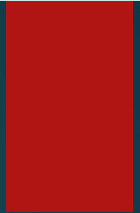


Opportunities in Indian Healthcare Industry



Come Invest or Do Business in India

- ▶ India today is one of the most attractive healthcare markets in India, with current size of over US\$100 billion, growing at 20% per annum.
- ▶ India has strong domestic demand; ease of doing business; English is the primary business language; availability of skilled & experienced workforce, strong legal system, robust financial system, and strong middle class.
- ▶ Mediminds – Your Gateway to India.
- ▶ Mediminds has been established by a group of professionals from Healthcare services industry with rich and varied experience at top levels in Indian and foreign healthcare companies.
- ▶ Our team consists of - senior medical consultants, business heads, surgeons, nurses, marketing, pharmaceutical, architects, finance, biomedical engineers, and healthcare business professionals.

'Make In India' – Government of India is offering incentives if you set up manufacturing in India



Introduction

- ▶ Mediminds offers wide range of business support services, consulting services, business facilitation services, India entry strategy support, temporary office and staffing solutions and whole range of services you may need to make well informed and analyzed decision and establish your effective presence in India.
- ▶ Services are offered to healthcare services companies, diagnostic companies, pharmaceutical companies, CROs and other clinical research organizations, diagnostic and pathology services providers, medical equipment companies, hospitals and other specialized services providers to the healthcare industry.
- ▶ Solutions are customized to your needs.
- ▶ If you would like to sell in India; market your services; manufacture; set up healthcare facilities, diagnostic services – Mediminds has solution for you.

Advantage India

Demand

- India perhaps is one of the most attractive destinations for the healthcare and medical businesses.
- Indian healthcare industry size is over US\$90 billion and growing at 12% per annum to reach US\$280 billion by 2020.
- The increase in life style diseases, income levels, 300 million strong middle class, increased awareness about diseases and diagnosis, educational levels, and increase in government, private & insurance.

Attractive opportunities

- Role of Insurance is increasing rapidly, with the entry of private and foreign insurers.
- People are spending more on the healthcare. 80% spending in healthcare is the private out of pocket spending.
- Medical Tourism is also emerging as lucrative investment area.

Quality and affordability

- Well qualified/Experienced Scientific Manpower available at lower costs.
- Well established Western Medicine practice.
- Presence of large number of international and domestic healthcare/pharmaceutical companies and Networks of academic & medical centers /hospitals / laboratories with international accreditations.

Policy support

- 100 % foreign investment is allowed in all healthcare sectors.
- Investor Friendly business environment. Friendly foreign investment and dividend repatriation laws.
- Schemes like NHRM and NAREGA giving boost to rural economy.

Highlights



- ▶ India today is one of the most attractive healthcare markets in India, with current size of over US\$100 billion, growing at 20% per annum.
- ▶ India has strong domestic demand; ease of doing business; English is the primary business language; availability of skilled & experienced workforce, strong legal system, robust financial system, and strong middle class.
- ▶ Hospitals accounts for 70% of healthcare revenues.
- ▶ Private sector share in healthcare delivery increased from 65% in 2005 to 80% in 2015.
- ▶ Private sector share in hospitals 74% and hospital beds 40%.
- ▶ Per capita Healthcare expenditure growing at the rate of 15.4% during 2008-2015 and will be US\$88.7 by 2015. Per capita expenditure for Healthcare in 2012 was 61USD.
- ▶ Gross Healthcare insurance premium was US\$ 2.6 billion in 2013 growing at rate of 26%.
- ▶ Mobile healthcare industry to touch US\$0.6 billion by 2017.
- ▶ Per capita income increasing at the rate of 7.1 %

Highlights



- ▶ Size of elderly population to increase to 96 million by 2025.
- ▶ Life style diseases contribute 48% of inpatient revenue in 2013.
- ▶ Medical tourism market to reach 3.9 Billion USD in 2014 from 1.9 Billion USD in 2011 with CAGR of 27%.
- ▶ Inflow of medical tourist to increase to 3.2 million from .85 million in 2012.

Opportunities in India



India offers attractive business opportunities, and allows 100% foreign investment.

