1. Would you describe this heart hospital as successful? Explain why.

* Yes. NH has reached its goals of becoming an affordable and quality option for the lower classes of India’s society.
* It is highly efficient. Performing 8 times the amount of OHS and Catheterization procedures as the average hospital in India.
* It continues to grow. Dr. Shetty has a plan to continue to push the amounts of surgeries and beds they fulfill each year.

1. If successful, what were the elements that made it successful? If not yet successful, what else should NH be doing?

* It brings in paying customers, because it offers excellent quality health care, and uses the surplus from those customers to make it more affordable for the patients that cannot afford this level of care.
* Strategic dealing with suppliers. They order in bulk, don’t enter long-term contracts, and rent from the suppliers to keep costs low.
* Use technology to lower costs. Cheaper digital X-rays and comprehensive management software for the hospitals.

1. Is the insurance scheme successful? Explain why. What are the challenges going forward?

* Yes. It is now giving lower income families the opportunity to receive treatment for non-life threating incidents, which they didn’t do before because it wasn’t a necessity. By 2005 the scheme had aided a quarter of the 10 Million members.
* They mentioned the challenge of having people use fraudulent cards to reap the benefits of the system. In addition, the demand for healthcare could outweigh the supply of the hospitals. If too many of the members need treatment and the hospitals can’t provide it, then prices will increase on the insurance policy and the overall goal of NH would fail.

1. How would you advise Dr. Shetty regarding the three lines of business - the heart hospital, the Health City, and the insurance scheme for the poor? Which should he pursue? Which, if any, should he drop? Is there anything else he should be doing?

* All three of Dr. Shetty’s lines of business show signs of success. His heart hospital continues to provide quality health care to poorer patients. His insurance scheme provides poor Indians the opportunity to receive treatment that was unobtainable before. Health City has dramatically cut the costs of major surgeries like brain and spinal. For these reasons it appears that Dr. Shetty should continue to develop and pursue all three of hid lines of business.
* It seems that Dr. Shetty is already doing more than enough for India health care. He’s provided quality hospitals, affordable health care, a health city that lowers costs of major surgeries, has provided telemedicine, and focuses on increasing the training of doctors and nurses. Dr. Shetty should focus on keeping these already existing elements highly effective, instead of trying to continue to expand to other parts of medical fails. The most likely circumstance that NH would fail, is if Dr. Shetty neglects NH’s logistics while focusing on new ways to provide medical services.