

healthcare

2010

A Toast To Health

Feeling fit and fine is the mantra with new treatments and breakthroughs ■ **BINDU GOPAL RAO**

WHEN ACTOR Lisa Ray was diagnosed with Multiple Myeloma (a rare incurable form of blood cancer), she blogged that she "decided to fight the dreaded disease for my life with simple rules as my companions to combat cancer. I embraced stem cell transplant as an ultimate treatment option. Today I stand as the true testimony of how stem cell therapy could be a boon to someone who has lost all hopes of recovery. I am ecstatic about the new lease of life!" While this may be a small step for Ray, it is indeed a giant leap for healthcare and the kind of innovations happening in the sector. The year 2010 was one of several challenges for the health care industry. The health care industry, which comprises hospital and allied sectors, is projected to grow 23 per cent per annum to touch US\$ 77 billion by 2012 from the current size of US\$ 35 billion, according to a *Yes Bank* and an industry body report (November 2009).

HIGHLIGHTS

Healthcare has evolved tremendously in the past year with an increasing awareness among the general population about various health conditions and ailments. Lifestyle modifications related to work and family pressures, changes in diet, sedentary nature is contributing to a host of diseases ranging from hypertension, dyslipidemias and diabetes to more complicated illness including psychiatric disorders. "The victims are mostly IT and BPO employees. Due to easy accessibility to information (Internet) they

are becoming more conscious about these changes and are trying to nip it in the bud by walking in for blood-tests to rule out diseases like hypertension and diabetes. Walk-in patients ask for interpretation of reports and the reliability of values. The past year also has seen the changing trend in infectious diseases. We found fewer cases of malaria as compared to dengue due to the genetic mutation in the transmitting mosquitoes. The demand to get tested for dengue was also high as many people with even one day of fever wanted to get tested for dengue irrespective of the doctor's request. Although the global scare of H1N1 was rampant last year we didn't document many cases this year. Monsoon infections like dengue and chikungunya overtook other infections. Diagnosis of HIV was earlier established only after six weeks of exposure but now have tests to detect HIV earlier. Glomerular Filtration Rate (GFR) in renal failure patients was estimated with Serum Creatinine, we now have Cystatin C," says Dr Priya Murthy, PCH (Profit Centre Head), Gokula Metropolis.

Personalised health care—the new mantra has manifested in many ways. Mantri Developers initiative of planning home telemedicine for their occupants, the surge in the rise of wellness checks, health checks, alternative life styles, gyms and yoga centers





are only some pointers. Interest in the use of the mobile for health care assessment is something that really started in 2010. Birla wellness companies, Evolve Med Spa—an integrated cosmetic centre has been started. With services like Cosmetic Dermatology, Cosmetic Surgery, Advanced Dentistry and Maxillo Facial Prosthesis, Birla Lifesciences—that comprises of Rebirth—the wellness store of the Yash Birla Group—offers a holistic range of products. Says N Venkat, CEO & MB of Birla Wellness Group: “Rebirth houses Chant, a range of personal care products endowed with herbal nature-based active ingredients. Nutrinext offers a mouth-watering basket of sugarless health and nutritious food products and Birlaveda presents a holistic range of pure and natural healthcare medicines. Birla Kerala Vaidyashala, the company that believes in the age-old science of ayurveda, comprises total health orientation of being in harmony with nature.” India is well regarded as a regional healthcare hub—many patients from South Asia, Middle East and Africa travel to leading hospitals for tertiary care. Ravishankar Iyer, General Manager, Infrastructure Advisory

Division, Feedback Ventures, says: “In 2010 we saw Indian players making ambitious forays in international markets. Though Fortis Healthcare’s much publicised bid for Parkway Healthcare (a Singapore-based leading chain of hospitals) didn’t materialise, they acquired Quality Healthcare Asia (a Hong Kong-based chain of medical centres and clinics) in October 2010.”

