

# Online Portal

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### **Kartavya Healtheon launched Chronic Diseases Management Services in India**

Mumbai, 7 Feb 2012-\*Kartavya Healtheon\*, a dedicated health management company launched its chronic disease management services in India. With its unique concept by adding care to cure, it offers Patient Management service to individuals suffering from chronic illnesses. \*\*\*\*

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Kartavya disease management is a patient-centric service model, where all services which a patient requires are provided at the patient's doorstep and the servicing team ensures that the individual is given assistance and support on a regular basis through telephone calls, SMS, pill reminder machine and even personal visits by field based counselor. \*\*\*\*

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\*Kartavya's CEO Mr. Vikram Srivastava\* said "Cardiovascular diseases, diabetes, cancers, and chronic respiratory diseases is increasing rapidly across the country, it account to 53% of all deaths in India. Healthcare industry in the country is providing organised cure but was lacking organised care. There is continuous gap in chronic care and lifestyle conditions awareness, screening and behavioral modification. In order to control over the chronic diseases, we at Kartavya brought this concept of remote controlled disease management/patient management, which is certainly picking up in India. This is because access to information and disease awareness is very low and healthcare cost rising day by day." \*\*\*\*

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Kartavya manages its operations from a centralized facility in Mumbai to handle the 21 centres across India. \*\*\*\*

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The company's business model, which includes pharma companies and physicians as its stakeholders, has proved to be successful. Since its inception, the promoters infused the required investments. At present, the company is looking at potential investors who understands this business and one who could add value to the company's growth, added Vikram Srivastava, co-founder, Kartavya Healtheon. \*\*\*\*

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Kartavya's prime focuses of chronic condition are diabetes, cancer and Hepatitis B, but cardiac and asthma are on its radar. It addresses issues of therapy compliance, medication adherence, prevention, disease awareness and management. \*\*\*\*

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To achieve efficacy, the company is leveraging on its technical prowess to make disease management more effective and efficient and to take it next level with its innovative technology. In addition to that, it is in the process of rolling out day care centres and family doctor services to address the needs of primary health care in major cities of India by this year end and become a pioneer in patient care management across the country. \*\*\*\*

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