



 **naruvi**
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**TRUTH
ALONE
TRIUMPHS**



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*"A small body of determined spirits fired by
an unquenchable faith in their mission can
alter the course of history"*

- Mahatma Gandhi

As I stand at the threshold of the 73rd year of India's independence, I look at the Naruvi Hospitals building waiting to fly the Indian Tricolour just a few months from now.

Mother India gave us all freedom, safety, security, joy and happiness all these decades. We at Naruvi will strive to give back in small measure to our land, what we have taken from it.

The Naruvi project team and the construction team alike are on battle footing, trying to stay abreast of the deadlines. We will be up and flying by the early part of 2020.

Jai Hind



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India

EDITION

with pride

the kitchen company

"We owe a lot to the Indians, who taught us how to count, without which no worthwhile scientific discovery could have been made"

- Albert Einstein



Pedal to metal, work has assumed unbelievable speeds. Both at the project level as well as on site.

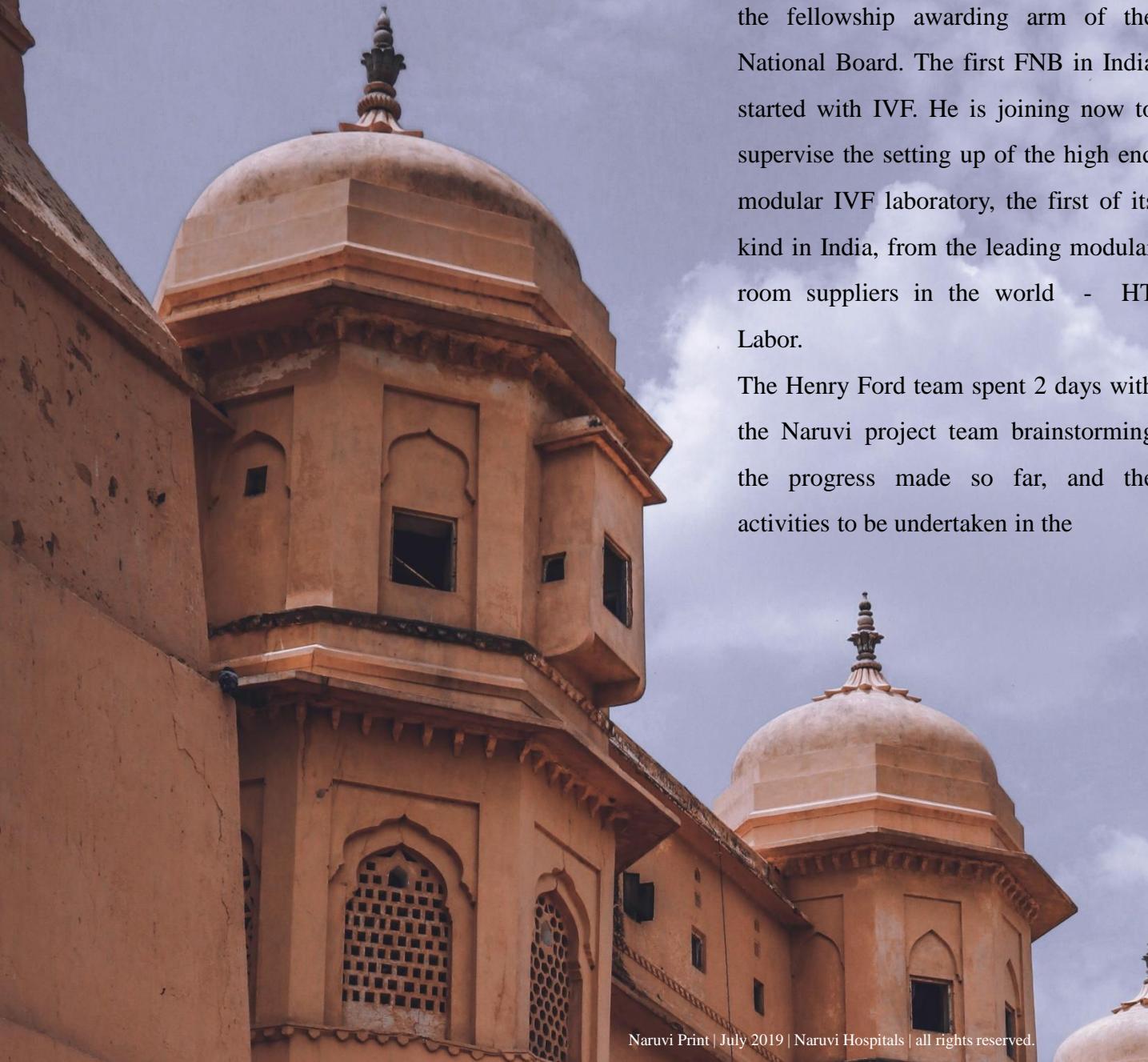
The final orders for equipment are being completed. The entire set of equipment for the laboratories were ordered. Every single piece of equipment is state of the art.

