

# Medanta, Lucknow

Familiarisation of Medanta Lucknow to GHL Board Members  
27<sup>th</sup> 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 31<sup>st</sup> 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

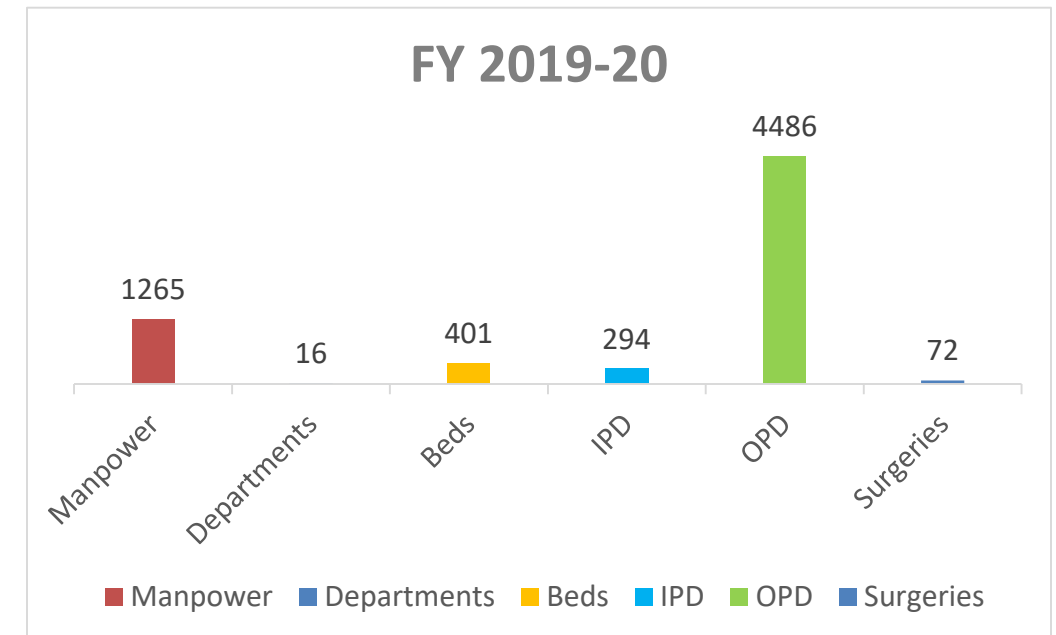
From various prestigious institutions like SGPGI, AIIMS, KGMU etc

## 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

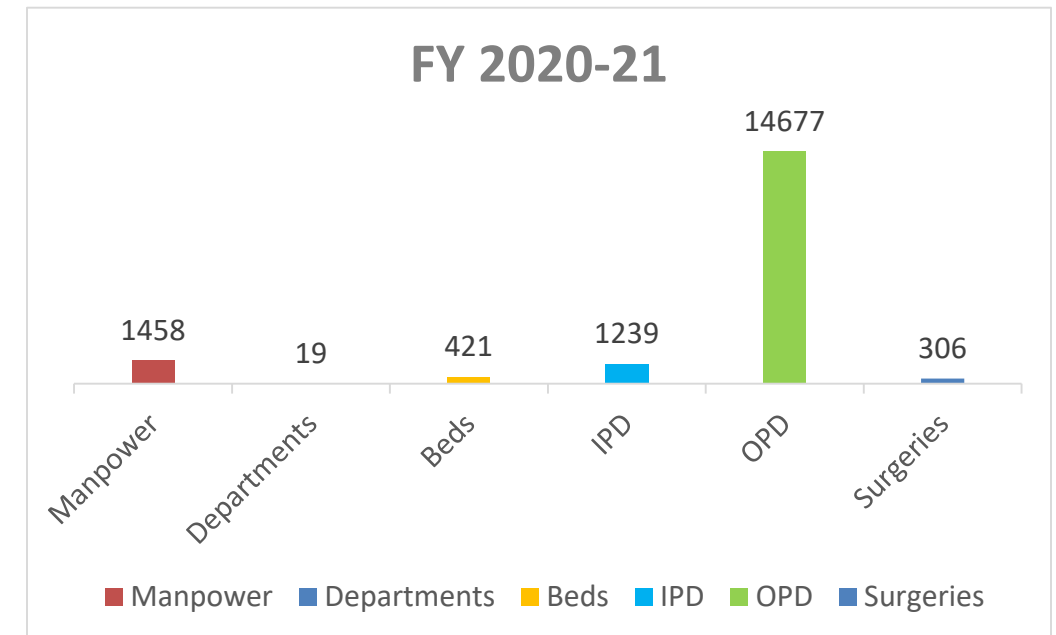
To provide round-the-clock medical treatment to COVID-19 POSITIVE patients

## 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

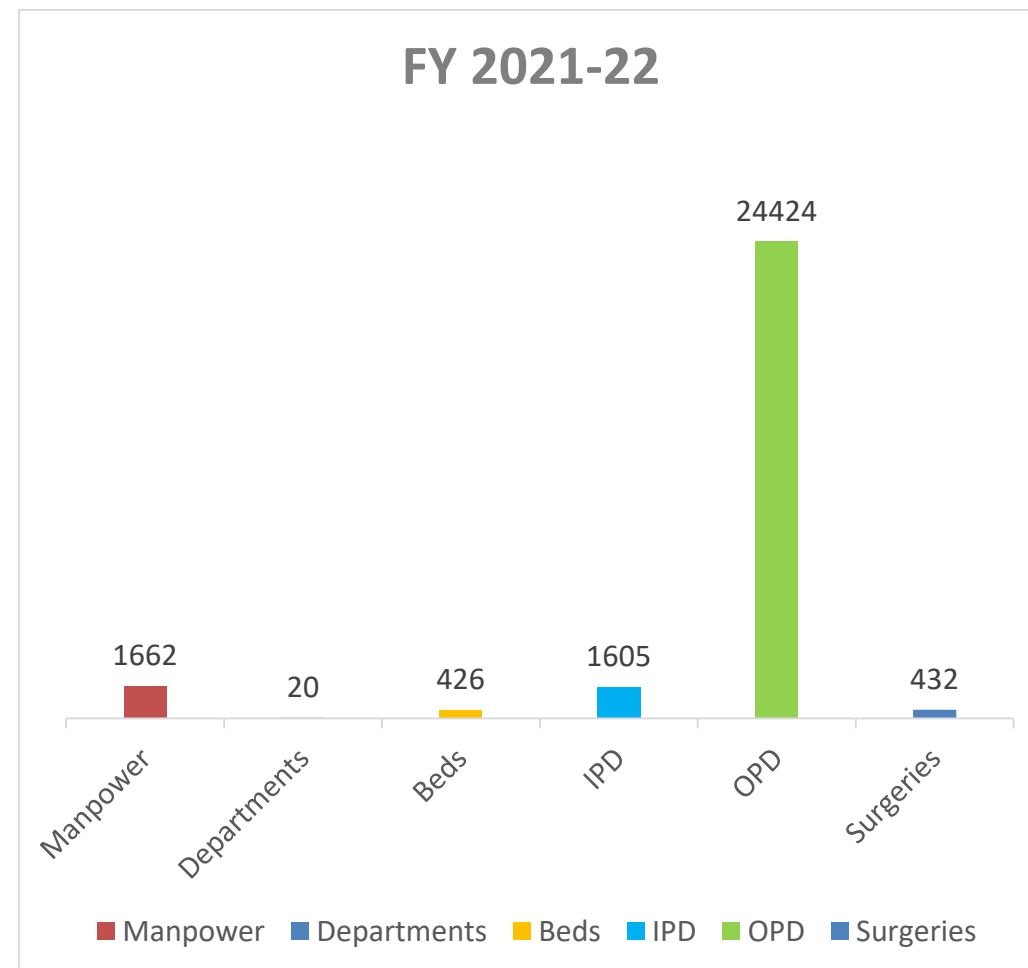
## Participated in the **COVID-19 vaccination drive**

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** 9<sup>th</sup> Floor(25 Beds ), **Converted** Day-care to pulmonary ICU to handle post Covid complications, etc.



