

# THE WEEK

## COVER STORY

# Ill? Indulge!

Get well soon in a five-star environment.  
Hospitals are changing and fast

THE WEEK-IMRB SURVEY

## top 10 hospitals in India

All India Institute of Medical Sciences, Delhi	1
Apollo Hospitals, Delhi	2
Apollo Hospitals, Chennai	3
NIMHANS, Bangalore	4
Christian Medical College, Vellore	5
Postgraduate Institute, Chandigarh	6
Tata Memorial Hospital, Mumbai	7
Lilavati Hospital, Mumbai	8
Sankara Nethralaya, Chennai	9
Bombay Hospital, Mumbai	9

Base: All GPs & specialists-1,497

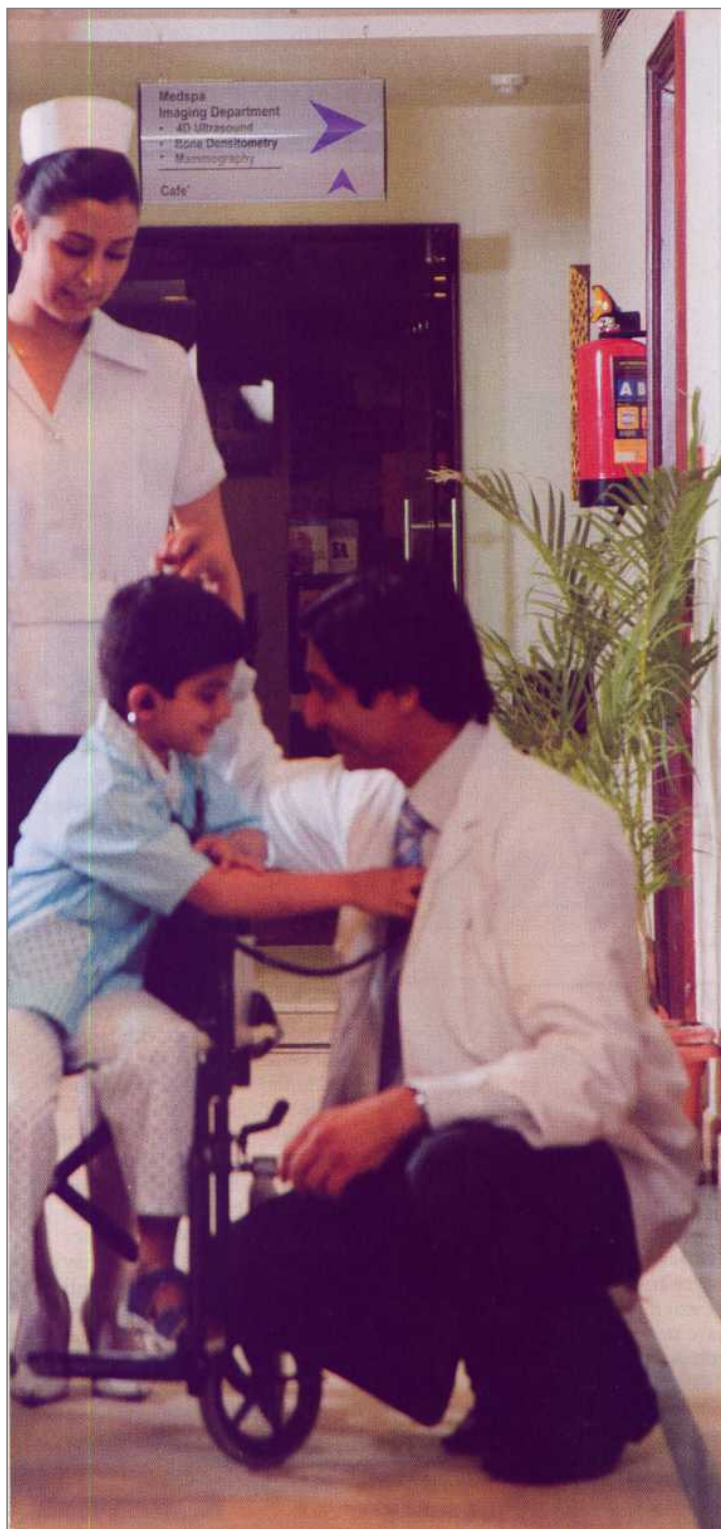
**Methodology:** THE WEEK-IMRB International survey was conducted in 15 cities. A total of 936 specialists, 614 general practitioners (GPs), 605 MBBS aspirants, 319 Ayurvedic doctors, 17 travel agents and 10 patient coordinators took part in the survey.