- ▶ Hospitals & Healthcare Facilities
- ▶ Specialized Healthcare Facilities
- ▶ Hospital Consulting, Management & Architecture
- ▶ Life Style Clinics (e.g. Hair Transplant; Dermatology; Weight; Special Diets)
- ▶ Pharmaceuticals
- ▶ Medical Equipment & Devices
- ▶ Diagnostic Services (Lab & Imaging)
- ▶ Age Care
- ▶ R&D; Clinical Research; Pharmacovigilance; Clinical Data Management; Medical Writing – Business Process Outsourcing
- ▶ Biomedical Waste
- ▶ Training, Recruitment & Skilled Workforce Services
- ▶ Other healthcare / medical services

Key Mediminds Services



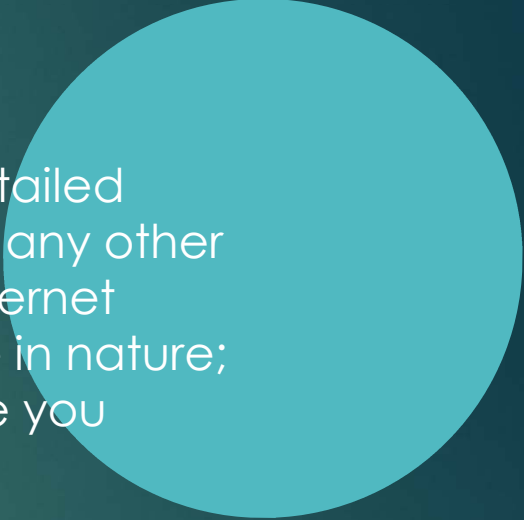
- ▶ Market Research, Project Reports & Analysis – Project Reports, Qualitative & Quantitative Market Research Studies on the healthcare services, market size, pharmaceuticals, clinical research, diagnostic services, pathology services. Medical equipment and other related areas.
- ▶ Explore New Business Opportunities in India.
- ▶ Project Management.
- ▶ Develop India Business & Marketing Plans.
- ▶ Competitors Analysis & Pricing Strategies.
- ▶ Joint Ventures Opportunities with State/Federal Government – Public Private Partnership Projects.
- ▶ Joint Venture Partner Identification & Negotiations.
- ▶ Explore and Negotiate Potential Acquisitions Opportunities.

Key Services

- ▶ Establishing Distribution, Marketing, Franchising & Marketing Networks – Retail & Wholesale.
- ▶ Regulatory Affairs.
- ▶ Legal/Statutory & Commercial Issues with Federal Government, Reserve Bank of India.
- ▶ Recruitment and Training of Indian Staff.
- ▶ Identification, Negotiations and Finalization of Real Estate / Office Premises.
- ▶ Advice on tariffs and customs procedures.
- ▶ Federal / State Government Business Licenses / Clearances, e.g. Health Ministry, Drug Controller; Pollution Control/Environment; Electricity Boards, etc.
- ▶ Organizing Inward Business Missions – Identify & fix appropriate appointments; arrange accommodation & local transport, local flights, sightseeing and arranging local social events.
- ▶ International Business Strategy Development.



Turnkey Hospital & Healthcare Facilities Solutions

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- ▶ It is important to conduct a professional feasibility and detailed project report if you are planning to set up the hospital or any other healthcare project. Do not rely on published reports or internet data, as that could be misleading. Every project is unique in nature; hence, it is essential to carry out the detailed study before you invest.

Detailed Project Report



- ▶ Market Assessment Study and Location Research Analysis
 - ▶ Assessment of Demand & Supply
 - ▶ Changing Demand & Growth Drivers
 - ▶ Role of Third Party Payers
 - ▶ Competitor Profiling
 - ▶ Location Analysis
 - ▶ Financial Analysis
 - ▶ Product & Services Planning
 - ▶ Equipment Planning & Purchase
 - ▶ Recruitment of Consultants, Doctors, Nursing and Other Hospital Staff
 - ▶ Government Approvals
 - ▶ Land Allotment
 - ▶ Project Management
 - ▶ Hospital Information System Implementation
 - ▶ Workflows & Work Processes Improvement
 - ▶ Training & Development
 - ▶ Quality Management & NABH
- 

Design/Planning and Project Management:

- ▶ Land Survey
- ▶ Architectural Design
- ▶ Structural Design
- ▶ Medical Space Planning
- ▶ Landscape Design
- ▶ Engineering Design
- ▶ Interior Design
- ▶ Design Review
- ▶ Coordination between Client and contractors
- ▶ Managing Tendering Process
- ▶ Maintaining Quality and Time of construction in the optimum cost
- ▶ Monitoring Project
- ▶ Bill Certification
- ▶ Commissioning and Project Handing Over



Equipment Planning and Human Resources

- ▶ Strategic Acquisition of Equipment
- ▶ Budget and Need Assessment
- ▶ Negotiations and Pre Installation Documentation
- ▶ Installation and Delivery coordination
- ▶ Integration with PACS
- ▶ Turnkey Recruitment Solutions
- ▶ Medical & Nursing Recruitments
- ▶ Training & Development



Marketing Consultancy and Quality and Accreditation

- ▶ Market Research
- ▶ Demographic Profiling
- ▶ Branding & Advertising
- ▶ Sales & Marketing Planning
- ▶ Revenue Streams Planning
- ▶ Customer Care
- ▶ Accreditation Facilitation (NABH/NABL/ISO)
- ▶ Internal Audit Facilitation and Training
- ▶ Peer Review Audit
- ▶ Budget and Process review for improving QMS



