

Globalization of Medicine
Opportunities and Challenges
To Medical Schools

APM Winter meeting
CA
March 3, 2005

D A Prasanna Manipal Group

Medical Schools key outcomes are:

- **Education Delivery**....*Attract top talent*
- **Medical Research**....*Peer Reviewed Grants*
- **Patient care**.....*Cutting edge Practice*

To be a **Great Medical School** one has to be:

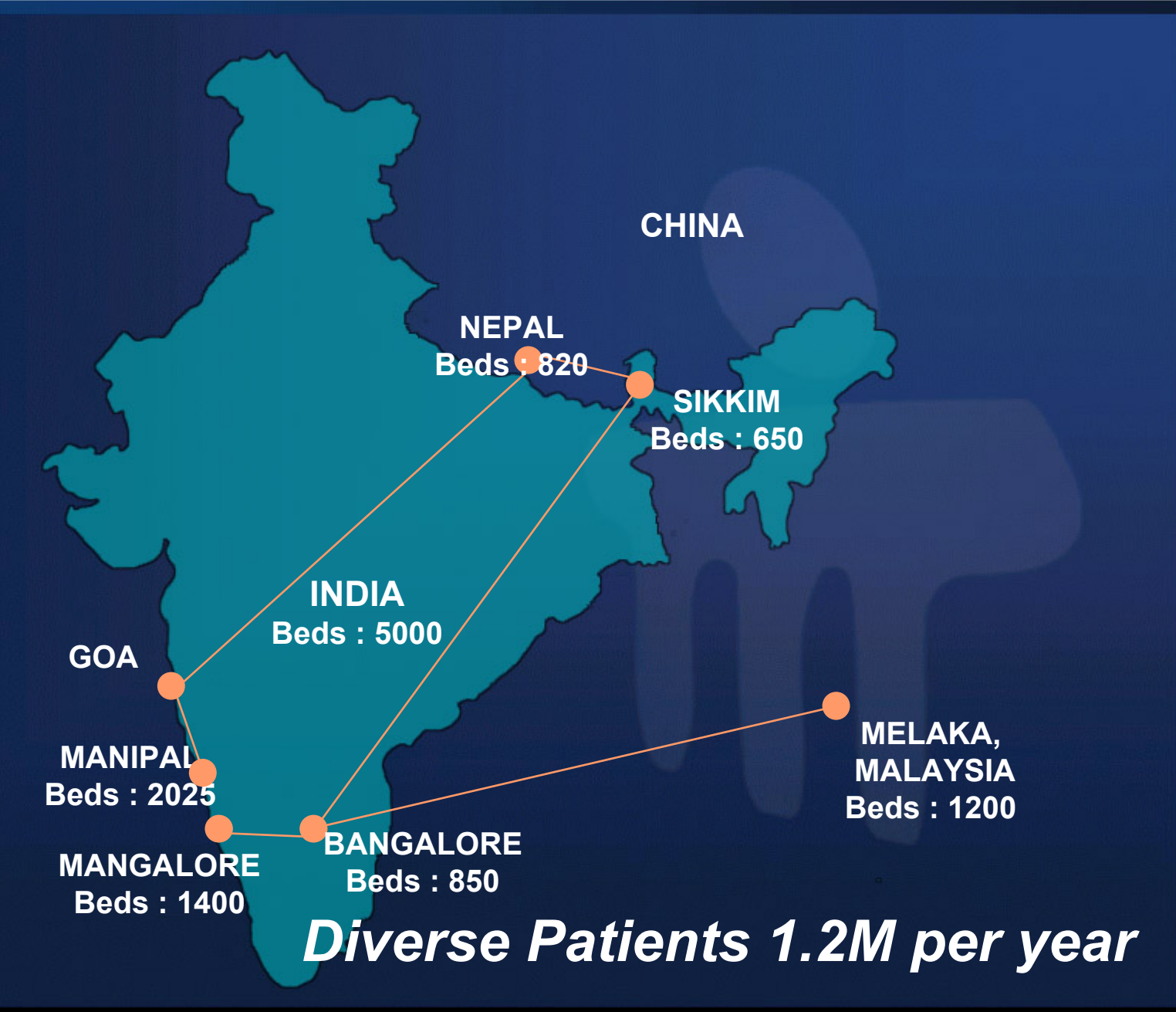
- **Leader in Education**
- **Leader in Patient care &**
- **Leader in Research**

Not just locally, but Globally

What are the Opportunities in Global Patient Care?