IPD,OPD,Surgery-Monthly Avg

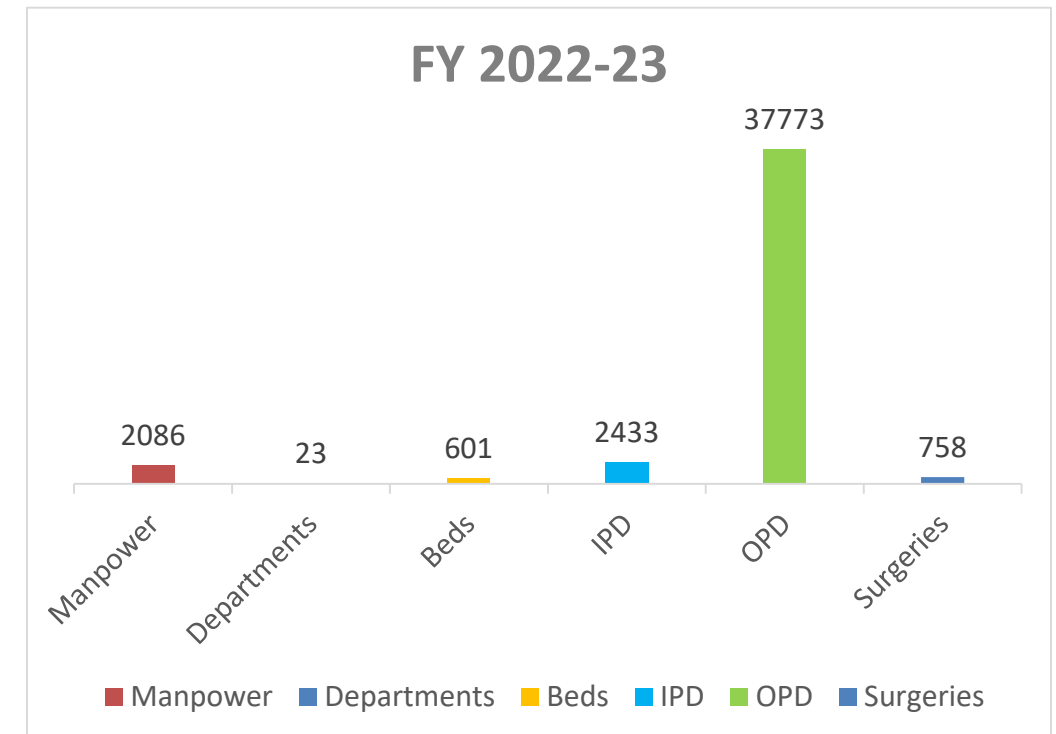
2022-23

## Expanded our Infrastructure

- Activated **4<sup>th</sup> and 10<sup>th</sup> Floor** (in a phase-wise manner)
- Activated **2<sup>nd</sup> 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)

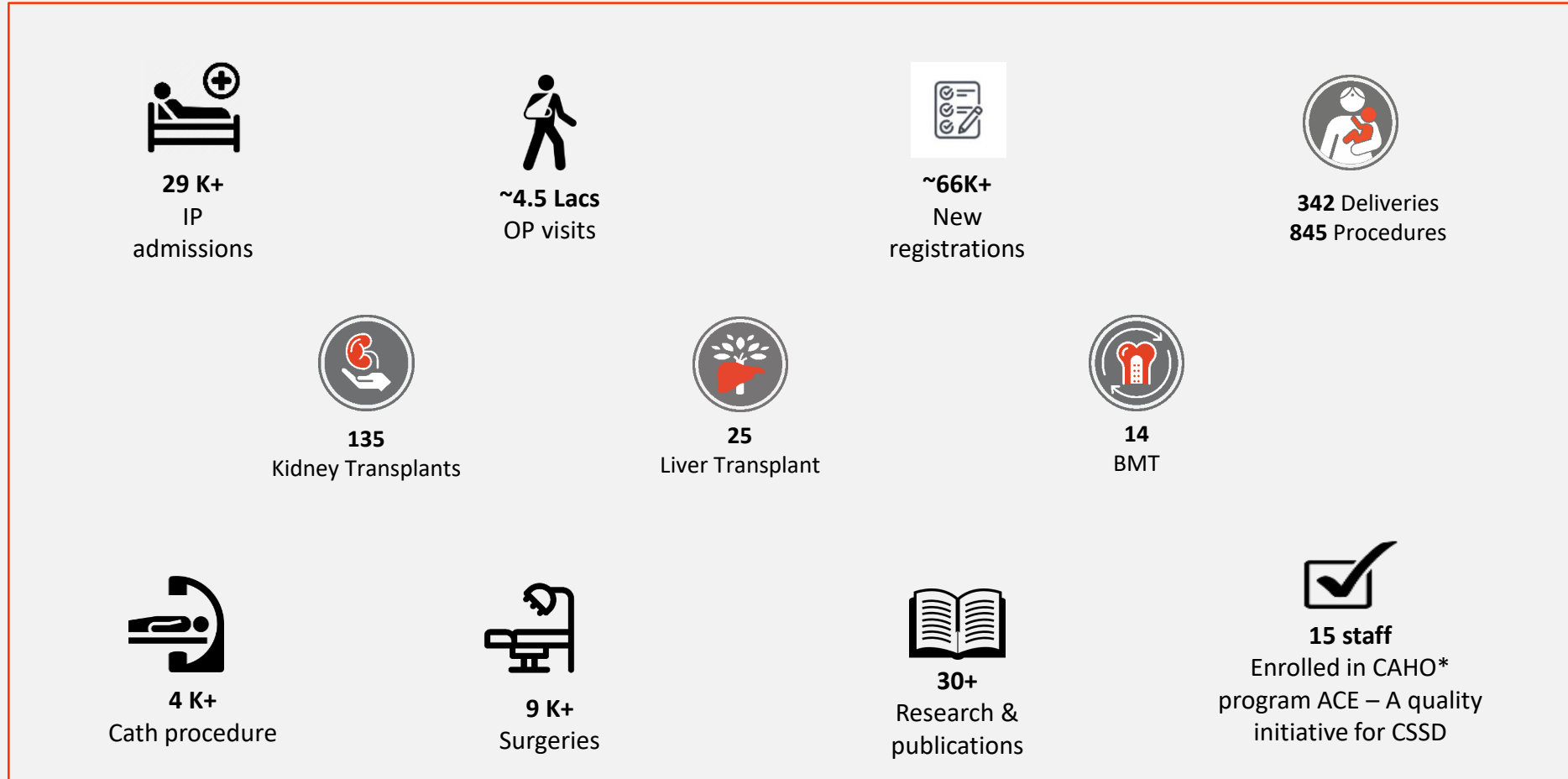
## Introduced the Department of Obs & Gynaecology and Fetal Medicine Including NICU

**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)



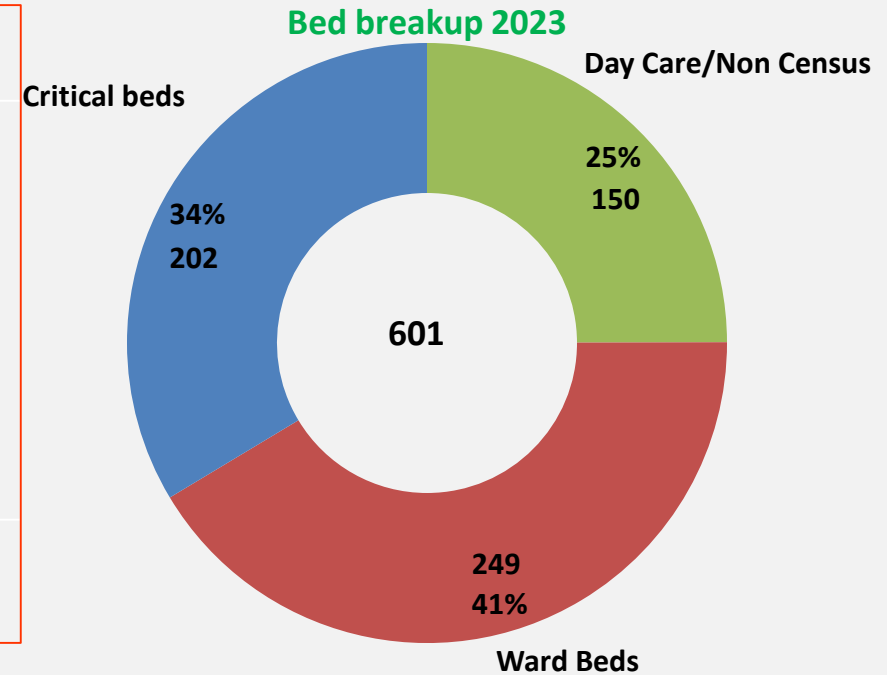
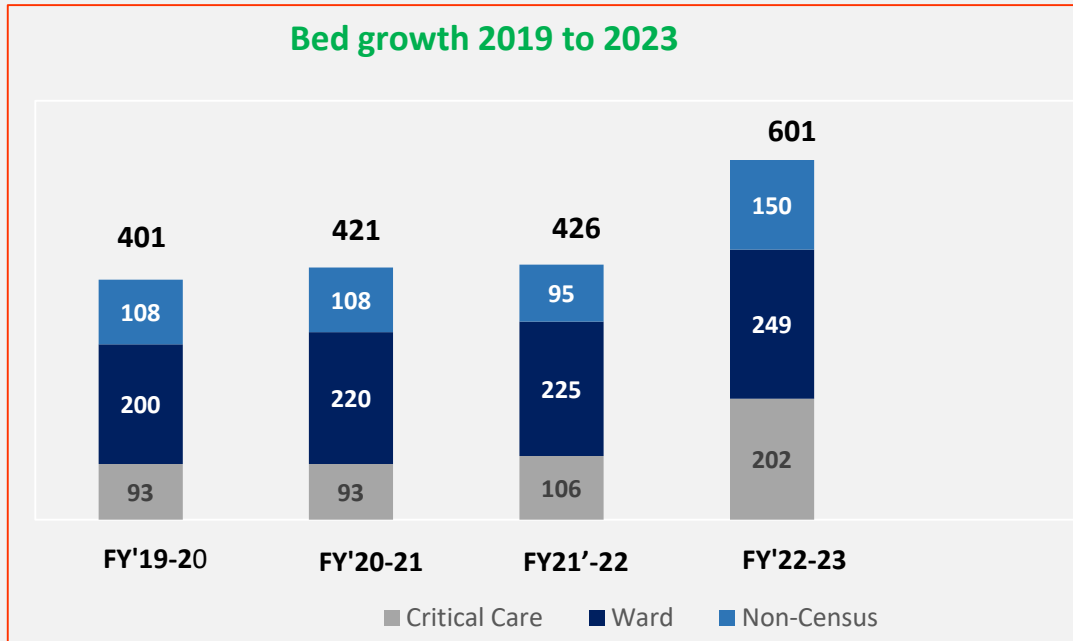
**Dr. Amit Agarwal**  
Director-  
Endocrine & Breast Surgery  
(GSVM Medical College, Kanpur)



