



Projects Department

Board presentation

27 May 2023



Medanta Project functions

Project cycle & reporting

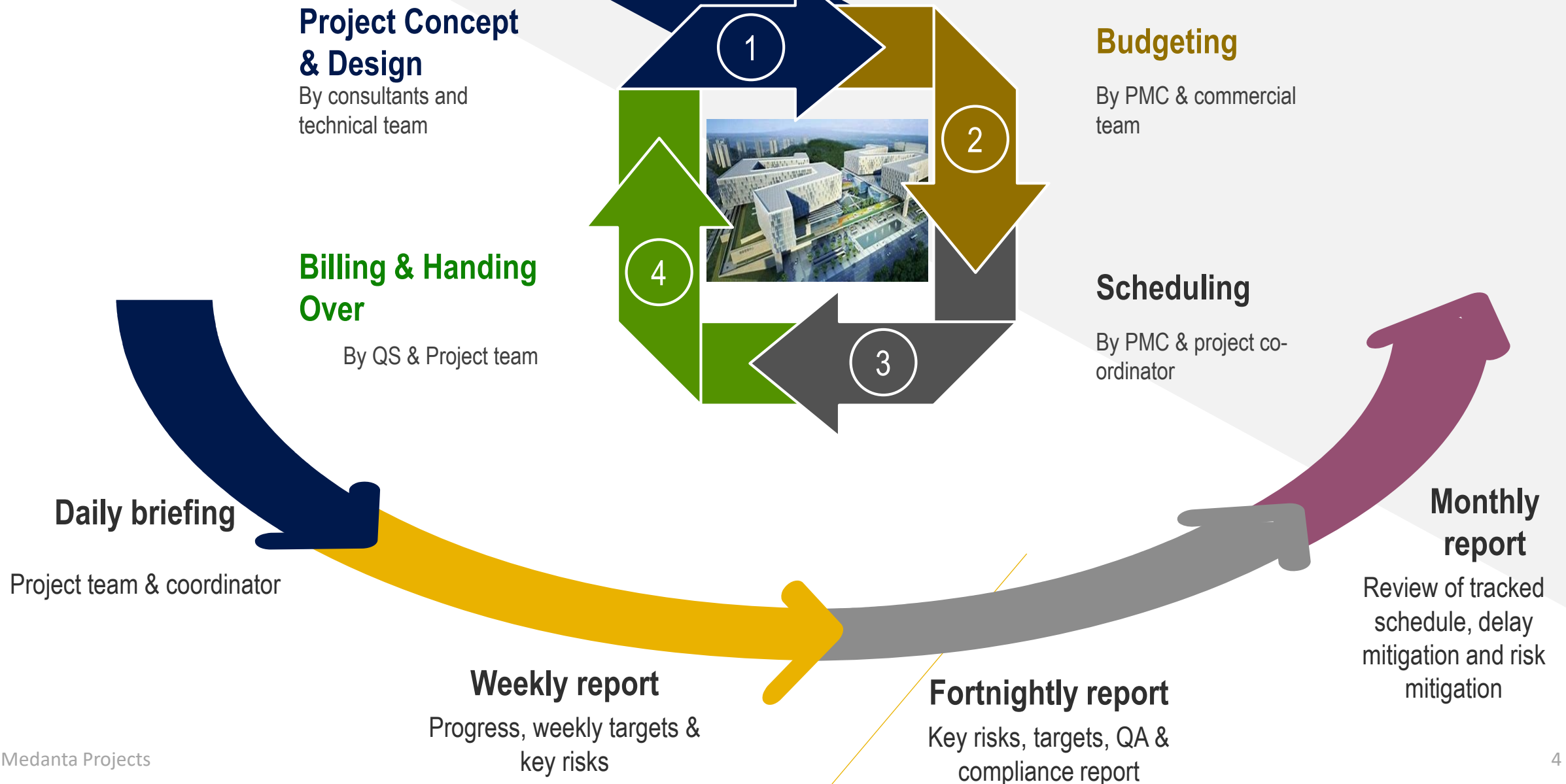
Planning & monitoring



Medanta Project functions



Project cycle & reporting



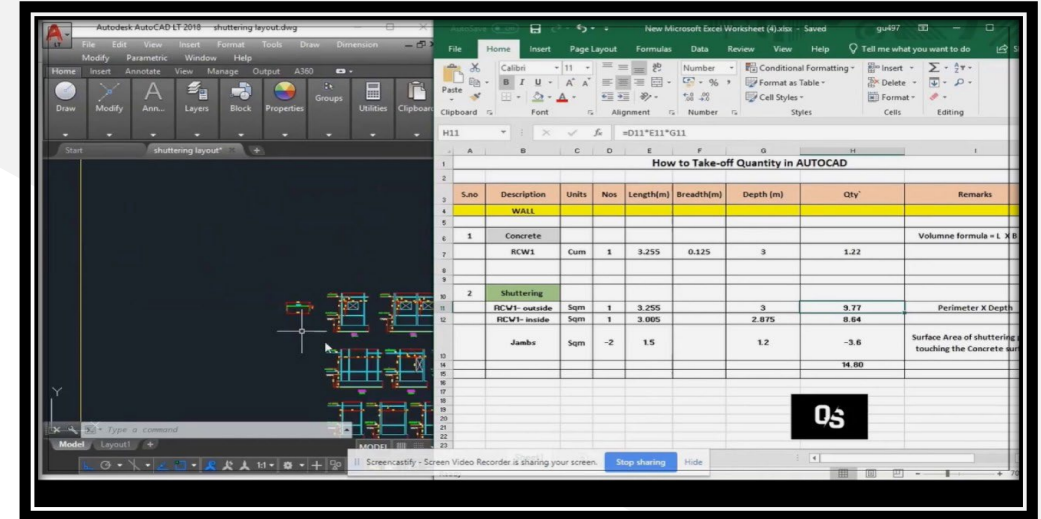
Planning & monitoring

Planning Tools

Microsoft Project

AutoCAD

Task Name	Duration	Start	Finish	22	Half 2, 2022	Half 1, 2023	Half 2, 2023	Half 1, 2024	Half 2, 2024					
					M	J	S	N	J	M	M	J	S	N
1 MEDANTA SUPER SPECIALITY HOSPITAL	901 days	Mon 11-07-22	Fri 03-01-25											
2 HOSPITAL CONSTRUCTION WORKS	901 days	Mon 11-07-22	Fri 03-01-25											
3 Design Phase	491 days	Mon 11-07-22	Fri 17-11-23											
34 Civil & Structure Works	587 days	Tue 16-08-22	Fri 29-03-24											
195 MEP WORK	649 days	Sun 15-01-23	Wed 30-10-24											
1239 Façade	680 days	Thu 19-01-23	Wed 04-12-24											
1328 External Development/ Landscape	361 days	Fri 02-06-23	Thu 30-05-24											
1364 Electricity on	1 day	Sat 20-07-24	Sat 20-07-24											
1365 Water On	1 day	Fri 26-07-24	Fri 26-07-24											
1366 HVAC ON	1 day	Tue 06-08-24	Tue 06-08-24											
1367 For Fire NOC	46 days	Wed 21-08-24	Sun 06-10-24											
1371 For OC	42 days	Tue 15-10-24	Mon 25-11-24											
1375 MINOR WORKS (CLOSURE OF SNAG LIST, FULFILLING	278 days	Sat 30-03-24	Fri 03-01-25											



Monitoring Tools

Microsoft Project

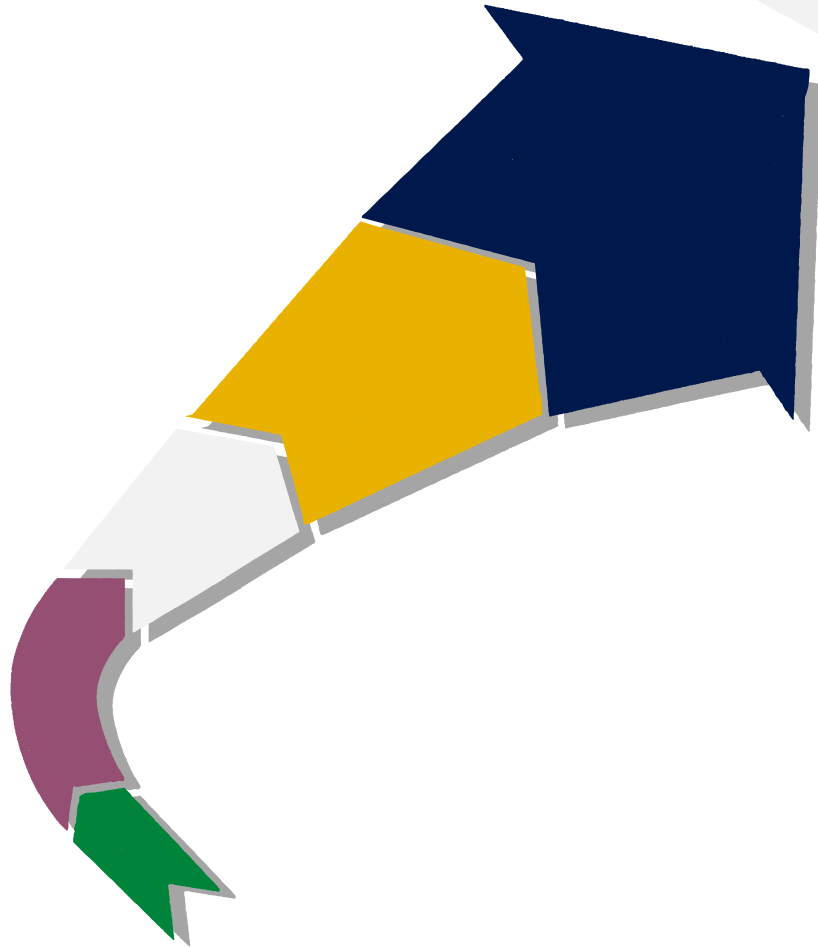
Microsoft Power BI

Google Sheets

Time lapsed camera

Project strategy

Defining Strategic goals for the Project

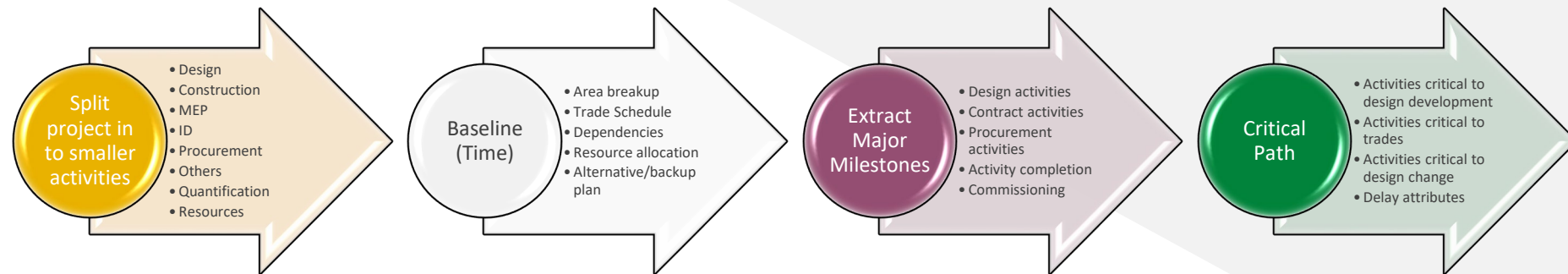


S.No.	Major Strategic Goals	Remarks	Responsibility
1	Aggressive Time Line of Project		PMC Team/Projects
2	Safety & Housekeeping		Safety Manager
3	Detailed Project Planning		Planning Manager
4	Efficient Design Management		Design Coordinator
5	Building Information Modelling		Design Coordinator & Planning Manager
6	Scheduled Construction Management		Construction Manager
7	Scheduled MEP Management		MEP Manager
8	Scheduled Procurement Management		Procurement Manager
9	Scheduled Other Development Management		Team
10	Successful Contract Management		Commercial Manager
11	Monitoring Progress & Making Adjustments		All Participants
12	Successful Commissioning & Handing over of project		Project Director
13	Efficient Communication		Project Director / Project Assistant
14	Time Bound resolution of issues		Various Heads

Project strategy

2. Prepare Strategy for Project Planning

CPM scheduling and Critical Path Scheduling (Resource – Project Planner)



3. Dynamic Approach (Resource – Vertical Heads)



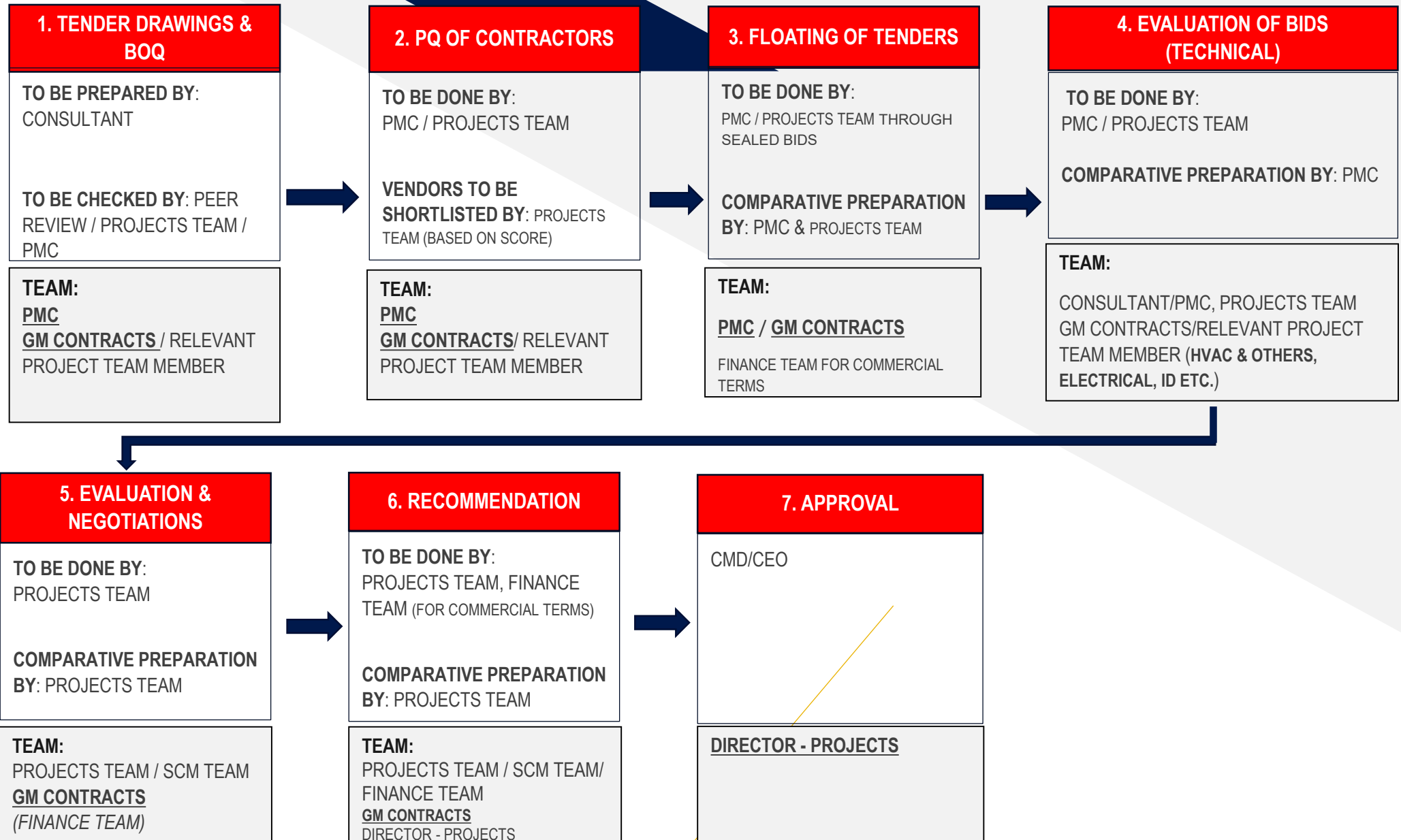
Project strategy

4. Prepare Strategy for Defining Key tasks and deliverables

Key tasks and deliverables to be identified and recorded in MASTER PLAN by Medanta Projects. Key tasks and deliverables are updated in consultation with various project participants as and when required.