GRAPHICS: NV, JDSE

IMAGES: BAZAAR.COM



## THE WEEK



By Gunjan Sharma

**V**alet parking, Wi-Fi rooms with plush beds, complimentary laptops and plasma TVs, multi-cuisine menu, food courts and coffee shops, designer clothing outlets, toy shops, ATMs and attendants. Sounds like one of those swanky new hotels, doesn't it? But it's just the listing of facilities at a new hospital in New Delhi. In fact, many other private hospitals around the country, too, are getting as luxurious and they provide world-class treatment in an ambience on par with the best in the hospitality industry.

Enter Artemis Health Institute and Research Centre in Gurgaon, and it is difficult to believe you are in a hospital. Shaped like a wedge to ensure easy reach, it has a glassed-in reception area facing a garden with trees and fountains. Suites for patients have tastefully designed living and dining areas, a posh bedroom and a kitchen with microwave oven and refrigerator. Major fast food chains have opened outlets in the centre and patients are lapping up these facilities. Gurgaon-based businessman Subhash Chand Jain, who is recovering after an appendectomy, is full of praise for the centre. "These hospitals give you value for money," he says. "They pamper you so much that you forget all your woes, and that helps quick recovery."

Siddhant Nanda, 12, who was admitted to Apollo Hospitals, Delhi, for jaundice, says his 10-day stay was fun. After all, Nanda was served everything from masala dosas to noodles and potato wedges—food which no mom would serve to a convalescing child! He also loved the times when his favourite 'doctor uncle' read out stories to him. Besides, the hospital also allowed him to host his sister's birthday in his room. "I was like a prince here, everybody followed my requests and I was even allowed to play videogames," says an excited

## THE WEEK



SANJAY AHLAWAT

### top10 hospitals on friendliness of staff

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|--|---|
| All India Institute of Medical Sciences, Delhi | 1 |
| Apollo Hospitals, Delhi                        | 2 |
| Apollo Hospitals, Chennai                      | 3 |
| NIMHANS, Bangalore                             | 4 |
| Christian Medical College, Vellore             | 5 |
| Postgraduate Institute, Chandigarh             | 6 |
| Tata Memorial Hospital, Mumbai                 | 7 |
| Lilavati Hospital, Mumbai                      | 8 |
| Sankara Nethralaya, Chennai                    | 9 |
| Bombay Hospital, Mumbai                        | 9 |

Base: All patients/people accompanying patients-100 per hospital

Nanda.

Says Dr Manoj Mehta, medical director, Fortis Hospital, Noida: "Any visitor to the hospital—patients and relatives—is in some kind of distress. So a cheerful environment helps them recover faster. We have planted trees and flowering plants all around the hospital to give a feeling of freshness. We have valet parking, a play area for

children, a room for nannies and a prayer area. We have hung a bell at the exit for people to ring when they leave satisfied. I am happy that the bell rings quite often."

Customised service is another focus area for hospitals. Says Harpreet Brar, head, patient service, Max Super Specialty Hospital, Delhi: "An irritable person will take

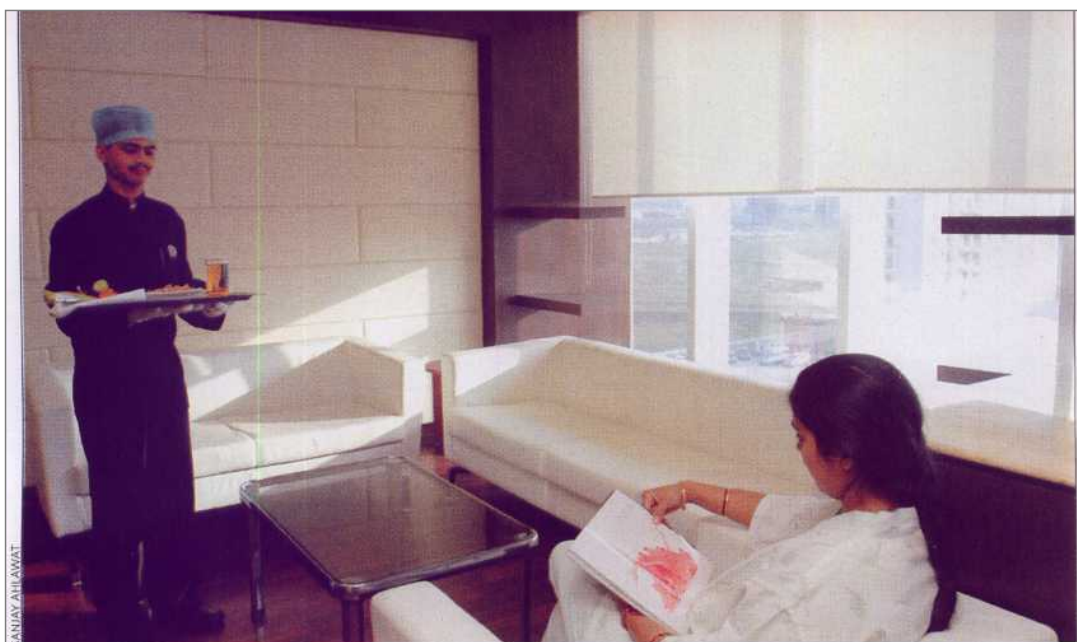
**Prince patient:** Siddhant is all smiles while receiving a gift from Dr Nishant of Apollo Hospitals

