**Curatio**

(Curing Disease without Medication)

**The Reason**

We spend most time of our life in polluted cities with sedentary life style. This causes many untimely diseases both mental and physical.

High cost consultation and medication is similar to patch a tube leaking from many holes. Medication usually in these cases do more harm than help.

**The Idea**

To create a chain of healthcare centers far away from cities and towns. These are more of rehabilitation centers and holiday homes rather than hospitals.

**Target Patient**

Anxiety, depression, psychological problems, patient suffering from lung diseases, sports related injuries, rapid aging etc.

Potential Healthcare Providers:

Retired doctors.

**Ideal Places**

1. Hill stations such as Darjeeling, Dalhousie, Patnitop, Udhagamandalam etc.

2. Balanced moist weather places like Pondicherry, Gokarna and other coastal places.

**Advantages / Benefits**

1. Clean air and environment.
2. Stress free zone.
3. Away from work.
4. Non-commercial attire.
5. Dedicated healthcare experts with long-term guidance instead of hourly consultations.
6. Nationalists.
7. Vacation + treatment.
8. Pocket friendly compared to hospitals in cities.

**Marketing**

**Style**

**“**Eco-vacation**” /**

**“**Healthcare Tourism**”**

**Target Customers**

1. Middle-aged corporate employees.
2. Retiring business-personalities.
3. Government employees with limited time of vacation.

**Revenue Generation**

1. Long term treatments.
2. Tie-up with corporate insurance.
3. Marketing as old age home.
4. Infrastructure at low cost.
5. By popularizing local tourism.