The first consignment of steel tubes for the pneumatic tube system left the shores of America ten days ago. Plans for the Radiation Therapy wing are fast taking shape and form.

Another major feather in our cap is the joining of Prof. George Korula, the father of IVF in India.

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Last
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He is also known as the father of FNB, the fellowship awarding arm of the National Board. The first FNB in India started with IVF. He is joining now to supervise the setting up of the high end modular IVF laboratory, the first of its kind in India, from the leading modular room suppliers in the world - HT Labor.

The Henry Ford team spent 2 days with the Naruvi project team brainstorming the progress made so far, and the activities to be undertaken in the

concluding few months, before the Naruvi doors open to the keenly waiting people of Vellore, Tamilnadu and beyond.

The VII Naruvi seminar on the 17th of July, and the first one to be held in Vellore, was a grand success. More than 150 people attended the seminar. In keeping with the philosophy of Naruvi Hospitals, the seminar was dedicated to Technologists. The Henry Ford team also attended the seminar.



Last
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Since ages, India has been world renowned for its picturesque locales, rich heritage, vibrant culture and warm hospitality, making it a must visit destination for many global travellers.

But in recent times, the tourism sector of the country is witnessing the progression of a new trajectory — medical tourism.

The Indian Medical Tourism Sector is facing a phenomenal growth percentage of 18% CAGR every year. Currently constituting nearly 18% of the global medical tourism market, India is expected to reach 20% of the share with a worth of about USD 9 billion by 2020.

According to the Medical Tourism Market Report 2015, India was found to be '*one of the lowest cost and highest quality provider of all medical tourism destinations*'.

India has diligently recognized the opportunity and is showcasing its strength and potential in the global market through public - private partnerships, thereby paving the way to be a hub for medical tourism.

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A HUB OF
MEDICAL
TOURISM

Factors Facilitating Growth

India is known to offer a complete bouquet of healthcare services at an affordable price. Despite having a diversity of languages, India is one of the largest English speaking nations. Further, easy availability of language interpreters, English based documents etc. work as an advantage for the country especially with inbound medical tourists. Be it cardiac bypass, heart surgery and bone marrow transplant or even cosmetic surgery and dental care, India has become a popular destination for these procedures. Some of the major factors supplementing the robust expansion of medical tourism in India are:

Affordability: India boasts of well certified, highly skilled and experienced medical professionals offering affordable services

with international standards. Additionally, India provides world class hospital infrastructure at minimal charges when compared to countries like the US, UK and Gulf nations. The above mentioned 2015 market report on medical tourism has observed that India '*offers wide variety of procedures at about one tenth the cost of similar procedures in the US*'.

HealthStatus stated that while an open heart surgery would cost around USD 150,000 in the US, it would cost somewhere between USD 3000 - 10,000 in India.

A patient traveling to India for medical treatment could therefore save anywhere between 30 - 70% of their expenditure, all inclusive.

