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Kartavya to roll out medical services overseas

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KARTAVYA Healthon Private, the Mumbai-headquartered fledgling disease management and patient management company, seems well set to take its disease management model overseas targeting south east Asia and Europe. The company has identified certain markets overseas and its core team is working on the same to roll out services within this year. It is also looking at countries like Africa and Vietnam.

The company is also in the process of rolling out day care centres in major cities of India by this year-end. It will be a membership model targeted at primary care, Anil Nayak, co-founder, Kartavya Healthon, told *Financial Chronicle*.

NationWide, another Bangalore-headquartered pioneering chain of general practitioner (GP) and pediatric clinics, has drawn up plans to twenty clinics across the country over the next 18 months and 250 clinics over the next five years. Shantanu Rahman, founder and medical director, NationWide and Nayak of Kartavya Healthon are extremely bullish over the success of such model in India.

Nayak said that the concept of remote controlled disease management/patient management is certainly picking up in India. This is because access to information and disease awareness in India is very low. And healthcare cost rising day by day. "Our primary focus is chronic disease management and we plan to take it to the next level by way of innovative technology. Penetration to rural areas and vast population of India is the key to growth," he said.

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