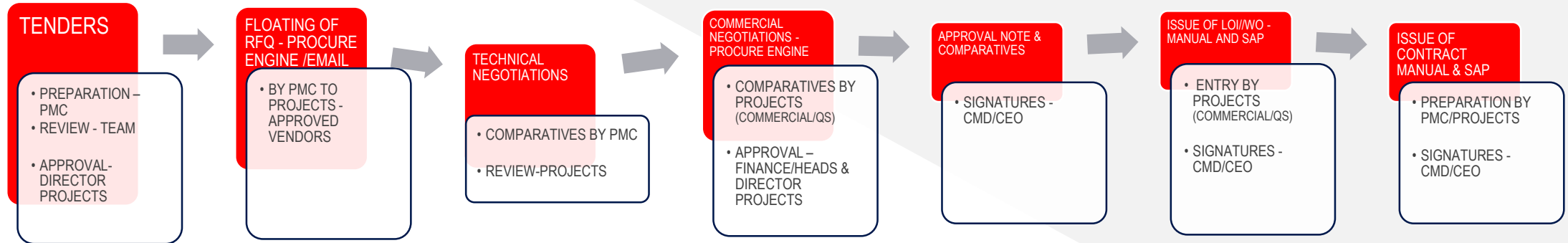


SOPs - Tendering & Procurement

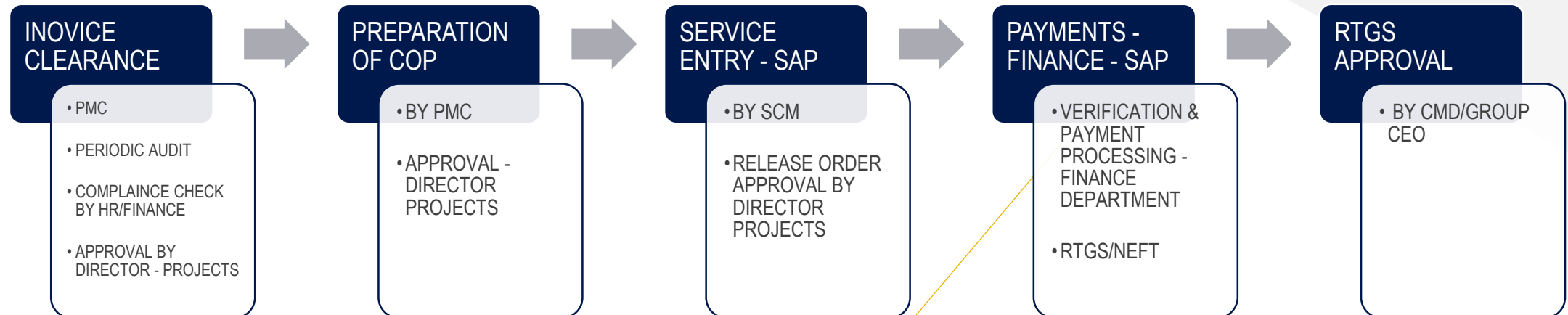


SOPs - Documentation

DOCUMENTATION – BEFORE CONTRACT/ WORK ORDER



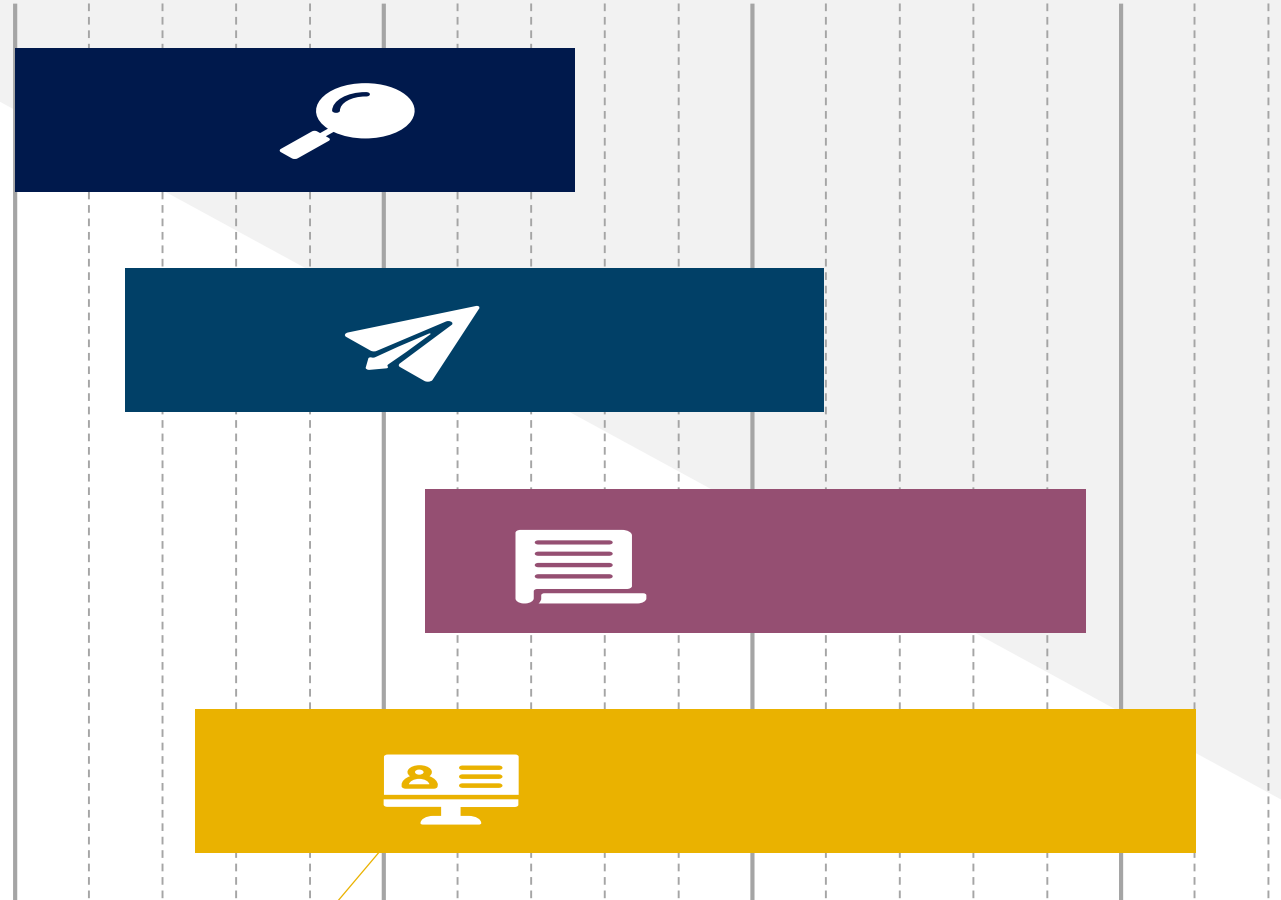
DOCUMENTATION/SAP – POST CONTRACT/ WORK ORDER



Reports

Reports

1. Project Directory (Regular)
2. Project status report (Monthly)
3. Design Management report (Fortnight to Monthly)
4. Project Schedule & Variance (Monthly)
5. Milestone Report (Fortnightly)
6. Weekly progress report (short)
7. Cost Report (Monthly) & Cash Flow report
8. Critical Path & KPI (Monthly)
9. Risks & Mitigation report (Monthly)
10. Report for Board of Directors (Regular)



Project risks

Strategic risk analysis and mitigation plan

Risk mitigation and contingency plans

Project risks

1. Strategic risk analysis and mitigation plan

S.No.	Details	Risk Identification	Risk Assessment	Risk Mitigation	Risk Monitoring	Responsibility
Design risks						
1	Design errors and omissions	By level of risk	On Quality, cost and Time line	To be addressed	Design Manager	PMC
2	The design process took longer than anticipated	By level of risk	On time line	To be addressed	Design Manager	PMC
3	Stakeholders request late changes	By level of risk	On cost and time	To be addressed	Design Manager	-
4	Failure to carry out the works in accordance with the design	By level of risk	On quality and Time	To be addressed	Heads	PMC
Organizational risks						
1	Inexperienced workforce and staff turnover	By level of risk	On Quality and Time line	To be addressed	PMC team	Contractors
2	Delayed deliveries	By level of risk	On Time line	To be addressed	Procurement Team	SCM - Medanta
3	Lack of protection on a construction site	By level of risk	On Safety	To be addressed	PMC team	Contractors
4	New stakeholders emerge and request changes (e.g. change in bed composition or super speciality etc.)	By level of risk	Design and Time line	To be addressed	Owners	Owners

Project risks

1. Strategic risk analysis and mitigation plan

S.No.	Details	Risk Identification	Risk Assessment	Risk Mitigation	Risk Monitoring	Responsibility
Project management risks						
1	Failure to comply with contractual quality requirements	By level of risk	On Quality	To be addressed	PMC Team	Contractor
2	Scheduling errors, contractor delays	By level of risk	On Quality, cost and Time line	To be addressed	PMC Team	PMC
3	Project team conflicts	By level of risk	On Quality, cost and Time line	To be addressed	PMC Team	PMC
Labour related Risks						
1	Long Holidays	By level of risk	On Time line	To be addressed	PMC Team	Contractor
2	Contractor's inability to deploy additional labour	By level of risk	On Time line	To be addressed	PMC Team	Contractor
3	Seasonal migration of Labours	By level of risk	On Time line	To be addressed	PMC Team	Contractor
4	Facilities for labour at site	By level of risk	On Time line	To be addressed	PMC Team	Contractor
5	Labour Accommodation	By level of risk	-	To be addressed	PMC Team	Contractor
Safety and security related risks						
1	Safety of work	By level of risk	Safety	To be addressed	Safety Committee	PMC
2	Fire related	By level of risk	Safety	To be addressed	Fire Prevention Committee	PMC
3	Flood related	By level of risk	Safety	To be addressed	Flood Monitoring Committee	PMC
4	Security related	By level of risk	Security	To be addressed	Security Committee	PMC
PR and media related Risks						
1	PR with Local stake holders	By level of risk	Work related	To be addressed	PMC Team	PD
2	Media Management in case of any adverse issue	By level of risk	Work related	To be addressed	Owner's Team	Owners
3	Control and management of labour related issues	By level of risk	Work related	To be addressed	PMC Team	PD

Project risks

2. Risk mitigation and contingency plans

Shortage of Labour

- Selection of capable contractor
- Strategy of Multiple vendors wherever required
- Underpinning the Contractor with additional labour

Lack of Skilled Labour`

- Process of Selection of skilled labour
- Regular training by Project Supervisors
- Insistence of training to be imparted by Contractor

Loss of time due to Work Stoppage

- Nodal point to note the stoppage
- Alternative work schedule planning
- Rotation of work schedule as per renewed time lines

Quality of Work

- Separate quality register to be maintained
- Contractors to be penalized for poor quality through penal notices
- Contractual clause for rectification of quality at cost risk and consequences of the contractor

Design Change Management

- Design Change register to be maintained
- Project participant initiating the design change shall be notified
- Regular monitoring of design change activities

Procurement Delays

- BOI to be quantified in initial stages
- Procurement schedule to be issued well in advance
- Alternative sources to be identified for faster deliveries
- Separate Storage area to be earmarked for BOI items delivered at site

Safety Hazards

- Quick response teams to be made for fire, flood and other safety issues
- Response command to be designated in case of any such incidence
- Incidences to be brought to discussion table for prevention of re-occurrence

Pre-empting the delays

- Contingency plans to be built in the program schedule for anticipated delays
- Regular team meetings for pre-empting such delays
- Alternative resources to be arranged in advance for pre-empting the possible delay in any trade

Loss of time due to Work Stoppage

- Nodal point to know the stoppage
- Alternative work schedule planning
- Rotation of work schedule as per renewed time lines

Project risks

Our environmental sustainability focus

Environment sustainability

MEDANTA SUSTAINABILITY SOCIETY

Creating sustainable environment healthcare culture

Creation of sustainable environment healthcare culture will be through multifaceted approach involving everyone, from top leadership to the front-line staff so as to ensure the promotion of environmental friendly practices for the healthcare industry.