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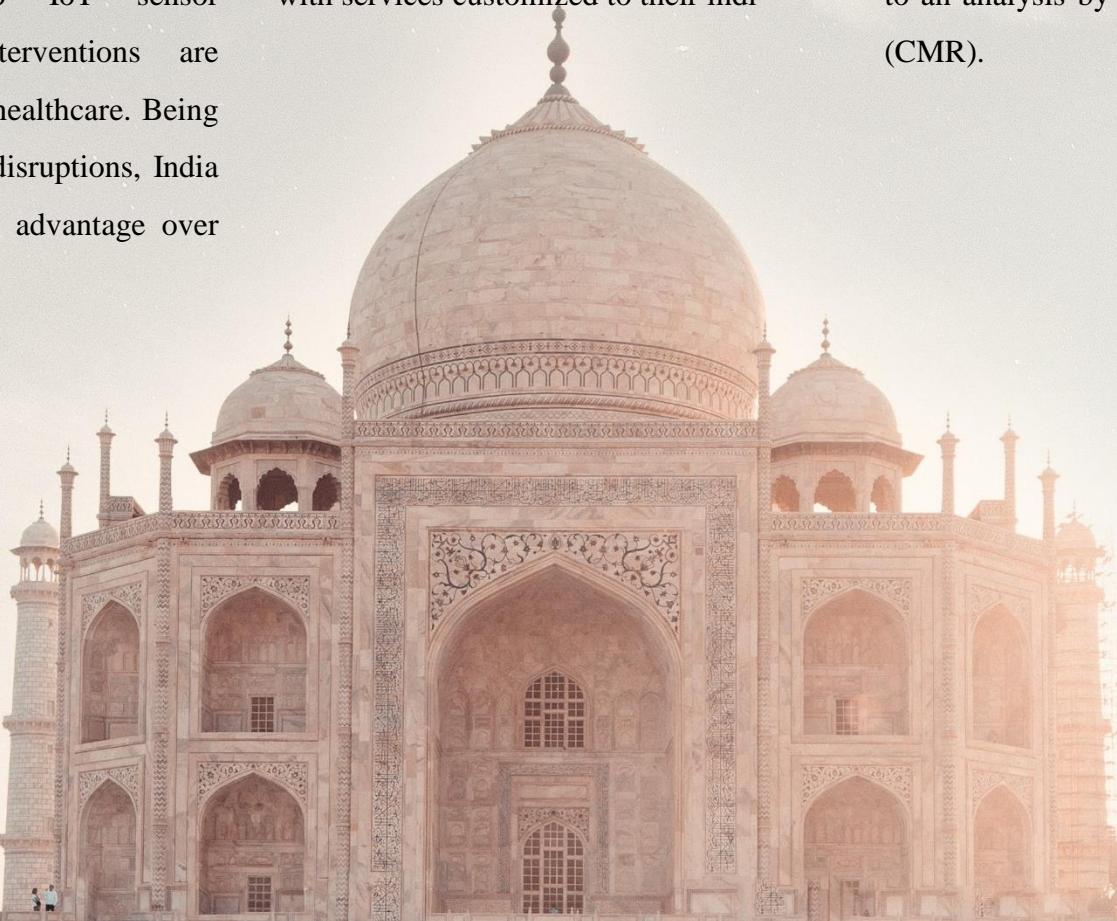
India
A HUB OF
MEDICAL
TOURISM

Implementation of technology: From sharing the entire treatment plan to post - hospitalization care management, India has been successfully incorporating technological advancements for clinical outcome and management of the complete life cycle of a patient. From machine learning to IoT sensor technology, these interventions are reshaping the future of healthcare. Being a fast adopter of these disruptions, India has certainly earned an advantage over the rest of the countries.

Personalized care: Largely provided by unorganized players and start - ups until now, personalized care is a booming segment of healthcare in the country. In such a system, focused attention is offered to a patient as per their convenience, thereby providing them with services customized to their individual requirements. according to their

individual diagnostic traits. Through provision of such comfortable care and hospitality at affordable rates, India has been attracting a lot of medical tourists for personalized care, estimated to grow up to USD 6.2 billion by 2020, according to an analysis by Cyber Media Research (CMR).

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A photograph of the Taj Mahal, a white marble mausoleum located in Agra, India. It features a large central dome, four smaller domes, and intricate carvings. The building is set against a clear sky.

