



The Indian health care industry is currently estimated to be of the order of about ₹195,000 crore and expected to touch ₹650,000 crore by 2025. With 8617 beds across 64 hospitals, Apollo Hospitals is one of the largest hospital chains in Asia. Collectively, the hospitals conducted more than 250,000 preventive checks, 10,000 heart surgeries, 5000 plus joint replacements, 13,000 neurosurgical operations, 500 robotic surgeries, over 1000 kidney transplants and 375 liver transplants in 2014. This giant facility is powering India's drive to reach even the remotest corners of the country and bring to its masses the benefits of modern medicine using cutting-edge technology and, where possible, prevention as its first tool of defence.

### Market

The health care industry is the need of the hour. Enveloped in a conflict of diseases and accentuated by a souring environment it is health care that is keeping the world on its feet. Today, this critical industry comprising hospitals, medical devices, telemedicine, clinical trials, medical tourism, insurance and equipment has become one of the largest sectors of India with estimated revenue of around ₹195,000 crore constituting 5% of GDP and offering employment to some 4 million people. According to CII, the Indian population will scale 1.40 billion by 2025, with about 45% constituting urban adults in the 15 years+ bracket. To cater to this demographic change, the health care sector will have to crank up to almost ₹650,000 crore contributing between 8% and 10% of the then GDP. Given this scenario, there are obviously enormous challenges that confront the medical community.

There are four imperatives the industry has to work towards: preventive health care, making people partners in PPP, up-scaling and up-skilling manpower and accelerating the pace of innovation. Both private and public organisations will have to work towards a dream of a disease-free world where the longevity of life is assured and medical science triumphs over disease.

### Achievements

As a global leader in the health care space, Apollo Hospitals has introduced many firsts and continues to set the bar higher. Through its catchphrase *Tender, Loving, Care* and The Apollo Standards of Clinical Care (TASCC), it has ensured that all hospitals deliver safe, high-quality treatment to its patients.

In recognition of its exceptional service and treatment, Apollo Hospitals, Chennai received the country's first Joint Commission International accreditation. Eight other Apollo Hospitals, have since, been accredited. In another maiden recognition for the nation, Apollo Hospitals, Madurai became the first hospital to receive accreditation from National Accreditation Board for Hospitals & Healthcare Providers (NABH), Quality Council of India. Today, ten facilities under Apollo are NABH-accredited.

It was the first hospital in the country to bring CT scan equipment, and the first to employ the PET CT scanner, crucial for cancer detection. Similarly, the Chennai hospital was the first to use an MRI scan machine – the CyberKnife – used in cancer patients where normal surgical procedures



cannot be followed. 500 robotic surgeries through the Da-Vinci Si System were completed by Apollo Hospitals in the last year alone.

A new path-breaking initiative planned for the year ahead is the Proton Therapy Centre – a first-of-its-kind in India, which will offer advanced oncology therapy to a combined population of more than 3.50 billion people in Asia, Africa and Australia.

Under Apollo's Solid Organ Transplant Programme, there have been more than a 1000 kidney transplants and over 375 liver transplants over the last year. Apollo Hospitals has become the busiest solid organ transplant centre in the world with more than 1400 solid organ transplants conducted in 2013. It was the first private health care provider to perform a heart transplant in 1995 and has since conducted more than 140,000 cardiac surgeries with a success rate of 99.6%. Apollo Hospitals was also the first

to introduce stereotactic radiotherapy and radio-surgery for cancer treatment. The hospital also has the distinction of conducting the first bone marrow transplant in 1995, with more than 150 bone marrow transplants performed in 2014 alone.

Having pioneered the concept of health checks and brought in the culture of preventive care, Apollo has conducted more than ten million of them. It has also launched the Apollo Personalised Health Check – an exclusive health check package customised to individual needs.

Apollo Hospitals treated about 65,000 patients from more than 120 countries in 2012 alone.

### History

The Apollo Hospitals Group was created in response to the lack of high-quality and affordable advanced medical care in the country. In its earliest days it was powered by a small group of dedicated professionals and the vision of Dr. Prathap C. Reddy. Built on the foundation of clinical excellence, Apollo has since grown into an institution of exceptional standing, encompassing a formidable reputation.

