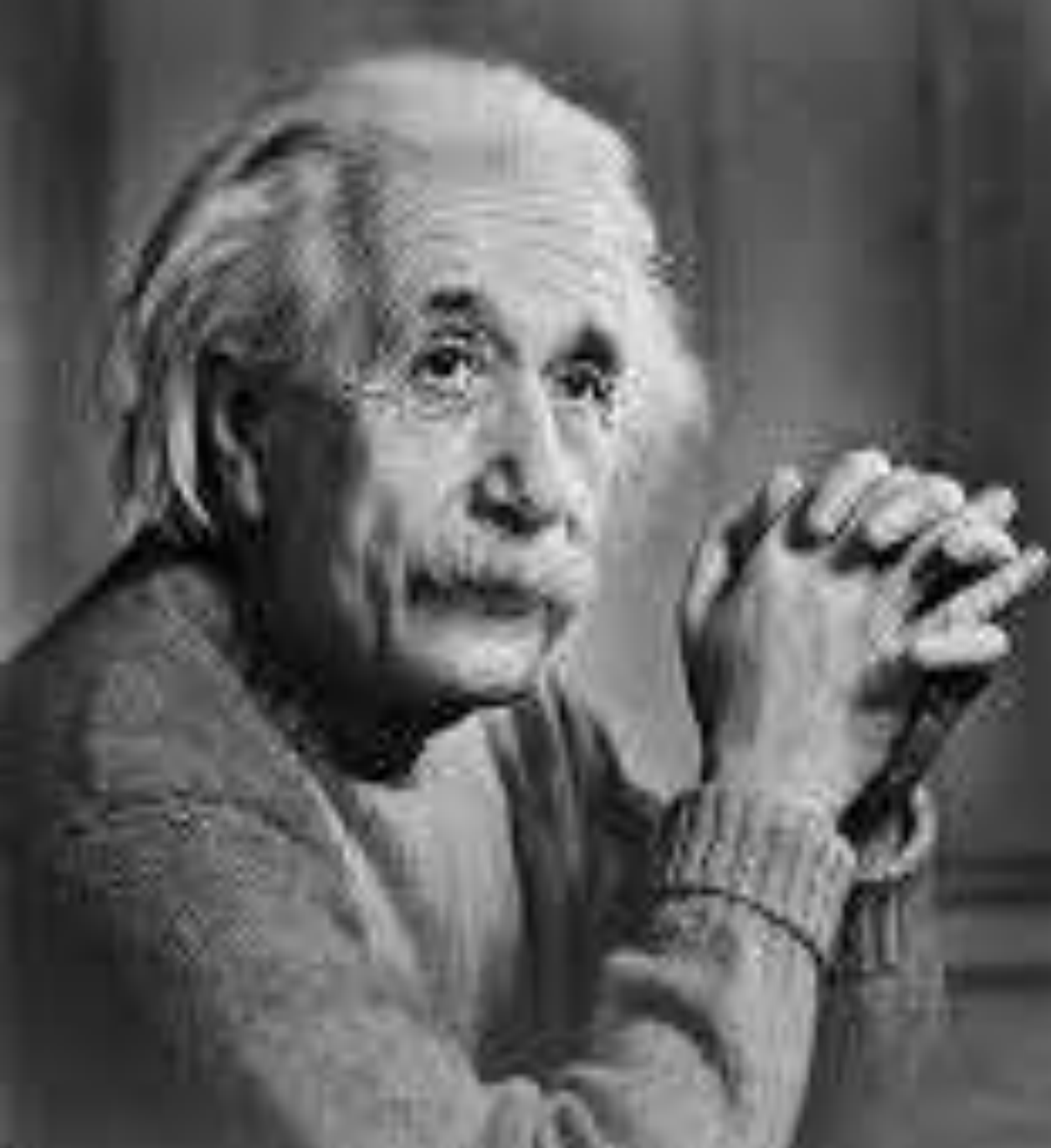


# Innovation in Healthcare delivery

Mumbai, 5<sup>th</sup> December

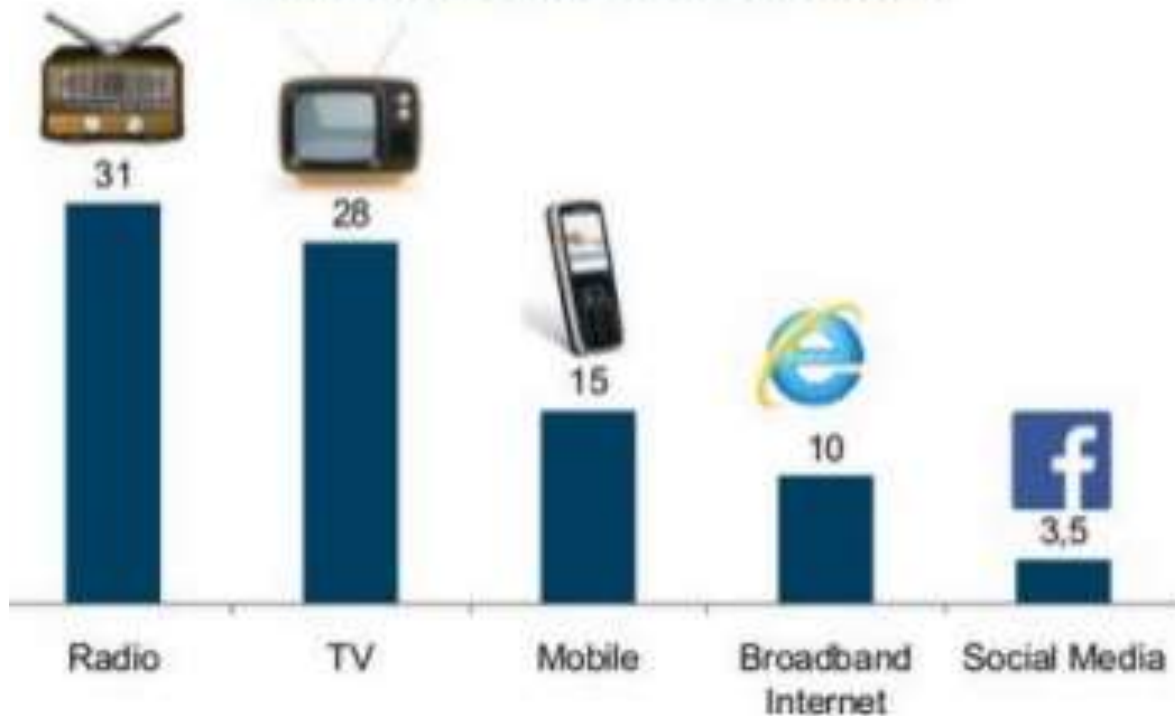


## Albert Einstein on Innovation

***“If you always  
do what you  
always did...  
you will always  
get what you  
always got”***

# In the world around us, Innovation is happening at a dizzying pace

Number of Years to Reach 50% User Adoption



Rate of technology adoption is much **FASTER** today than ever before!

