



Jay Prabha Medanta Super Specialty Hospital, Patna
Familiarization of Medanta Patna to GHIL Board Members

Started with an aim to provide advanced healthcare to 120 mn people of Bihar
Delivering highest end of medical services in Bihar



- Largest private hospital in Patna with planned bed capacity of 650
- Built-up Area of 10 Lakh Sq. ft.
- Started IPD in Jan'2022 with:
 - 100 operational beds
 - 4 OTs
 - 2 cath labs
 - 28 ICU beds
- Started with all major specialties: Cardiac, Neuro, Onco, and Gastro

From ~100 beds in Jan'22, we grew to over ~300+ beds in FY'23

Delivering highest end of medical services in Bihar



Beds Addition

102 Beds Added

29 Critical Care Beds added

Specialties and services launched

From 7 specialties to 15+ specialties now

8 New Specialties

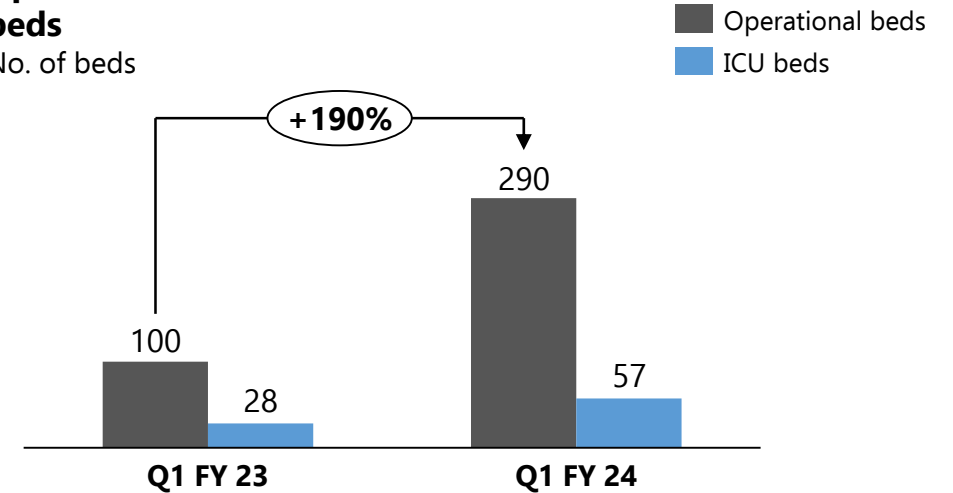
- Gastroenterology
- Surgical Oncology
- Radiation Oncology
- Paediatrics
- ENT
- Dental
- Blood Bank
- Psychiatry

Infrastructure/technology

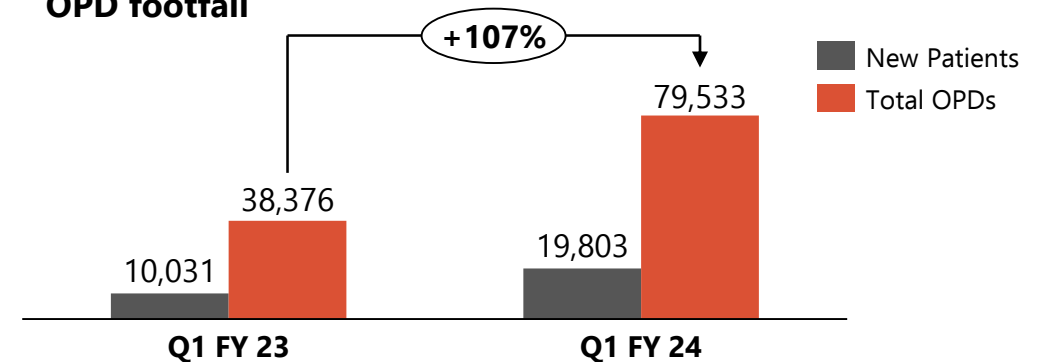
- From **4 OTs** in Jan'22 to **8 operational now** (5 additional to be handed over this month- will take total count to 13 OTs)

Operational beds

No. of beds



OPD footfall



Major Achievements



91,704 Registrations
1,54,269 OPD



18,075 Admissions



4,133 Total Surgeries
685 Cardiac Surgeries



5,109 Cath Procedures
1,116 Angioplasties

Data till 30th June 23

Exceptional clinical talent on boarded in year 1



Clinicians in first full year of operations



Dr. Pramod Kumar

Director & HOD
Clinical & Preventive Cardiology



Dr. Ajay Kumar Sinha

Director
Clinical Cardiology & Research



Dr. Anshuman Kumar

Consultant Endocrinology
& Diabetes



Dr. Saket Sharma

Director Respiratory
Medicine



Dr. Suraj Kumar

Director - Nephrology &
Kidney Transplant Medicine



Dr. Sanjay Kumar

Director
CTVS



Dr. Rajeev Ranjan

Director - Cardiovascular
Anesthesia and CTVS ICU



Dr. Ranjan Kumar

Director
Diagnostic Radiology



Dr. Mrityunjay Kumar

Associate Director
Internal Medicine



Dr. Sanjoy Kumar

Director - GI Surgery,
GI Oncology & Bariatric Surgery



Dr. J Chandra Pandey

Director
General Anesthesia



Dr. Niharika Roy

Senior Consultant
Breast Services



Dr. Amit Kumar

Senior Consultant
Medical and Haemato Oncology



Dr. Mukund Prasad

Director
Neurosurgery



Dr. Rajiv Ranjan Sinha

Director
Orthopaedics



Dr. Amarendra Amar

Senior Consultant
Medical and Haemato Oncology



Dr. Prabhat Ranjan

Director - Urology and
Kidney Transplant Surgery



Dr. Imranul Haque

Director
Pathology & Laboratory Medicine



Dr. Karan Bhargav

Associate Consultant
Gastroenterology



Dr. Ravishwar Narayan

Consultant
Nuclear Medicine

Significant addition in senior clinicians across specialties

Exceptional clinical talent to provide highest quality of care

Significant additions in FY 2023



Dr. Rajiv Ranjan Prasad
Director
Radiation Oncology



Dr. Vibhu Priyadarshi
Director
Internal Medicine



Dr. Kishore Jhunjunwala
Director
Critical Care Medicine



Dr. Sundeep Kumar
Associate Director
Surgical Oncology GI & Gynaecology



Dr. Amlan Gupta
Associate Director
Histopathology



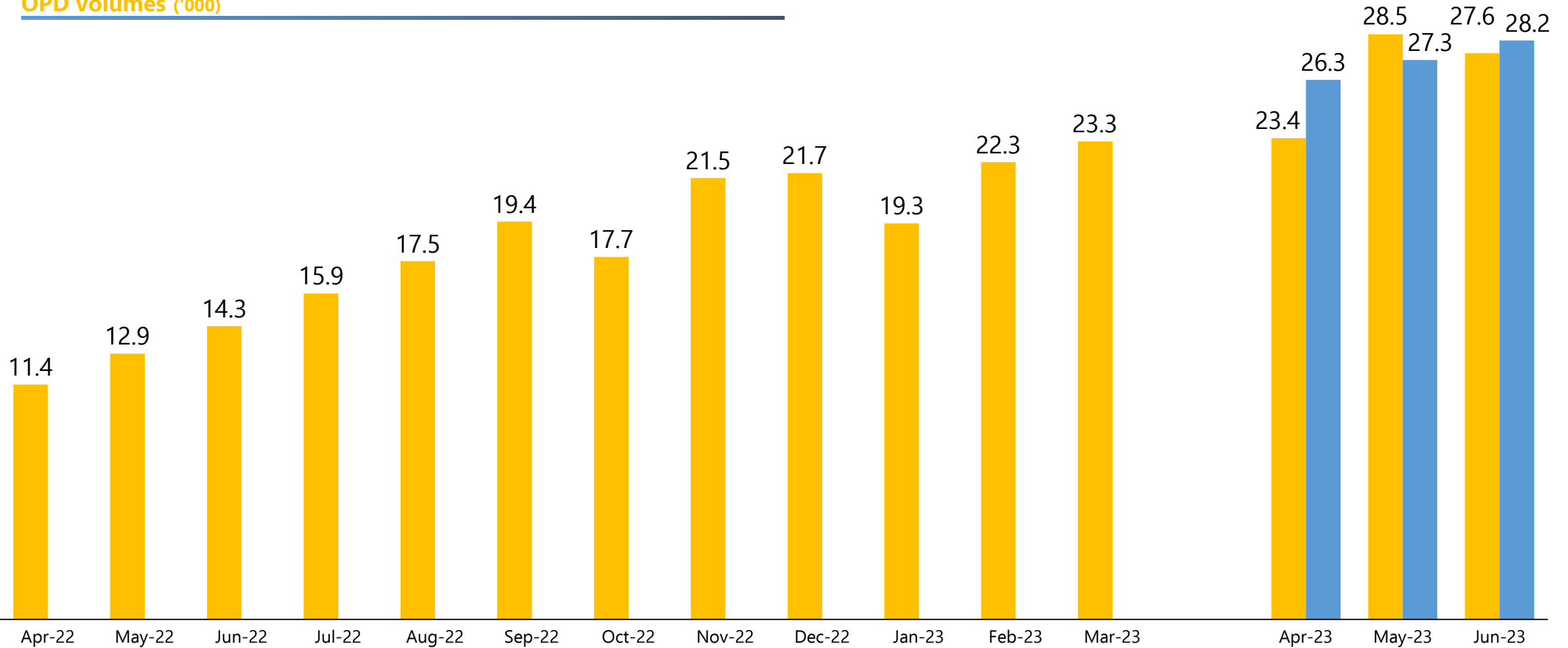
Dr. Sarita Sharma
Senior Consultant
Gynaecology and Gynaecology

