

HELP AT HAND

RajaRajeswari Medical College and Hospital
makes quality healthcare affordable



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Today the healthcare delivery model is at a crossroads. Changing medical technology and the availability of high-technology diagnostic and therapeutic equipment, together with rising costs and the changing pattern of practice by doctors, healthcare delivery has been revolutionised. The consumer (patient) choices on where to get the best healthcare

is based on the efficiency with which these services are provided. In a country where the nominal per capita income is \$1,500 (₹93,000) a year, patients typically have to pay 60 per cent of healthcare expenses from their own pockets.

Necessity spawns innovation. Despite pressing demands and constrained supply, RajaRajeswari Medical College and Hospital has devised ways to make world-class healthcare affordable. To deliver on their dual commitments of quality and low cost, RajaRajeswari Medical College and Hospital has developed two powerful organisational advantages - an innovative way to determine who should do what and a focus on cost-effectiveness rather than just cost-cutting. These innovations allow the institution to lower its costs without compromising on quality:

Attracting and retaining doctors seeking to improve their skills

The high volume and variety of cases attract talent to this hospital. Doctors can hone their capabilities faster.

Developing and updating treatment protocols that reduce errors.

RajaRajeswari Medical College and Hospital is NAAC "A" grade accredited, ISO 9001: 2008 certified and International Accreditation Organisation (IAO), US-certified. In fact, it is the only medical institution in Karnataka to get ISO certification for both medical education and healthcare delivery. With the quality system in place, it becomes easy to monitor patients.

Promoting innovation that suits local conditions

One of the hospital's best cost-cutting measures is its effort to prolong the working life of expensive technology through careful maintenance and repair. The best example of this is the recent modular, state-of-the-art super speciality operation theatres that have been dedicated to humanity.

Thus, RajaRajeswari Medical College and Hospital has managed to dispel the myth that good healthcare delivery comes with a heavy price tag.