longer to recover. Recently, we got a Japanese patient who did not like our cuisine; our cook got a Japanese recipe book and cooked for him." Agrees Dr Atamjot K. Grewal, head of operations, Artemis Hospital: "Food is of utmost importance for a patient as it helps in speedy recovery. We provide multi-cuisine and even prepare new dishes and present them with lots of frills for adults and toys for kids."

John Miller, 21, a US national who works in India, has been hospitalised at Max Hospital for the past two months. He underwent two major surgeries following an accident, but his spirits are high. "I get food that suits my palate," says Miller. "They are also innovative with food. They tried to replicate the Hyderabad biryani for me. The hospital staff are very friendly and take care of everything from laundry to the internet connection in my room."

To engage their patients and keep their minds off the illness, these hospitals offer books, videogames and DVDs. The speciality-trained hospi-

## THE WEEK



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**Cushy cure:** The VIP suite at Artemis Health Institute, Gurgaon

### top10 hospitals on cost

- 1 All India Institute of Medical Sciences, Delhi
- 2 Apollo Hospitals, Delhi
- 3 Apollo Hospitals, Chennai
- 4 NIMHANS, Bangalore
- 5 Christian Medical College, Vellore
- 6 Postgraduate Institute, Chandigarh
- 7 Tata Memorial Hospital, Mumbai
- 8 Lilavati Hospital, Mumbai
- 9 Sankara Nethralaya, Chennai
- 9 Bombay Hospital, Mumbai

Base: All patients/people accompanying patients-100 per hospital

tal staff does not mind chatting with the patient for long hours.

Says Dr Anupam Sibal, director and senior consultant gastroenterologist, Indraprastha Apollo Hospital, Delhi: "If we can divert the patient's attention, we can manage the pain, both emotional and physical, and reduce discomfort. All our staff members—administrative to nursing—are trained to be chatty and cheerful to the patients. A physiotherapist will

give a soothing massage to a patient in great pain. If needed, a nurse will sit and chat with the patient and a doctor will read out books. We even arrange an outing if the patient's health allows. We do everything to pamper our patients."