TECHNOLOGICAL ADVANCES

Rapid progress in the field of imaging with 128 slice CT scans, 3T MRI scans, PET CT and PET MRI has been seen. These permit rapid diagnosis and accurate staging of cancers, thereby allowing accurate planning of treatment. Incidentally, Teleradiology Solutions which uses technology to provide remote diagnosis was showcased to President Obama on his visit to India. Increased expertise in minimally invasive surgery (laparoscopic surgery) for more advanced operations than just the simple gallbladder or appendix operations was another trend. “The advances in optics and better hemostatic instruments have helped make these

NOVA MEDICAL CENTERS

THE FUTURE of healthcare is daycare” is the mantra of Nova Medical Centers. Stand alone day care centres, a novel concept, quite common in the US and European nations, was introduced into the booming Indian health care market in 2009 by Nova Medical Centers; pioneers in the field of stand-alone day care surgery in India. Nova is the brain child of a combination of clinical and financial acumen Dr Mahesh Reddy, a successful surgeon, and Suresh Soni from GTI group—a New York-based private investment company.

Day Care surgery, as it is popularly known, is clinical admission for a surgical procedure, with discharge of the patient on the same working day or the next morning. The immediate benefits of day care surgery include more rapid return to the comforts of a home environment, diminished opportunities for nosocomial complications and lesser medical expenses. Over the last few years, people in India have realised the importance

of undergoing a day care surgery in a well- equipped centre which can provide excellent patient care with state of the art facilities, experienced and skilled staff. This is where the importance of stand alone day care surgical centers comes into picture.

Nova’s first center in the country was started in Koramangala, Bengaluru, and is equipped to handle procedures in general surgery, gynaecology, orthopaedics, ENT, ophthalmology, plastic cosmetic surgery, paediatrics, urology, gastrointestinal surgery, bariatric surgery, dentistry and others. Nova has a unique doctor partnership model and has partnered with various specialists in all these fields. Nova commenced operations of the second center at Sadashivnagar, Bangalore in June 2010. Having completed more than 1,500 surgeries in one centre, the company today has ambitious plans of starting 25 day care surgical centres by 2012.



CLOCKWISE FROM TOP: MRI, BIRTCHERAGON, INSULIN PEN

techniques more universally available. Advances in diagnostic endoscopy such as narrow band imaging and magnification techniques allow diagnosis of even early abnormalities in the GI tract. Newer techniques in cancer care such as better and less toxic chemotherapeutic drugs, advances in interventional radiology; radiofrequency ablation and stereotactic body radiation are wonderful adjuncts to surgery that help augment survival rates. Organ sparing surgery is the buzzword. Surgeons are making greater attempts at preserving vital organs and removing only the diseased portions. This is possible due to earlier diagnosis, accurate delineation of diseased and non-diseased parts of the organ, and a better understanding of anatomy,” opines Dr Sanjay Govil, Consultant Hepatobiliary Surgeon & GI Oncologist, Bangalore Institute of Oncology. GE Healthcare introduced a number of new technologies designed and developed specifically for India such as Mac series of battery operated ECG systems, Lullaby infant care products, Centricity PACS.

In 2010, another major trend was pushing the boundaries with respect to what was hitherto considered as incurable diseases. “Refractory epilepsy is a condition where in spite of maximal medication, they continue to get seizures, almost on a daily basis. We can now identify the exact location of the aberrant brain tissue and surgically eliminate the source and bring cure to over 90 per cent of such individuals. Even tumors of the brain can now be fully eliminated thanks to intra-operative imaging systems and this will add many years of productive life. Advances in Gastro and

SAGAR HOSPITALS

SAGAR GROUP, founded by barrister Dayananda Sagar, ventured into health care services under the leadership of Dr Chandramma Sagar, first Indian Lady to receive triple FRCS. Sagar Hospitals are now two tertiary hospitals with 665 beds, four clinics and chain of pharmacies, all at an affordable cost. Sagar Hospitals has several achievements: Sagar Hospital is 2nd in Karnataka and 10th in India to receive NABH accreditation, the only national body for Accreditation of Medical establishments; First in the state to do Bone Marrow Transplant; First in India to do Laparoscopic Radical Prostatectomy; First in South India to do Spinal Cord Stimulation for Intractable Angina; Combo Device Plantation.