India
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TOURISM

Post - treatment recovery: Equipped with natural therapeutic practices such as Ayurveda, Naturopathy and Yoga, India provides the best of respite post - treatment. With such natural therapies that believe in holistic wellness through elimination of toxic imbalances, Ayurveda and Yoga are increasingly being accepted globally. The extent of this can be substantiated by the fact that Ayurveda has been recognized as an alternate form of medicine by WHO. Alternative medicine is also one of the most popular treatment modalities sought by medical tourists in the country.

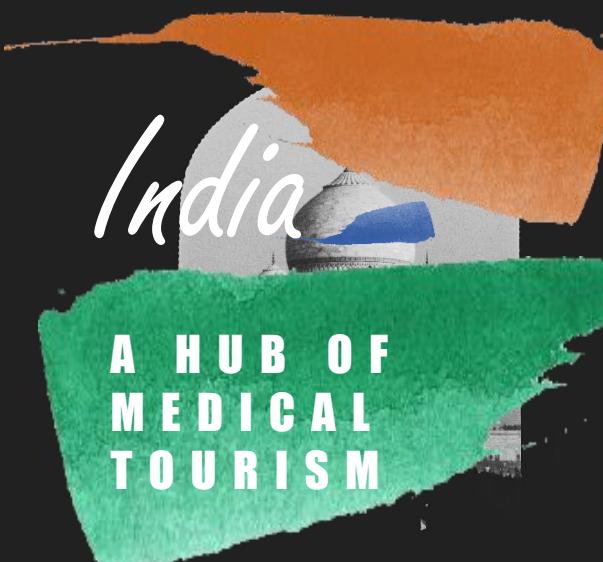
Government and private players

The growth of the Indian Medical Tourism Industry can be accredited to both government and private players. By making the process simple and seamless along with drafting policies ensuring complete transparency and patient safety, the government is strengthening the cause. For instance, policies such as the intro-

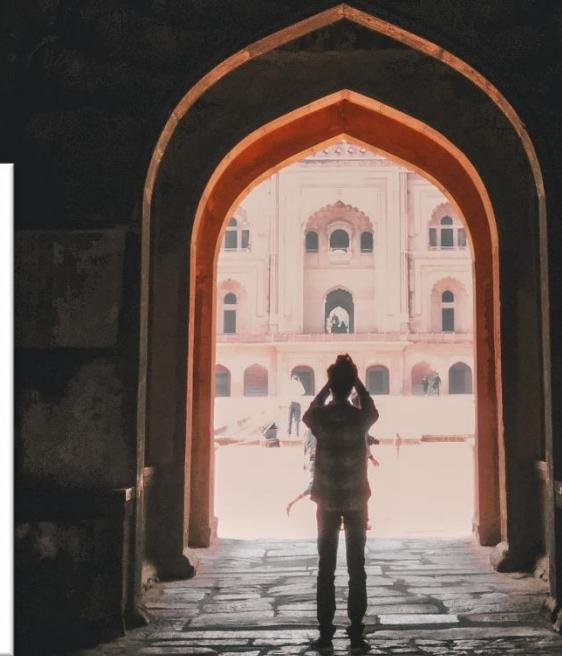
duction of Medical VISA and e - Medical VISA allowing multiple entries and longer stays as per medical conditions have been implemented. Further, the government is actively mandating accreditation to wellness centres and Medical Value Travel (MVT) facilitators. The recently launched Ayushman Bharat Yojana stands as a testament of active government involvement in the provision of holistic healthcare. Private healthcare players are also playing a crucial role by dynamically focusing on building and impro-

ving the infrastructure to make it at par with international standards. Additionally, these providers are working extensively on the enhancement of skills to provide cost - effective medical care on the same level of quality as any developed country. Currently, India has over 38 JCI accredited (Joint Commission International) and 563 NABH accredited (National Accreditation Board for Hospitals and Healthcare) hospitals across the country.

The country has understood the significance and the immense potential for medical tourism to thrive in the global market. By initiatives such as launching several incentive schemes for healthcare providers and promoting them in international events, an effective public - private partnership is emerging in the sector. This, along with the cost benefits and localized resource advantages, is strengthening India's position as a high potential hub in the medical tourism market.









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