While we saw strong growth in OP volumes from 22k in Q3 FY23 vs 27k in Q1 FY24.... (1/2)

Strong growth in OP footfall

OPD volumes ('000)

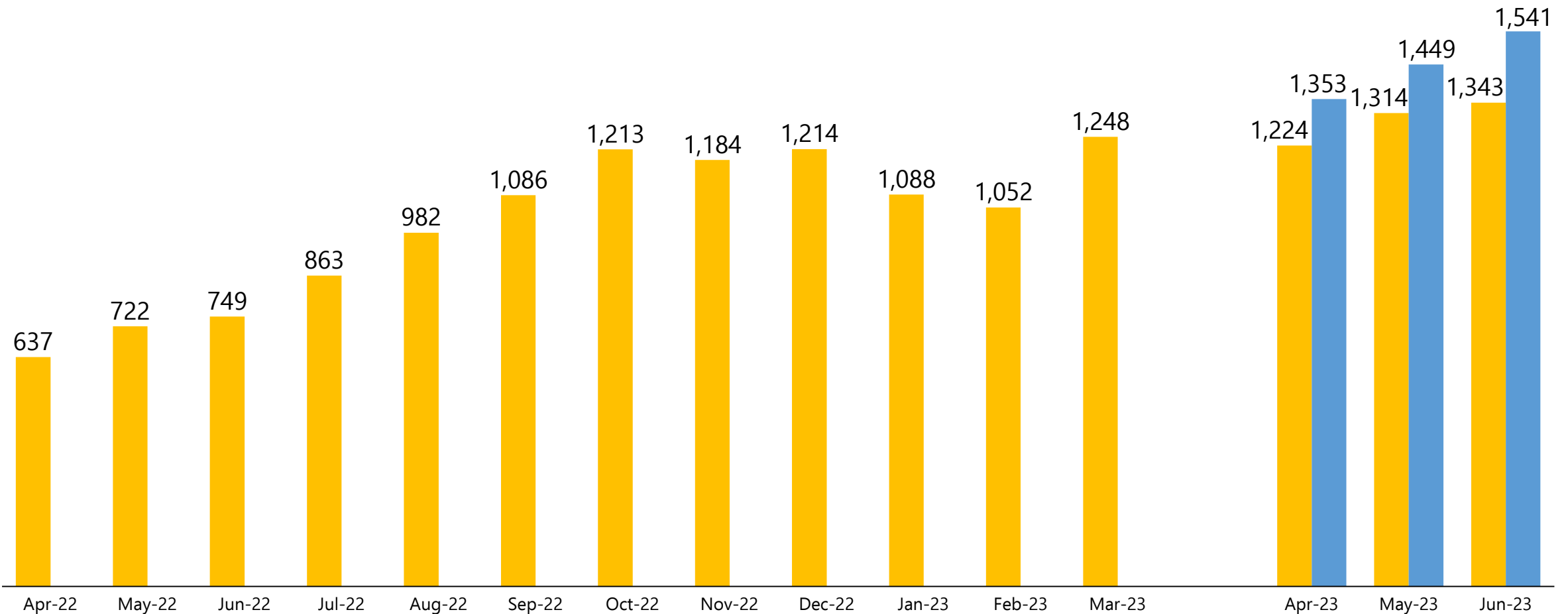
Actual
Budgeted



IP volumes in the range of 1200-1300 per month (2/2)

IP in Q1 at 89% of the budgeted volumes

IPD volumes ('000)



Infrastructure & Major Equipment



MRI Machine | Model:
Magnetom Altea | 32 Channel
MRI 1.5T with Biomatrix
Technology



CT Scan | Model: Somatom
go.Top | 128 Slice CT
Scanner



PET CT | Model: Biograph
mCT | Biograph mCT-S (40)
Wide Bore PET CT Scanner



Gamma Camera | Model:
Symbia Evo Excel | Symbia Evo
Excel Dual Head Gamma
Camera



Cathlab Machine
(02 Nos.) | Model:
Artis Zee Floor |
Artis Zee Floor
combo Card./Rad.



Mammography
Machine | Model:
MAMMOMAT
Inspiration |
MAMMOMAT
Inspiration for
Tomosynthesis