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



# Planned Bed growth & bed breakup



## Expanded our Infrastructure FY -23

- Activated **4<sup>th</sup> and 10<sup>th</sup> Floor** (40&34beds respectively)
- Activated **2<sup>nd</sup> 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



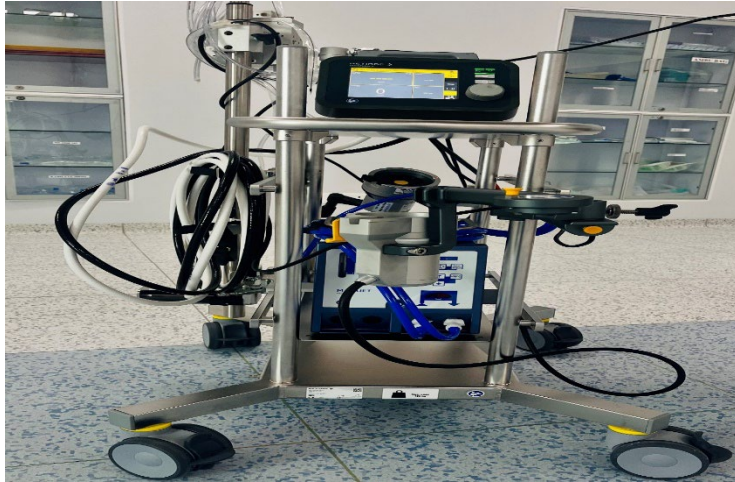
CATH Lab



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

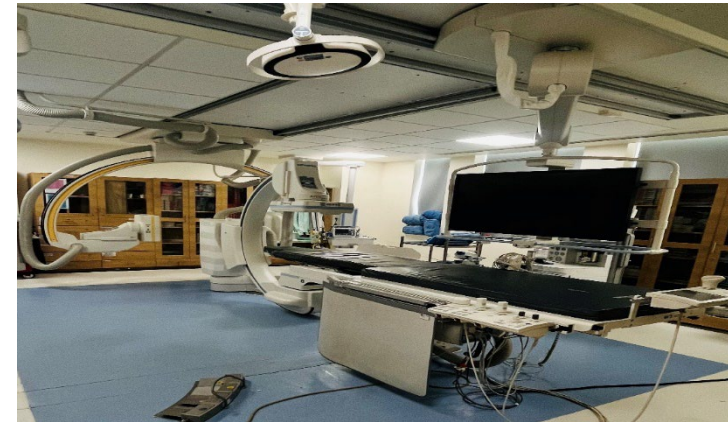
The StealthStation S8 ,Medtronic surgical navigation system has an improved patient registration software, and advanced visualization to navigate neurosurgery procedures. The system offers optical and Electromagnetic (EM) tracking capabilities, and integrates with external devices like microscopes, ultrasound,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



## Siemens MRI 3.0 Tesla Skyra

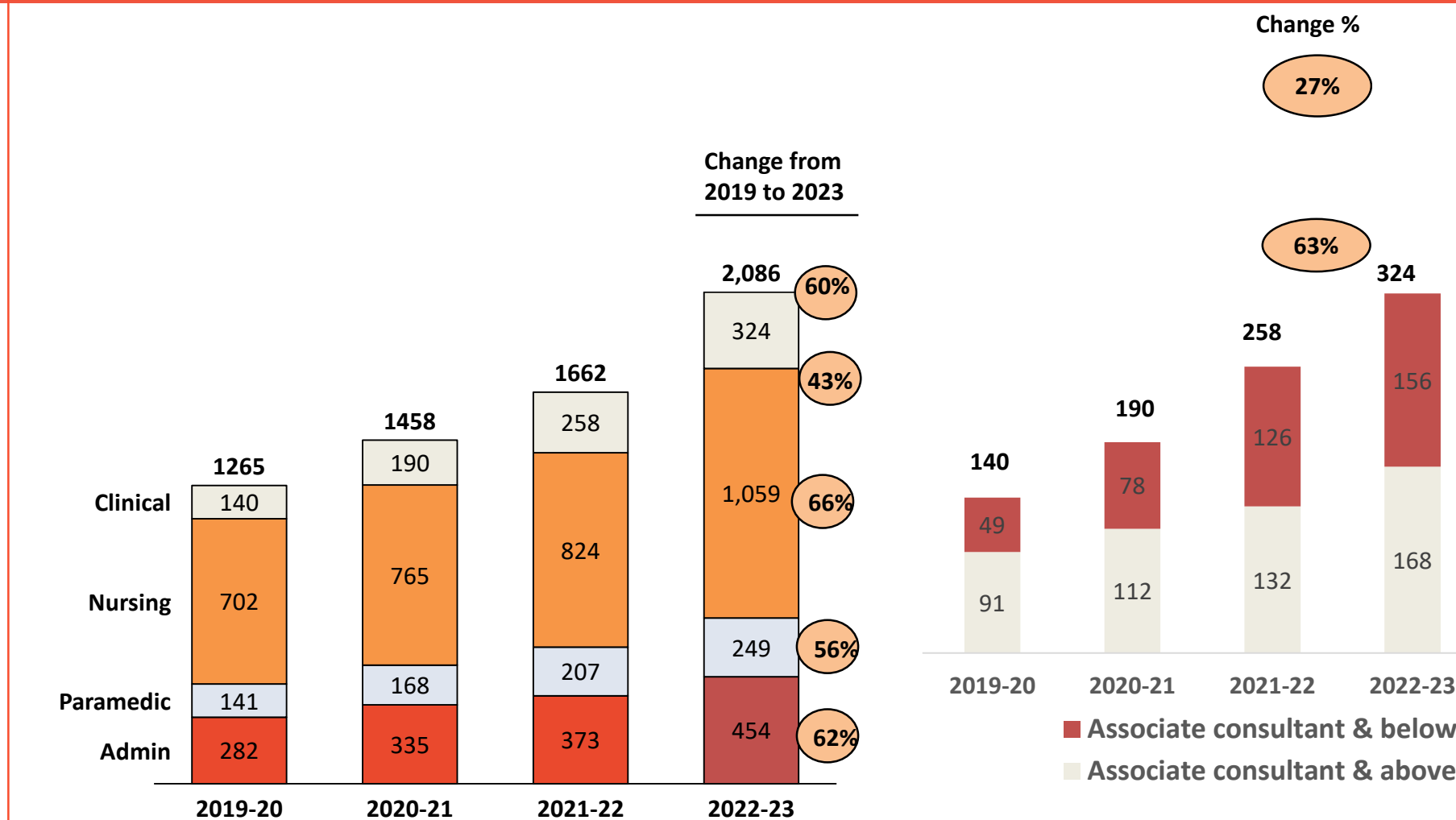
MRI 3.0 Tesla, Skyra Model from Siemens is committed to deliver complete solution including MRI compatible Anesthesia Machine and MRI Compatible AGM Monitor with high quality imaging and **speed** .

