

technopak

# healthcare

credentials

| healthcare strategy & operations

| performance enhancement for hospitals

May 2012



India's leading consulting firm.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

a valued partner.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

## our focus sectors

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retail & consumer products

fashion- textiles & apparel

healthcare strategy & design

food services & agriculture

education

India's foremost consulting firm, with an experience of working with multiple organizations across various sectors

Founded on the principle of "concept to commissioning", we partner our clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create robust and high growth business models.

# who are we

We have the ability to be the strategic advisors providing customized solutions during the ideation phase, implementation guides through start-up assistance and be a trusted advisor overall.

Drawing from the extensive experience of more than 175 professionals, Technopak focuses on six major divisions, which are Fashion -Textile & Apparel, Retail & Consumer Products, Healthcare Strategy & Design, Education, Food Services & Agriculture and Leisure & Tourism.



# what we do

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## **Business Strategy.**

Assistance in developing value creating strategies based on market & industry insights, competition mapping, international benchmarking and client capabilities.

## **Performance Enhancement.**

Operations, industry & management of change expertise to enhance the performance and value of client operations and businesses.

## **Start-Up Assistance.**

Leveraging operations and industry expertise to 'commission the concept' on turnkey basis.

## **Consumer Insights.**

Holistic consumer & shopper understanding applied to offer implementable business solutions.





# some partnerships that last a lifetime



**Arvind Singhal**

Chairman  
arvind.singhal@technopak.com

Arvind founded Technopak in 1992 and has led the company to be the thought leader in all the sectors. He has an MBA from University of California, Los Angeles, USA along with Bachelor of Engineering from IIT-Roorkee.

**Rang Emei Gonmei**

Sr. Vice President  
rang.emei@technopak.com

Emei has over 21 years of experience in planning, design & implementation process of Healthcare Architecture projects across the World with global healthcare architectural service providers. Emei hold a Masters in Architecture from School of Planning & Architecture.

**Saloni Nangia**

President  
saloni.nangia@technopak.com

Saloni is the President of Technopak. She was earlier heading the Retail & Consumer Products division. Saloni has worked on strategy and implementation in Retail and Consumer Products with clients from India, Asia, Europe and North America.

**Pratichée Kapoor**

Associate Vice President  
pratichée.kapoor@technopak.com

Pratichée is the Associate Vice President in Food services and Agriculture division. She has over 10 years of experience in Strategy consulting and has expertise in working on various projects involving understanding consumer behaviour, estimation of market potential, preparing market entry and expansion strategies.

**Amit Gugnani**

Sr. Vice President  
amit.gugnani@technopak.com

Amit is the Senior Vice President, Fashion (Textile & Apparel) and has over 15 years of experience in Apparel manufacturing. He has managed various projects involving entry strategies, business plan, feasibility studies, apparel plant start-up, business process re-engineering etc. for leading national and international clients.

**Ankur Bisen**

Associate Vice President  
ankur.bisen@technopak.com

Ankur is the Associate Vice President of the Retail & Consumer Products consulting division of Technopak. He brings over 11 years of cross-functional experience in strategy, marketing and business development acquired in the backdrop of working in India, Greater China and Europe.

# our leadership team



healthcare strategy & operations



# Overview

Healthcare division was started in 2007 on the principle of “Concept to Commissioning”

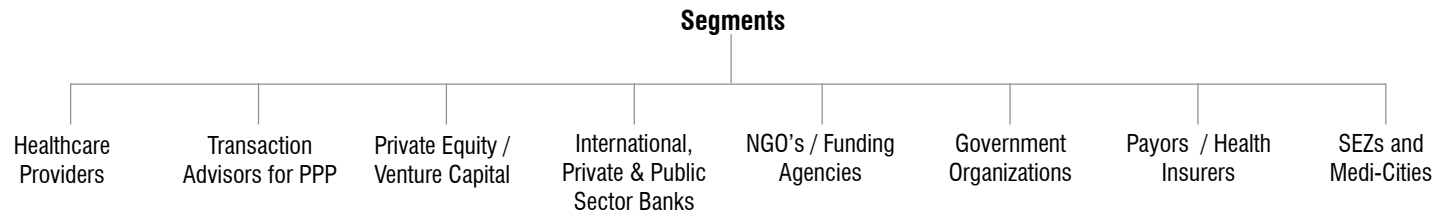
Strategic advisors to our clients during the ideation, start-up & implementation phase