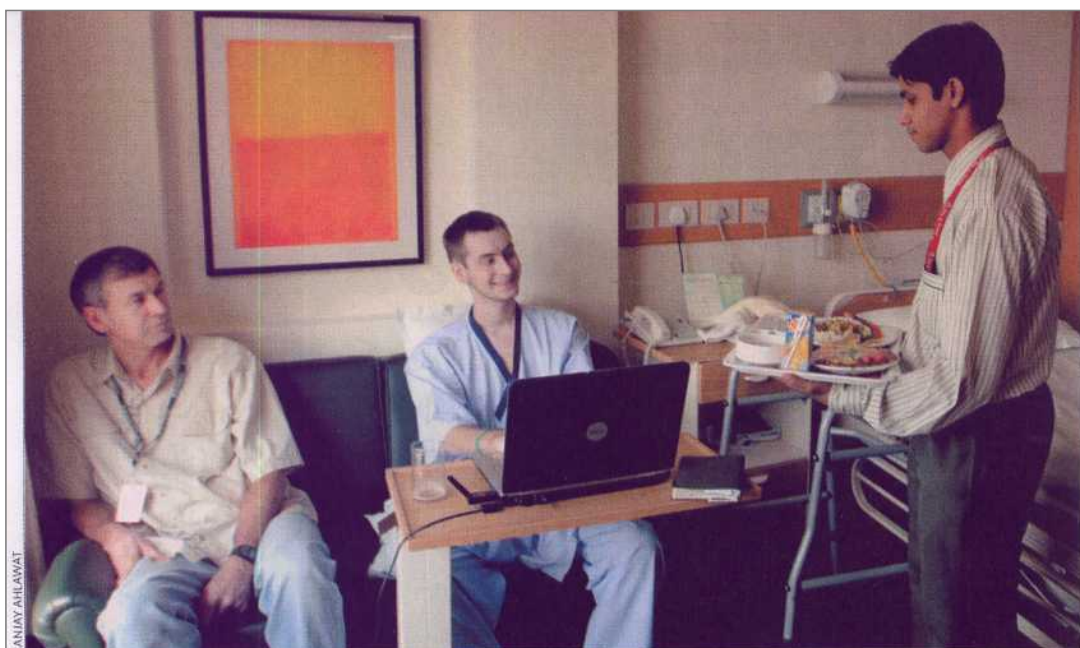
Some hospitals are taking specialisation to a whole new level to ensure that patients get cutting edge treatment for specific conditions. For example, BEAMS, Mumbai, prides

itself as a speciality hospital for laparoscopic removal of fibroids.

Says Dr Rakesh Sinha, managing director, BEAMS: "Indian hospitals now have to compete not only in terms of the latest technology and expertise but also in terms of hospitality as the patients are now well-informed and demand the best. Working on laparoscopic removal of fibroids for the last 17 years, we have devised steps to decrease blood loss during their removal—this has been published in the *American Journal of Minimally Invasive Gynecology*. We are also installing a High Intensity Focused Ultrasound Machine that can shrink fibroids up to 30 per cent—this will be especially useful in young, unmarried women who do not wish to have any scars." BEAMS holds the Guinness World Record for the heaviest fibroid removed laparoscopically—3.4kg.

Apart from taking care of their patients, these hospitals take care of the needs of those accompanying them. Most have luxurious waiting areas and lounges where relatives can sleep. Then there are the coffee shops, restaurants and gift shops to

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### top 5 hospitals in Gastroenterology

% of doctors ranking among top 3 hospitals

All India Institute of Medical Sciences, Delhi	51
Postgraduate Institute, Chandigarh	34
Sanjay Gandhi Postgraduate Institute, Lucknow	34
Asian Institute of Gastroenterology, Hyderabad	20
Sri Ganga Ram Hospital, Delhi	17

Base: All Gastroenterologists-65

### top 5 hospitals in Paediatrics

% of doctors ranking among top 3 hospitals

All India Institute of Medical Sciences, Delhi	68
Postgraduate Institute, Chandigarh	21
Christian Medical College, Vellore	17
Sri Ganga Ram Hospital, Delhi	15
Apollo Hospitals, Delhi	15

Base: All Paediatrics-81

### top 5 hospitals in Trauma Care

% of doctors ranking among top 3 hospitals

All India Institute of Medical Sciences, Delhi	61
Christian Medical College, Vellore	15
Sri Ganga Ram Hospital, Delhi	13
Apollo Hospitals, Chennai	11
Postgraduate Institute, Chandigarh	11

Base: All Trauma care specialists-64

### top 5 hospitals in Nephrology

% of doctors ranking among top 3 hospitals

All India Institute of Medical Sciences, Delhi	59
Christian Medical College, Vellore	34
Postgraduate Institute, Chandigarh	33
Apollo Hospitals, Chennai	18
Apollo Hospitals, Delhi	16

Base: All Nephrologists-61

**Taste bhi, health bhi!** John Miller swears by the cuisine and friendly staff at Max Super Specialty Hospital

keep them occupied. Fortis Hospital, Mohali, has an inn with four-star facilities. "The inn has every facility: room service, laundry, ticket booking counter and travel desk," says Daljit Singh, president, strategy and development, Fortis Healthcare.

Hospitals are also investing in technology that minimises the period of admission. Says Dr C. Palanivelu, director, GEM Hospital: "Today patient's comfort is given a lot of importance. Technology has made possible bloodless operations with minor incisions. This solves incision-related problems. Laparoscopy gives a clear and magnified view of structures, [up to 15 to 20 times] more than in open surgery and so the cure rate is very high. The patient recovers quickly and goes home faster."

