

## Express Healthcare

"We Perform More Than 250 Surgical Procedures in a Month"

Date: 21-04-2011 | Edition: National | Page: 36 | Source: Bureau | Clip size (cm): W: 23 H: 14

Clip: 1 of 1

## M | A | R | K | E | T

## 30 MINUTE INTERVIEW



## "We Perform More Than 250 Surgical Procedures in a Month"

### Dr Pradeep Chowbey

JOINT MANAGING DIRECTOR, INSTITUTE OF MINIMAL ACCESS, METABOLIC & BARIATRIC SURGERY, MAX SUPER SPECIALITY HOSPITAL

The growing pervasiveness of obesity on the Indian population has compelled obesity surgeons to leap forward and perform appreciative number of weight loss surgical procedures. Even within hospitals, metabolic and bariatric surgery departments are investing heavily in research and development. **Dr Pradeep Chowbey, Joint Managing Director, Institute of Minimal Access, Metabolic & Bariatric Surgery, Max Super Speciality Hospital** speaks about the the obesity market in India and models of treatment at Max in conversation with **Raelene Kambli**

**Max Institute of Minimal Access, Metabolic & Bariatric Surgery has been accredited as a centre of excellence, tell us about your clinical service and models of treatment?**

We are an accredited Centre of excellence (COE) in Endohermia surgery and are in the process of getting accreditation as a COE in Bariatric Surgery, by Surgical Review Corporation (USA, based accrediting body).

We have always endeavoured to provide our patients as comfortable a surgical experience as is possible. The minimal access approach with high sensitivity towards patient's safety and pain management are few examples of high standards of clinical care. We perform more than 250 surgical procedures in a month. The Institute provides minimal access surgical procedures for all types of hernias, obesity, gallstones, thyroid disease, acid reflux problems intestinal diseases, lung biopsies, splenic disease, and minimal access gynecological procedures. The surgical models have

been devised to ensure short hospitalisation and an early recovery which benefits both patients and the hospital. It decrease the number of work days lost for the patient and optimal utilisation of hospital infrastructure.

**Can you tell us about the research activity the institute has been conducting in this field?**

Ans. We follow a model of maintaining 100 per cent documentation of all patients getting treated at our institute. This database has been the source of several publications to both national and international journals. Currently, we are involved in a prospective study to see the effect of bariatric procedures on resolution of diabetic mellitus. The out comes of the study are likely to have a significant

impact on the treatment of diabetes' mellitus.

**Give us an overview of the anti-obesity market in /India?**

The incidence of obesity is growing at an alarming rate as awareness and preventive propaganda against this disease as yet remain low key. Several studies have shown obesity prevalence in urban areas to be as high as 30 per cent and prevalence in rural areas about eight per cent. Read in numbers these percentages translate into figures running into millions.

Unfortunately centres addressing and offering treatment for this condition are very few and as awareness grows are likely to get overburdened by the enormous numbers requiring treatment.

**What are the key drives for**

**growth in this field?**

Ans. Our prime focus is on educational campaigns highlighting morbidity of obesity its increasing incidence and consequences on the health and economy of our society as a whole. Measures should be directed equally towards prevention and treatment of obesity.

**What scope does this market have for further developments?**

The rapid escalation in incidence of obesity is heading towards a demand a supply mismatch. Services providing treatment for obesity are likely to fall short of demands. A concerted effort is required to stay abreast of the rising problem by training more and more medical experts in this field and creating centres of excellence for providing safe medical care to them. ■

raelene.kambli@expressindia.com