## Siemens Biplane Cathlab Artis ZEE



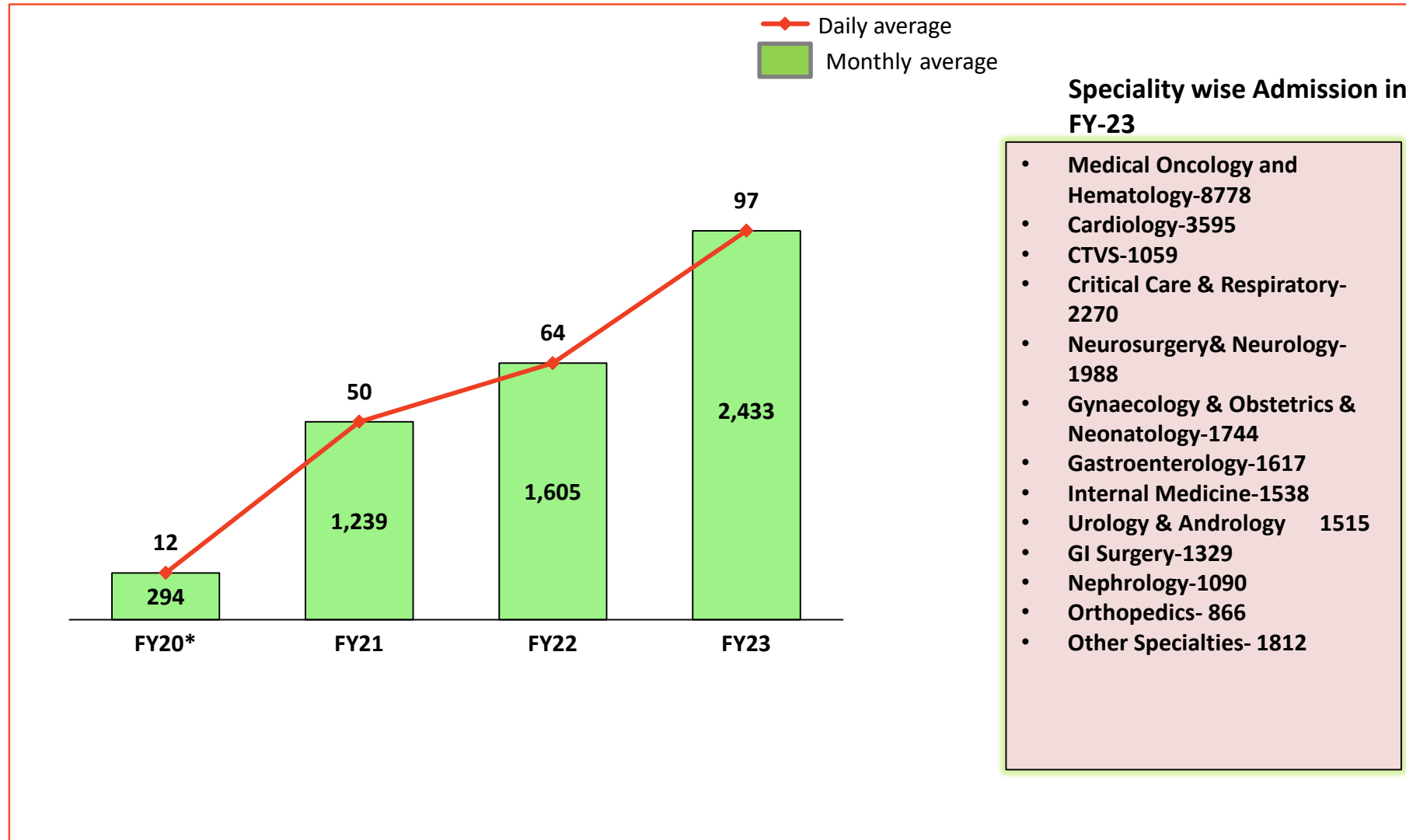
Siemens Biplane Cathlab Artis ZEE Specialized for Neuro cases and Optimized for Cardiac examinations and treatments. It is also used for dyna CT, road Map and Embolization guidance.

# Employee Headcount trend



All numbers in actual

# Admission trend



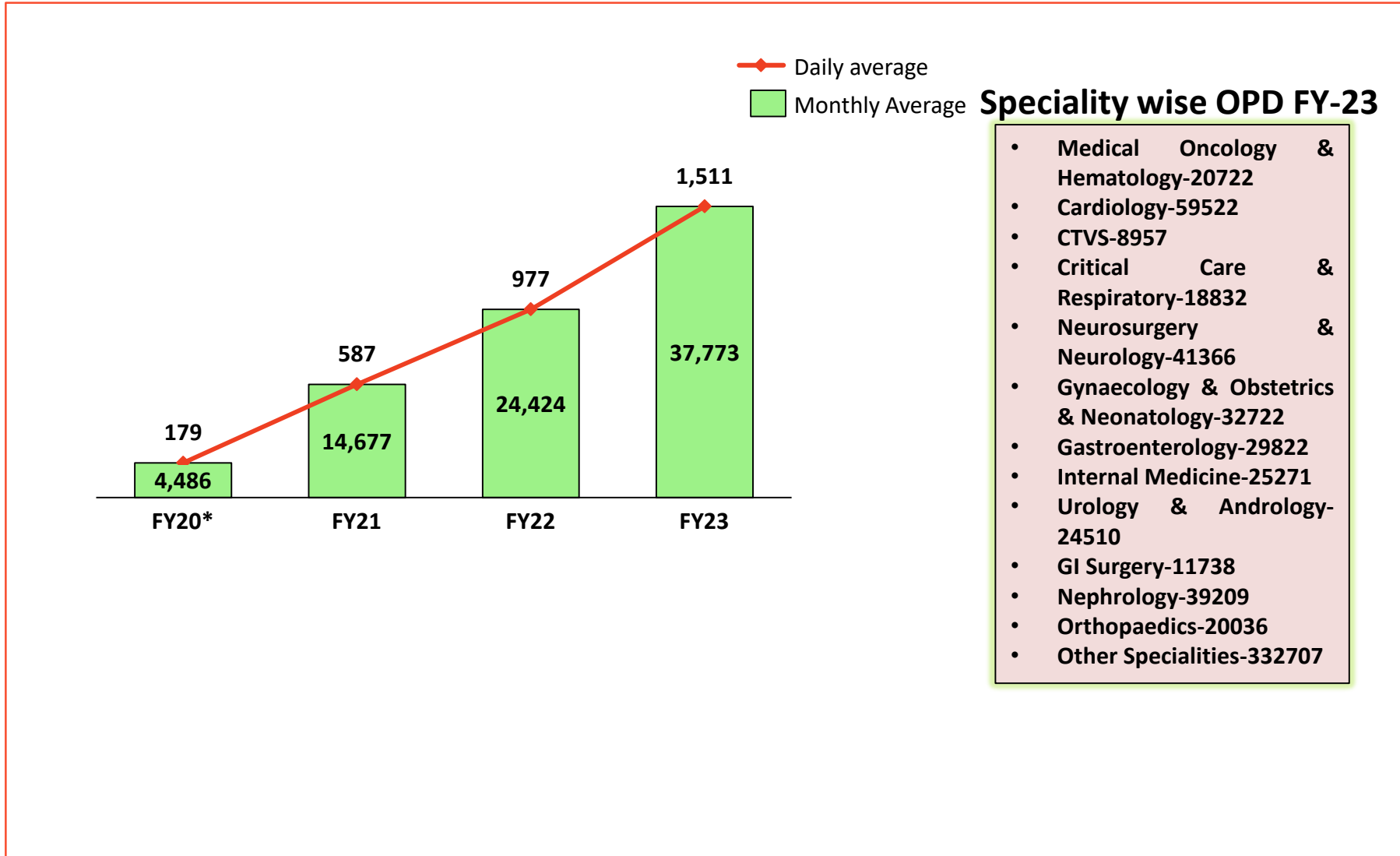
Note: Daily averages based on 25 days per month

\*FY20 covers Nov'19 to Mar'20

It includes Day care admissions also.

All numbers in actual.