GOING GREEN, AND IMPLEMENTING SUSTAINABLE AND ETHICAL PRACTICES TO REAP BENEFITS INCLUDING:

- Improve energy efficiency and establish alternative energy sources
- Lower utility bills and other operational costs
- Elevated brand and positive image
- Greater employee satisfaction and retention
- Patient and community trust
- Lower carbon footprint and environmental impact



ENERGY AUDITS &
GREEN BUILDING
CERTIFICATIONS

ALTERNATIVE
ENERGY SOURCES





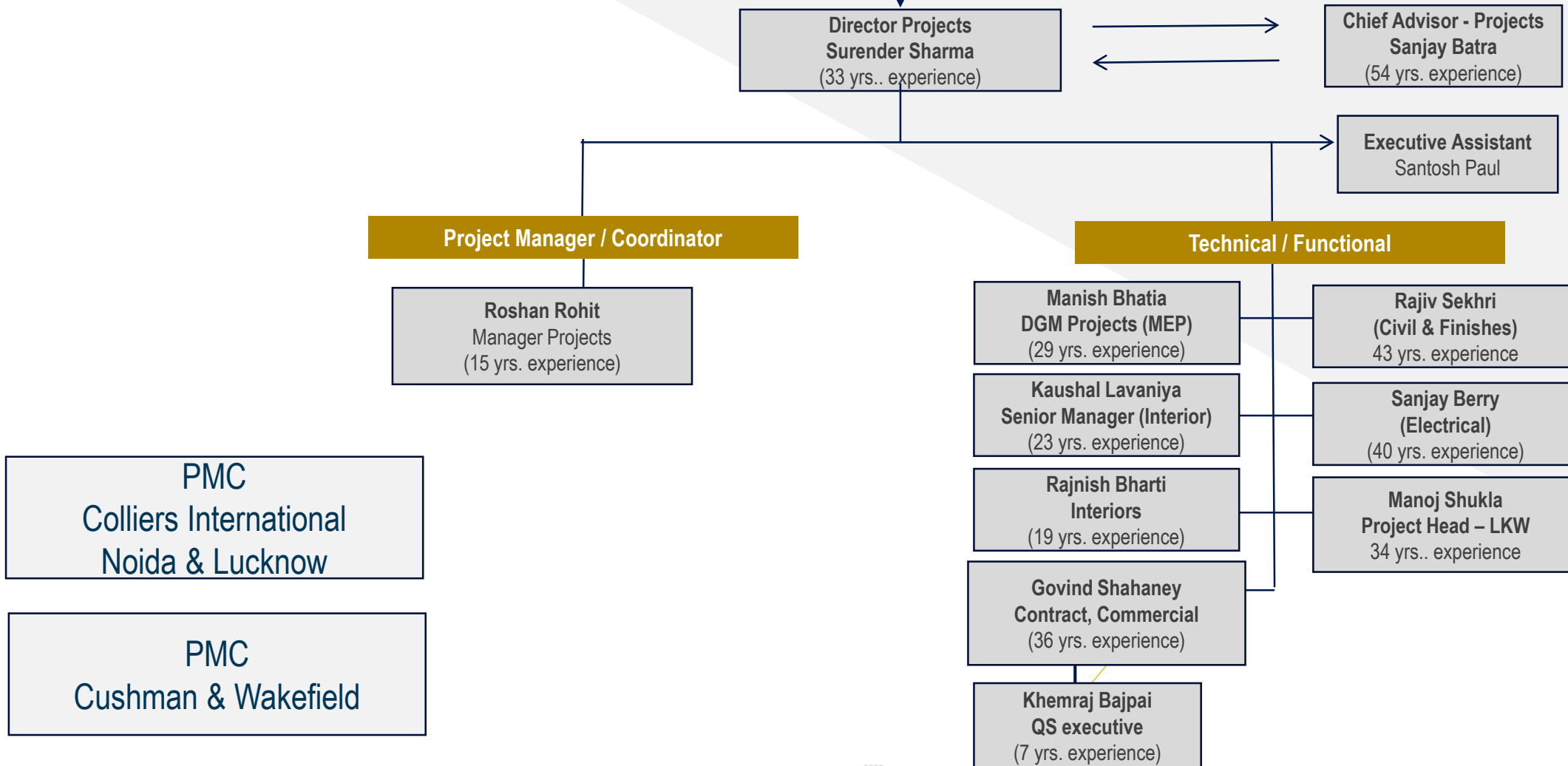
Team

Projects in hand

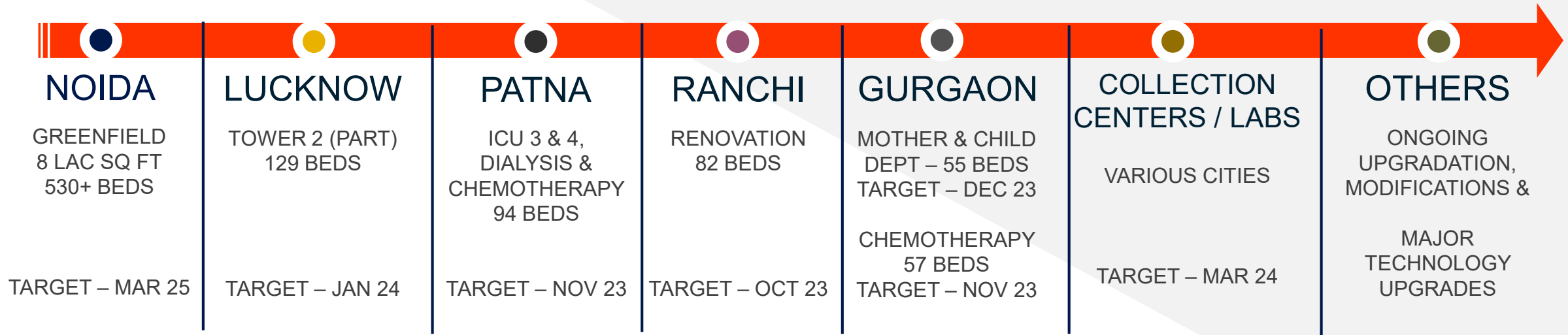
2023-24



Team



Projects in hand



Projects under planning



2023-24





Thank you



Medanta, Lucknow

Familiarisation of Medanta Lucknow to GHL Board Members
27th May 2023



Medanta Lucknow - An Overview

Medanta Hospital, Lucknow
Inaugurated on **5 November 2019**

1.4 million sq. ft. of
built up area

Facilities for over **23**
medical specialties

Accredited by
NABH and
NABL (Molecular Testing)



- **601** Census Beds
(Operational)

- **20** operation theatres
202 ICU beds

- **2086+** *Employees

*As on 31st March 2023

2019-20

Commenced Operations on 05 November 2019

To deliver high standards of clinical care, latest technology and sophisticated infrastructure to patients at an affordable cost

On-boarded 90+ highly qualified and experienced doctors

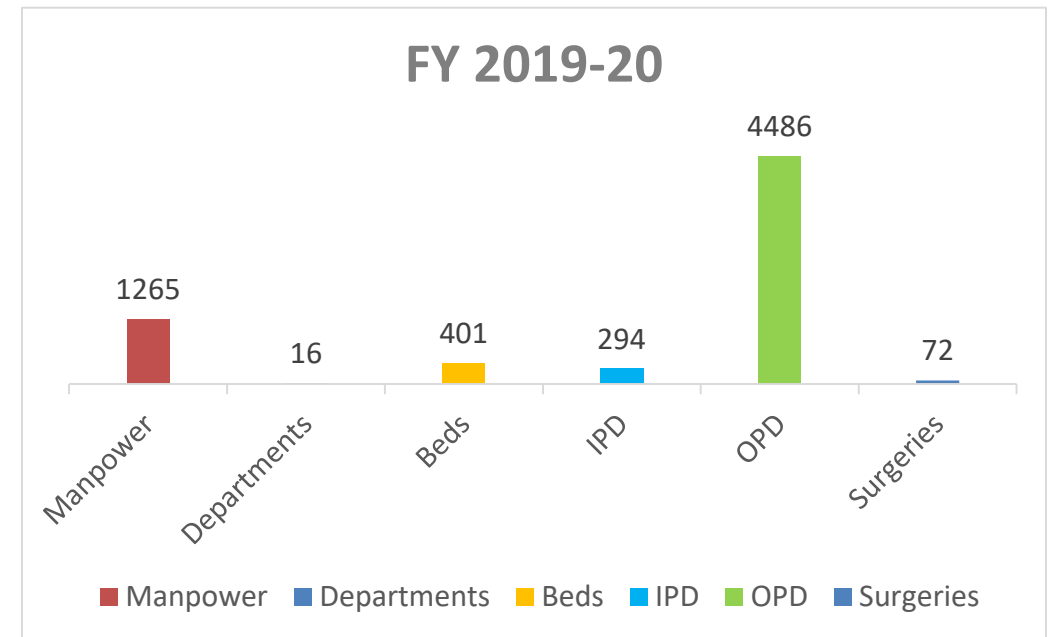
From various prestigious institutions like SGPGI, AIIMS, KGMU etc

15+ Departments were established

To extend State-of-the-art Patient Care Services through OPD, IPD, DIALYSIS, DAY CARE and EMERGENCY SERVICES.

Facilities with

High-end Laboratory Services, 24X7 Blood Centre, Ultrasound, high-end 3.0 Tesla MRI, CT, PET Scan, Gamma Camera, Cath Labs, DSA labs etc.



IPD,OPD,Surgery-Monthly Avg

2020-21

WHO declares COVID-19 a PANDEMIC on March 2020

MEDANTA LUCKNOW stood with the nation at large in the fight to contain the COVID-19 Pandemic

Created a 20-Bedded COVID Ward away from main building

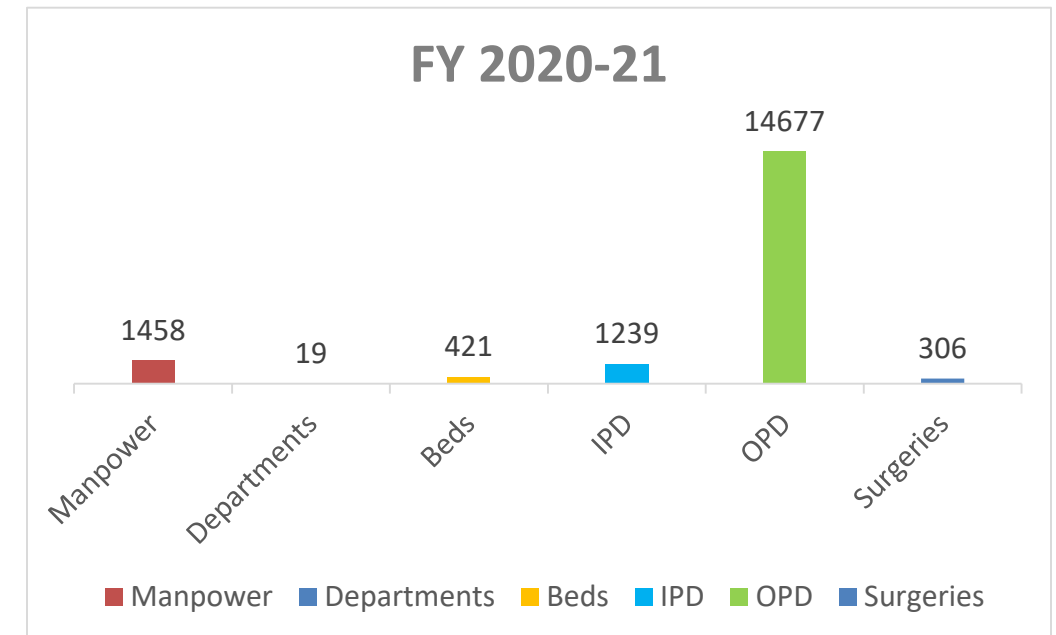
To provide round-the-clock medical treatment to COVID-19 POSITIVE patients

Dedicated team of Healthcare Professionals

Helped thousands of patients to recover from deadly COVID-19 virus and brought them back to life, most of them from a very CRITICAL stage.

Successfully navigated through the CHALLENGING TIMES of COVID Pandemic

Without disturbing the existing hospital facility already providing world class medical treatment to NON-Covid Patients.



IPD,OPD,Surgery-Monthly Avg

2021-22

Witnessed a **SHIFT** from the **FIRST WAVE** of the Pandemic to the **SECOND WAVE** of the Pandemic

Second Wave was deadlier than the First thereby putting significant pressure on the already exhausted healthcare system

Activated and dedicated nearly **200 COVID Beds**

To cater to the rising number of COVID Positive Patients in the city and adjoining districts, converted 200 beds as exclusive COVID beds in the main building

Never lost sight of **NON-Covid Patients**

Resumed NON-Covid activities in a phase-wise manner as soon as decline in number of POSITIVE CASES were witnessed

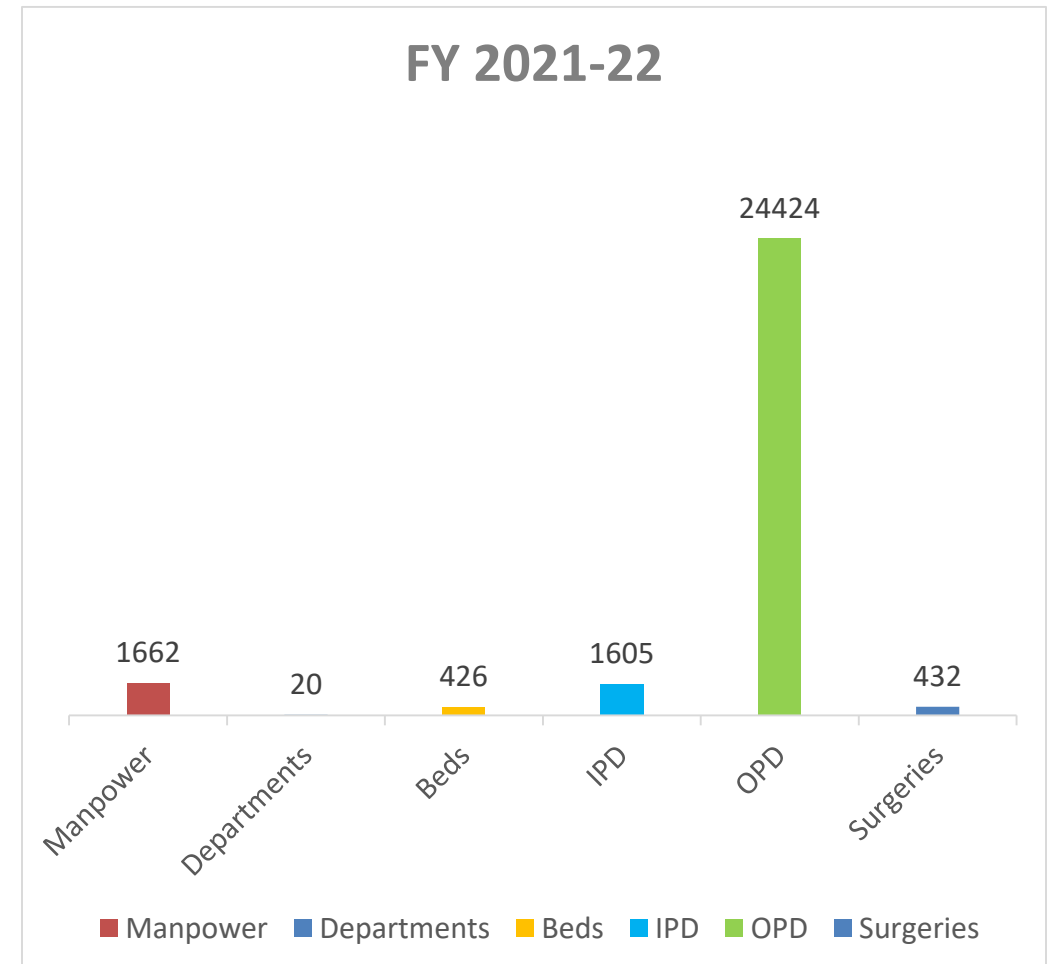
Participated in the **COVID-19 vaccination drive**

Humanitarian initiative undertaken by the Government of India to provide COVID-19 vaccines to countries around the world

Continued with our **JOURNEY OF GROWTH**

Never allowed the PANDEMIC to affect the growth of the hospital.

Performed 350+ surgeries + **Started** Preventive Health Check-up Centre + **Started operations of** (in-house) OP Pharmacy, + **Activated** 9th Floor(25 Beds), **Converted** Day-care to pulmonary ICU to handle post Covid complications, etc.



