

# Primary Healthcare for Reengineering Indian Healthcare

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**HCL**

**HCL HEALTHCARE**

# Primary Care central to re engineering in Healthcare

- Nations with strong primary care systems have better quality healthcare at lower costs
- Shifting of disease burden to NCDs necessitates quality primary care integrating specialties, diagnostics, data and information technology
- Quality primary care is a critical unmet need in urban India: Victim of **UNDERINVESTMENT** and **MISALIGNED INCENTIVES**

# Re inventing Primary Care



- **Government run primary care centres**
- **Solo doctor practice**
- **Group practice**

- **Family Physicians**
- **Collaborative practice with specialities**
- **Comprehensive care**

**Re inventing Primary Care is critical for making it address the current healthcare needs**

# Vision of HCL Healthcare

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**Delivering quality primary care to urban middle class families leveraging on best practices in clinical medicine, diagnostics, data and information technology**

# Three Greats for Reinventing Primary Care

## Transforming HCL Healthcare centres to World Class Family Health Centres

### Great Expertise

- Expert doctors
- JHI affiliation
- NABH Accreditation
- Expert local advisors

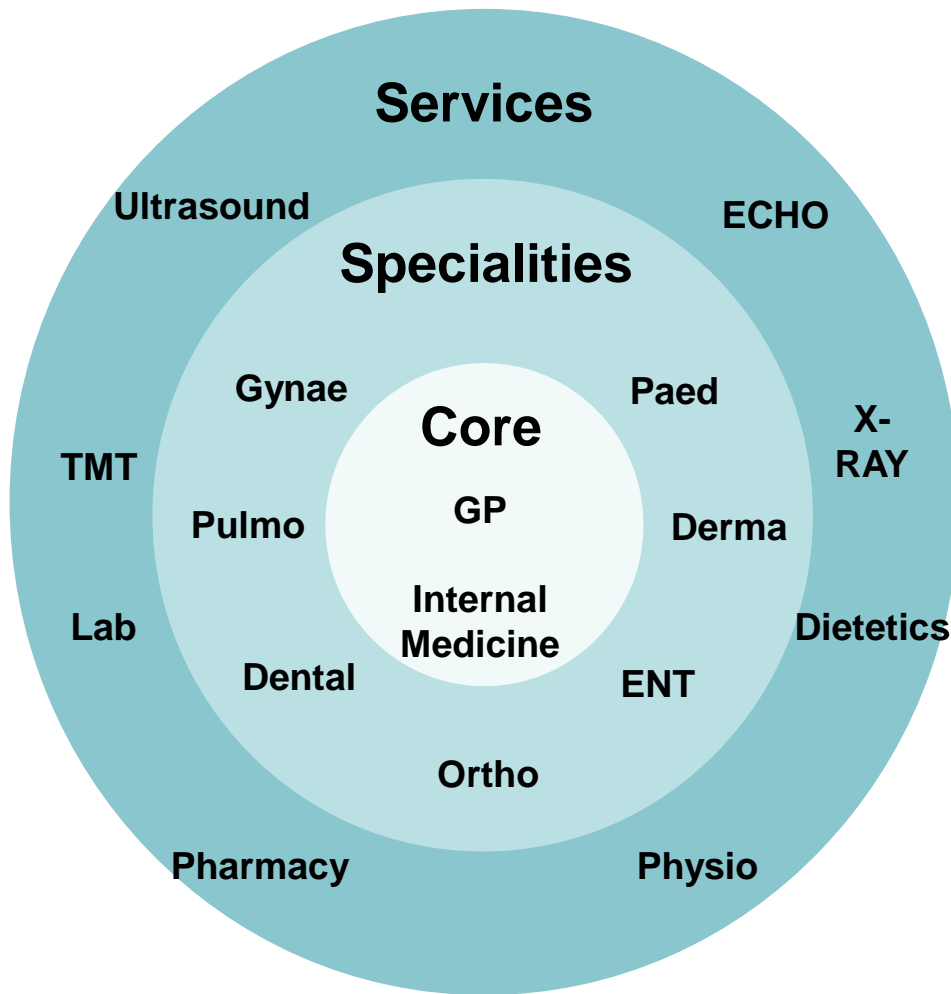
### Great Technology

- Medical Technology
- EMR
- Patient Portal
- Mobile App

### Great Service

- Ease of access
- Quality of service
- Unrushed consult
- Care Continuum

# Our Model



- **Clinical pathways** developed and validated with support from Johns Hopkins
- **Comprehensive EMR deployment** for long term care and care management
- **Population health** management capabilities
- **Family Physicians, Specialists. Diagnostics, Services and Pharmacy- All under one roof**

# Consumer Acceptance



- Five centres in Delhi NCR providing care to 25,000+ customers/patients
- Corporate Health Programs covering 10,000+ employees
- Good acceptance of the value proposition from urban middle class families migrated to Delhi NCR

# Our Learnings

- Primary care market creation solely through retail market approaches is a long term game
- Payor innovations enabling access to quality outpatient care can accelerate growth and expansion of this model
- Aligning incentives in healthcare to outcomes will drive care delivery to an accountable care delivery format linking primary care and hospital based care



**THANKS**