Sagar Hospitals also provide the best facilities:

- 50 speciality departments
- First hospital to conceptualise birthing suite in Karnataka
- First to provide video conferencing facility, this enables you to connect to your near and dear ones anywhere in the world
- First to commission the Robotic Enabled OT facility
- First hospital to provide 128 Slice Cardiac CT in Karnataka
- Green Light laser, which



would give minimal cuts on your body

- First to provide the facility of Advanced MRI with Total Imaging Matrix (TIM)
- Presidential Health Check; Pneumatic Tube Transfer system
- 22 Cubicle ICU's to prevent cross infection and respecting individual privacy
- 145 Intensive Care Beds
- 35 Cardiac Care Units
- 22 Bed Level 3 Neonatal Care Unit
- 15 Operation Theatres
- 24hr Pharmacy, Laboratory, Ambulance and Blood Bank.

Apart from the world's latest 128 slice cardiac CT, the hospital has some of the path breaking diagnostics and surgical equipments. Following international management practices, the hospital caters to patients from India and overseas. Luxurious patient rooms range from presidential suites to general ward categories. Various health check-up packages for different age groups are available at the preventive health check department of Sagar Hospitals.



RELAXING MASSAGE

hepatobiliary sciences have ensured surgical treatment of obesity (bariatric surgery) and non-surgical treatment of intestinal problems which lead to chronic mal nutrition and abdominal complaints by use of wireless capsule endoscopy and double balloon enteroscopy. Advances in heart diseases are ensuring possibility of non-surgical valve replacements. Pain Management by using radio frequency ablaters to stimulate or eliminate the nerve causing the pain, whatever be the underlying cause for the pain is another welcome advance in healthcare," says Dr Vikram, Managing Director, Vikram Hospital. Vscan, termed one of the best inventions of 2010 by *Time* magazine and *Popular Science* was launched in 2010. A portable hand held visualisation tool that can help physicians in any critical and emergency situations to visualise the internal body was first acquired by Apollo Hospitals, Hyderabad. V Raja, President & CEO, GE Healthcare South Asia, GE Healthcare adds: "MR-guided focussed ultrasound for treatment of uterine fibroids, palliating the bone cancer patients and supporting breast cancer patients. This is the first such tool with FDA approvals to hit the world and is successfully being used in Jasiok Hospital, Mumbai. Women with uterine fibroids no longer have to undergo painful surgeries or cut in their body."

Says Dr Kenneth D'Cruz, Senior Consultant and Head, Department of Surgical Gastroenterology, GI Oncology and Minimal Access Surgery, Narayana Hrudayalaya Multispecialty Hospital (NHMSH) and Mazumdar Shaw Cancer Center (MSCC), Bangalore: "At Narayana Hrudayalaya Multispecialty Hospital, we have started

SBF HEALTHCARE

NEVER PLAY around with the bone structure you have been bequeathed by God, unless you have no choice left," Patricia Sethi heard her physician father's words ring in her ears. Thrust into a wheelchair after a knee injury, Sethi was being advised by doctors for immediate arthroscopic intervention. Looking for alternative non-invasive therapies, Patricia came across QMR Therapy™ and thought of giving it a shot. "As a result of a 21-day treatment, I was able to walk about unassisted, gradually return to normal movement and even run on occasion—thus driving back possible surgery and joint replacement for another ten years," says Sethi. There are many affected by Osteoarthritis—common form of arthritis or joint disease, Osteoarthritis is one of the primary causes of pain and disability in advancing years of life. QMR Therapy™ is the world's first scientifically proven, non-surgical treatment to help regenerate cartilage and restore mobility of arthritic knee joints. Quantum Magnetic Resonance Therapy (QMR Therapy™) method is painless, safe, non-invasive and cost-effective alternative method. Wg Cdr