IPD,OPD,Surgery-Monthly Avg

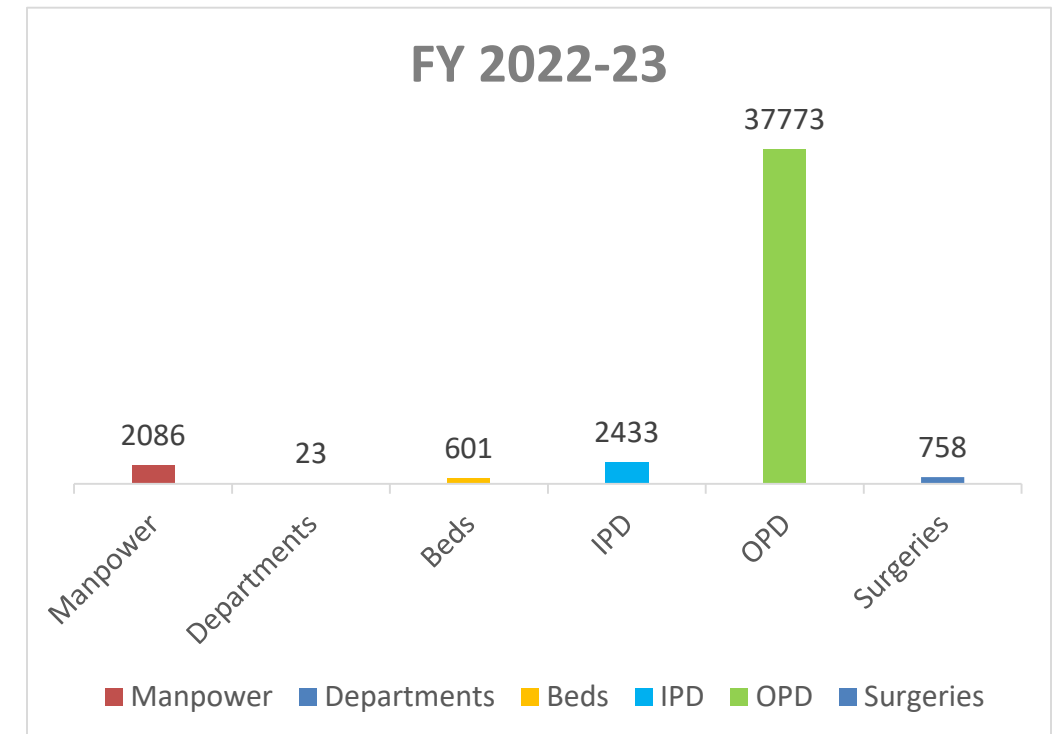
2022-23

Expanded our Infrastructure

- Activated **4th and 10th Floor** (in a phase-wise manner)
- Activated **2nd Floor OPD**
- Extension of **CHEMO Ward** (28 Beds)
- Started New **ENDOSCOPY Unit** (14 Beds)
- Extension of **DIALYSIS Unit with addition of 17 beds**
- Opened New **ICU (3 and 4) with 30 beds each**
- Added New **Operation Theatres** (7 General + 1 CS)

Introduced the Department of Obs & Gynaecology and Fetal Medicine Including NICU

First ever department in the MEDANTA GROUP
BMT –Bone marrow Transplant
Endocrine & Breast Surgery



IPD,OPD,Surgery-Monthly Avg

Some of major Achievements Facts & Figures –FY 2023



*Consortium of Accredited Healthcare Organizations

Key Clinical Business Drivers



Dr. Rakesh Kapoor
Medical Director & Director- Urology &
Kidney Transplant Surgery
(SGPGIMS, Chandigarh)



Dr. Ram Kirti Saran
Director-
Clinical & Preventive Cardiology
(King George Medical College, Lucknow)



Dr. Nakul Sinha
Director-
Interventional Cardiology
(King George Medical College, Luckno)



Dr. P. K. Goel
Director-
Interventional Cardiology
(G.B. Pant Hospital, New Delhi)



Dr. Gauranga Majumdar
CardioThoracic &
Vascular Surgery
(SGPGIMS, Lucknow)



Dr. R.K. Sharma
Director &
HOD- Division of Nephrology & Kidney
(National academy of Medical Sciences, Delhi)



Dr. Dharmendra Singh
Director-
Orthopaedics
(Indian Spinal Injuries Centre, New Delhi)



Dr. Saif Nabi Shah
Director-
Orthopaedics
(Rockland Hospital)



Dr. Anup Kumar Thacker
Director-
Neurology
(BHU, Varanasi)



Dr. Neelam Vinay
Director- Obstetrics, Gynaecology
& Gynae-Oncology
(MRCOG)



Dr. Aneesh Srivastava
Director-
Urology & Kidney Transplant Surgery
(SGPGIMS, Lucknow)



Dr. Sunil Kumar
Director- Diagnostic Radiology
(Sree Chitra Tirunal Institute for
Medical Sciences)



Dr. Manish Gutch
Director-
Endocrinology & Diabetes
(LLRM Medical College)



Dr. Dilip Dubey
Director-
Critical Care Medicine
(AIIMS, New Delhi)



Dr. Alok Gupta
Director-
Medical Onco & Haemato Oncology
(Tata Memorial Hospital, Mumbai)



Dr. Lokendra Gupta
Senior Consultant-
Emergency & Trauma Care
(KGMU, Lucknow)



Dr. Madhu Mati Goel
Director-
Department of Pathology
& Laboratory Medicine
(King George Medical College, Lucknow)



Dr. Ravi Shankar
Director-
Neurosurgery
(GB Pant Hospital, New Delhi)



Dr. Anshul Gupta
Haematology, Haemato-Oncology
& Bone Marrow Transplant
(Rajiv Gandhi Cancer Institute & Research Centre)



Dr. Abhai Verma
Director-
Gastroenterology
(SGPGIMS, Lucknow)



Dr. Anand Prakash
Director-
GI Surgery, GI Oncology & Bariatric Surgery
(RCS, England)



Dr. Harsh Vardhan Atreya
Director-
Medical Onco & Haemato Oncology
(Cancer Institute, Adyar, Chennai)



Dr. Vivek Gupta
Senior Consultant
Liver Transplant Surgery
(Baylor University Medical Centre, Dallas, USA)

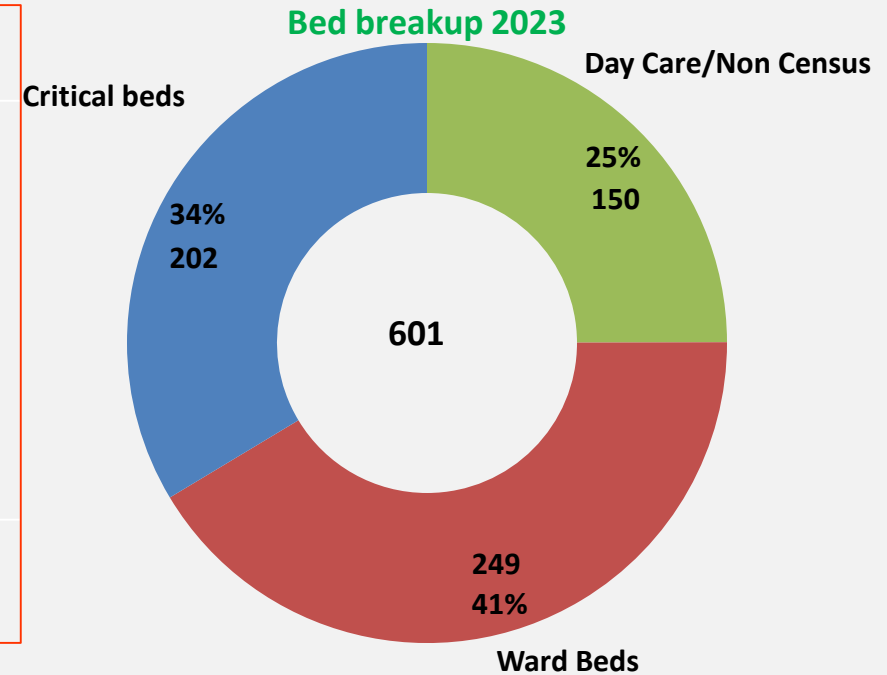
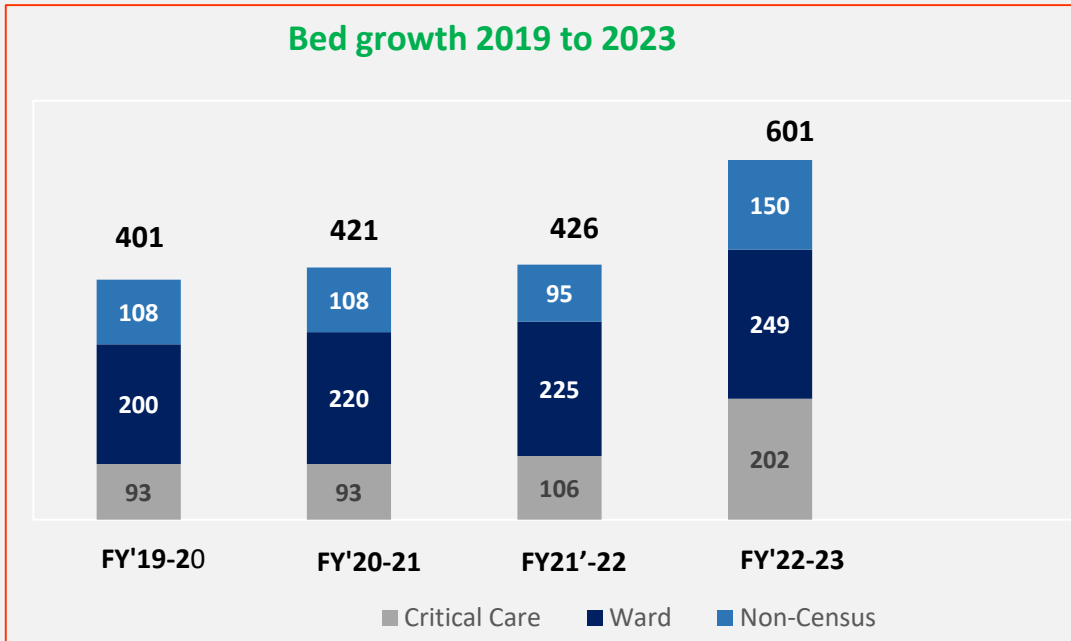


Dr. Amit Agarwal
Director-
Endocrine & Breast Surgery
(GSVM Medical College, Kanpur)



Dr. Vivekanand Singh
Director-
Head & Neck Onco Surgery
(Tata Memorial Hospital, Mumbai)

Planned Bed growth & bed breakup



Expanded our Infrastructure FY -23

- Activated **4th and 10th Floor** (40&34beds respectively)
- Activated **2nd Floor OPD**(41/66 Rooms OPD functional)
- Extension of **CHEMO Ward** (28 Beds)
- Started New **ENDOSCOPY Unit** (14 Beds)
- Extension of **DIALYSIS Unit** with addition of 17 beds(34)
- Opened New **ICU (3 and 4) with 30 beds each**
- Added New **Operation Theatres** (7 General + 1 CS)

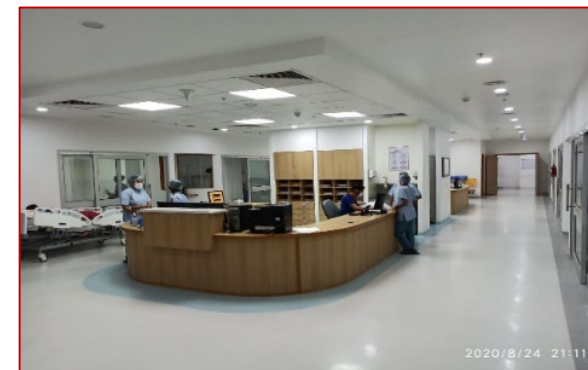
Operation theatres 13+07=20
Cath Lab 02+01=03



CT



MRI



ICU



OT



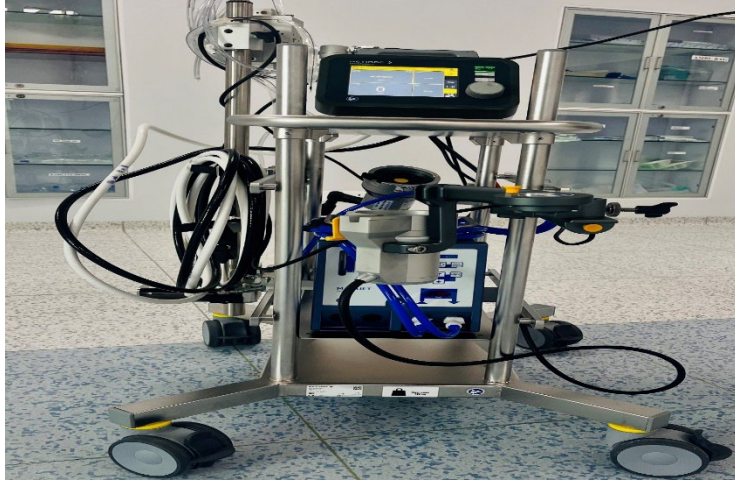
CATH Lab



Bi-plane Cath Lab



ACLS Ambulance



Getinge Quadrox ECMO System

Getinge ECMO-Quadrox PLS System and Rotaflow System. The Extra Corporeal Membrane Oxygenation (ECMO) System supports patients with life-threatening and serious Respiratory and Cardiac Failure. It is used in ICU's and Cardiac OT's



Karl Storz, IMAGE1 Rubina 4K System

Karl Storz, IMAGE1 Rubina 4K System, It combines the latest 4K, 3D and fluorescence imaging technologies in one system. This Equipment features 4K image quality in 2D and 3D also. The new power model RUBINA makes this possible



Medtronic surgical navigation system StealthStation S8

The StealthStation S8 ,Medtronic surgical navigation system has an improved patient registration software, and advanced visualization to navigate neurosurgery procedures. The system offers optical and Electromagnetic (EM) tracking capabilities, and integrates with external devices like microscopes, ultrasound, and a broad array of Medtronic instruments.