Over the years, Dr. Reddy has set benchmarks for the corporate hospital model in India and in doing so, has changed the very face of health care delivery in India. The hospital has brought global medical marvels to Indian shores and fuelled a journey that is taking high-quality health care closer to every Indian.

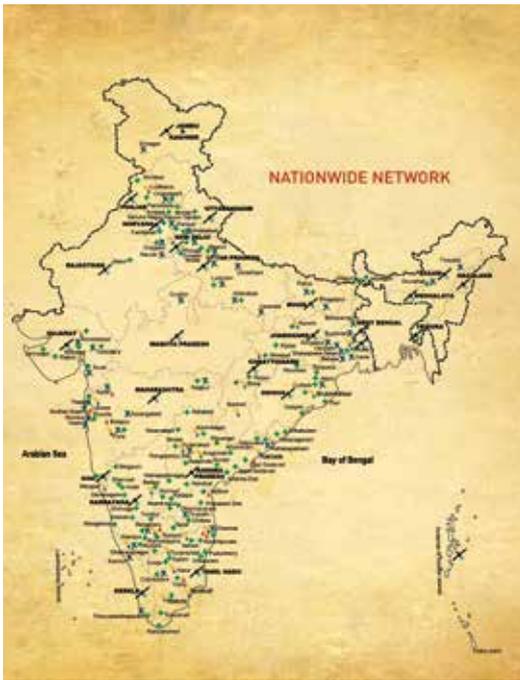
Apollo Hospitals recognised the barriers of economic and geographical access as the primary reasons for India's huge health care dichotomy. The group has been leading a tireless battle to circumvent these obstacles. The pioneering success of telemedicine, the world's first V-SAT enabled village in remote Andhra Pradesh and innovative insurance in Aragonda, is proof of this commitment.

### Product

With 8617 beds across 64 hospitals, Apollo is one of the largest hospital chains in Asia. The hospital, last year, conducted more than 250,000 preventive checks, 10,000 heart surgeries, 5000 plus joint replacements, 13,000 neurosurgical operations, 500 robotic surgeries, 1000 plus kidney transplants and 375 liver transplants.

Given its dedication to the cause of health Apollo Hospitals has developed five centres of excellence catering to the needs of hundreds of patients: Apollo Heart Institutes, Apollo





Institute of Orthopaedics, Apollo Institute of Neurosciences, Apollo Institutes of Transplant and Apollo Cancer Institutes. The emergency care is one of the best offered in the country with over 200 ambulances and 200 emergency beds that place patients' needs above everything else.

However, what makes Apollo Hospitals a unique enterprise is that from its earliest days it was built with the intention of providing 360-degree care to patients. This was also the extension of the philosophy that drove the creation of The Apollo Clinics and Apollo Pharmacy.

The Apollo Clinic was launched in 2002 and, today, has over 100 centres that cater to the day-to-day health care needs of families. To maximise convenience and comfort, The Apollo Clinic is an integrated model and offers facilities for specialist consultation, diagnostics, preventive health checks and a 24-hour pharmacy – all under one roof. The Clinic has also pioneered a range of value-added services including counselling – its ultimate healing touch.

The Apollo Pharmacy was launched in 1983 and, today, with 1632 of them spread across the country is the largest such chain in India. Apollo Pharmacy was awarded the Best Healthcare Retail Company of the Year in 2011 by Frost & Sullivan.

Apollo's 125 telemedicine centres and its robust mHealth network take much-needed health care facilities to the remotest parts of the nation. Similarly, Apollo's Health HiWay, a health information superstructure, aims to boost cost-effectiveness in health care delivery by providing software applications to mid-size health care delivery systems.

The group has extended its portfolio with Apollo Munich – an independent health insurance company that focuses on introducing innovative, uncomplicated health

insurance products. A JV with Munich Health, this offering furthers the group's vision of making the best medical care accessible and affordable to everyone.