50+ projects in the last five years with providers, payors, medical equipment companies & financial institutions

Recognized as the thought leader in Indian healthcare sector and engaged in its entire ecosystem



# Healthcare Ecosystem we cater to .....





## key specializations services we offer

### **Business Strategy & Start-Up Assistance**

- Market entry strategy
- Competition mapping
- Expansion into new product lines / geographies
- Clinical service line expansion / addition
- Competitive strategy
- Vision development
- Identification of competitive advantages
- Clinical program planning
- Mid-term and long-term strategic direction
- Action plan & implementation assistance
- Financial modelling
- Resource prioritization and strategic capital planning

### **Market Assessment**

- Feasibility studies
- Market forecasting
- Location / geographic positioning & network development
- Volume projections & need analysis
- Competitive scenario analysis
- Provider / payer implications
- Clinical business assessments & market positioning



# key specializations

## services we offer

### **Performance Improvement**

- Service line reorganization/management
- Patient flow/Work flow optimization
- Information flow & management dashboards
- Reporting & MIS structure
- Service quality (Benchmarking)
- Clinical programs improvement & management
- Procurement & Inventory management
- Non-clinical protocols establishment (Operational protocols)
- Healthcare IT solutions
  - » HIS (Assessment, procurement etc.)
  - » EMR (EHR) & practice management systems
  - » PACS / RIS
  - » Enforcement of regulatory standards and guidelines
  - » Enable internal & external integration across organisation

### **Revenue Management**

- Asset Optimization
- Driving Cost Leadership
- Enabling Organic & Profitable Growth
- Supporting Capital Allocation Strategies
- Creating Shareholder Value
- Revenue Maximization Strategy
- Cost Restructuring and Optimization
- Competition based/ Value based/ Cost plus pricing
- Price Sensitivity



# key specializations

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## services we offer

### **Branding & Positioning**

- Positioning & communication strategy
- Budgeting
- Action plan for attracting and retaining customers
- Brand design & communication
- Brand implementation & management
- Customer service concepts
- Diagnostic review of existing processes
- Laying down the processes & protocols
- Assistance in CRM Systems implementation

### **Managing Human Capital**

- Workforce requirement analysis
- Developing organizational structure
- Physician engagement model
- Retention strategy
- Developing job descriptions
- Remuneration package development
- Screening of specialists for medical, paramedical & managerial categories
- Define training methodologies & employee-specific training modules
- Define criteria for evaluation of outcome & e-learning based tools
- Formation of training cells & co-ordination of their activities
- Planning and developing the right staffing levels
- Performance measurement processes & schedules



# key specializations

## services we offer

### **Transaction Advisory**

#### **Mergers / Acquisitions & Other Assistance**

- Partner evaluation and selection
- Network formation / affiliations / mergers
- Group practice formation
- Asset divestiture

#### **Due Diligence**

- Operational due diligence of healthcare providers
- Assessment of financial projections and plans

### **Quality Management**

#### **Quality measurement**

- Benchmarking with national & international standards
- Balance score cards
- Customer feedback analysis
- E-measurement

#### **Quality improvement**

- Six-sigma implementation
- Continual improvement projects
- Sustainance

#### **Quality accreditation & certification assistance**

- Readiness for ISO, NABH & JCI
- Critical path & continuum of care guidelines

#### **Clinical protocols & evidence based medicine**



our USP- performance enhancement for hospitals.....



# what can performance improvement in hospitals do .....

## **Service Quality**

- Shorten waiting time
- Increase patient satisfaction

## **Clinical Outcomes**

- Lower ALOS
- Reduce the trend of re-admission

## **Commercials**

- Optimum resource utilization
- Increase in sales and revenue
- Provide better margins