Siemens MRI 3.0 Tesla Skyra

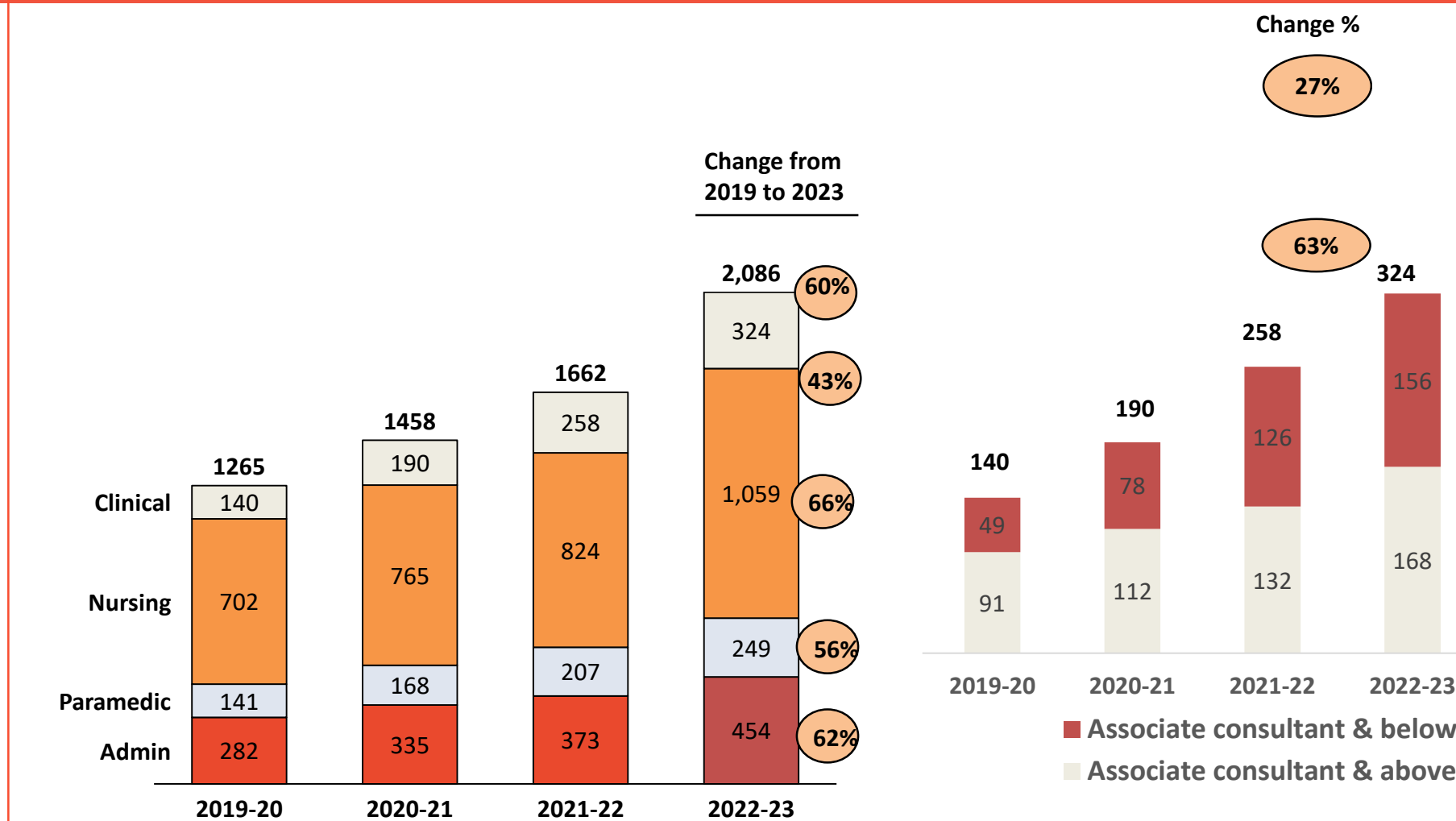
MRI 3.0 Tesla, Skyra Model from Siemens is committed to deliver complete solution including MRI compatible Anesthesia Machine and MRI Compatible AGM Monitor with high quality imaging and **speed** .

Siemens Biplane Cathlab Artis ZEE



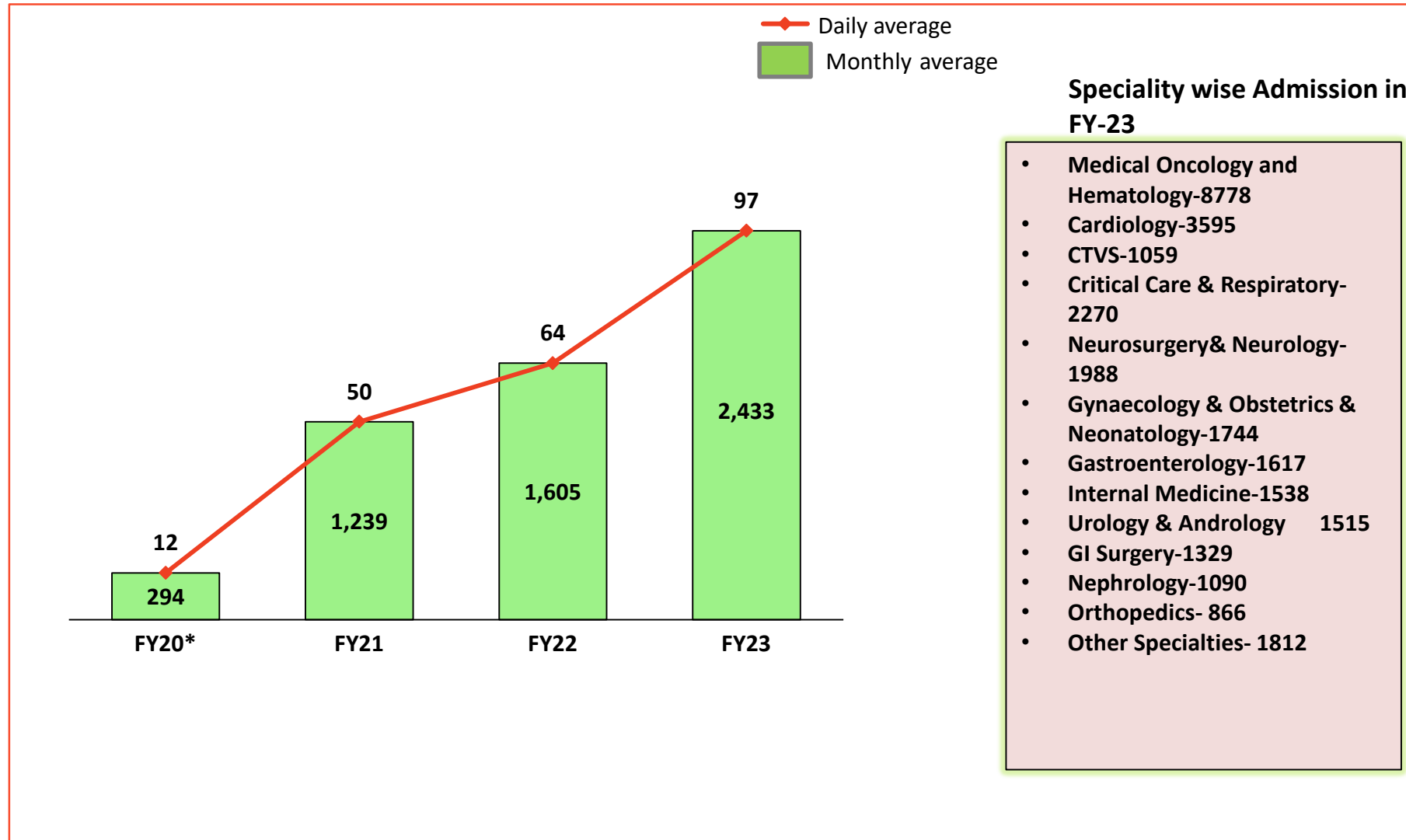
Siemens Biplane Cathlab Artis ZEE Specialized for Neuro cases and Optimized for Cardiac examinations and treatments. It is also used for dyna CT, road Map and Embolization guidance.

Employee Headcount trend



All numbers in actual

Admission trend



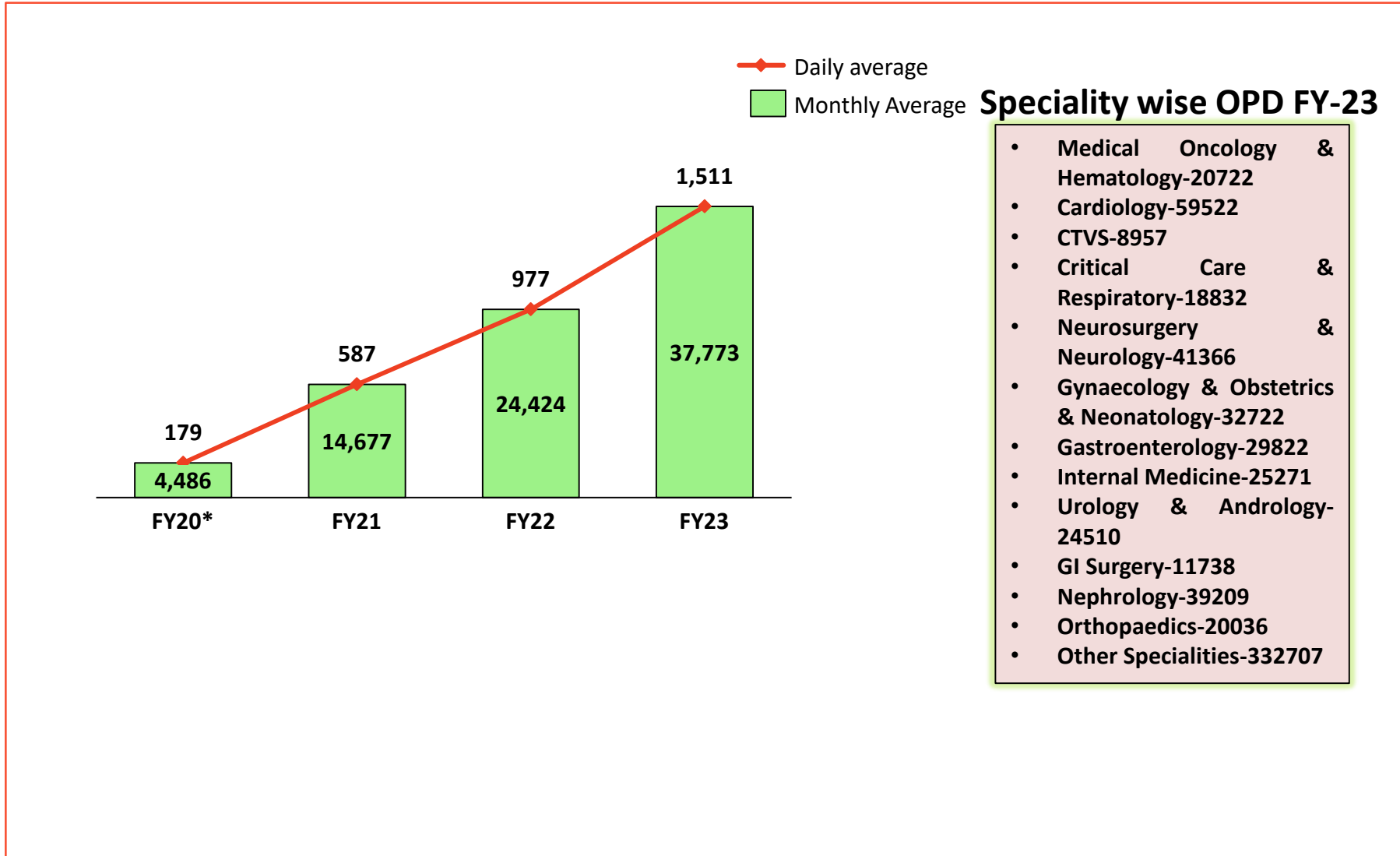
Note: Daily averages based on 25 days per month

*FY20 covers Nov'19 to Mar'20

It includes Day care admissions also.

All numbers in actual.

OPD visit trend

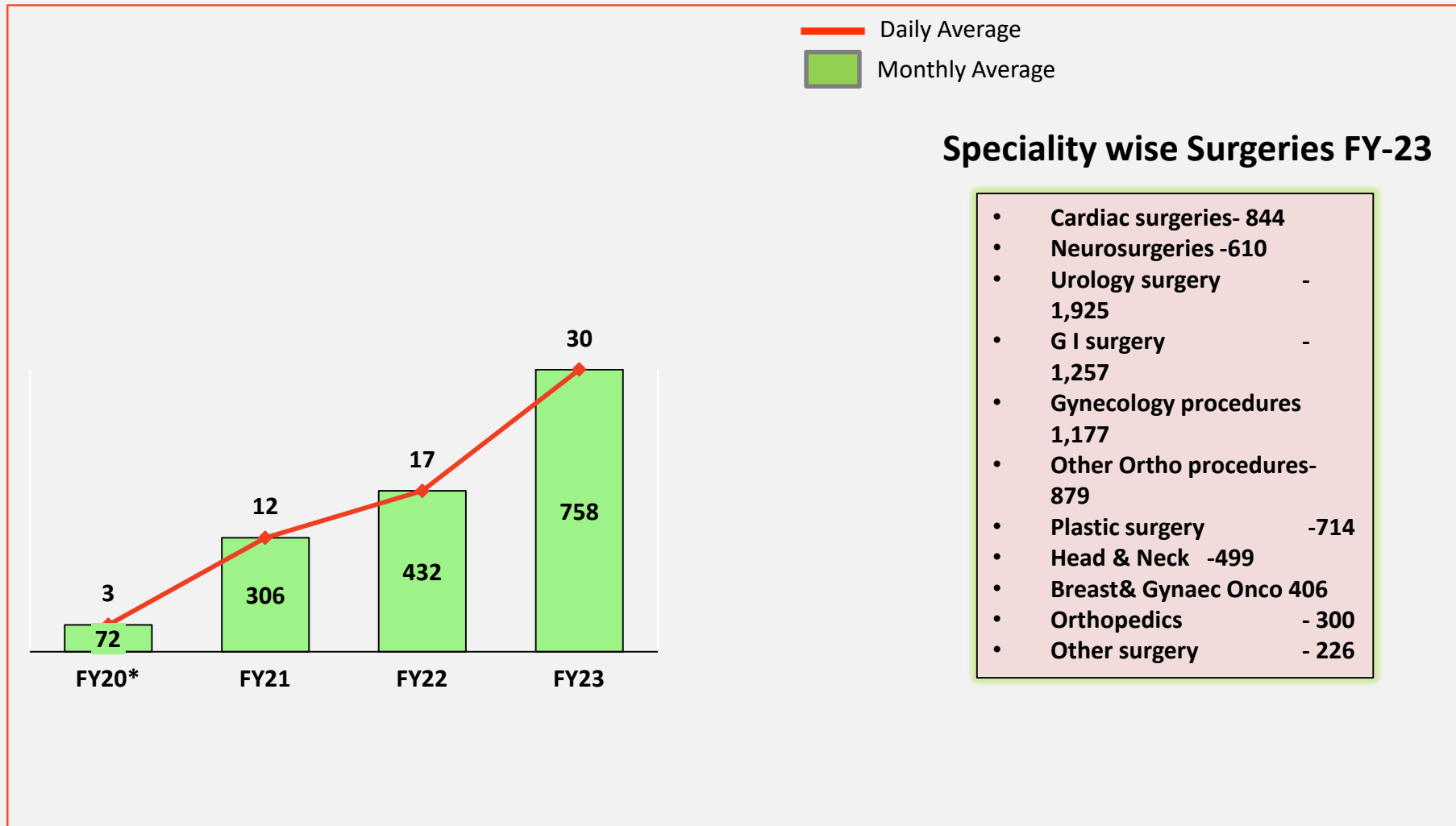


Speciality wise OPD FY-23

- Medical Oncology & Hematology-20722
- Cardiology-59522
- CTVS-8957
- Critical Care & Respiratory-18832
- Neurosurgery & Neurology-41366
- Gynaecology & Obstetrics & Neonatology-32722
- Gastroenterology-29822
- Internal Medicine-25271
- Urology & Andrology-24510
- GI Surgery-11738
- Nephrology-39209
- Orthopaedics-20036
- Other Specialities-332707