Hospital Marketing & Revenue Improvement Solutions

- ▶ Mediminds offers long term revenue improvement and marketing solutions for your hospital, diagnostic centers and healthcare facilities. We have a dedicated team to help you in understanding the problem due to which sales are not increasing, lesser number of patients and how to increase the sales.
- ▶ **Revenue Improvement Solutions**
- ▶ **Tie Ups**
- ▶ **Patient Outreach Programs**

Revenue Improvement Solutions



- ▶ Increase OPD Services Revenues
- ▶ Increase IPD Services Revenues
- ▶ Diagnostic services (Radiology & Pathology)
- ▶ Specialised Surgeries / Services / ICU / Trauma



Tie Ups With



- ▶ Corporate & PSUs
- ▶ State / Central Government Health Services and Health Schemes
- ▶ ESI
- ▶ ECHS
- ▶ Insurance, RSBY & TPAs
- ▶ Specialised services tie ups with hospitals in Delhi
- ▶ Tie ups with these agencies would depend upon the hospital's medical capability, prices, doctors and strengths.

Patient Outreach Programs

- ▶ Continued Medical Education Programs, Focus Groups, Round Table Meetings, KOL meetings for the medical community in the catchment region
- ▶ Hospital Quality Management & NABH Accreditation.

Business Solutions for Diagnostic Business (Clinical & Imaging)



- ▶ Diagnostics is one of the fastest growing and most profitable segments of the healthcare industry.
- ▶ As per industry estimates, size of diagnostic industry would be over Rs.20,000 crore in the next 4 years (US\$4 billion). However, there are several challenges including technology, quality, accreditation, purchasing, sales and marketing issues, logistics, staffing issues, pricing, training and competition with leading national and international laboratories.

Solutions in the Pathology and Radiology Segment



- ▶ Turnkey Marketing & Sales Solutions
- ▶ Feasibility to set up diagnostic centers (pathology & imaging)
- ▶ Technology Upgrading
- ▶ Lab Staff Recruitment & Training
- ▶ NABL Accreditation
- ▶ Revenue Improvement Solutions
- ▶ Set up / Review of Marketing & Sales Process
- ▶ Recruit, Train Review Marketing Team, Roles & Responsibilities
- ▶ Product Development
- ▶ Competition Analysis

Solutions in the Pathology and Radiology Segment



- ▶ Marketing, Branding & Sales Plans
- ▶ Logistics, Workflows and Work Processes
- ▶ Continuous Training Programs
- ▶ Increase in Walk ins & Referrals
- ▶ Developing new marketing tools and campaigns, operational plans & budgets
- ▶ Creating product specific programs, segments, operational plan and budgets
- ▶ Increasing corporate market share
- ▶ Review logistics and process flow and recommend changes

Recruitment Services

- ▶ Mediminds is an established health sciences company offering a wide range of solutions to the health sciences industry. Mediminds offers professional life sciences and healthcare workforce solutions to cater to the growing needs of the industry.
- ▶ Mediminds has fulltime experts from HR, Pharmaceutical, Clinical Research, Quality Assurance, Pharmacovigilance, Hospital & Healthcare, Health Insurance, Knowledge Process Outsourcing companies (KPOs) with rich and varied experience in operations, middle management and senior management levels.
- ▶ With over 100 years of collective team experience, we have successfully catered to the manpower requirements of various Pharmaceutical Companies, Clinical Research Organizations (CROs), Clinical Data Management (CDM) Companies, Pharmacovigilance Companies and Drug Regulatory Affairs companies in India and abroad to their complete satisfaction.

Mediminds Advantage as Recruitment Partners

- ▶ We understand your need for professional workforce
- ▶ Strong understanding of pharmaceutical, healthcare, Pharmacovigilance, data management, clinical research and other segments of health sciences / life sciences industry
- ▶ Strong understanding of various roles and responsibilities of professionals in the healthcare and life sciences sector
- ▶ Strong understanding of both recruiters and job seekers and their expectations
- ▶ Extensive networking with professionals in the health sciences industry
- ▶ Mediminds team of experts would save your time by pre-screening candidates - you would interview only shortlisted candidates
- ▶ Cost effective Recruitments
- ▶ Active, ever growing database of over 200,000 health sciences / life sciences professionals
- ▶ National (Offices in 12 major cities in India) & International Presence

Team Mediminds consists of

- ▶ Senior Business Consultants & Business Managers
- ▶ Architects & Interior Designers
- ▶ Biomedical Engineers
- ▶ Hospital & Healthcare Professionals
- ▶ Diagnostic Industry Professionals
- ▶ Medical Doctors
- ▶ Pathologists
- ▶ Radiologists
- ▶ Accountants
- ▶ Regulatory Professionals
- ▶ Marketing & Business Development Professionals
- ▶ IT Professionals
- ▶ Pharmaceutical



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