

Express Hospitality

Nova forms JV with Max to start day care surgery centres

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JV

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The JV would start a total of six centers in Delhi NCR

Nova Medical Centers, a specialised day care surgery centre chain, and Max Healthcare Institute Limited (MHC) recently announced a JV to expand the reach of day care surgery in the National Capital Region. MHC will hold a 31 per cent stake in the JV entity.

This strategic alliance is designed to help both companies maximise the reach and efficiency of their services. Nova is set to expand its reach across the NCR region with two day care centres scheduled to open in the next few months with plans to reach a total of six centers in the near future.

Nova Medical Centers will seamlessly access the pool of clinicians practicing at MHC hospitals. MHC's hospitals in turn would be the preferred referral destination for all major surgeries and advanced diagnostics cases required for the Nova patients, which cannot be performed at the day care centers.

The JV with MHC will provide Nova with a reputed partner for all additional procedures that are typically not under-



Suresh Soni

The name of the JV Company will be 'Nova Medical Centres NCR Region'. The JV significantly enhances MHC's competency and further reinforces its strategic intent towards maintaining Max Healthcare's dominant position as the leading provider of healthcare services in NCR.

Suresh Soni, Chairman, Nova Medical Centers, said, "Our association with them will prove beneficial for both parties not just in terms of business and referrals, but also in terms of knowledge sharing and access to specialised doctors and surgeons". Dr Pervez Ahmed,

taken at Nova such as major surgeries including cardiac, obstetrics, organ transplants, emergency/trauma care, overnight stay, and advanced diagnostics like MRI, CT etc.

CEO & MD, Max Healthcare, said, "We look forward to partnering Nova Medical Centers as we work towards further expanding our reach. Day care surgery represents the new face of the surgical field, and increasing number of such surgeries stands testimony to the fact that patients and doctors alike have realised the tremendous value offered by this surgical mode."

Internationally, almost 70 per cent of all surgeries are conducted as day care surgeries, and this trend is on the rise in India as well. Nova, which started its day care surgery centres in Bangalore last year, has already seen tremendous customer acceptance and growth.

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