(Dr) VG Vasishtha, CEO, SBF Healthcare Pvt Ltd., former Professor and HOD of Radiodiagnosis, Institute of Aerospace Medicine, Indian Air Force, Bangalore, pioneered the use of Quantum Magnetic Resonance (QMR) Therapy™ for treating Osteoarthritis and palliative treatment of cancer. This treatment is available at SBF Healthcare in Bengaluru and Mumbai. **Benefits of QMR Therapy™:** QMR Therapy™ for osteoarthritis significantly decreases pain. • It has no side effects. • It enables natural growth of cartilage and increases its thickness as against placement of foreign substance. • It is a cheaper alternative to knee replacement. • Both knees can be treated simultaneously. • It increases mobility. • It improves stability and power of the knee joint. • It is an outpatient treatment. • Progress of the disease is halted. • Patients can carry on their normal activity during the treatment. • Does not have an effect on associated medical problems like diabetes or heart diseases. • Patients can get rid of pain killer drugs. • Patient can read or listen to music while under the machine.



DEVisING A HEALTH PLAN

an Obesity Clinic, where patients are assessed by endocrinologists with expertise in Bariatric Medicine and Diabetes. After careful evaluation, they are advised lifestyle and diet modifications to lessen the risks associated with diabetes and obesity. Following surgery, they continue to receive counseling regarding diet and exercise." The new relaxed norms to encourage growth in the health care education sector are being welcomed. "Clinic Establishment Act will improve the way healthcare is delivered. The NABH has taken out several new accreditation programmes that will improve quality and in sectors such as primary care, community health, AYUSH, Imaging Centres are milestone achievements," says Dr Arati Verma, Chief-Medical Excellence Programmes, Max Healthcare.

TRENDS—BENGALURU AND HYDERABAD

Buoyed by a booming IT sector, the cities of Bengaluru and Hyderabad have witnessed enviable growth. Driven by the Arogyasri scheme, many new small/mid-sized hospitals have been setup at Hyderabad. Large existing players like Apollo, Care, Yashoda, KIMS have expanded/have expansion plans in the city. Among new players, Narayana Hrudayalaya has entered Hyderabad, with a large development in the southern part of the city and a lot of activity is expected in the Gachibowli region. In Bengaluru, the last two years have seen many smaller nursing homes and hospitals being set up. However, not too many new large hospitals have been established. Large existing players have expanded—Narayana Hrudayalaya has set-up a large cancer and multi-speciality hospital in its campus;

GLOBAL HOSPITALS

INDIA'S FASTEST growing super-specialty care and multi-organ transplant hospitals, Global Hospitals is a pioneer in performing transplantation surgeries. Its many trailblazing achievements are:

- First liver transplant in Andhra Pradesh
- First bone marrow transplant in Andhra Pradesh
- First heart transplant in Andhra Pradesh
- First split liver transplant in Andhra Pradesh
- First twin kidney transplant in Andhra Pradesh
- First hospital to introduce two-wheeler ambulance service (GART-Global Accident Rescue Team)
- Largest multi-organ

transplant centre

- First hospital in Asia to perform nucleus replacement spine
- First hospital in Andhra Pradesh in performing stem cell therapy

Only Indian hospital to be associated with King's College Hospital, London, United Kingdom, for liver transplantation

Now Global Hospitals has three branches in Hyderabad—Lakdi Ka Pul, Banjara Hills; L.B. Nagar (Aware Global Hospital). It has also spread to Bengaluru as BGS Hospital with 500 beds, to Chennai as Global Hospitals and Health City 1,000 beds. Shortly Global Hospitals will open branches in Kolkata, Mumbai and Bhubaneswar.



