

Strategy

MAIN STORY

Kartavya Healthcon: Leading by Example

Innovative business models are the way forward to reform the healthcare industry in India proves Kartavya Healthcon through self-example, observes Lakshmi Priya Nair



Dark Clouds

Growing disease burden, severe imbalance in the hospital beds and patient ratio, shortage of trained medical personnel, less GDP spending on healthcare—there are several dark clouds marring India's healthcare horizon.

These growing health concerns are threatening to stop India's stride towards economic development and global competitiveness by draining the country's health and productivity. Unless immediate steps are taken to improve healthcare delivery in India, the disease burden of the country is expected to double in the coming decades.

While it remains undisputed that the government has to come up with more spending in healthcare and introduce new policies and schemes to improve the situation, private players also have a pivotal role to play in eliminating the specters looming large in Indian healthcare. They can help in rewriting

the healthcare scenario in India with the help of effective business models which would enhance the healthcare delivery system.

And Silver Linings

Kartavya Healthcon is doing just that. Formed in 2008, it has various disease management programmes for

patients suffering with chronic diseases like diabetes, cancer, Hep B etc. These programmes are instrumental in assisting patients to handle their disease effectively and lead a normal life as far as possible. The patients, after enrollment, are offered information and education about their disease and the means to handle them through booklets/literature, regular counselling, health tips, diet books and recipes, as well as medication reminders at regular intervals with a free SMS alert service or a 'pill reminder machine' - a kind of alarm clock that can be set to remind the patients when it is time to take their medicines.

The company's 'Disease Advisors', usually retired nurses, doctors or psychologists are also available to offer assistance to the patients. They visit the homes of the patients to check their progress and advise them on the way forward. This, in turn, reassures the patients that they are in

Case Study

John D'costa (name changed) was diagnosed with Chronic Myelogenous Leukemia (CML), a serious blood cancer two years back. During the course of treatment, his disease progressed to the 'blast stage' (lymphoblastic blast crisis) and he also developed a co-morbid condition like tuberculosis.

As the next line therapy, D'costa was introduced to Kartavya's programme for CML by his treating oncologist. Kartavya's programme helped D'costa with regular reminders to take his medicines, ensuring that he did not miss any dosages, reminding him about his therapy dates and shipping his medicines on time. He was also armed with knowledge about his disease and counselling was offered to him and his family so that they can cope better during the difficult phase of their life. This in turn helped him to adhere to the medication and build the confidence that the disease can be defeated.

Today, after 10 months of being on the programme D'costa is a leading a healthy life. His CML is under control and in complete remission, as per his doctor and lab reports.

D'costa says, "Initially, when I started my treatment, there was a fear about the disease and more over the expenses for the medicine was not affordable. My family members were also stressed as no one knew what would happen next. But today, it has changed completely. Thanks to the support from my family and Kartavya Healthcon, now I am leading a healthy life and have even started going to my office."