# OPD visit trend

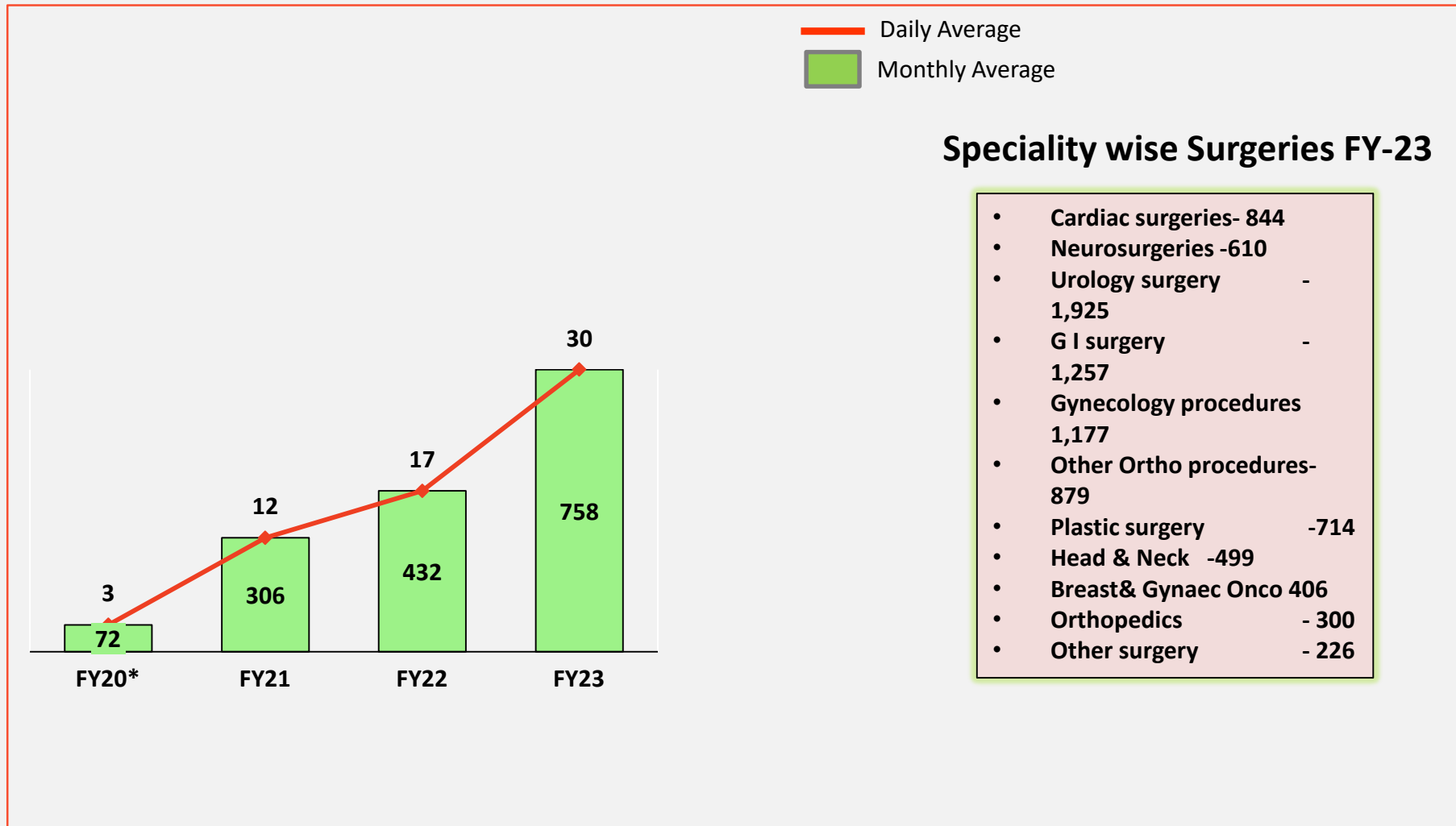


## Speciality wise OPD FY-23

- 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

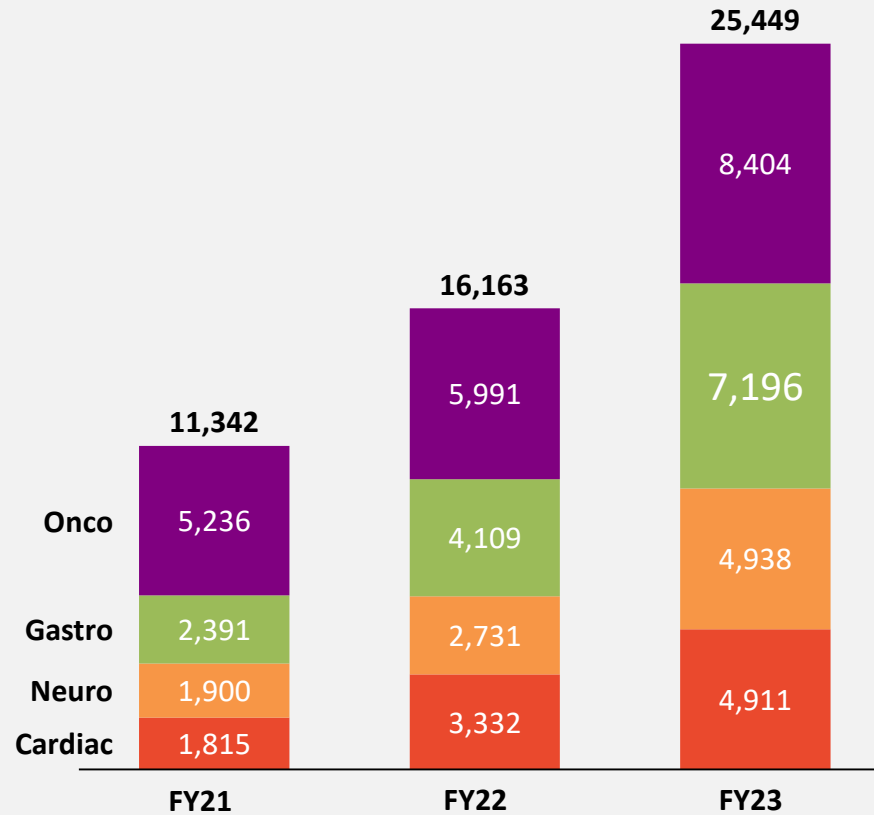
# Surgical volume trend



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

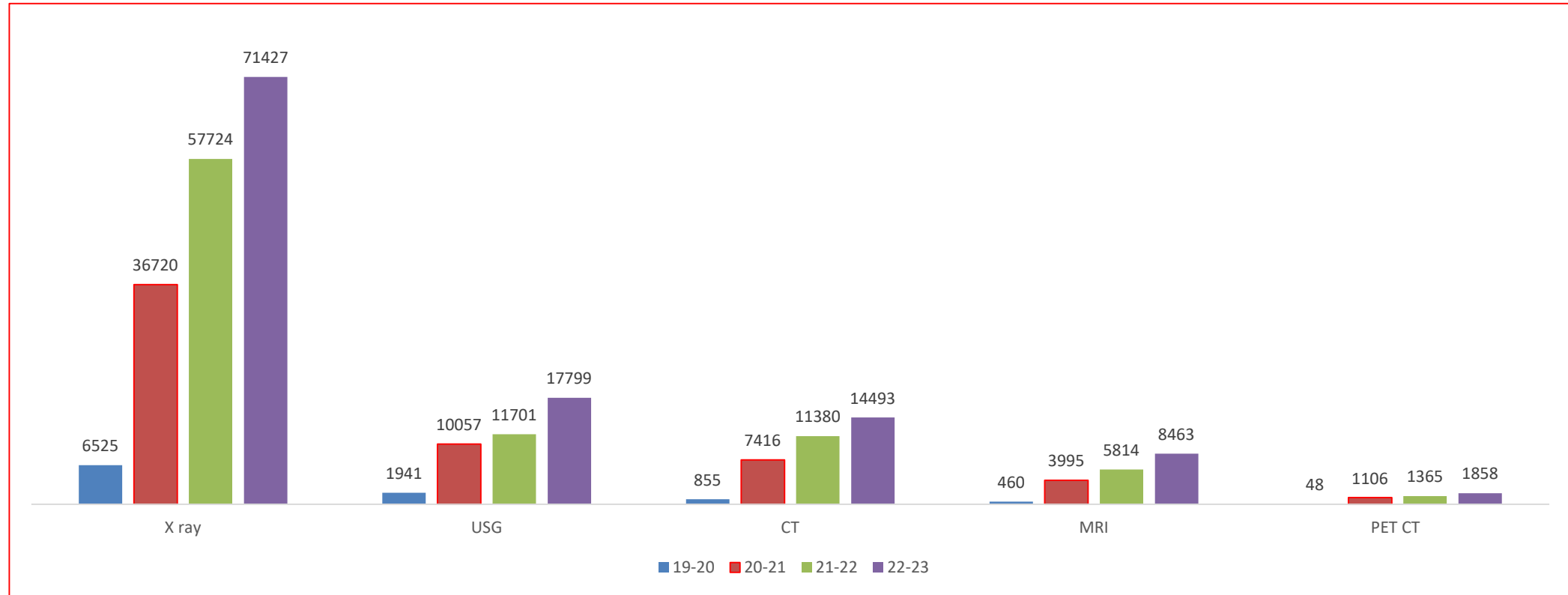


## Speciality wise Non Surgical FY-23

- \*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

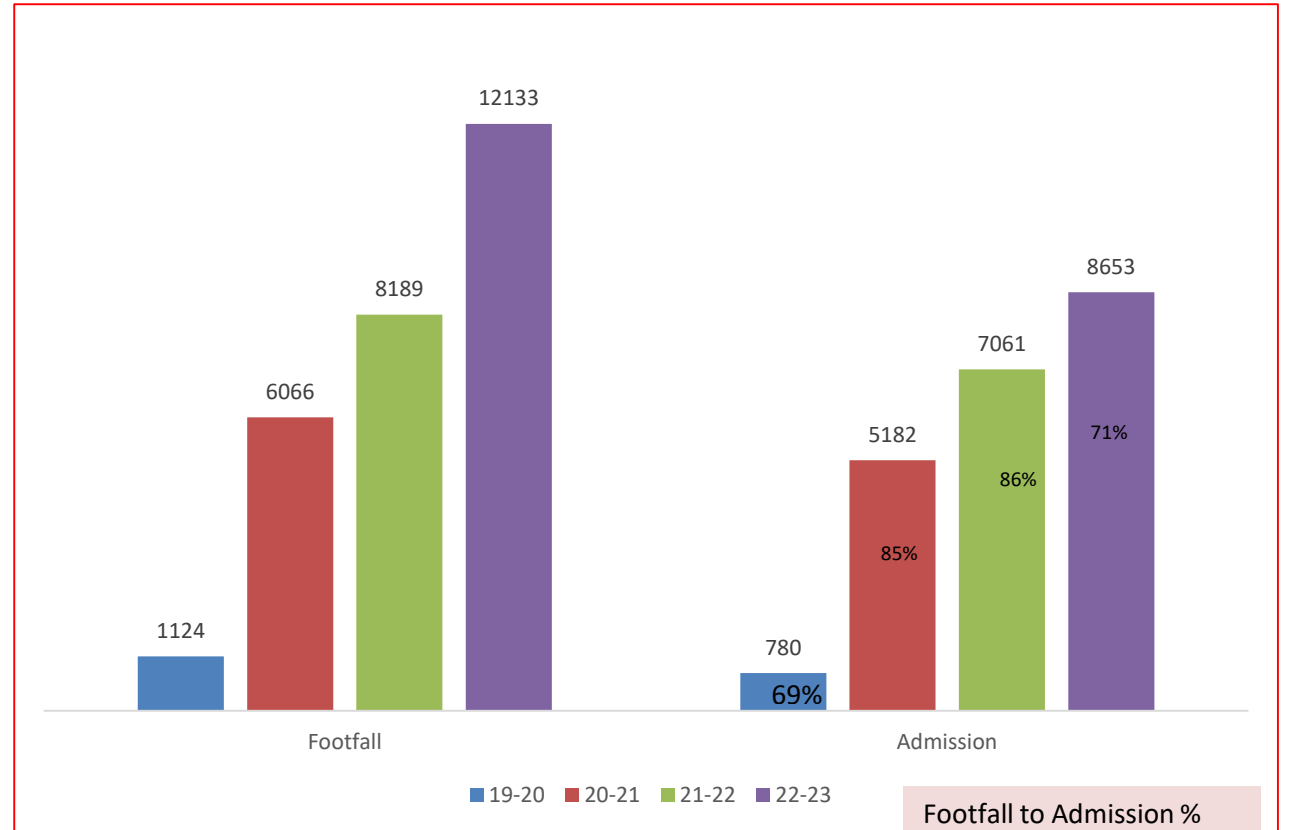
# Radiology Services trend



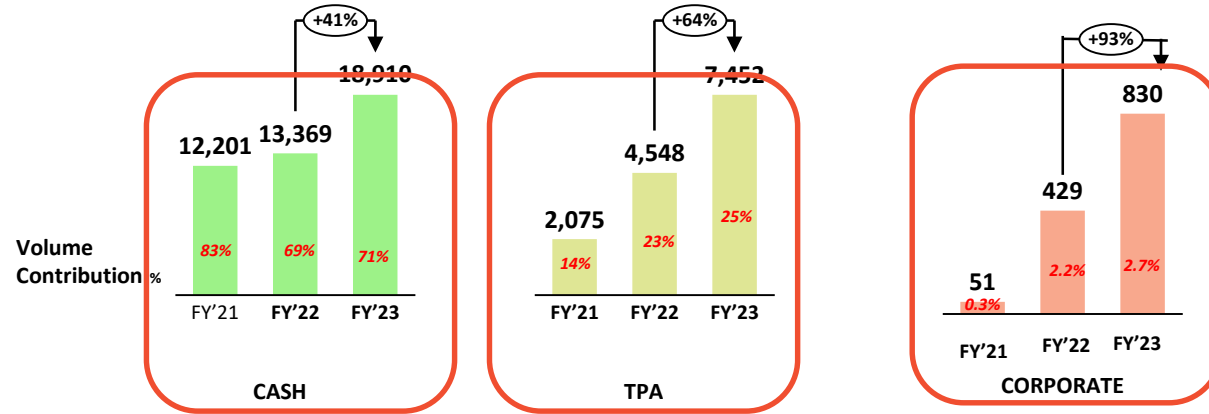
FY	X ray	USG	CT	MRI	PET CT
19-20	6525	1941	855	460	48
20-21	36720	10057	7416	3995	1106
21-22	57724	11701	11380	5814	1365
22-23	71427	17799	14493	8463	1858