EATING FOOD AND FRUITS

Columbia Asia has set up shop as well. The growth axes for new hospitals are East Bangalore (Outer Ring Road, Whitefield), Hosur Road and New Airport road. Narayana Hrudayalaya has inaugurated Phase-I of the 5,000-bed health city in Hyderabad. The company plans to expand its presence to seven more cities to take the total number of hospitals to 14 in the next two to three years. US-based venture capital firms GTI Group and New Enterprises Associates (NEA) have jointly invested US\$ 21.13 million in Bengaluru-based day-care surgery centre Nova Medical Center's expansion plans. Says Dr Sunita Maheshwari, Co-Founder, Teleradiology Solutions: "There now seems to be emphasis on niche health care areas. RXDX, an acute 24 hour 'pre-hospital' multi-specialty clinic in Whitefield, Bengaluru, where the patient feels like a 'guest' and 90 per cent of health care issues can be addressed. Lifespring hospitals in Hyderabad focussed on low cost deliveries where Rs 4,000 deliveries are performed. Another example is Nephrolife in Bengaluru, which specialises in day care high quality dialysis. With a variety of insurance schemes now available and accessible, health care is not just better but more economical. Patients are more involved in their treatment and want to know more about their illness. Getting a second opinion is not a rarity nowadays.

Hyderabad is the diabetes capital of India, hence the focus was on obesity and diabetes in 2010. The incidence of diabetes in India as per several reports is usually rated between 6-18 per cent. For the state of Hyderabad, the incidence stands at about 16 per cent. "In Hyderabad, we saw a significant increase in the awareness levels;

BRITANNIA

CONTRARY TO popular belief, managing diabetes need not be difficult. Small changes in your day-to-day lifestyle like having a balanced diet, exercising and regular medical check-ups can help you take better control of your diabetes and your life. It has been said that eating small frequent meals or snacking between meals is a good way to manage extreme swings in blood sugar levels. Also, with diabetes, you are prone to higher cholesterol levels and therefore heart diseases. Hence, you need a holistic approach looking at fat and cholesterol consumption and not just cutting down on sugar.

For the first time in India we have Britannia NutriChoice Diabetic Friendly Essentials which has been scientifically created to suit the special

lifestyle and nutrition needs of people with diabetes.

Available in variants of oats and ragi it is a tasty, crunchy and convenient option for a mid-meal snack.

It has ZERO Added Sugar, Zero Cholesterol and Zero Trans fat—keeping in mind your predisposition to cholesterol abnormalities. The complex carbohydrates from oats and ragi are digested slowly providing a steady source of energy. What more, it has extra dietary fibres which help keep you full and delay glucose absorption. So now you have “smart nutrition” to manage your diabetes better.

Go ahead, befriend diabetes and make the ‘choice’. NutriChoice—*kuch healthy khao.*



TAWALKARS GYM AT BENGALURU

WHO, the medical fraternity and NGOs working in the health care space can take credit for this. Rotary and Lions clubs who undertake awareness drives played a vital role in increasing the awareness levels as well. The doctor can recommend solutions and surgeries like bariatric surgery and the intestinal switch for the morbidly obese and diabetic patients but the recommended lifestyle changes needs to be adhered to in order to reverse and control the condition,” says Dr Surendra Ugale, Kirloskar Hospital, Hyderabad (Chief of Advanced Laparoscopy and Metabolic Surgery and Director Laparoscopic Training institute). The day-care clinic is also seeing activity. With Apollo Clinics and Care Hospitals clinics spread across Hyderabad, Razi Healthcare too has focussed on this space. “Our model is envisaged to cater more to a middle class population whose unmet needs of quality health care at affordable price was not well addressed by other players. The uniqueness of being the only clinic player in our country who has created a niche in “Family Medicine Practice” with added benefit of pharmacy, lab diagnostics and provision for minor procedures creates tremendous value add,” says Abhay Kumar, Senior Manager-Marketing, Razi Healthcare Pvt. Ltd. The focus is also on preventive health care towards maintaining a balance of exercise and diet. “Bangalore has seen many national and international brands of health and fitness centers. Small portable health and fitness centers has become a trend. Even food industry has turned health conscious and healthy food products have flooded the market,” says Prashant Talwalkar, CEO, Talwalkars Better Value Fitness Limited. So, say cheers to a healthy life! ✓