ECHO Machine |
Model: EPIQ
CVXi(Philips) |
EPIQ CVXi 3D/4D
Ultrasound
System

MAJOR INSTALLATIONS



Plasma Sterilizer
Model: Sterrad
100NX



LTSF Sterilizer (2 Nos.)
Model: GSS67F



Steam Sterilizer
Model: Solsus 66



Surgical Microscope
Model: Opmi Pentero
800



Heart Lung
Machine (2 Nos.)
Model: APS



ECMO Machine
Model:
Rotaflow II



Neuro Navigation System
Model: NIM Eclipse



BMD | Model: Prodigy
Advance | Prodigy
Advance Densimeter
Full Size

MAJOR INSTALLATIONS



HD Lap Tower (3 Nos.)
Karl Sotrz



4K Lap Tower
Stryker



Endoscopy Tower(2 Nos.)
Olympus



Ventilator (30 Nos.)
Model: Carescape
R860



IABP Machine (7 Nos.)
Model: CS 300



Pulmonary
Function Test
Powercube
Diffusion +
Installed in Mar-
2022

UPCOMING EQUIPMENT



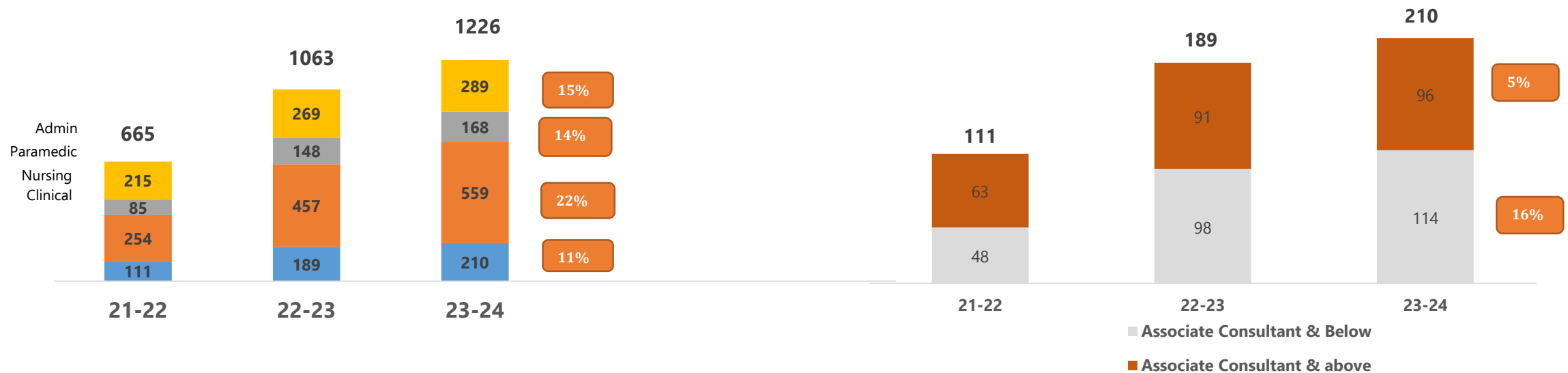
Linear Accelerator

Model: EDGE II

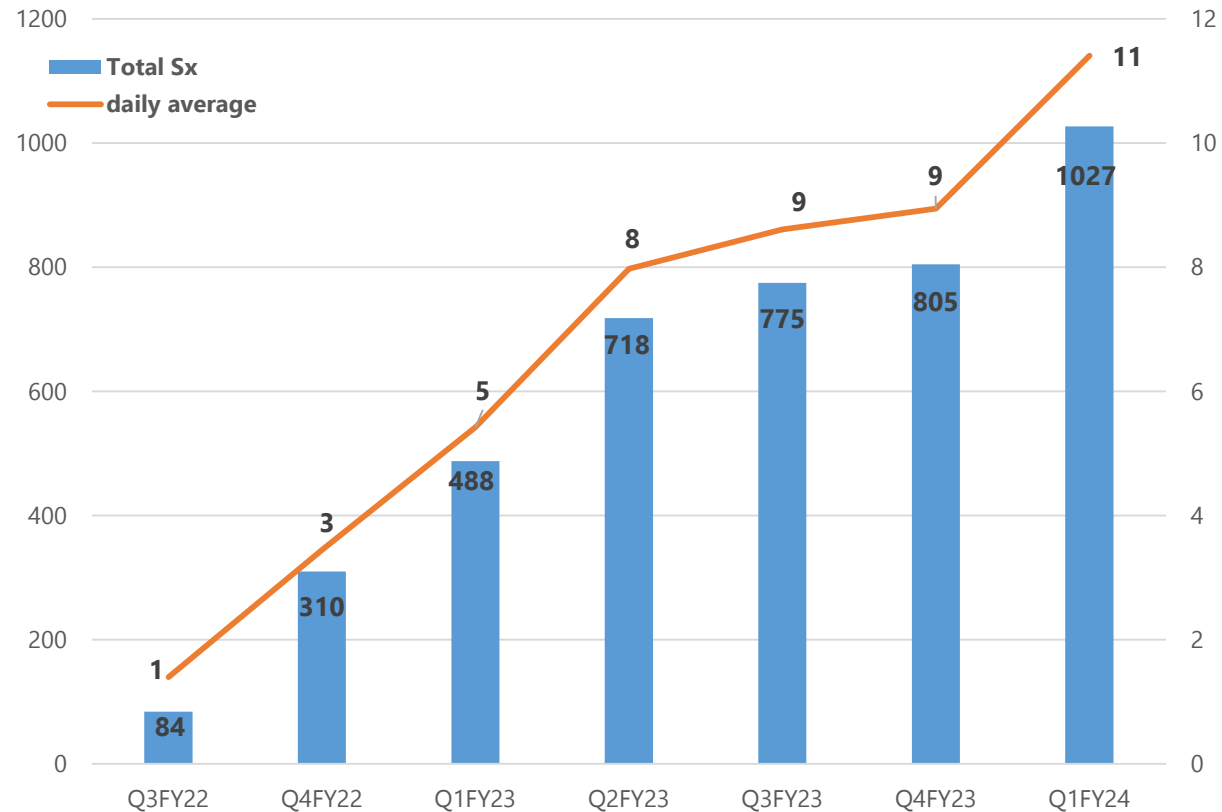
Linear Accelerator Model Edge II
with Eclipse Treatment Planning
System & ARIA Oncology
Information System

Employees Headcount Trend

**Change from
2021-2024**



Surgical Volume trend (quarterly)

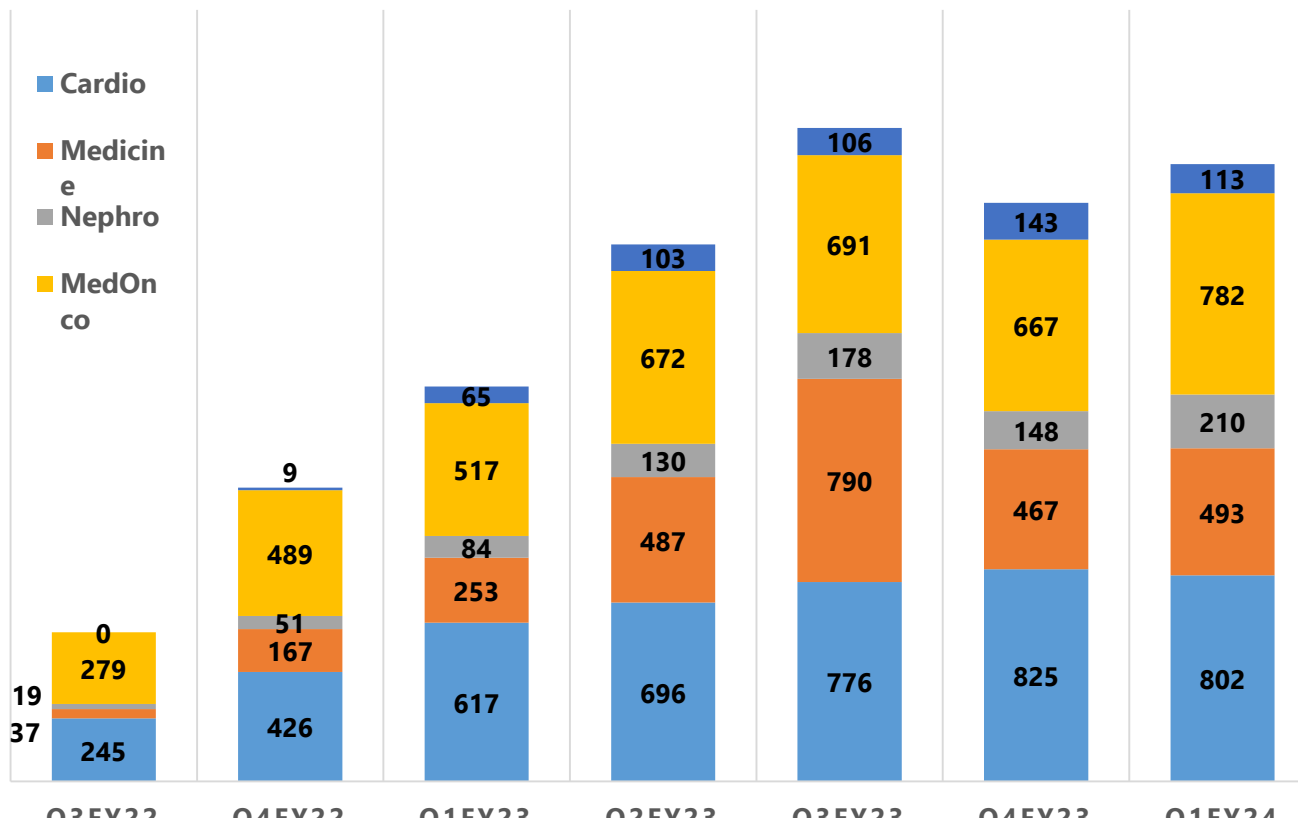


Nov-Dec

Speciality wise surgeries FY23

Cardiac Surgery	491
Neurosurgery	315
GI Surgery	704
Urology	645
Orthopaedics	239
Surgical Oncology	137

Non Surgical volume trend (quarterly)