# what can performance improvement in hospitals achieve

## Benefit analysis of performance improvement

30%



Increase in medicine availability at customer end

20%



Increase in OPD pharmacy revenue

40%



Savings in inventory

53%



Reduction in lead time



OPD



Admissions

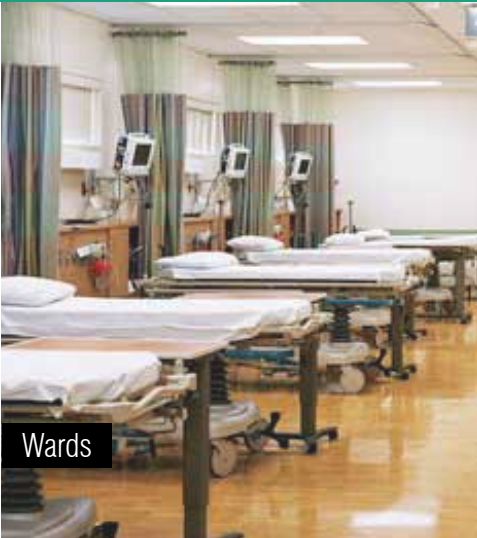


Emergency



Diagnostics

# what can be the focus areas



Wards



Operation Theatre



Materials



Human Resource



# what can be the impact

## **OPD**

- OPD Chamber utilization
- Waiting time for consultation – Appointments vs walk-in patients
- Accurate & Faster billing process – Queuing; Efficient & trained staff
- Help Desk
- Optimum utilization of manpower – Peak load analysis
- Brand creation – promotional activities

## **Admission**

- Bed management – Planned admissions & discharges lead to increased availability of beds during peak hours. No false bed crunch.
- Faster admission process – Making the first experience pleasant
- Accurate estimate of expenditure – creating the goodwill

## **Emergency**

- Critical initial response
- Triage bed utilization
- Green channel for ER patients for diagnostics & treatment; smoother internal processes - ER indents get priority for pharmacy & diagnostics.
- TAT for Ambulance

## **Diagnostics - Lab**

- Faster TAT for reports; benchmark 90 mins for SLTs
- Critical call alerts to clinicians for immediate medical intervention
- Capacity utilization – Running the batches at peak / optimum capacity
- Smoother work / process flow



# what can be the impact .....

## **Diagnostics – Radiology & NIC**

- Faster TAT for reports; benchmark 15 minutes for USG & 30 minutes for X-ray
- Equipment scheduling
- Capacity utilization – performing at maximum productivity
- Smoother work / process flow

## **Wards**

- Discharge TAT
- Analysis of activities being conducted by nurses in core nursing or administrative activities – Improving the productivity of nurses
- Inter departmental coordination – FO, Lab, Radiology, Pharmacy
- Bed utilization – optimum capacity

## **Operation Theatre**

- OT utilization
- Emphasis on booking the surgeries to ensure smooth coordination with Wards & ICUs; this will also lead to desired focus on cancellation/postponement of cases due to avoidable reasons
- Pre & Post Op counseling of family by clinicians

## **Materials**

- Inventory days & bulk buying
- Lean Logistics and Supply Chain
- Inventory control methods
- Stock keeping & vendor management
- Indenting policies



# healthcare design & architecture services

- Functional & Space Programming
- Site / Master Planning
- Clinical Space Planning
- Architectural Design
- Interior Design
- Medical Equipment Planning
- Landscape design
  - » engineering design
    - Structure
    - Mechanical (HVAC)
    - Electrical & IT / Communication
    - Water Supply & Sanitation
    - Piped Medical Gas System
  - » CSSD, Kitchen & Laundry



# our team- our strength

## Key Qualifications

- Doctors with Professional Degree in Management
- Masters of Hospital Management with extensive experience of Managing the Hospital of all level of care in Metro's, Tier II and Tier III Cities
- Masters in Business Administration from premier institutions
- Masters in Statistics

## Key Skill Sets

- Operations Domain Experts
- Strategists & Analysts
- Transaction Advisors
- Service and Quality Experts
- Medical Technology Planners
- Information Technology Expert
- Statutory Compliance Experts
- Financial Modeling Experts
- Market Researcher Planners





# our successful associations



leading with thought & creativity.....

**Murali Rao**

Associate Vice President  
murali.rao@technopak.com

Murali has over 16 years of varied experience in managing responsibilities related to Strategy, Planning, Operations, Sales, Projects, Information Technology, Human Resource Management, Training and Business Development. Murali is a Masters in Hospital Administration from Apollo Institute of Hospital Administration, Hyderabad

**Mohit Kumar Chaturvedi**

Associate Vice President  
mohit.chaturvedi@technopak.com

Mohit has over 12 years of experience in covering entire spectrum of Hospital Operations (non-medical medical services, quality & marketing). He has extensive exposure in managing operations, handling projects for new unit set-ups, complete maintenance entailing planning, resource utilization & manpower management. Mohit has done his post-graduation in Hospital Management from Apollo Institute of Hospital Administration, Hyderabad

# Technopak- healthcare team

# Thank You!

For further information, please contact:

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