



FOSTERING AN INCLUSIVE, INTEGRATED AND
FUTURISTIC HEALTHCARE SECTOR

Saturday, 8 February 2020
Le Meridien, Kochi

CONFERENCE BROCHURE

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INTRODUCTION

India's current spend on healthcare is about 1.4% of its GDP; ranking the world's fastest growing economy at 130 (out of 189) in the UNDP Human Development Index Report. Various studies have shown rising out-of-pocket expenditures on healthcare, making it unaffordable and pushing millions of Indians below the poverty line annually. An estimated 469 million people in India do not have regular access to essential medicines. A staggering 63% of primary health centres do not have an operation theatre; 29% lacked a labour room; and community health centres are consistently short of specialists including surgeons, gynaecologists and paediatricians.

Today global health care delivery is constantly being reinvented through rapidly evolving medical technology, and innovation in modifying care delivery models for an inclusive, integrated, and value-based care. Currently, the Indian healthcare sector is projected to be valued at over US\$ 370 billion by 2022, employing an additional 500,000 people across the country. However, the provision for quality health care is largely ignored.

Rising costs, poor health care infrastructure in rural areas, inconsistent quality, and shifting disease patterns with increase in lifestyles, and growing consumerism are some of the challenges that public and private service providers need to tackle imperatively to foster an inclusive health care sector.

Building on the legacy of the previous Hospital Planning & Infrastructure events, IDEX bring together stakeholders from public and private institutions, and health care professionals from across the value chain at the inaugural Indian Healthcare Planning & Innovation Forum (HPI) focusing on the emerging challenges of the rapidly evolving sector, and enhancing collaboration to foster an inclusive and futuristic health care system in the country.

WHY ATTEND?

- Discover what is new in the healthcare industry including updates on policy, technology, and new projects
- Meet and network with healthcare professionals and decision makers from across the value chain
- Determine how to optimise your healthcare business
- Understand how Kochi is innovating and transforming its healthcare sector to become a the medical hub of India



CONFERENCE AGENDA

09:00 – 10:00 **Coffee & Registration**

10:00 – 10:05 **Welcome Address by Congress Chairman**

10:05 – 10:30 **Keynote Address: Leveraging Technological Innovation & Modern Facilities to Drive Kerala's Medical Tourism Advantage**

Fast emerging as a global favourite in the medical tourism industry, the Indian healthcare sector caters to a large and diverse population, rapidly innovating and expanding with state-of-the-art hospitals and skilled medical professionals.

- Superior quality healthcare, coupled with low treatment costs, is one of the biggest factors in driving medical tourism in India. With Kerala hosting a large number of inbound foreign medical tourists, how is the local government building facilities sustainably? Are we able to retain Indian talent within the country to provide care? How are costs subsidised?
- How are traditional Indian treatments such as Ayurveda and yoga helping the medical tourism sector? How is Kerala innovating in traditional medicine? What kind of results has traditional medicine tourism witnessed in the past decade?
- What new projects and initiatives can we expect in the next 5-10 years to provide better quality and accessibility at affordable prices? What reforms and collaboration are required at Central and State level to ensure India leads as a global destination for medical tourism?

10:30 – 11:15 **Transforming the Indian Healthcare System from Policy to Implementation**

The Indian Healthcare system is largely led by the private sector with the government being a key investor rather than a caretaker. This has resulted in numerous challenges for the healthcare sector including negligible investment in research & development, regulatory hindrances in drug testing and patent registration, unaffordable medication for the majority of the population, and a business-first care model.

Recently, Kerala has introduced a comprehensive healthcare policy catering to the needs of the state. From fostering primary care facilities to educating people on preventive care, the patient-centric policy places the State's healthcare sector in line with many of the world's developed economies. Here we look at what needs to happen to ensure the policy and vision get successfully fulfilled:

- Vision to implementation: how will the policy be implemented on ground? What levels of partnerships and approaches are required to ensure compliance at all levels?
- Does the policy cover provide care and accessibility for all? How is the State policy different from the Centre's healthcare policy? What can be improved?
- How does this policy impact small hospitals and clinics run by independent doctors? Why are these independent clinics important?
- How is the policy furthering Kerala's vision for Healthcare Digitisation? What kind of changes can we expect from the policy in the coming years?

CONFERENCE AGENDA

11:15 – 11:45 Coffee & Networking

11:45 – 12:15 Driving Change at Grassroot Level: Using the Kerala Model to Deliver Advanced Care Facilities at Ground Zero

The healthcare landscape in India has evolved tremendously over the years, with significantly remarkable success stories. However, the lack of effective public policy has resulted in the private sector leading majority of this growth and advancement. Whilst the private sector dominates healthcare in the urban areas, the state of healthcare in rural areas, where a majority of the population resides, remains tragically neglected.