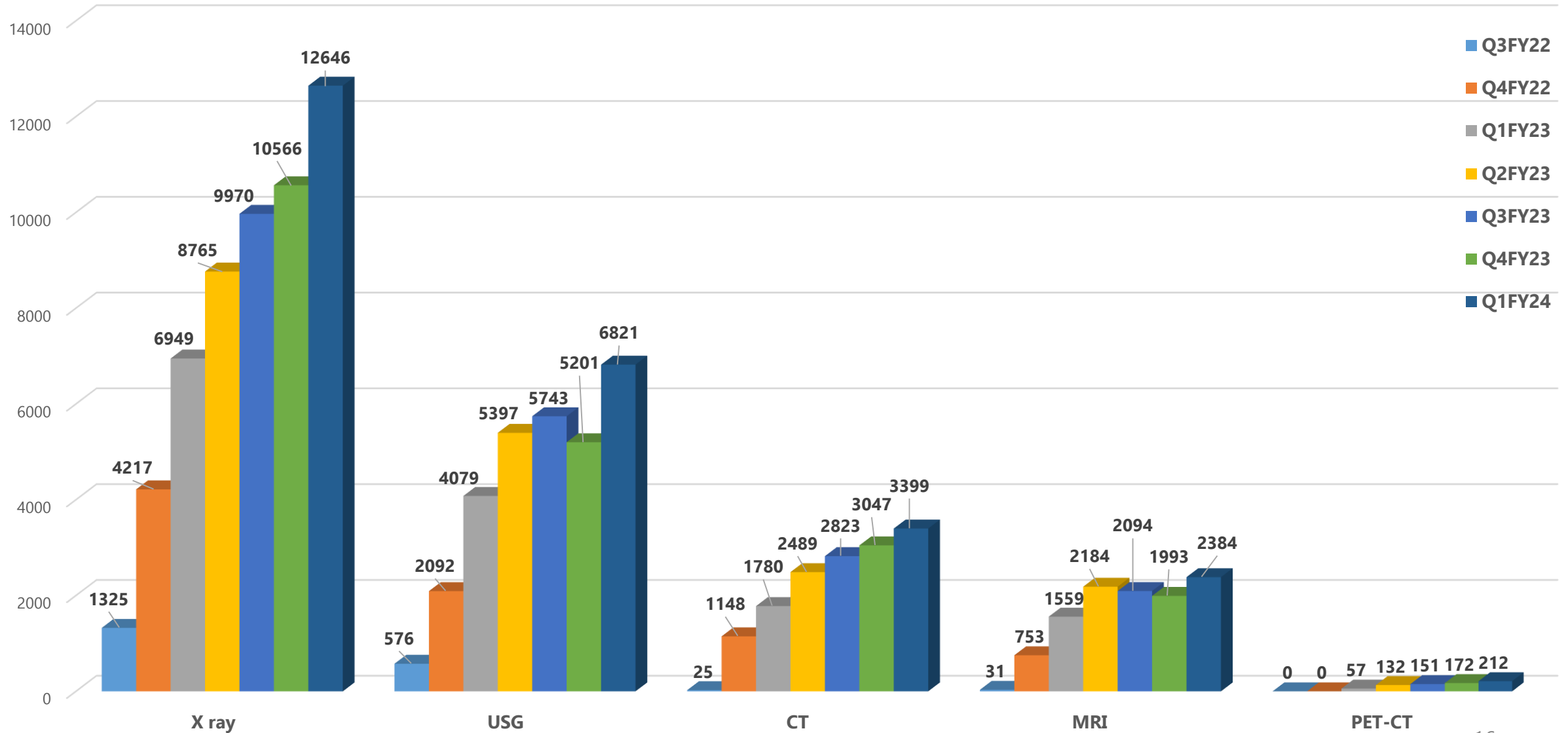


Nov-Dec

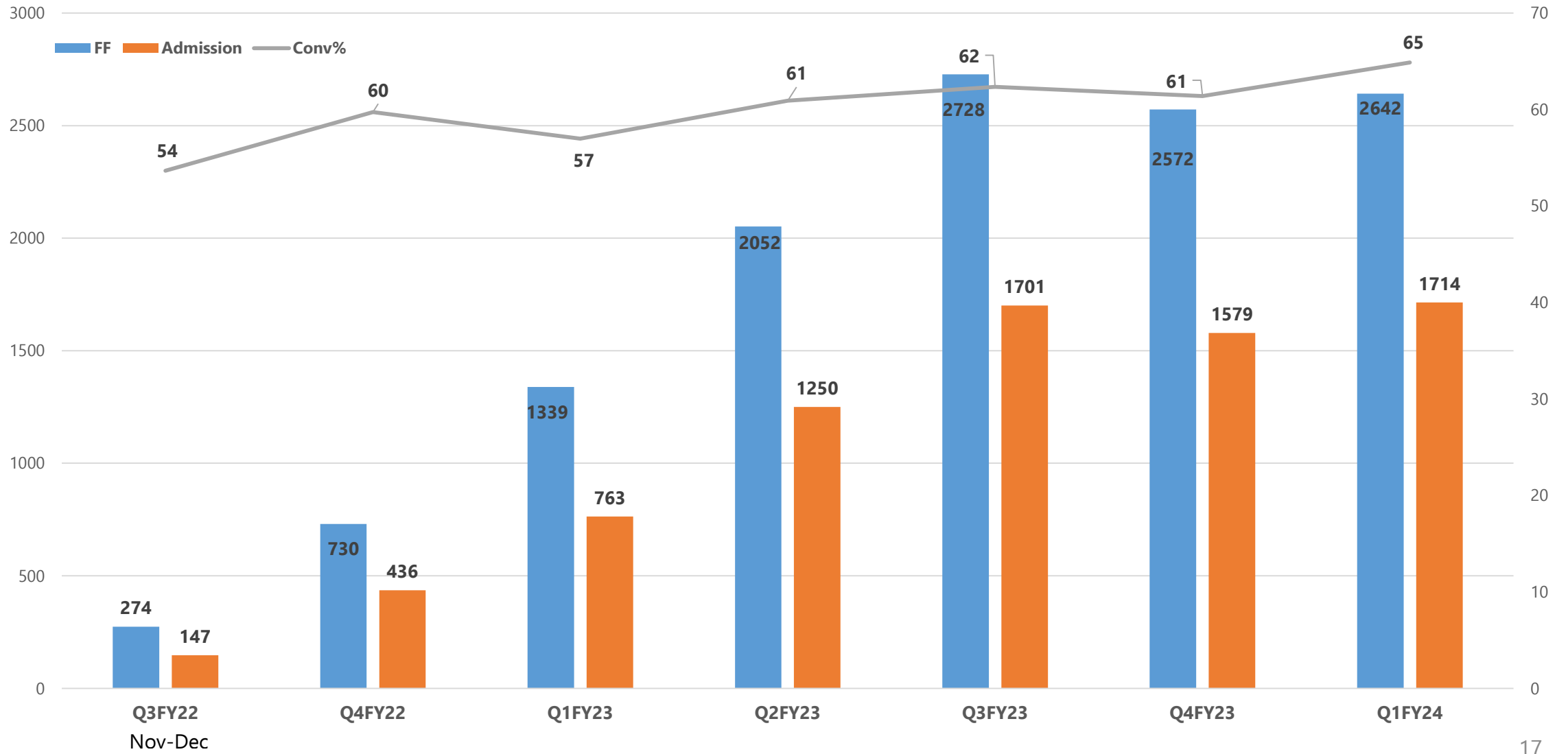
Speciality wise non Surgical FY23

Cardiology	2914
Medicine	1999
Nephrology	540
Med Oncology	2547
Neurology	417

Radiology volume trend



ER footfall trend



Governing Committees

Directors Committee : Monthly

Patient Care

Quality Assurance Committee

Monthly

Mortality & Morbidity Committee

Monthly

Hospital Infection Control Committee

Monthly

Pharmacy & Therapeutic Committee

Quarterly

Safety & Risk Management

Code blue review Committee

Monthly

Safety Committee

Monthly

Blood Transfusion Committee

Once in 3 months

Radiation Safety Committee

Alternate Month

Diagnostics Review Committee