# 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 7<sup>th</sup> Jan 2022 – 9<sup>th</sup> Jan 2022  
Accreditation Certificate valid from 9<sup>th</sup> Apr 2022 valid thru Apr 8<sup>th</sup> 2026

## Certificate of Accreditation

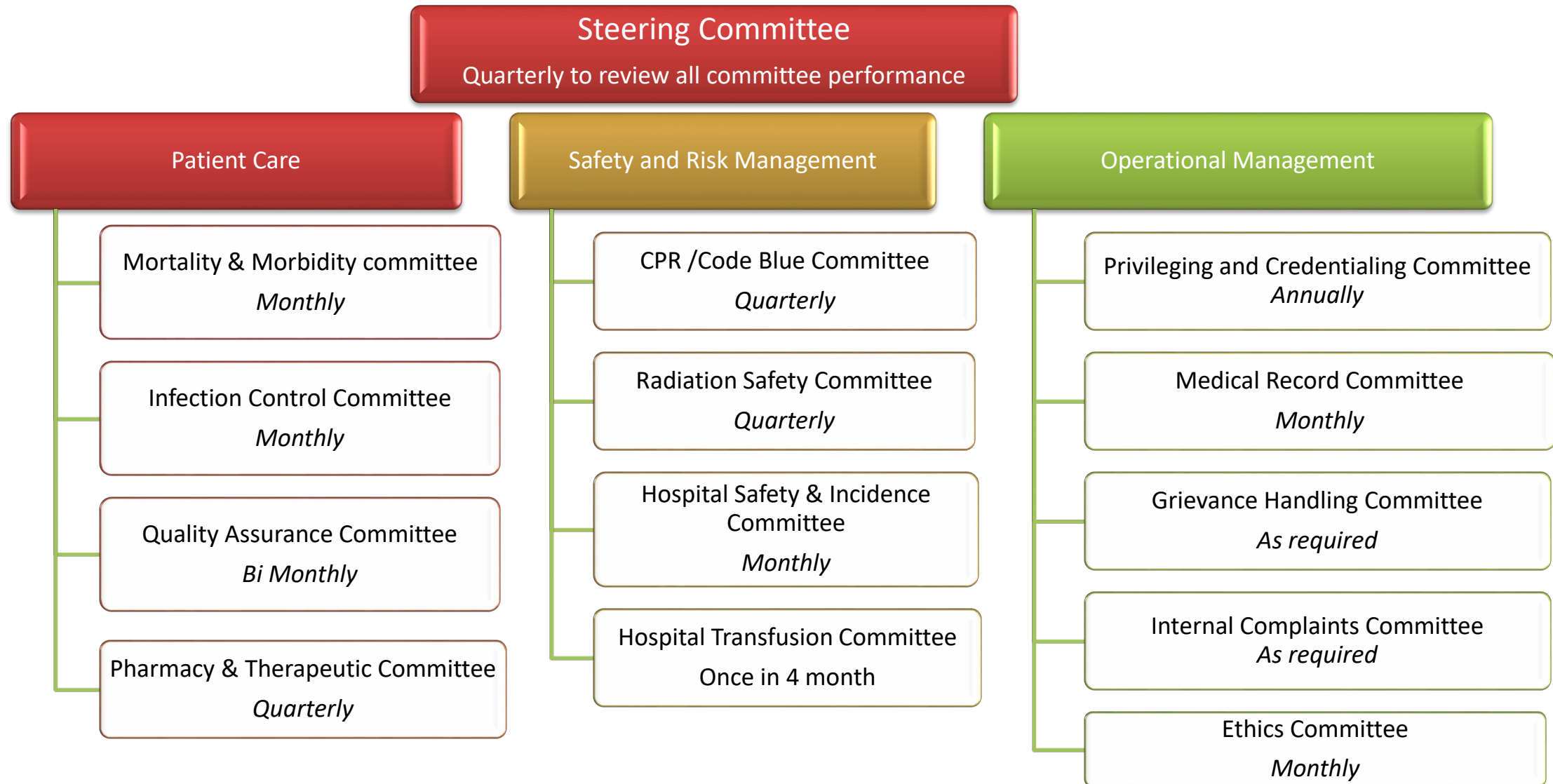


## Scope of Accreditation



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

<b>DNB Accreditation: Applied in Departments mentioned Below</b>			
<b>DNB Applied in Departments</b>	<b>Seats Applied</b>	<b>Inspection Status</b>	<b>Seat Allotted From NBE</b>
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			
<b>*IDCCM/CTCCM for Critical Care - 2 seats allotted</b>			

# Radiation Oncology –Completes our Comprehensive Oncology Program

The Edge radiosurgery system includes the following highlights:

