

Health Care

Current Scenario:

Philips unveils new healthcare products in India

The Electronic giant Phillips launched a host of healthcare products at its Indian innovation Centres at Pune and Bangalore. Some of these products even feature app over cloud to permit personalised diagnostics, analyses and advice. One of the distinguished product launched is a new age wearable health watch with a heart rate sensor and other features of lifestyle tracking , that can connect one with Phillips healthcare app. Other prominent healthcare related devices launched are upper arm and a wrist-based, tubeless blood pressure monitors, a scale to measure body fat and ear thermometer.

New App launched to ease Doctors' Access

A private healthcare facilitator has come up with a newly devised app with tie-ups with over 120 hospitals, with features like 'live-chat' or 'doctor-on-call'. This kind of facilities is conceived to promote new-age healthcare services and facilitate better access to doctors by easier patient-doctor online interactive services.

Future Scenario:

Indian healthcare sector to grow to \$280 billion by 2020

Indian healthcare sector, which was worth \$73.92 billion in 2011, is expected to be \$280 billion by 2020 growing at a compound annual rate of 16%. With the healthcare industry expected to grow at a steady rate, the workforce in the sector which stood at 3.6 million in 2013, is expected to reach 7.4 million by 2022. The share of healthcare in gross FDI basket, has witnessed steady rise in last few years and hence is expected to maintain the same pace on account of growing interest of foreign players in Indian healthcare market, burgeoning growth of domestic healthcare market and growing awareness coupled with increasing incidence of lifestyle related diseases .

Policy level Initiatives:

'Sehat'- the Unique Initiative for Health Care Launched

The Govt of India has come up with an ambitious initiative on healthcare named 'Sehat' which is a step towards the 'Digital India' initiative. Under the scheme, there will be around 2,50,000 access points for delivery of various Government to Citizen (G2C) services and the citizen can avail Government services in any of these Common Service Centres (CSC).CSCs, which are providing teleconsulting services with technical support from Apollo and Medanta, has extended the services to 60,000 units across the country and is also going to provide and promote generic drugs through collaboration with Ministry of Healthcare by

setting up Jan Aasudhi Stors. All these initiatives are expected to promote affordable and quality healthcare services to every section of society.

Govt seeks partnership with private sector to provide affordable and quality healthcare

The Health Minister called for more involvement from the private sector in providing accessible and cost effective healthcare services in the country across rural as well as urban India. National Health Mission which primarily aims reducing maternal and child mortality, has successfully reduced under 5 mortality rate from 126 per 1000 live births in 1990 to 49 per 1000 live births in 2013 through effective vaccination programme like Mission Indradhanush.