Alternate Month

OT Committee

Alternate Month

Operational Management

Privileging and Credentialing Committee

Quarterly

MRD Committee

Monthly

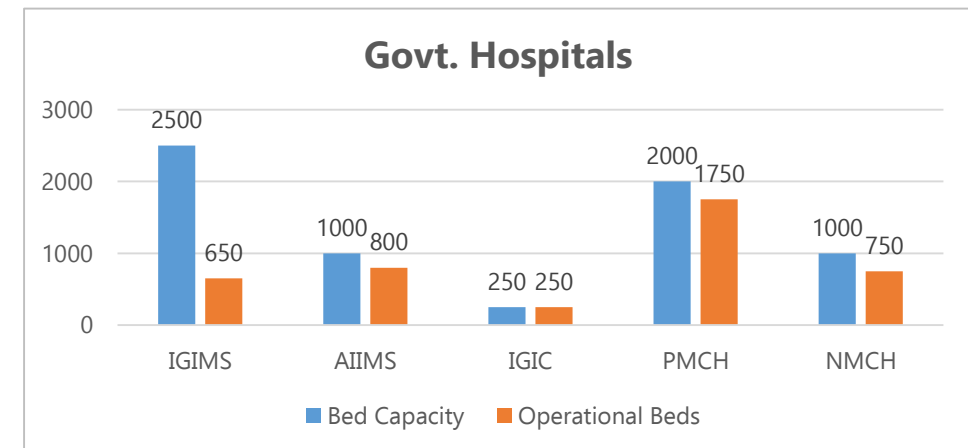
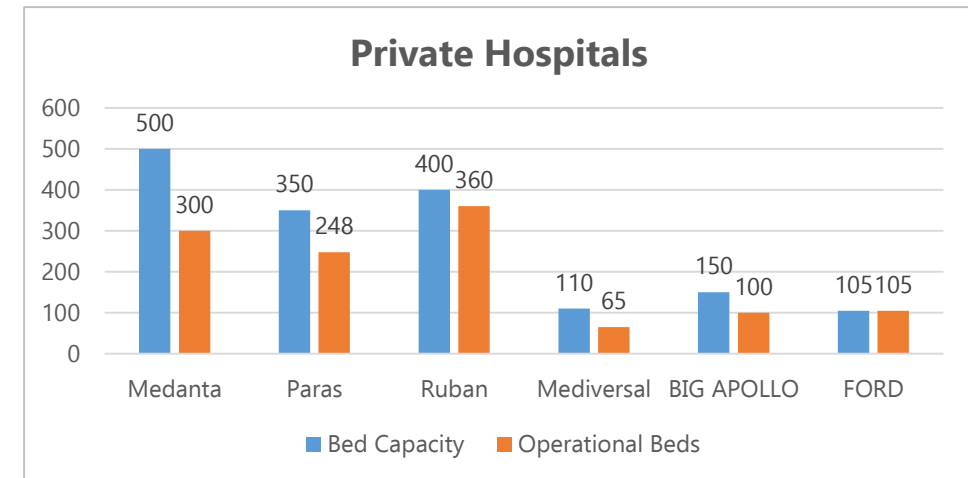
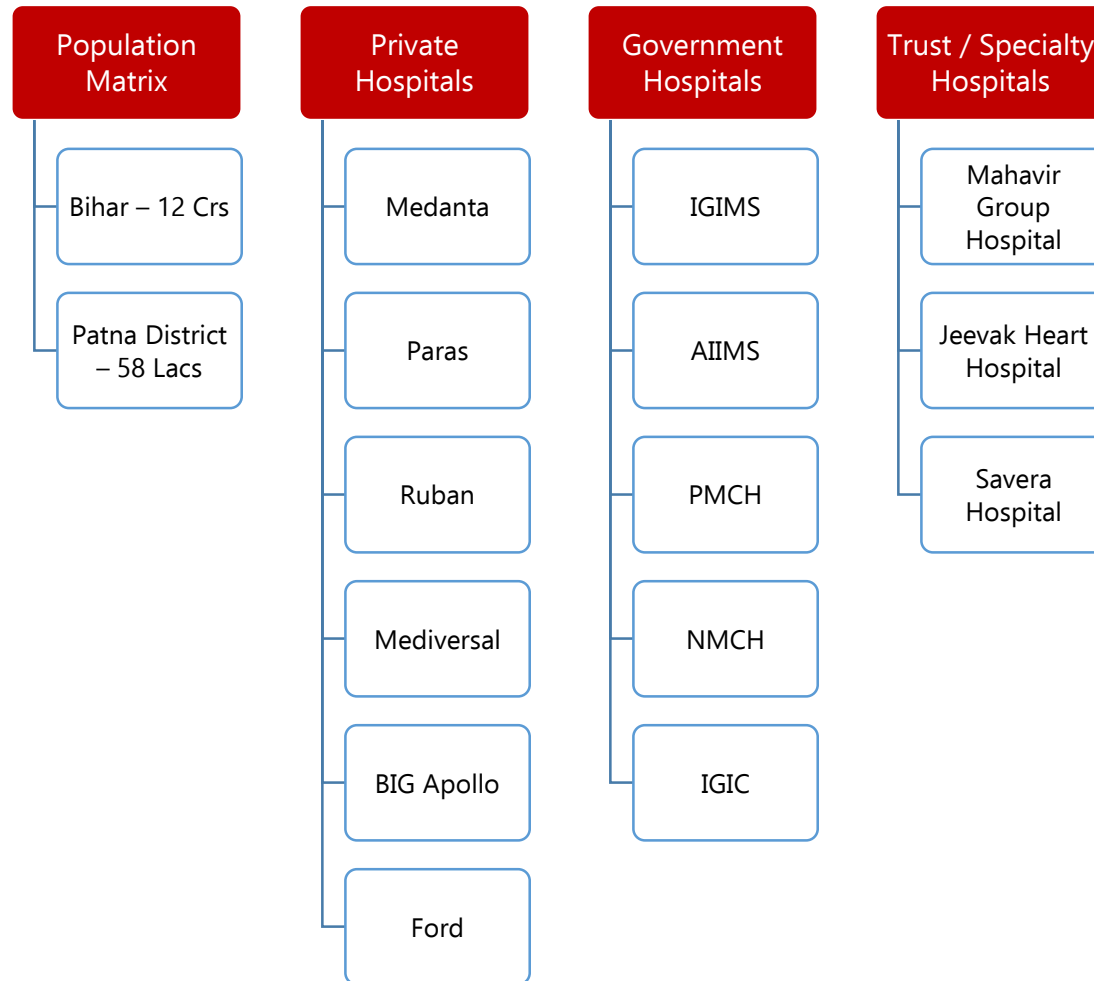
Grievance Committee

As and when required

Internal Complaint Committee

As and when required

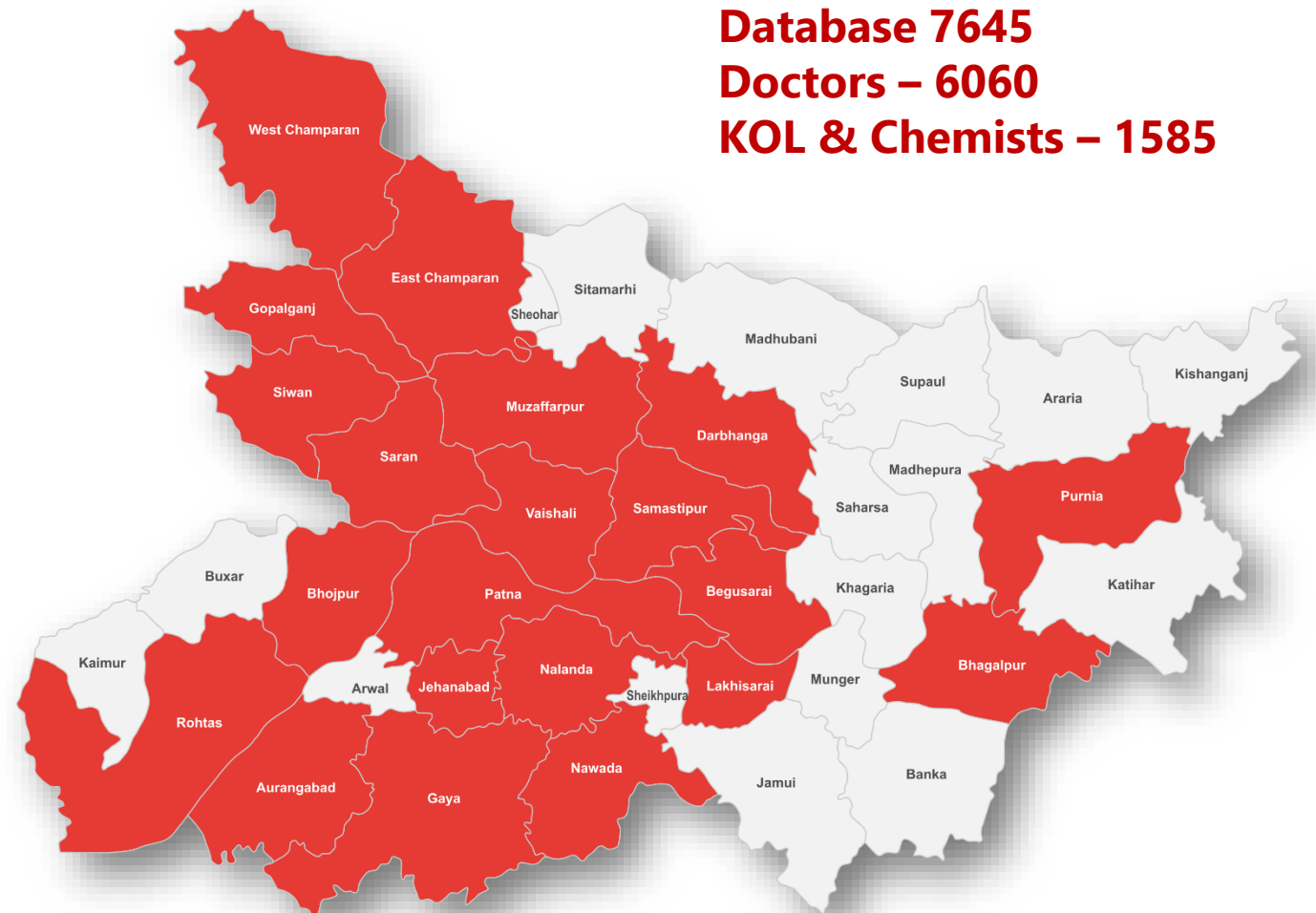
Market - Segmentation



Operation Flood

- Initiated to drive awareness & local connect of Medanta Patna across all districts of Bihar
- Covered 21 districts so far
- Database of **7153** doctors, KOLs & Chemist updated
- **100** plus New referral doctors engaged
- **5** associations empaneled