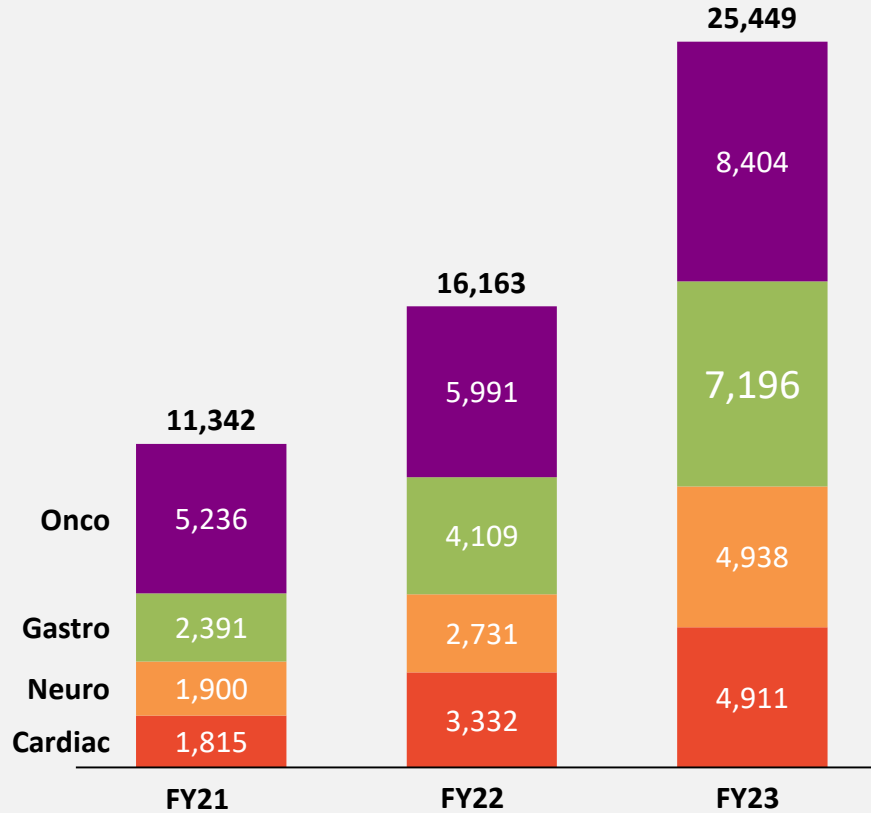
Note: Daily averages based on 25 days per month
 *FY20 covers Nov'19 to Mar'20
 All numbers in actual

Surgical volume trend



Note: Daily averages based on 25 working days per month
FY20* covers Nov'19 to Mar'20
All numbers in actual

Non-Surgical volume trend

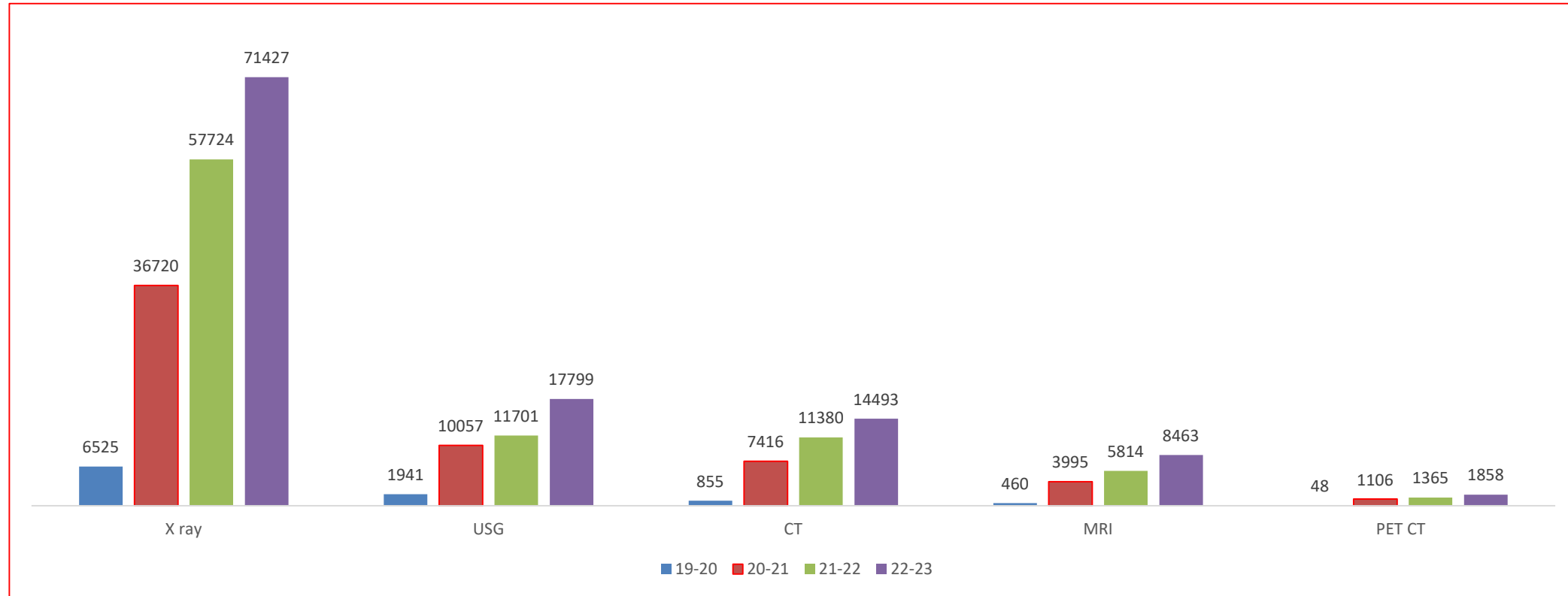


Speciality wise Non Surgical FY-23

- *Cardiac -4,911
- #Neurology-4,938
- Gastroenterology Procedures-7,196
- Medical Oncology Procedures-8,404
- *Cardiac includes CAG/PTCA/PPI/TPI /ICD
- #Neurology includes Angio-DSA/ Cath procedures & interventional Radiology procedures

All numbers in actual

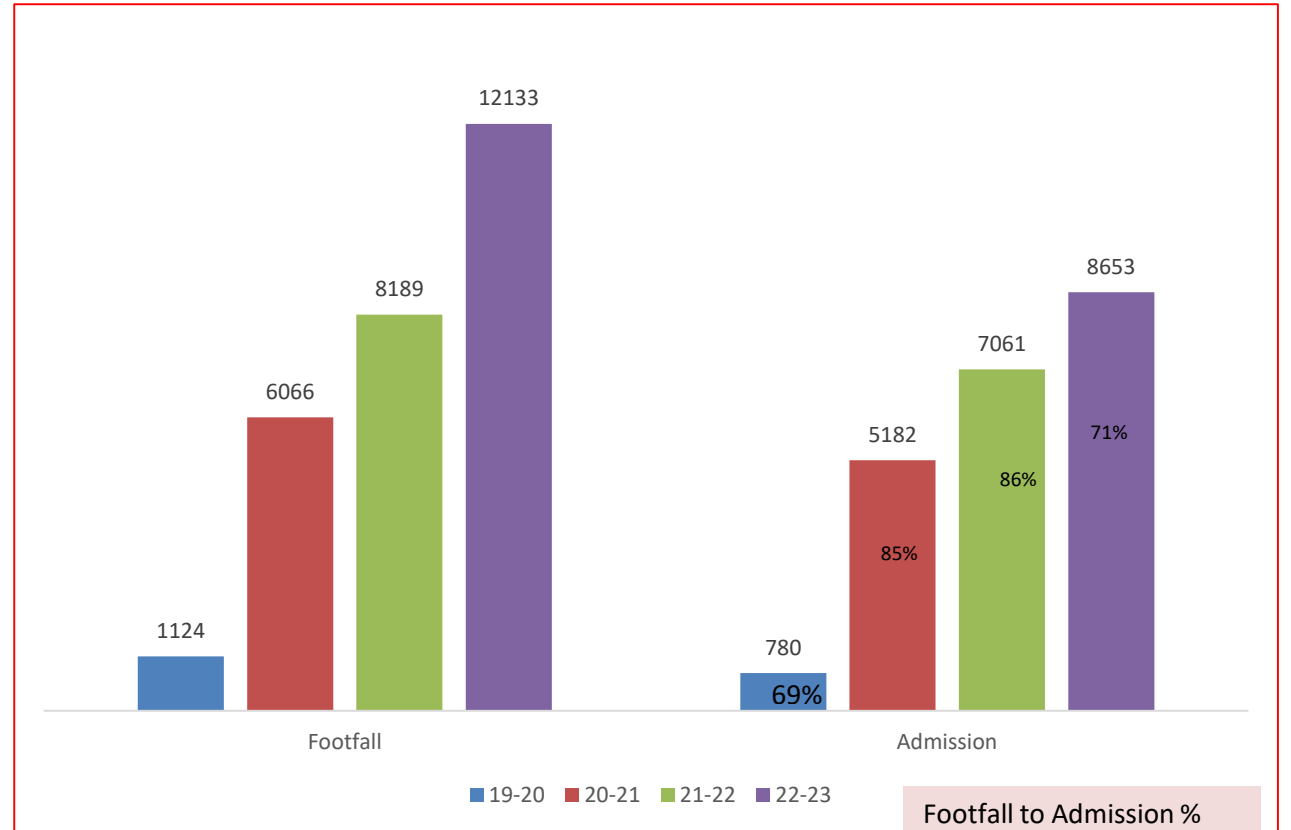
Radiology Services trend



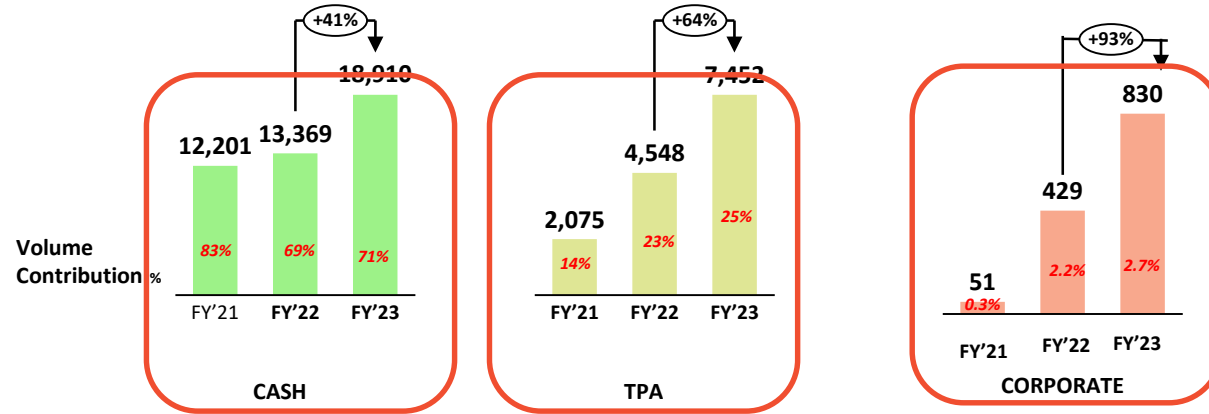
FY	X ray	USG	CT	MRI	PET CT
19-20	6525	1941	855	460	48
20-21	36720	10057	7416	3995	1106
21-22	57724	11701	11380	5814	1365
22-23	71427	17799	14493	8463	1858

Emergency Footfalls Trend

ER to IP Conversion in %			
FY	Footfalls	Admissions	Percentage
19-20	1124	780	69%
20-21	6066	5182	85%
21-22	8189	7061	86%
22-23	12133	8653	71%



PAYOR MIX



- 98 % of the Revenue comes from Cash + TPA + CMRF
- 2% contribution from PSU/Pvt Corporates

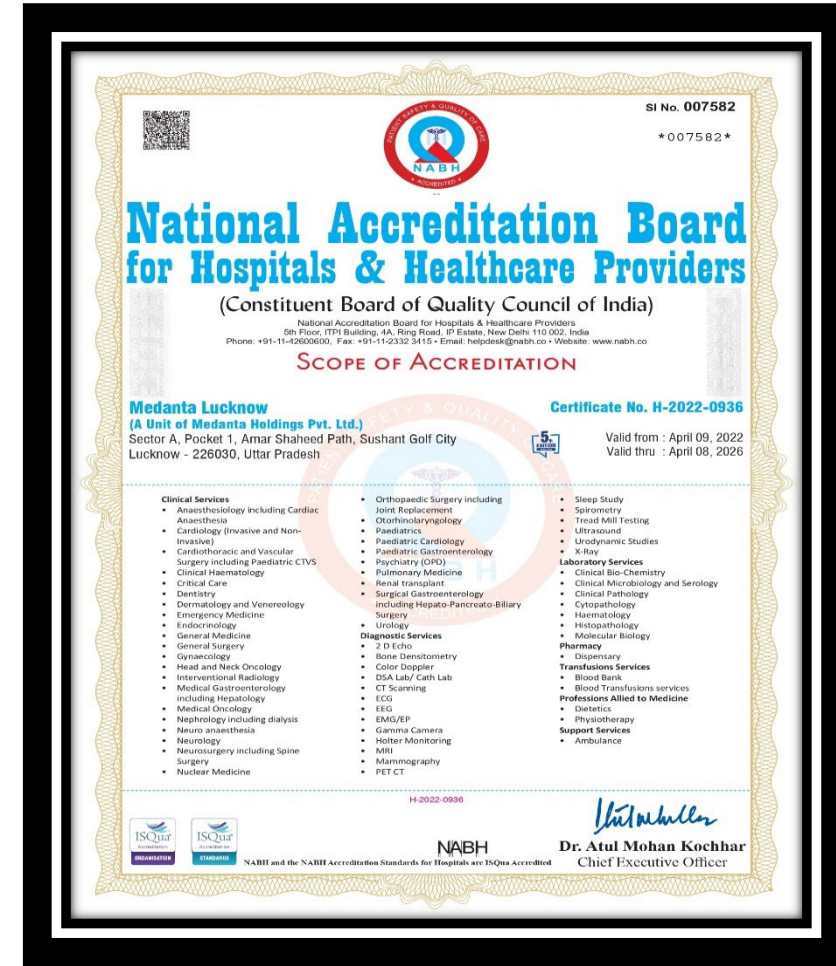
Accreditation Status

- **NABH Final assessment for accreditation** was conducted from 7th Jan 2022 – 9th Jan 2022
Accreditation Certificate valid from 9th Apr 2022 valid thru Apr 8th 2026