**Recent Developments**

Both health care and information technology in India are going through an active phase. The effective utilisation of health information and communications technology (ICT) for the overall health care delivery system is driving efficiency. Access, successful clinical outcomes, strict compliance to patient safety and quality standards are easily achieved by the optimal implementation of health care ICT. The brand also banks heavily on information technology. Its fully integrated IT network allows it to quickly access data and use it to ensure efficient clinical and operational standards of quality.

Apollo Hospitals is one of the very few hospitals in the world to have received a Stage 6 HIMSS (Healthcare Information and Management Systems Society) Analytics Award for successfully leveraging IT to address its challenges.

Organ transplant is another way Apollo offers a new lease of life to terminally ill patients. With kidney transplants increasing by 72% and liver transplants by 28% over the previous year, Apollo Hospitals has now become one of the busiest solid organ transplant centres in the world. Apollo Hospitals, Chennai recently harvested 23 organs from five brain dead donors to give a fresh lease of life to 23 individuals.

**Promotion**

Committed to serving the less fortunate and to increase societal awareness on health issues, Apollo Hospitals runs several corporate social responsibility programmes. One such initiative that it has undertaken is the Billion Hearts Beating campaign which aims at raising heart-health awareness amongst Indians.

Such has been its influence that, today, more than a half million people have taken the pledge on [www.billionheartsbeating.com](http://www.billionheartsbeating.com). The group also reaches out to the marginalised sections of society through partnerships with not-for-profit foundations that provide medical care to underprivileged children including SACHI, SAHI, CURE and Disha. Medical outreach camps are conducted regularly across the country.

Apollo Pharmacy and Apollo Hospitals Educational & Research Foundation jointly launched an initiative in November 2014 to identify needy and deserving old age homes. In the first phase of the project, launched in Chennai, it analysed the medicinal needs of 703 senior citizens and began providing free medicines to them each month. The second phase of the project was launched in June 2015 in which eleven homes in four cities – Madurai, Trichy, Karur and Karaikudi – received medicines. A total of about 427 senior citizens have now benefitted from this project.

**Brand Values**

Apollo Hospitals' approach to integrated

health encompasses the critical values of clinical excellence, revolutionary medical expertise and empathy. These, in fact, are at the heart of Apollo's phenomenal story. Faced with a huge disease burden and a billion plus people from varying socio-economic backgrounds, India's health care delivery challenges are admittedly complex but remain hospitable to creative solutions that can address scale, reach and affordability. Apollo's innovative solutions in health care will probably help address these challenges and help save priceless lives.

These values make Apollo Hospitals a trusted integrated health care provider. An ethos of patient-centricity has ensured that Apollo is a leader across key touch-points of the health care delivery chain – hospitals, pharmacies, insurance, telemedicine, technology, health services, education and research.

**Things you didn't know about APOLLO HOSPITALS**

- ▶ Apollo Hospitals currently offers 8617 beds across 64 hospitals and 102 clinics
- ▶ To date, the Apollo Group has treated more than 45 million people
- ▶ Over 150,000 heart surgeries, including complicated coronary artery bypasses have so far been conducted
- ▶ Apollo Hospitals receives 120,000 emergency footfalls annually – or 10,000 every month
- ▶ Apollo expects to commence operations in ten new hospitals by 2015 – including three hospitals in Mumbai
- ▶ Over 12 million people have benefitted from Apollo's preventive health care initiatives
- ▶ In 2014, the hospitals performed 1530 solid organ transplants including 375 liver and 1000 kidney transplants. It is the #1 solid organ transplant programme in the world
- ▶ Apollo Hospital offers South-East Asia's only robotic spine surgery centre and plans to establish the first-of-its-kind Proton Beam centre in South East Asia, Africa and Australia
- ▶ A day at Apollo Hospitals sees over 1500 admissions, 20,000 footfalls, 800 major surgeries, 600 CT scans, 300 MRIs, 350 dialysis, 40 cardiac surgeries and over 1000 health checks
- ▶ Apollo Pharmacy is India's first and largest branded pharmacy network with 1632 outlets in key locations