Data till 31st July 23



OOPDs

New OOPDs

Gaya

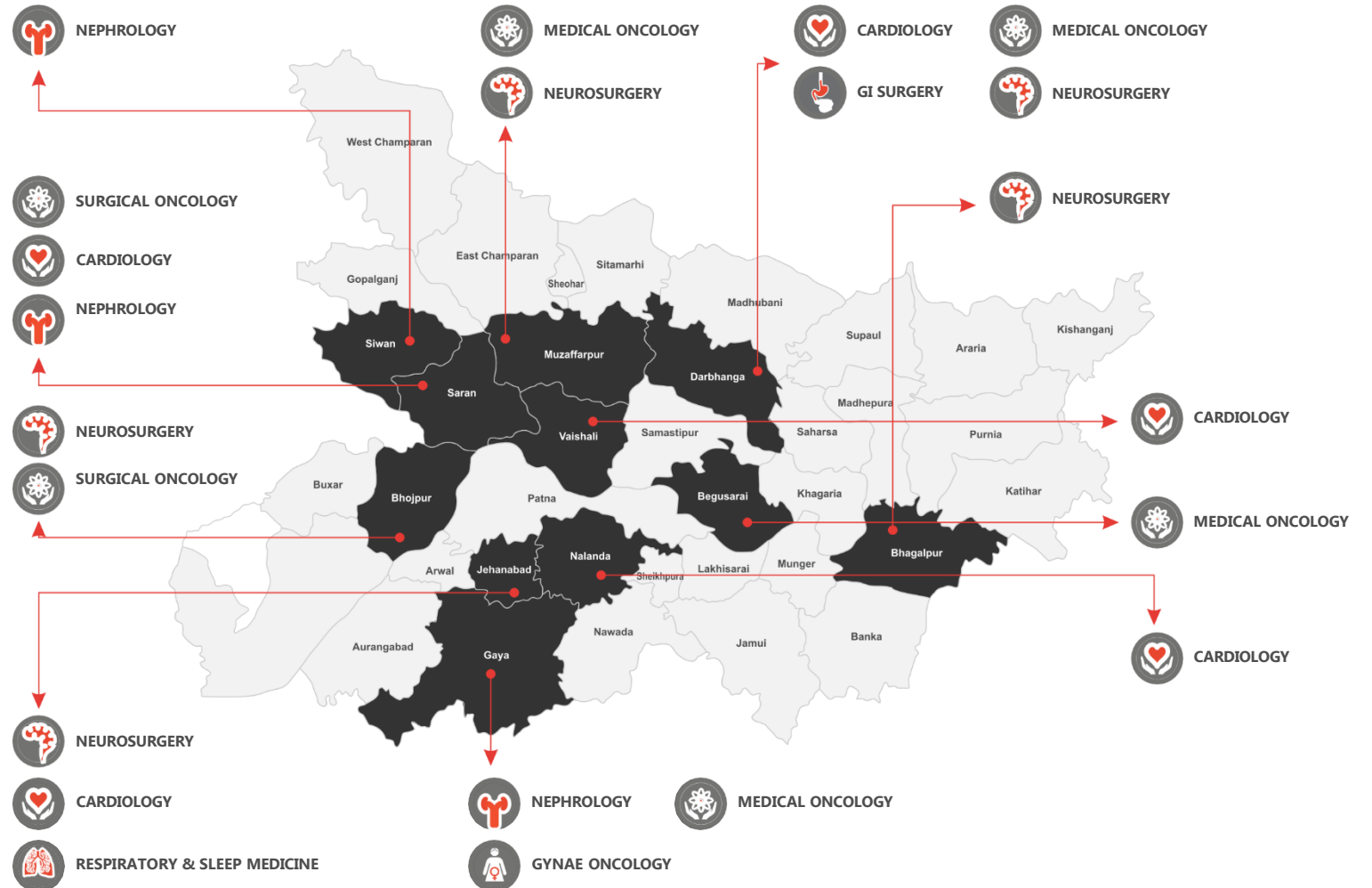
- Dr Neeraj Kumar (Orthopedics)
- Dr Pramod Kumar (Cardiology)
- Dr Sanjay Kumar (CTVS)

Muzaffarpur

- Dr Anuj (Neurosurgery)
- Dr Sanjay Kumar (CTVS)

Bhagalpur

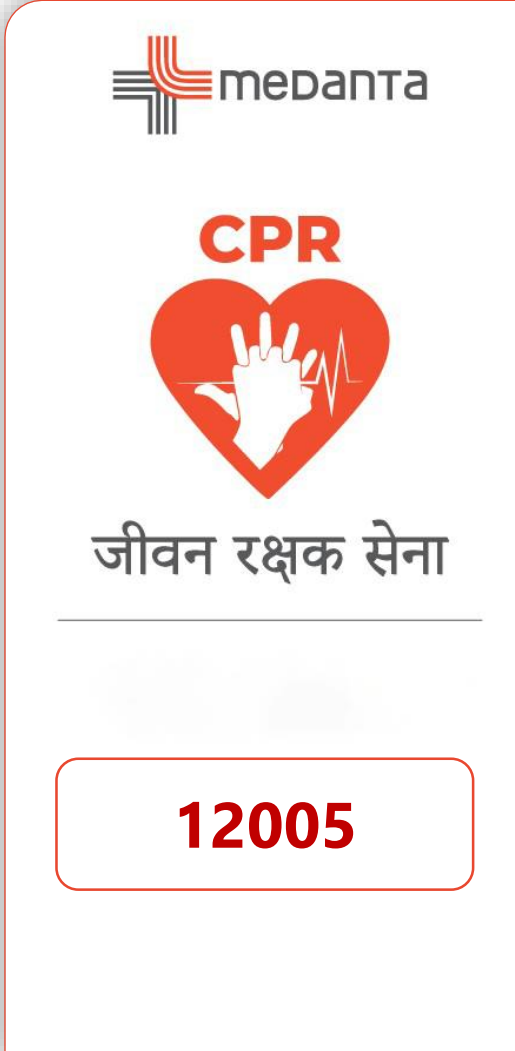
- Dr Rajiv Ranjan Prasad (Radiation Oncology)



Thought Leadership through CPR Training Program

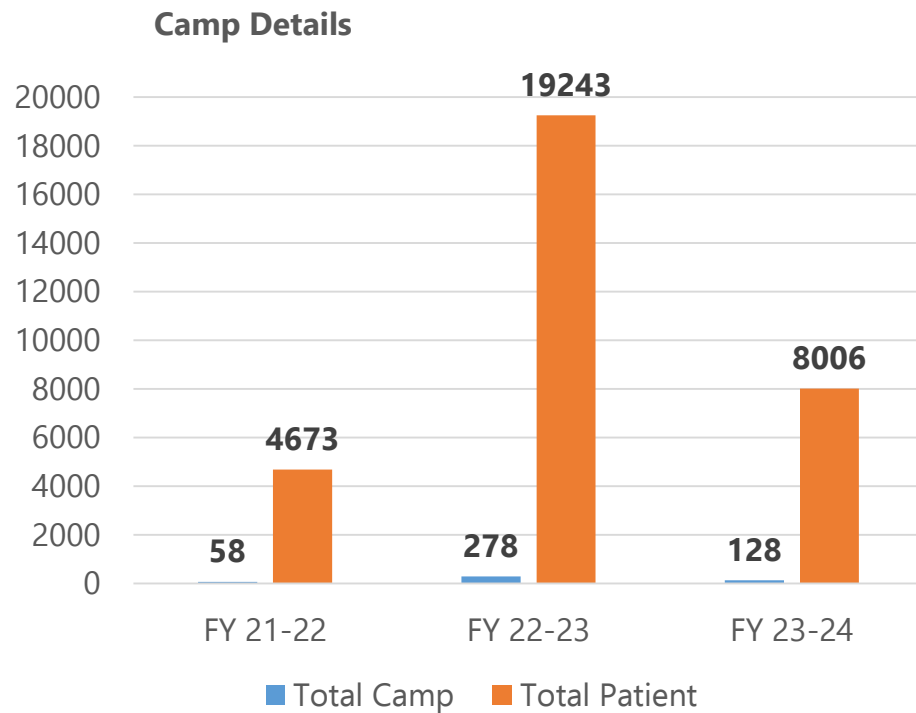
- Did **108** Training programs and trained **12005** individuals
- Trained every employees of Medanta Patna including off roll staff - ongoing
- Increase Brand Recall – Emergency They need to think “**Medanta**”
- Engaged Cardiologist & Critical Care team with Nursing Home, Medical Colleges, PSUs, District Administration & Civil Surgeons
- Involved many PSUs / Association / KOLs to join the initiative

Data till 31st July 23



The graphic features the Medanta logo at the top, followed by the text 'CPR' in red. Below this is a red heart icon containing a white hand and a white ECG line. Underneath the heart is the Hindi text 'जीवन रक्षक सेना' (Jeevan Rakshak Sena). At the bottom, the number '12005' is displayed in red within a rounded rectangular box.