Certificate of Accreditation

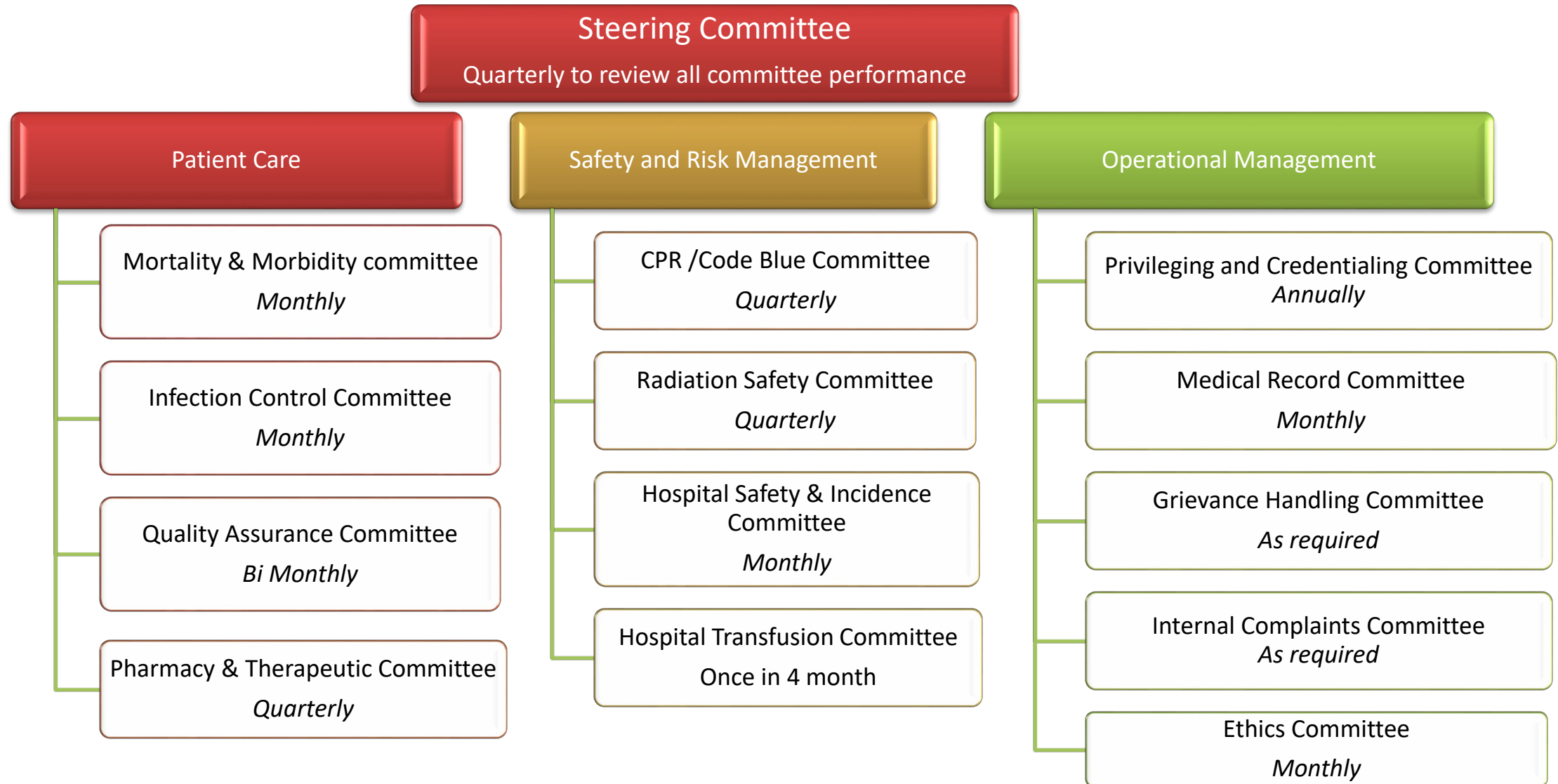


Scope of Accreditation



Services added after Jul 2022 are managed as per guidelines of NABH, addition of the same in scope will be done in next assessment

Governing Committees



Above committee drives quality improvement, patient safety, and compliance with accreditation standards within the hospital. Their efforts contribute to enhancing the overall quality of care provided to patients.



Educational Programs

DNB Accreditation: Applied in Departments mentioned Below			
DNB Applied in Departments	Seats Applied	Inspection Status	Seat Allotted From NBE
Nephrology	1	Done (1 candidate joined)	1
Emergency	2	Done	2
CTVS	2	Done	2
Urology	1	Done	Awaited
CCM	2	Done	2
Endocrine	1	Done	Awaited
Microbiology	1	Done	1
Pathology	1	Done	1
Cardiology	2	Done	Awaited
Applied For -Neurology,Neurosurgery,Gastroenterology,Internal medicine ,Orthopedics,Radiology=12			
*IDCCM/CTCCM for Critical Care - 2 seats allotted			

Radiation Oncology –Completes our Comprehensive Oncology Program

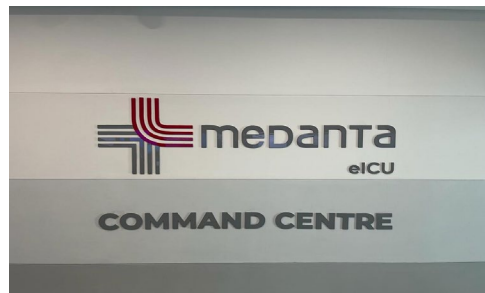
The Edge radiosurgery system includes the following highlights:

- Treatment Delivery System
- Small vault configuration with integrated MV imager for High-Intensity Mode beam Portal Dosimetry
- High-Definition 120 Multileaf High-Intensity Mode with dose rates up to 2400MU/min
- Advanced imaging features including
 - 2D/3D match
 - High contrast MV imaging with extended field of view



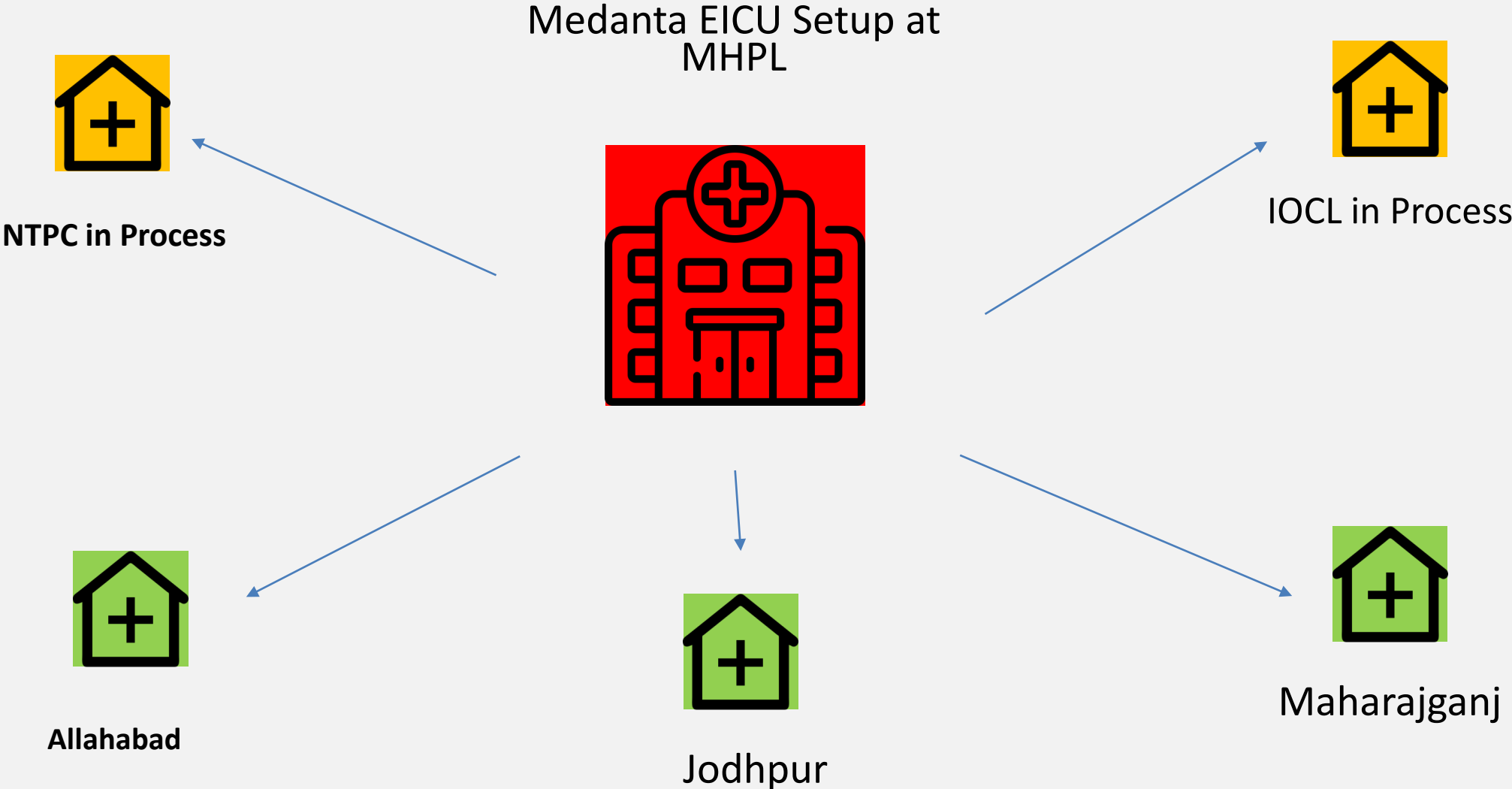
Medanta eICU –A New Concept

- MHPL is the first to setup the Eicu .
- To support 24*7 critical Patients at locations outside Lucknow

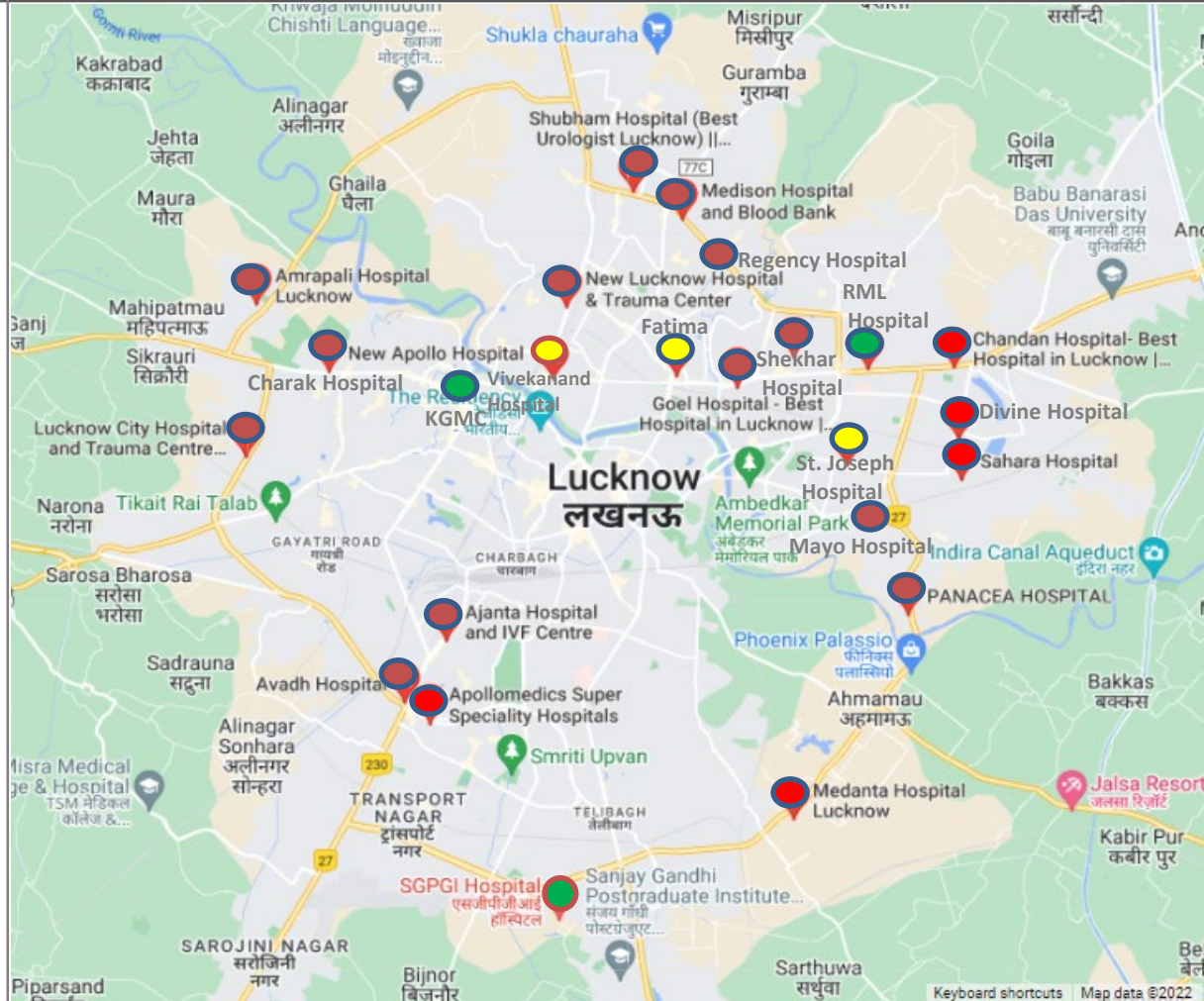


Remote Critical Care Reaching Geographies

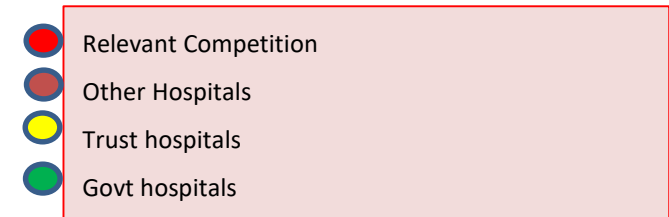
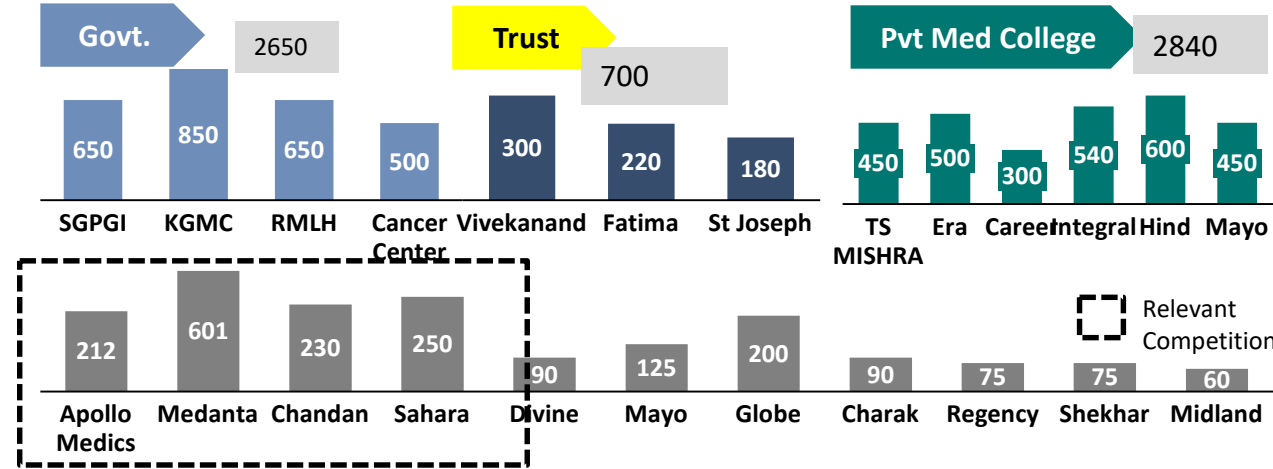
eICU



Lucknow market segmentation & competition (1/2)



