

Case Study

Client	Leading healthcare provider in South Asia
Category	Research/Consultancy
Date	September-October 2005
Background	<p>The client is the leading healthcare provider in South Asia and has been in this industry for a decade now. It specializes in developing and operating in-patient hospitals, specialty procedure facilities and outpatient clinics. It aims to design hospitals with a tightly defined set of services, to do it at the lowest possible cost, all the while maintaining high quality.</p> <p>The client wanted to make its presence felt in India and extend its services to the northern part of the country. Our task was to assist the client choose the appropriate location for its center.</p>
Objective	<ul style="list-style-type: none"> ➤ First to extensively study the current healthcare infrastructure scenario in top fifteen second-line metros/upcoming towns around Delhi like -National Capital Region, Rajasthan, Haryana, Uttar Pradesh, Punjab etc. ➤ Second to analyze complete population profile, perception, income, affordability, healthcare requirements, preference of brand, expectation from new players, strategy of various healthcare players, their size, offerings, pricing model, team and infrastructure possibilities in the top ten recommended mini metros or second-line towns.
Opportunities/ challenges	<ul style="list-style-type: none"> ➤ The magnitude of the geographic area to be mapped ➤ Unavailability of any before hand information on the regions to be covered

<p>Communication Campaign</p>	<ul style="list-style-type: none"> ➤ Primary research This involved visiting Punjab, Haryana, Rajasthan, Uttar Pradesh, Delhi and NCR, with an aim to garner information about the hospitals and available healthcare units (primary, secondary and tertiary). Various maps were collected and many doctors and patients were interviewed with the help of a questionnaire module. ➤ Secondary desk research A secondary desk research was done to identify the roadblocks and also to note the trends in the market in the defined areas, for example some success stories, mergers & acquisitions etc. ➤ Public and private healthcare players were identified in Punjab, Haryana, Rajasthan, Uttar Pradesh, Delhi and NCR. ➤ Bottlenecks in the healthcare system were assessed, for example: government laws, accessibility, pricing, manpower and use of technology. ➤ The areas that that can serve as a feasible market for a new player were mapped extensively.
<p>Result/ evaluation</p>	<ul style="list-style-type: none"> ➤ Analysis of complete population profile, perception, income, affordability, healthcare requirements, preference of brand, expectation from new players, strategy of various healthcare players, their size, offerings, pricing model, team, structure etc was undertaken. ➤ Feasible market was identified for the new player.