Community Outreach Program



Data till 31st July 23

Executed **464** camps and screened **31922** so far
 Geography covered 18 districts of **Bihar, Uttar Pradesh & Jharkhand**

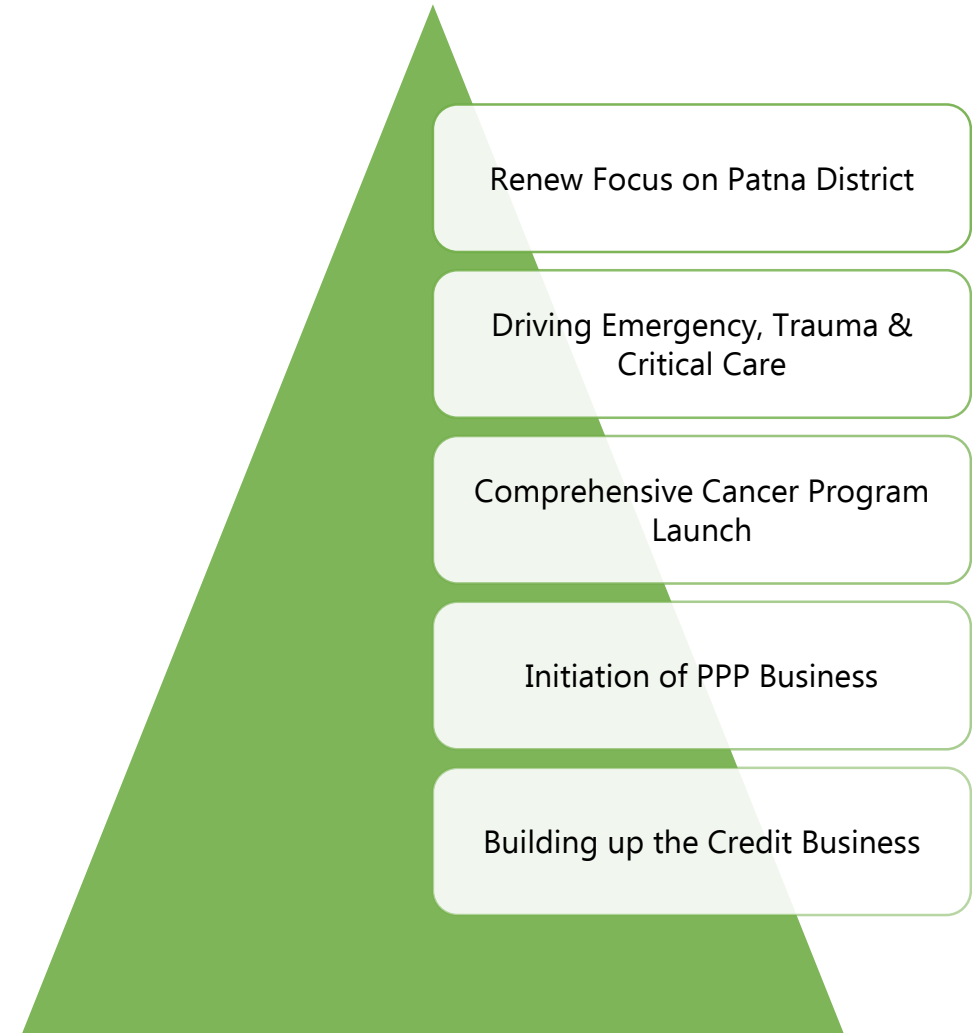
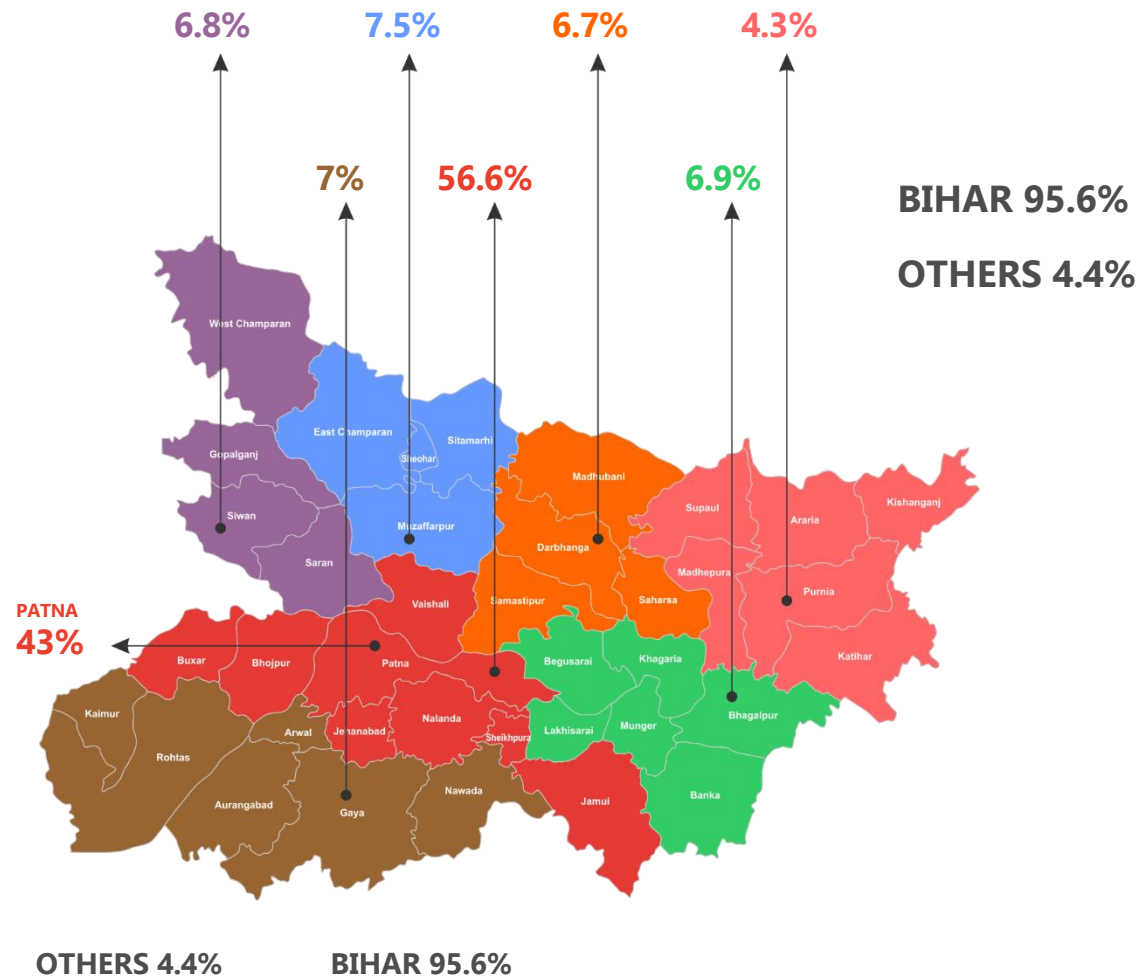
निःशुल्क स्वास्थ्य
जांच शिविर



Way Forward

Marketing Initiatives

Driving IPD Volumes

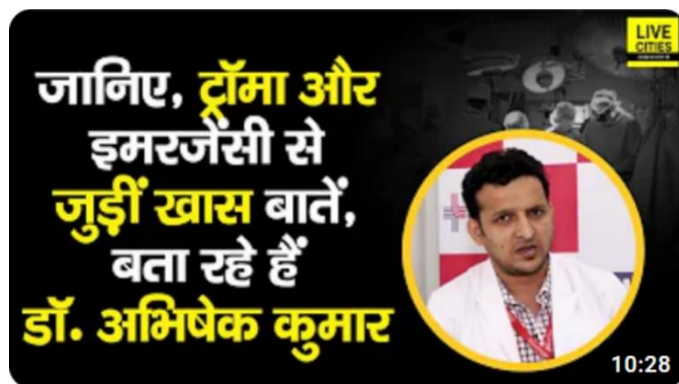


Renew Focus on Patna District



- Patna District comprises of around **43% of total business**
- Estimated catchment **population is ~60 lacs.**
- Initiation of 2 Mediclinic in Patna – Gola Road & Hajipur
- Organizing Walkthrough of Hospital for doctors, KOLs & Key associations
- In house CMEs / Workshops
- Organizing at least 15 General / Super Specialty camps in Patna Peripheries
- Nursing Home Connect - Engaging with Nursing Homes with different specialties in Patna & Peripheries.