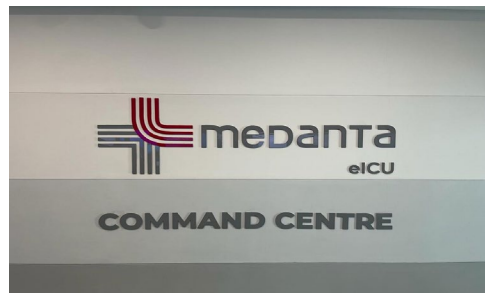
- Treatment Delivery System
- Small vault configuration with integrated MV imager for High-Intensity Mode beam Portal Dosimetry
- High-Definition 120 Multileaf High-Intensity Mode with dose rates up to 2400MU/min
- Advanced imaging features including
  - 2D/3D match
  - High contrast MV imaging with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





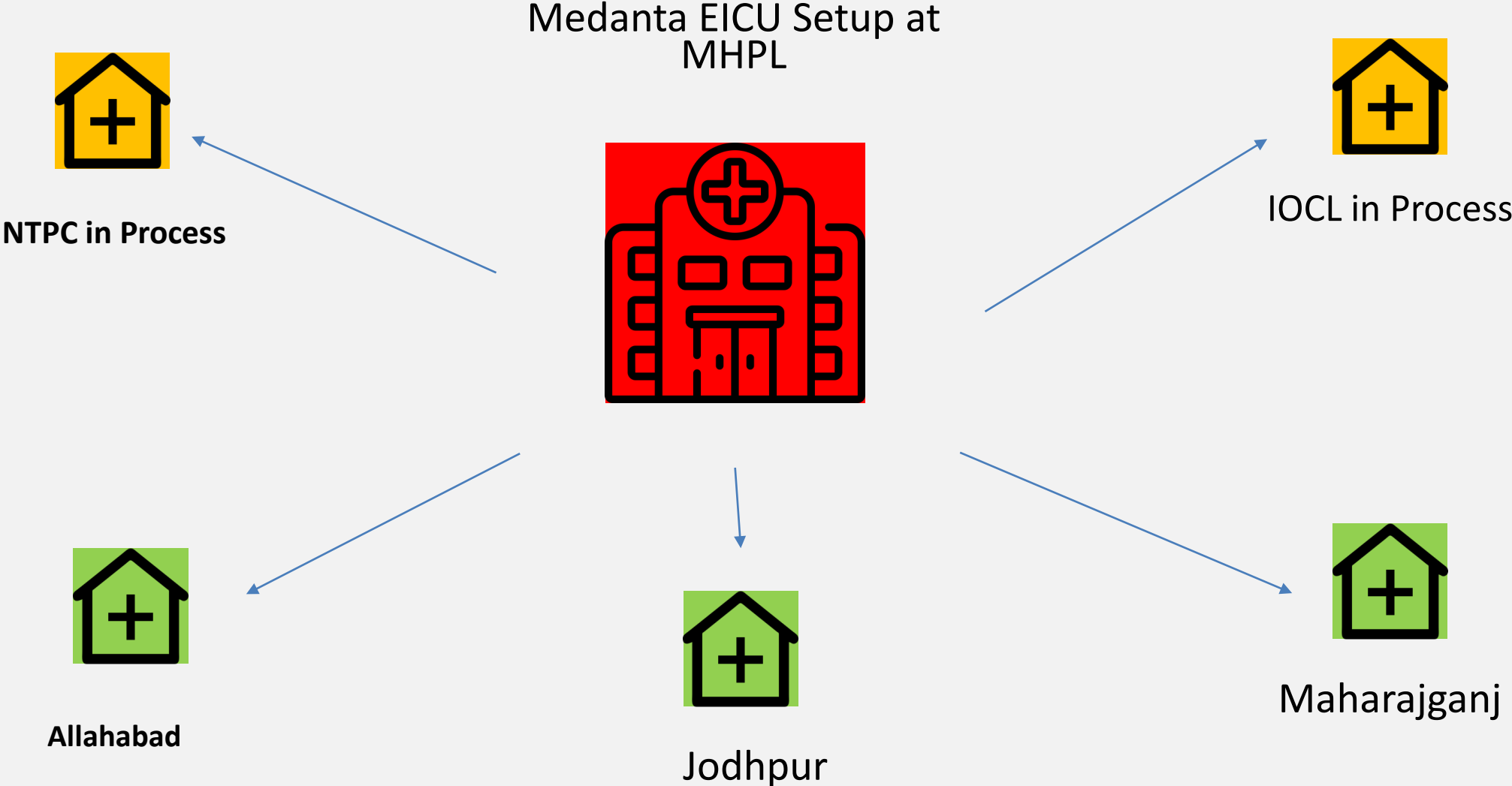
# Medanta eICU –A New Concept

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

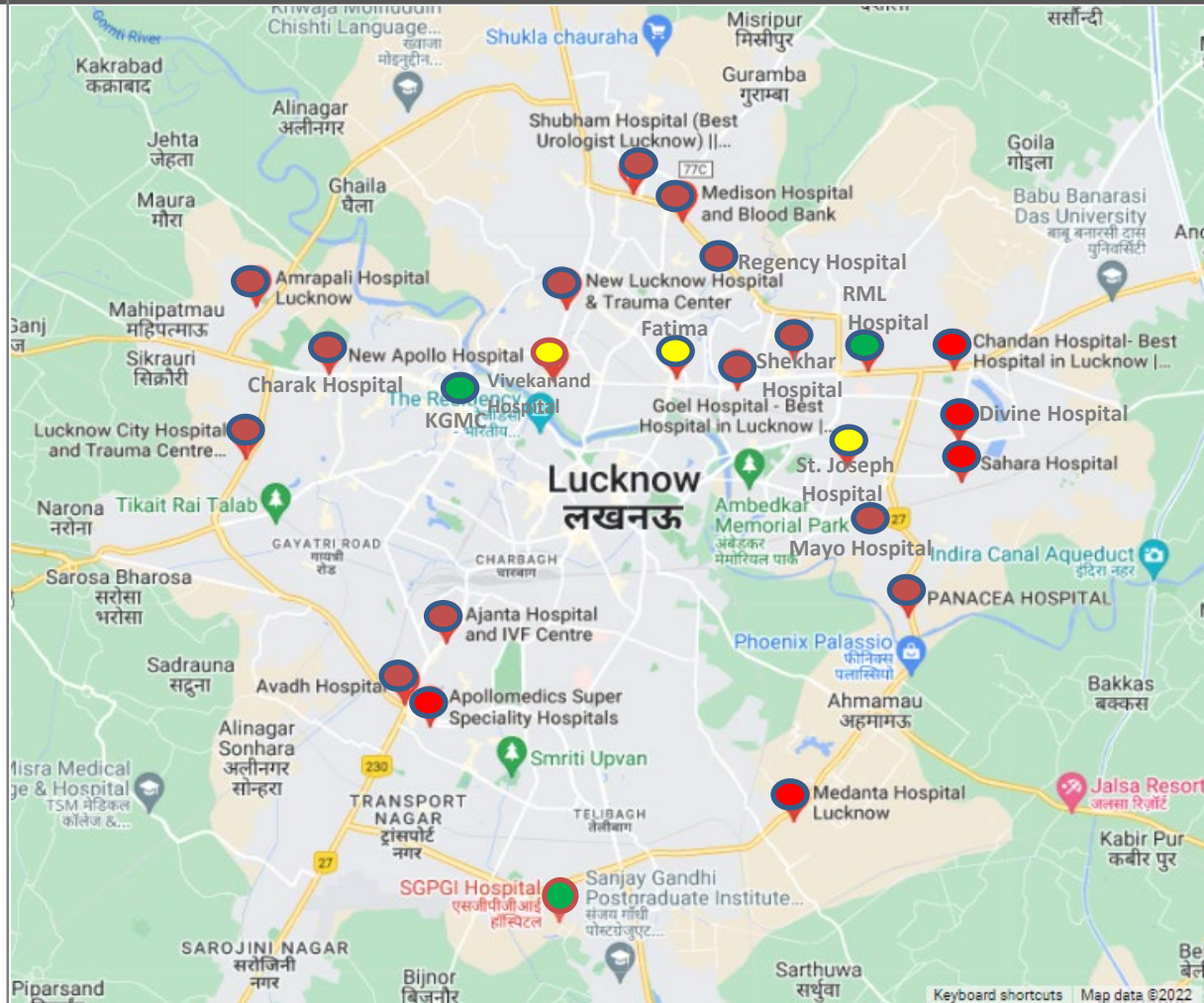


# Remote Critical Care Reaching Geographies

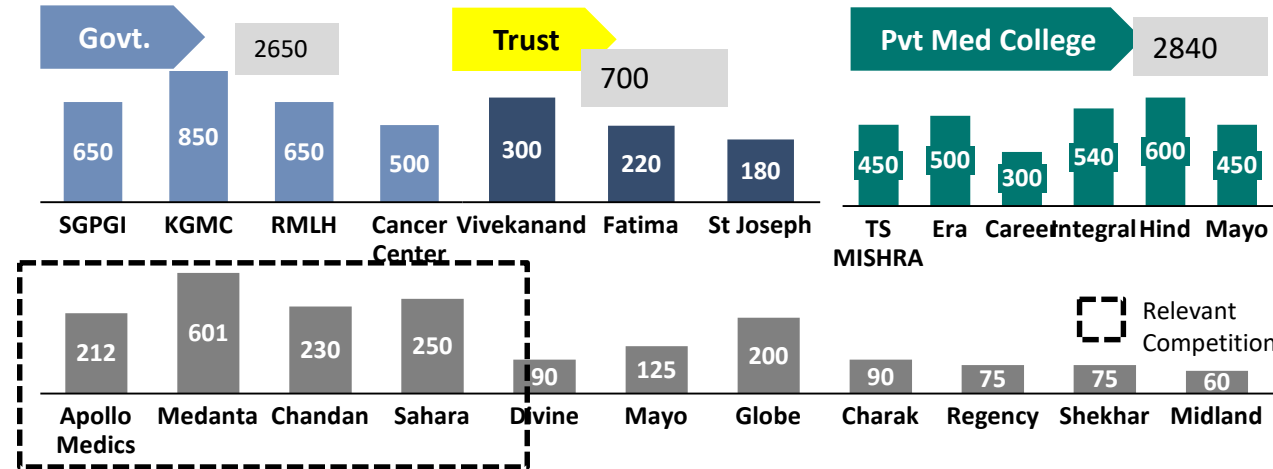