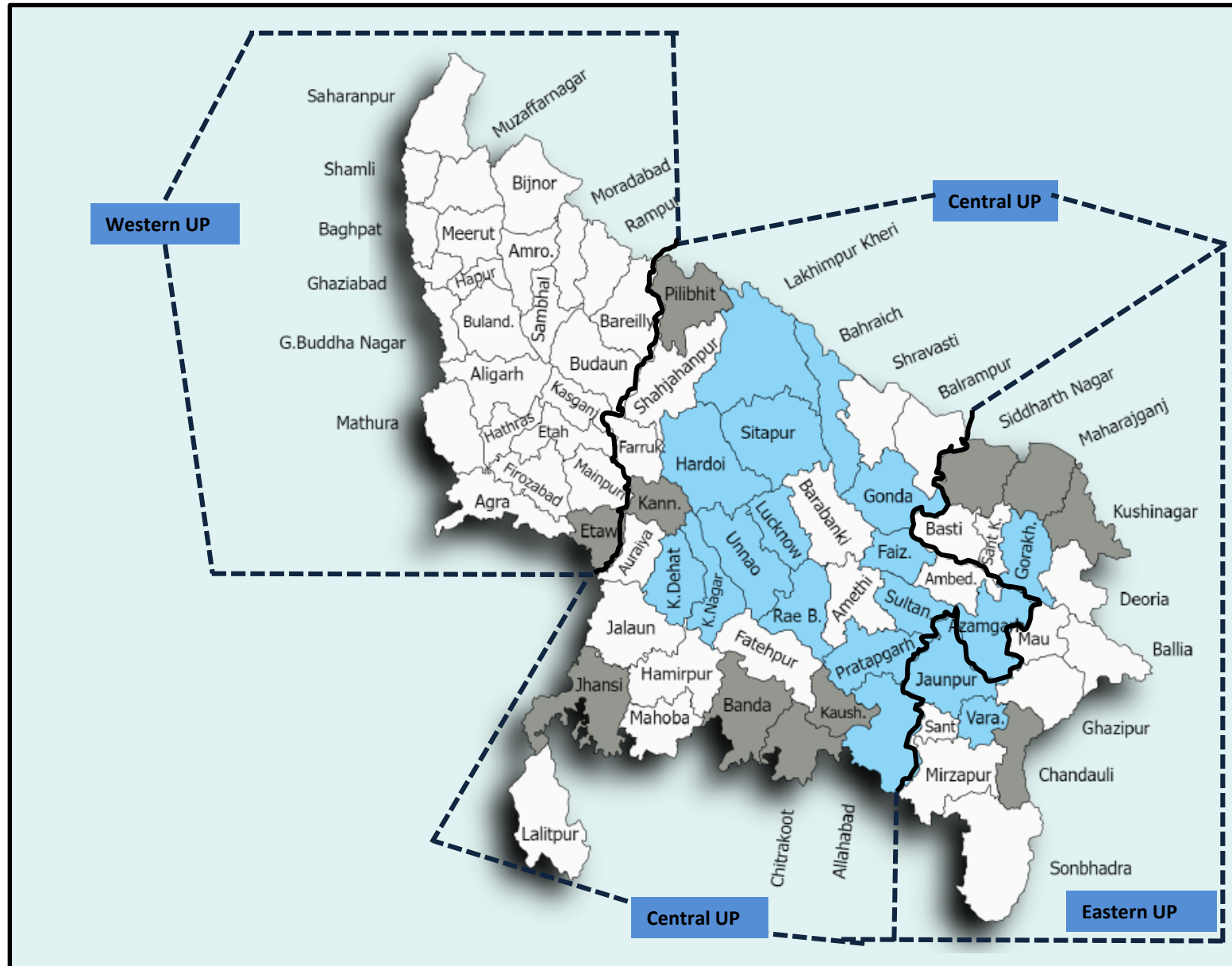
- **Total Population (Census 2011) : 46 lacs** [Urban 36 lacs and Rural 10 Lacs]
- **Total Population in catchment radius of 60km : 1.32 Cr**
- **Hospital beds to population: 1.9 beds per 1000 population**
- **Key Hospitals (# of beds):**



Lucknow market segmentation & competition (2/2)

KPIs	PRIVATE						GOVERNMENT			
	MEDANTA	APOLLOMEDICS	CHANDAN	SAHARA	GLOBE	DIVINE	KGMC	SGPGI	RMLH	Cancer Institute
Bed Capacity:	944	250	250	350	200	125	1200	1000	800	500
Operational Beds:	601	212	230	250	150	90	850	650	650	300
Revenue/Month (INR Cr.)	50	24	12	10	3.5	4.5	1600	1200	1500	0
Top 5 Specialities:	1. Cardiac Sciences 2. Renal Sciences 3. Neuro Sciences 4. GI Sciences 5. Oncology (Med & Surgical)	1. Gynaecology 2. Internal Medicine 3. Comprehensive Oncology 4. Critical Care 5. Gastro Surgery	1. Pulmonology 2. Orthopaedics 3. Renal Sciences 4. Gynecology 5. Cardiology	1. Neurology 2. Gynaecology 3. Medical Oncology 4. Critical Care 5. Gastroenterology	1. Cardiac Sciences 2. Renal Sciences 3. Neuro Sciences 4. GI Sciences 5. Oncology (Med & Surgical)	1. Cardiac Sciences 2. Renal Sciences 3. Orthopaedic	1. Orthopaedics 2. ENT 3. Gastroenterology 4. Neurology 5. Liver Transplant	1. Orthopaedics 2. ENT 3. Gastroenterology 4. Neurology 5. Liver Transplant	1. Medicine 2. Oncology 3. Cardiology 4. Critical Care 5. General Surgery	Organ Specific Cancer Care
USPS:	Brand Medanta ,Best Clinicians ,Well accessible ,State of the art Infrastructure	Location	Location	Centrally located	Location Gastro		Affordability	Affordability	Patient Care	Affordability
Age of Establishment	3Yrs	3yrs	5yrs	10yrs	3months	14yrs	117	49	16	2

Focus Districts



Distribution of districts :

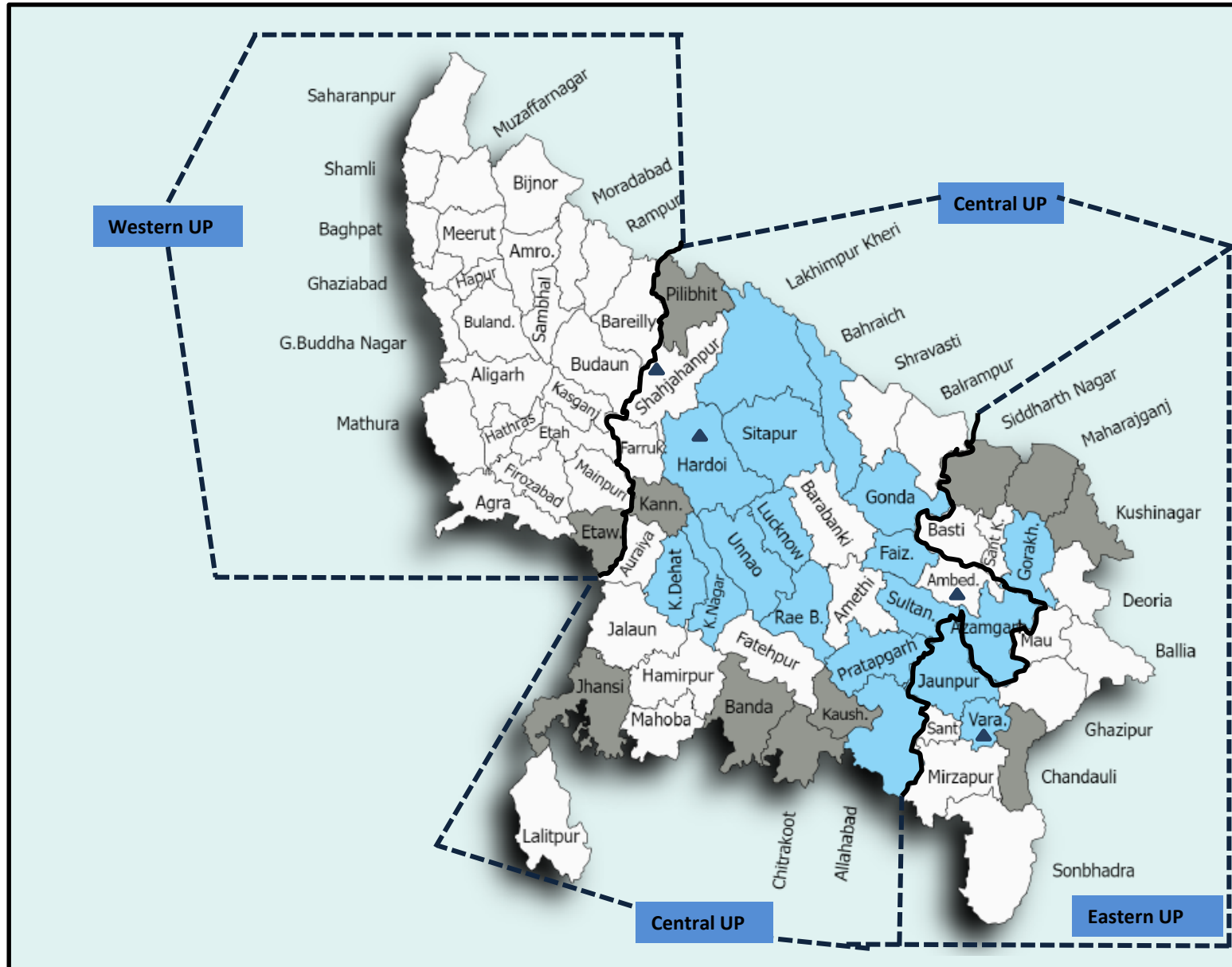
Primary focus

1. LUCKNOW
2. ALLAHABAD
3. GORAKHPUR
4. LAKHIMPUR KHERI
5. SULTANPUR
6. GONDA
7. JAUNPUR
8. AZAMGARH
9. KANPUR
10. UNNAO
11. BAHERAICH
12. RAEBARELI
13. PRATAPGARH
14. HARDOI
15. SITAPUR
16. VARANASI
17. AYODHA

Secondary focus

1. KANNAUJ
2. PILIBHIT
3. BANDA
4. ETAWA
5. JHANSI
6. CHANDAULI
7. CHITRAKOOT
8. KAUSHAMBI
9. KHUSINAGAR
10. MAHARAJGANJ
11. SIDDHARTH NAGAR

Focus Districts For Outreach OPD's



Activation of OPDs:

- Existing

 1. Raebareli
 2. Sultanpur
 3. Jaunpur
 4. Allahabad
 5. Unnao
 6. Kanpur
 7. Lakhimpur
 8. Behraich
 9. Gonda
 10. Ayodhya
 11. Gorakhpur
 12. Azamgarh
 13. Banda
 14. Sitapur
 15. Akbarpur
 16. Ricia
 17. Barabanki
 18. Deoria
 19. Basti
 20. Agartala

- ▲ New to be added

 1. Shahjahanpur
 2. Varanasi
 3. Hardoi
 4. Chapra
 5. Jhansi

Top 8 Speciality strategies

Cardiac Science

- Medanta Cardicon – National Conference
- Fixed Daycare Package Launch for Angiography
- OOPD's in new areas/ adding speciality – Shahjanpur | Hardoi | Varanasi / Allahabad
- Case/ Procedure Promotion through PR - TAVI | CTO | Pediatric ASD, VSD, TOFF
- Nursing Home Tie up – Cath Lab procedure (Pediatric & Adult) / Cardiac Surgery (Pediatric & Adult)
- Extensive promotion of Cardiac Emergency (For Primary PTCA)
- Health Talk / RTM / CME - PSU's / Corporate / IMA / API/ IAP / Physician (Covering all Major districts)

Neuro Sciences

- Promotion of minimally Invasive Neuro Surgeries – Activities | Print | Digital
- Case/ Procedure Promotion through PR
- Walkathon on Stroke awareness
- Epilepsy & Stroke - Workshop / Seminar with Neuro Associations & Indian Stroke Association
- Extensive Campaign on Stroke Ready Hospital – Digital | Radio | Print | PR
- OOPD's in new areas/ adding speciality – Allahabad | Lakhimpur | Behraich | Jaunpur

GI Sciences

- Fixed Package Launch – Capsule Endoscopy | ERCP | Fibro Scan
- Promotion of Surgeries– Whipples | Bariatric | Esophageal & Intestine Cancer
- OOPD's in new areas/ adding speciality – Shahjanpur | Lakhimpur | Varanasi
- Case/ Procedure Promotion through PR
- Speciality promotion - Activities | Print | Digital

Oncology

- Launch of Well Women Screening Package
- OOPD's in new areas/ adding speciality – Allahabad | Varanasi | Lakhimpur | Hardoi | Ayodhya
- Case/ Procedure Promotion through PR – Hipec | Immunotherapy | Bladder Cancer
- Launch of Radiation Oncology – IGRT | IMRT | Brachytherapy
- Free Cancer OPD – Once in a week (Feb – Marc'22)
- Tie with Thalassemia Society , NGO's (for BMT Cases)

Top 8 Speciality strategies

Renal Sciences

- Regular Activities with Senior Citizen Societies, Association, Morning Walker
- Empanelment with Retiree Association
- OOPD Launch – Gorakhpur | Kanpur | Raebareli | Sultanpur | Allahabad
- Launch of Kidney / Urethra Stone Clinic / Robtic Surgery
- Workshop / Seminar – Dialysis Technician / Nursing Home / Interventional Renal Artery Stenting
- Kidney Care Health Checkup Package launch
- Promotion of 35 Bedded Dialysis Centre

Orthopaedics

- OOPD Launch – Shahjanpur | Allahabad | Sultanpur | Behraich
- Workshop / Seminar with Physiotherapy association / Sports & Trauma Injury
- Sports Injury & Joint Pain Clinic Launch
- Health Talk / RTM / CME - PSU's / Corporate / Retiree Association
- Increase OPD & OT Days of Dr. Sanjay Srivstava

Mother & Child

- Rubaru – Survivor Program for Gynae Cancer
- Case/ Procedure case promotion through PR
- Health Talk / RTM / CME – IMA / IAP / Obs & Gynae Society
- Well Women Package Introduction

Transplant

- Seminar / Workshop on Post transplant care with home care providers / patient family members
- Web PR on Success stories
- Chronic Kidney disease management Clinic
- Chronic Liver disease management Clinic
- Health Talk / RTM / CME - PSU's / Corporate
- Launch of Heart Transplant Program

Way Forward -Clinical Initiatives

TRANSPLANT (BMT LTP KTP)	Initiative to increase BMT,Liver Transplant, & Kidney Transplant
ROBOTIC SURGERY	To commence Robotic Surgery
TAVI, CTO, TOFF	Initiative for high end cardiac procedures
LASER SURGERY	To commence Laser Surgery
Comprehensive Cancer Care	Promote the comprehensive cancer care across the area of operations
Thoracic & Vascular Surgery	Hiring of Vascular Surgeon
Advance Rehab Centre	To Commence the Advance Rehab Centre
Advance Pediatric Medical & Surgery Department	To commence Advance Paediatric Medical & Surgery Department

Way Forward -Marketing Initiatives

Trade	Increase in new Geographical Area Addition of More Trade Doctors Expand the Outreach OPD's to new Districts and Towns
Public sector unit /Private corporate	Add More PSU /Pvt corp
Third Party Administrator/Insurance (TPA)	Addition of TPA + Insurance companies
Emergency	Aggressive promotion of ER on Digital/Newspaper

The challenges of the **FUTURE**
are more exciting than the
accomplishments of the **PAST**

Thank You