Driving Emergency, Trauma & Critical Care



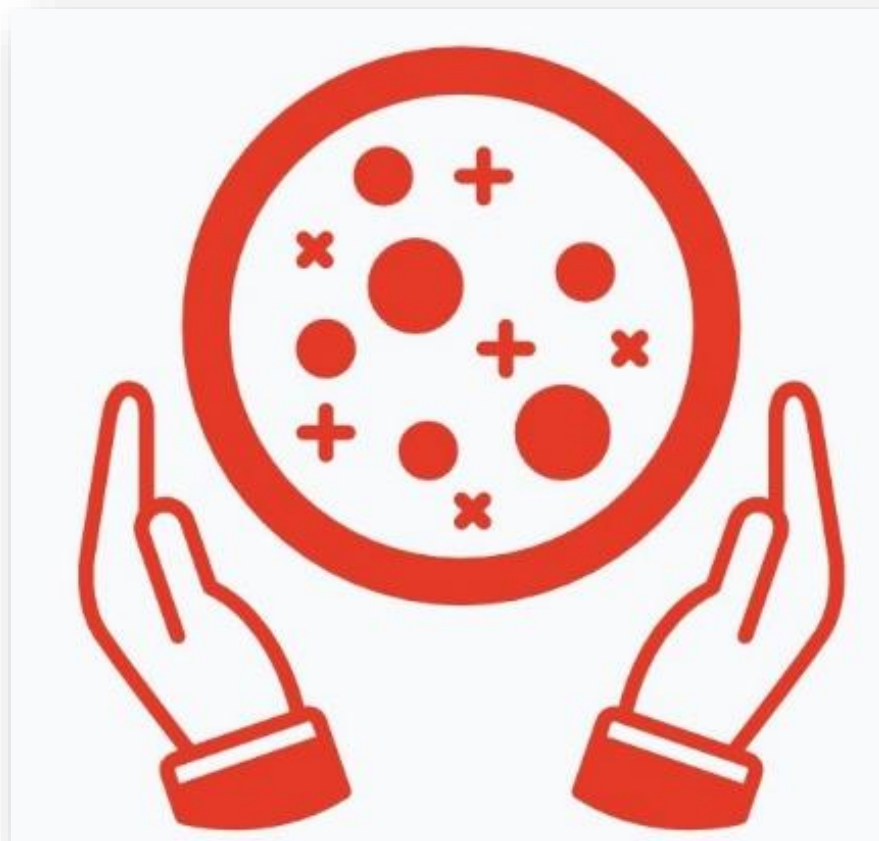
<https://www.youtube.com/watch?v=jm4PYMhpcpgI>




- **1068** number promotion in Electronic Media like Radio & TV
- 3 Workshop by Critical Care team
- Periodic insertion of Broadsheet
- FB promotion of 1068
- Chemist Pouch Distribution

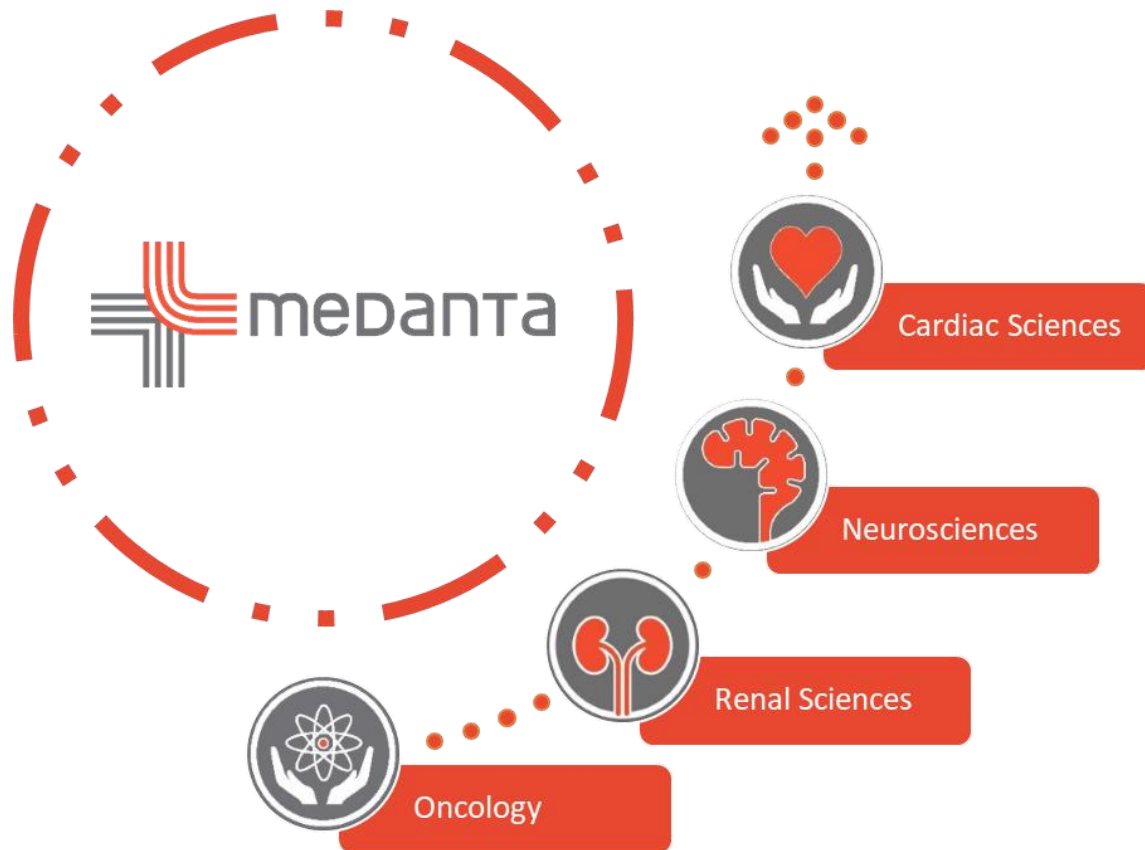
- Enhancement of Radio program to reach farthest areas of Bihar through Akashvani
- Digital promotions (Doctor videos & Patient testimonials)
- Brand hammering through pointer advertisements for 3 to 4 month
- No Parking boards / Society gates in Targeted Societies in Patna
- Ambulance networking
- Certified training module for Ambulance Drivers & EMTs
- Engagements with Police force

Comprehensive Cancer Program Launch



- Dependency of volumes through Medical Oncology & Breast Services in FY 23
 - Surgical Oncology, Radiation Oncology & Gynea Oncology consultants joined in late H2 for FY23
-
- Installation of Linac & Brachytherapy
 - Addition of Consultants
 - Hematology
 - Head & Neck Oncology
 - Radiation Oncology
 - Potential of existing team yet to utilize
 - Recognition for CM relief fund
 - Take maximum potential of PPP for this specialty
 - 360 degree promotion of comprehensive cancer program
 - Mega CME / Cancer Conclave in Aug
 - Road Show

New Business (PPP Patients)



- Liaisoned with the State government to initiate patient referrals, set up the process & built the portal
- Government expected start the process from June onwards

-
- Planned 13% of total volume
 - Planned 7% of total revenue
 - Engagement with MS of medical colleges
 - Periodic programs with respective departments at medical colleges
 - Organizing OPDs at important medical colleges
 - Organizing periodic activities with different government department / offices like Police, Irrigation, Education etc

Building up the Credit Business



- Major focus was on empanelment and getting for income tax exemption certificate in **FY23**
 - Empaneled majority of Insurance Co, TPAs, PSUs in **FY23**
 - Majority of PSUs empaneled in **Q3**, still huge potential yet to utilize.
 - Empanelment with SBI in **Q3**
-
- Focus in driving volumes from the empanelled companies in **FY24**
 - Health Check-up enrolment of PSUs, Corporate & Government Organisation
 - OOPDs in PSU Colony
 - Corporate CMO / Dignitary meet
 - Periodic camps in PSUs & corporate
 - Insurance meet

Thank You

Awards & Recognitions

