

ENTREPRENEURSHIP AND INNOVATIONS IN HEALTHCARE

Day: Saturday
Date: May 2nd, 2015
Time: 9:00 a.m. to 10:00 a.m.
Venue: Auditorium, Symbiosis International University, Lavale campus, Pune
Speakers: Mr. Sundeep Kapila

The speaker began his presentation with a video recording of his organisation “Swasthya India”. The organisation is seven years old and operates in Mumbai.

Its main goal is to reduce impoverishment in urban areas: Nearly 32 million people are added to the population below the poverty line every year. The daily earnings of an urban poor is less than \$2. One can imagine the helplessness of the poor in the face of health issues.

Swasthya India’s achievements in the last three years include the following: providing preventive healthcare to urban poor; supplying drugs to 80,000 patients; catering to 50000 patients; and providing insurance to the patients.

The following are some achievements of the organization:

- a. One-stop-shop: A 250 sq.ft shop to dispense primary care to the urban-poor patients. This shop includes the five Ds (Doctors, Diagnostics, Drug, Daycare, and Dental Services). This shop provide services at half the market price.
- b. Patient process: Swasthya India has achieved a sustainable model
- c. High quality care by trained workforce

Some key factors related to preventive and promotive care offered by the organization are as follows:

- a. Community outreach: Swasthya India has appointed healthworkers for spreading awareness. They have conducted many camps for raising awareness. Often, door-to-door follow-up is given to the needy.
- b. School health programme
- c. Regular health check-ups conducted in private schools

The organization provides services to one lakh people. There are a total of sixteen centres in Mumbai. Some relevant figures pertaining to the organization's activities: 70,000 registered patients; 2,50,000 patient visits; 92% customer satisfaction; 90% illness recovery rate; and 50% reduction in out-of-pocket expenditure.

The organization has come up with a PIN card for patients in order to track their medical history.

The following are the organization's goals that were met: reduction in patient visit (the average patient visit has come down to twice a year because of low price and convenience); and decrease in chronic conditions by 82%.

The speaker pointed out the following four dynamic innovation undertaken by the organization:

- a. Vertical integration of drug supply chain and pathology labs
- b. Marketing good health, not disease
- c. Staff incentive for patient outcome
- d. Format of "one-stop-shop"