Says Dr Hrishikesh Pai, gynaecologist, Lilavati Hospital, Mumbai, and Fortis La Femme Hospital, New Delhi: "All major hospitals are more or less the same as far as technology and quality of doctors are concerned. It is the environment of the high-end hospitals that makes the difference. If a hospital reeks of phenyl, it reminds

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**INTERVIEW/** DR SUNIL GUPTA, SENIOR CONSULTANT ONCOLOGIST, FORTIS HOSPITAL, NOIDA

### I'm waiting for inhalant drugs

**What are the advancements in cancer treatment?**

In the 1990s, chemotherapy was a breakthrough as it reduced tumour size and helped save the organ. Then came multi-modality treatment involving chemotherapy, radiotherapy and surgery; the drawback was it affected normal cells, too.

After this came targeted therapy or magic bullet therapy, which targeted only cancerous cells. The treatment helped save the organ and was quite effective in breast cancer and lung cancer.

Then scientists came up with anti-angiogenesis medicines which blocked capillaries and blood supply to the tumour by blocking VEGF receptors. But the tumour still managed to grow by undergoing mutations.

Using multi-kinase inhibitors as targeted therapy is relatively recent. The therapy works at multi-levels and is very effective in treating cancer. With this therapy, we have treated the patients of lung cancer, blood cancer and breast cancer. These medicines can be administered on OPD basis and have minimum side effects.

**How have these medicines changed cancer treatment?**

Cancer treatment has become much less painful and now drugs can be administered on OPD basis. They have minimal side effects, which are easily manageable by other drugs. They have increased the curing rate and increased the life span from around two years to a maximum of 10 years.

The newer treatment emphasises

on the genetic system of cancerous cells; the focus is more curative than palliative.

**How effective are cancer vaccines?**

Vaccines for certain cancers are as old as 20 years, but overall results are not very effective. A lung cancer vaccine showed effective results only in stage three. The problem with vaccine is that cancer genes are genetically very active and undergo mutations; but vaccines are strains and stage-specific.

Vaccines for cervical cancer are said to be effective when administered before a woman gets sexually active, but it is still not commercially available in India.

**What new treatment are you looking forward to?**

We are waiting for cancer drops and inhalers to treat neck and lung cancers. Till then, multi-kinase inhibitors will be the most effective cancer treatment.

top 5 hospitals in KOLKATA	
% of doctors ranking among top 3 hospitals	
Apollo Hospitals	44
Advanced Medicare & Research Institute	44
Calcutta Medical Research Institute	33
Seth Sukhlal Karnani Memorial Hospital	30
Calcutta Medical College & Hospital	24

Base: All GPs & specialists in Kolkata-102

top 5 hospitals in DELHI	
% of doctors ranking among top 3 hospitals	
All India Institute of Medical Sciences	84
Apollo Hospitals	53
Sri Ganga Ram Hospital	29
Max Healthcare	18
Escorts Heart Institute	16

Base: All GPs & specialists in Delhi-137

top 5 hospitals in MUMBAI	
% of doctors ranking among top 3 hospitals	
P.D. Hinduja National Hospital	70
Lilavati Hospital	43
Jaslok Hospital	38
Bombay Hospital	36
King Edward Memorial Hospital	34

Base: All GPs & specialists in Mumbai-107

top 5 hospitals in CHENNAI	
% of doctors ranking among top 3 hospitals	
Apollo Hospitals	72
Govt General Hospital	35
Madras Medical College	26
Sri Ramachandra Medical College	24
Vijaya Heart Foundation	24

Base: All GPs & specialists in Chennai-99

patients that they are in a hospital. To make their stay comfortable, it's always better to make it homely."

And these facilities are not restricted to hospitals in the big four cities. Pankaj Chopra, 28, a software engineer, was impressed by Wockhardt Hospital and Heart Institute, Bangalore. "I went there for a routine check-up but was surprised by the facilities," he says. "The headache at a hospital begins with parking your car. The multilevel parking lot here solved that problem. The ambience made me forget I was in a hospital."

Vishal Bali, CEO of the hospital, says: "Our hospital is a synergy of the highest clinical standards and quality service. From high-tech ambulances to birthing suites decorated on the theme of seasons we do everything to keep the patient cheerful. We also have an audio-video file system on our website through which the patient can tell relatives about his condition. A special video shoot is done on patient for this." Well, you cannot ask for more! ■