# Examples of Innovation in other industries which have changed the paradigm of those industries



All of these understood the needs of their customer very well

Re-looked at their business models to fulfill their needs

Innovated on products/ services/ delivery model which would fulfill those needs

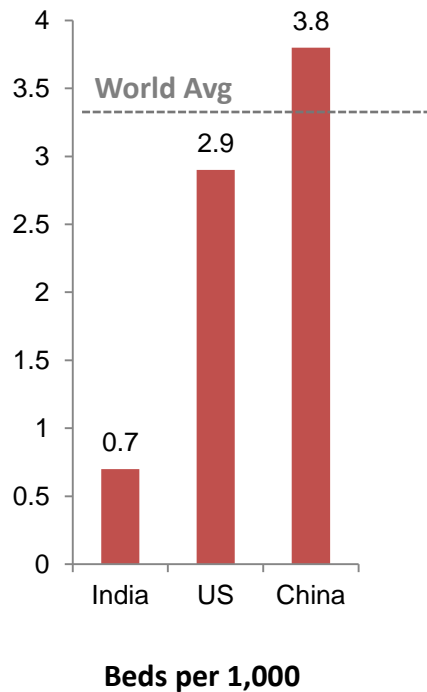


**Is pace of innovation in Health care  
enough?**

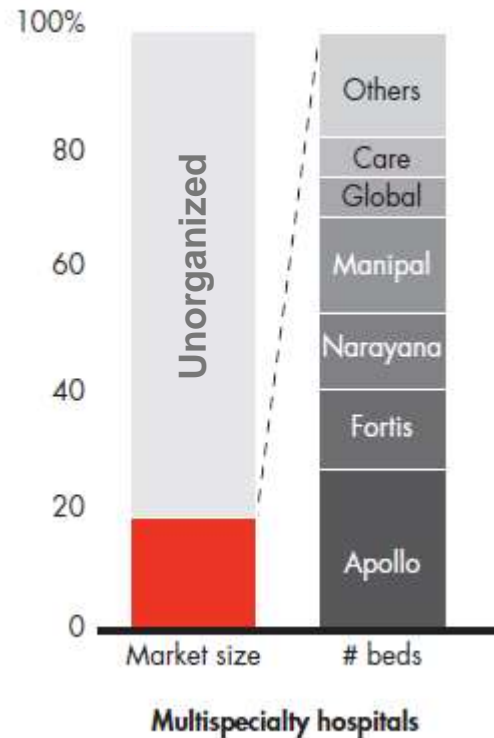


# Few Statistics – certain challenges in existing infrastructure

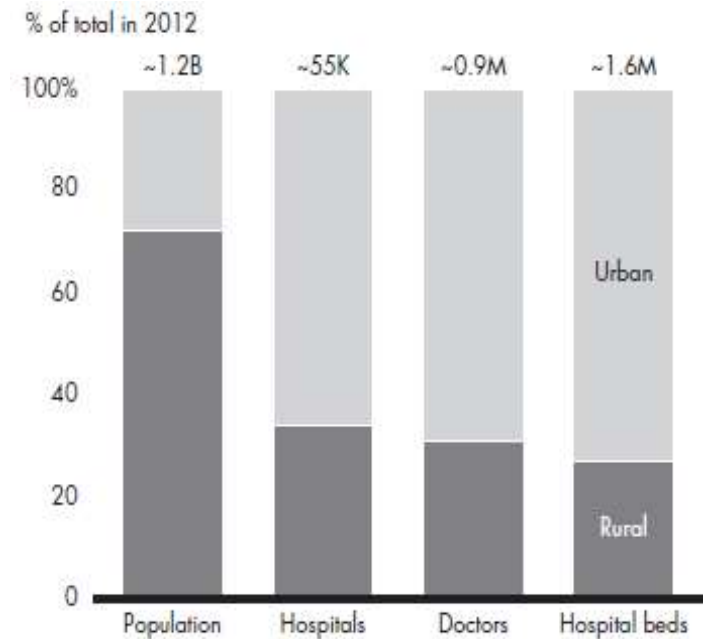
Severe gap in availability of healthcare infrastructure



80% of Healthcare delivery through the unorganized sector



Existing Infrastructure skewed towards urban areas



**Innovation will be the key to  
bridge the gap**



# Contours of “Innovation” in healthcare to address 3 key things

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Improved Patient Outcomes



## Effectiveness

- Improve quality of product, service and delivery making it more convenient and effective



## Affordability

- Reduce cost of delivery through innovative models



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## Access

- Increase availability by
  - Reaching out to more people
  - Improving productivity of existing system



# Technology as a key enabler of innovation

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- 1 **ROBOTICS** for minimal invasive surgeries complex procedures
- 2 Shift from LAB monitoring to **BED SIDE monitoring**
- 3 **Home Care** emerging as growing trend in Healthcare
- 4 **E-Commerce and Mobile platform based apps and tools**

# Various examples of innovation around us in healthcare eco-system

1

**Robotic surgery market to grow at 23% CAGR. Reach \$20 Bn by 2021 –**  
*Surgical robots market share report*

**J&J and Google Partnership Will Disrupt Surgical Robotics – smarter, smaller and more accessible**

2

**Bed side monitoring eliminates traditional steps of sample acquisition, entry & reduces analysis time**

- **Drives patient access, convenience and reduces overall cost of diagnostics/ monitoring**

3

***“India’s home healthcare industry, is worth \$2 billion and growing at 20 percent annually” – PwC report***

4

***E Commerce and Mobile apps disrupting the “Normal” in Healthcare ecosystem***

# Efforts from various stakeholders required to drive innovation in Healthcare

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**Corporations**

**Drive Innovation as key Org. agenda (ensure time, resources and reward mechanism is geared towards this)**

- Identify issues which are plaguing healthcare in India
- Develop solutions which are cost effective and can be made easily available to patients
- Have innovative GTM models to reach more patients



**Government/  
external  
environment**

**Government also plays an important role to promote innovation in Healthcare**

- Introduce policies which increase spends in healthcare
- Should create an environment which promotes companies and also incumbents to innovate in healthcare

# Innovation Paradox

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**If embraced and adopted  
it can result in growth**



**If resisted and stifled  
then chances of being  
left behind**



**Thank You**