Kerala has one of the most advanced healthcare systems in the country. Driven by excellent public-private partnerships, and patient-care focused policies, Kerala is increasingly becoming a medical tourism destination for patients within India and abroad. This session explores:

- Public-Private Partnerships: Apollo Hospital & the State Government of Kerala are fostering a unique partnership to revive primary healthcare centres damaged during the 2018 floods. How are such partnerships enabling growth of the healthcare sector in the state? How will this help patients? How can start-ups and SMEs contribute to this growth?
- The healthcare network in Kerala is vastly spread providing quality healthcare to its people in remote and urban areas. How can we scale up healthcare accessibility across the country learning from the Kerala model?
- The Indian home healthcare market is estimated to reach US\$ 6.21 billion by 2020. How is Kerala leveraging technology to provide home healthcare accessibility to all? How will this further enhance the State's existing healthcare network?

12:15 – 13:00 HPI Talks: Disrupting the Healthcare System in India

Three talks of 15 minutes each where innovators share their insights on how their technology/solution has helped transform health services.

13:00 – 14:15 Lunch & Networking

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14:15 – 15:45 **Roundtable Discussions**

Roundtable discussions provide an intimate setup for the audience and the speaker to share insights and exchange ideas about the topic at hand. The discussion will begin with each Roundtable Leader providing an opening remark about the topic at their table and what is expected to be discussed. They will then invite you to join the discussion.

The session will end with each Roundtable Leader returning to the stage to provide a closing statement on what was discussed. Participants are free to join any of the tables and can switch during the discussion as well.

Table 1 Tailoring the Hospital Care Model for Inclusion

Social health indicators have witnessed a steady improvement over the last five years in India. There, however, still exists gaps vis-à-vis global benchmarks and World Health Organization (WHO) recommended norms owing to large disparity in the condition of healthcare services across states, with the most populous states being the laggards.

Though healthcare expenditure as a percentage of GDP is declining and continues to be dominated by private expenditure (63% of the total health expenditure), the rising costs of treatment are still unaffordable for a large proportion of the population.

Topics of discussion include:

- Prioritizing focus on integrated care and robust primary care system
- Developing the right model for expansion into tier 2 markets
- Sustaining operational efficiency whilst ensuring economic delivery of care
- Promoting adoption of healthy behaviour and wellness among individuals

Table 2 Telemedicine: The Solution to India's Urban-Rural Healthcare Divide?

In the earliest days of medicine, healthcare was similar to point-of-care in that it was delivered in the patient's home through physician house visits. As medical discoveries were made and new technologies developed, care then shifted to specialized hospitals with an emphasis on curative medicine.

Today, the emphasis of care is shifting toward prevention and early detection of disease, as well as management of multiple chronic conditions, and point-of-care testing gives immediate results in non-laboratory settings to support more patient-centered approaches to healthcare delivery.

With the development of miniaturized devices and wireless communication, the way in which doctors care for patients has started to change dramatically and the role patients take in their own health care is slowly increasing. Healthcare will become more personalized through tailoring of interventions to individual patients. Is this session on personalised / tailored medicine or telemedicine?

Telemedicine market in India is expected to rise at a CAGR of 20% reaching to US\$ 32 million by 2020. This table analyses the impact telemedicine can make in bridging the gap between urban-rural areas on delivery of healthcare, and how telemedicine will drive the future of healthcare delivery in India.

CONFERENCE AGENDA

Table 3 **Medicine 3.0: Where does Kerala and India Stand on the Healthcare Digitalisation Scale?**

- How far has Kerala and India come in this journey of healthcare digitalisation? How far do we need to go?
- What kind of policies and systems are in place to protect patient privacy?
- Why is digitalisation important? How will it help Kerala become the healthcare hub of India?

15:45 – 16:45 **Closing Panel: The Future of Health: Forecasting the next decade**

Summarising the proceedings of the day, this panel of experts will share their insights on the future of the healthcare sector in India in the next 5-10 years.

- What kind of healthcare projects are on-going in India? Are these sustainable? What more can we expect in the next decade?
- Under the 'Make in India' initiative, the healthcare sector is open to 100% FDI – how can we attract more foreign investment? Can we open healthcare services to new age financing methods such as cryptocurrency or crowdsourcing?
- Why do we need more green and sustainable hospitals? Can such hospitals benefit the bottom line and keep shareholders and patients happy?

16:45 – 16:50 **Closing Chairman Remarks**



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