## eICU



# 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):**

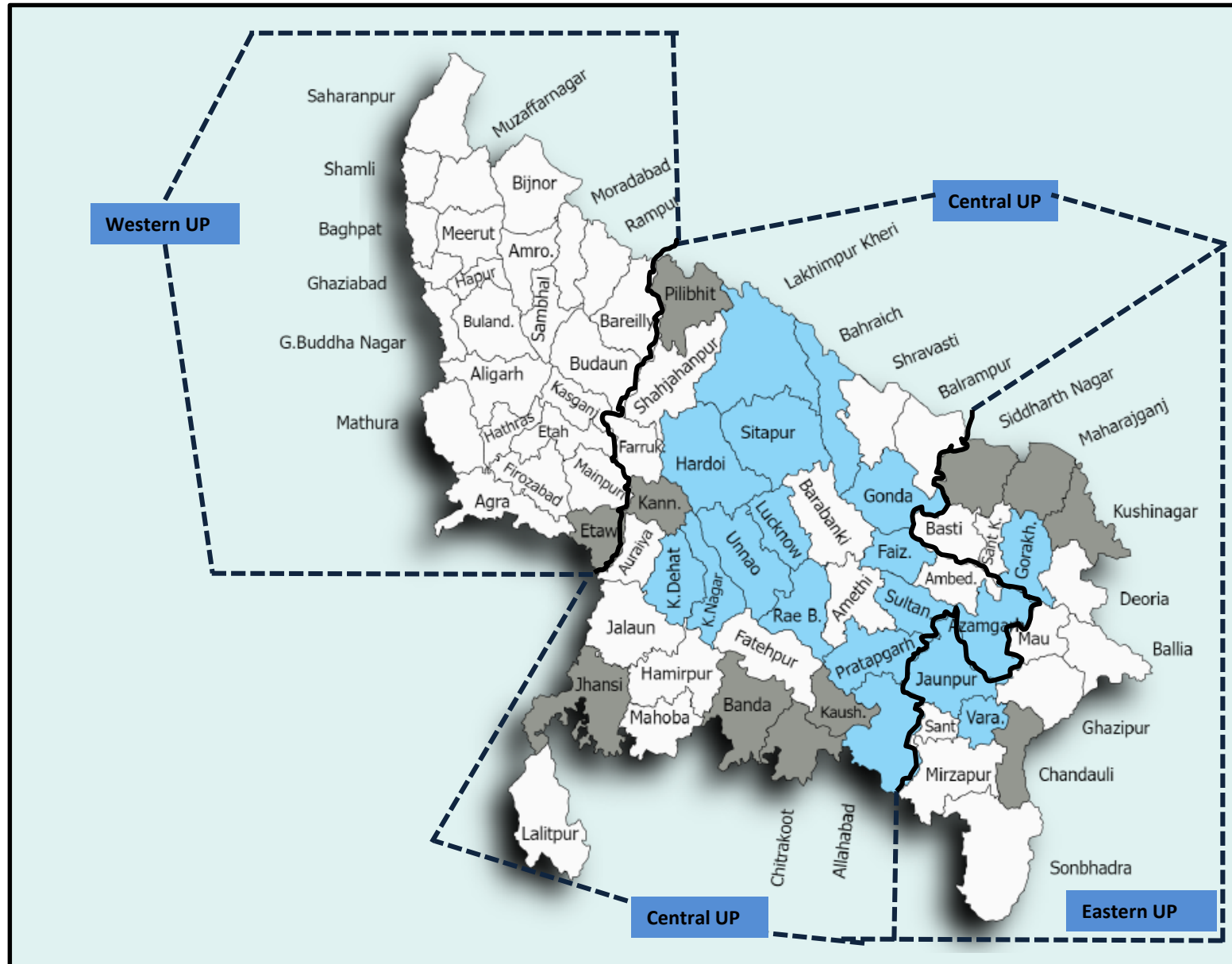


- Relevant Competition
- Other Hospitals
- Trust hospitals
- Govt hospitals

# 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 :

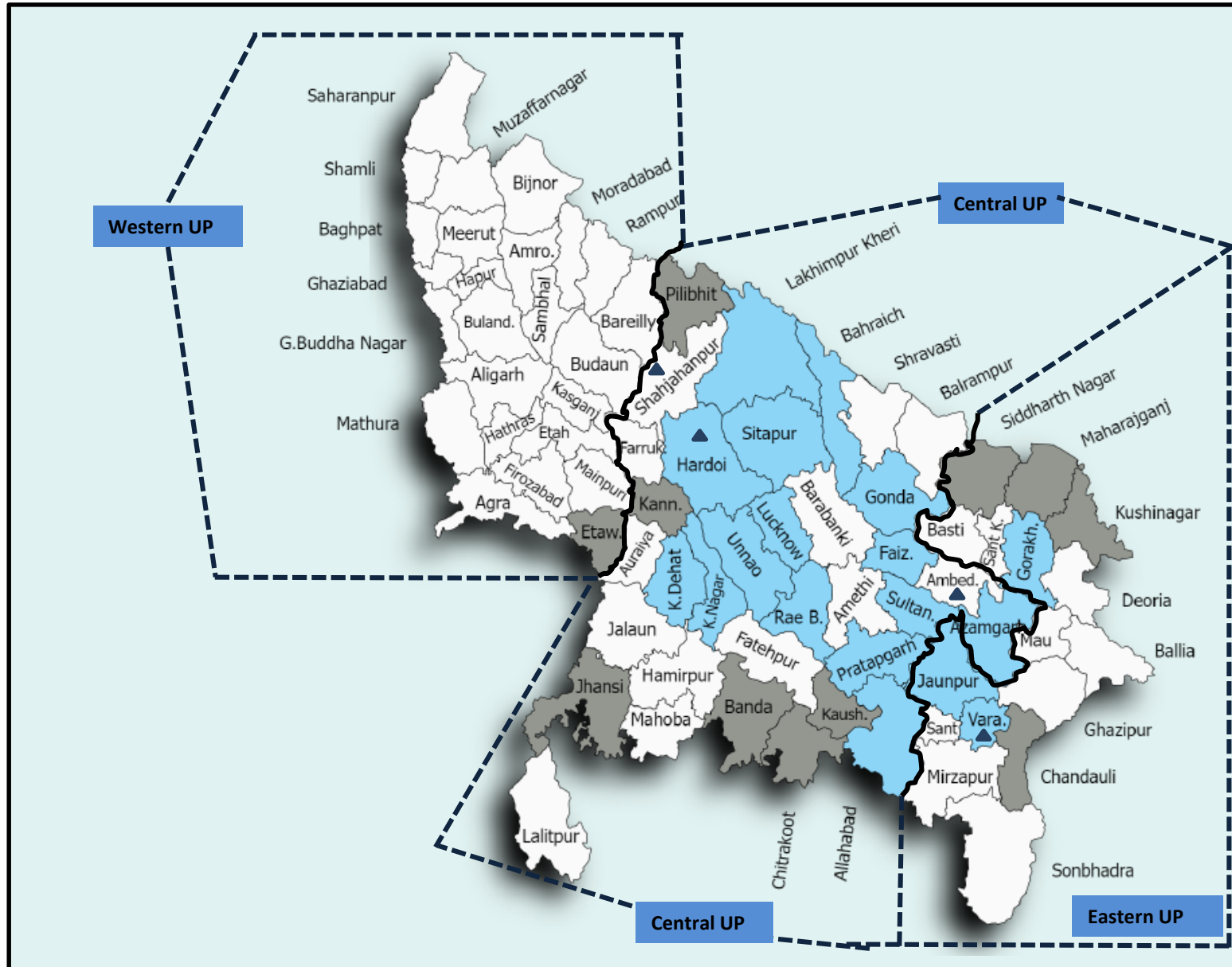
### Primary focus

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

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

# Way Forward -Marketing Initiatives

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

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

Thank You