Manipal Teaching Hospital Network



Diverse Patients 1.2M per year

Demographics

- Stable Aging population: declining capacity use in Specialty Centers in West.
- Aging workforce & health worker shortage, lowers patient contact in west. Young motivated health professionals create superior service in East
- 200M Middle class in India. Higher economic growth. 1M people can afford global quality healthcare. 10M aspire for global healthcare at lower cost
- Increasing number of expatriates in Bangalore have global health insurance

Health Economics

- Rising Healthcare cost in west...Uncovered no. is up in US
- Waiting time for procedures is increasing in UK
- Innovation, no legacy costs & lower wage cost, enables Asian Hospitals to deliver high quality health care, at a fraction of cost in west.
- Hospital Bill in Bangalore + London Return Ticket is lower AND faster!

***Blend Capacity & expertise in US with demand in Bangalore?
Physicians & Surgeons ready to share the action in Asia?***



3D Reconstruction Service

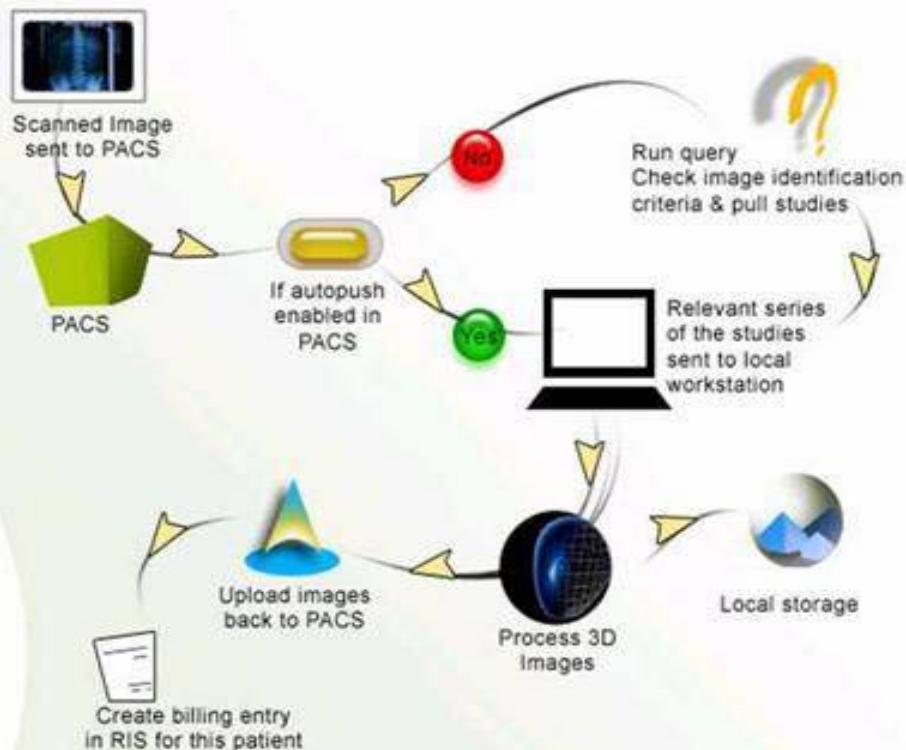
- 3D Model processing & reconstruction, "per click 3D" service
- Overflow, weekend and night time work coverage
- Customized protocols, trained Radiologists & Technologists
- MR / CT Angiographies for all Body parts
- Standardization and quality assured delivery
- Enhanced productivity bringing in Cost Savings of over 30%
- BS7799, HIPAA Compliant

Predictability in delivery, productivity enhancements

Cost savings, bottom line benefits

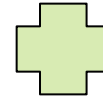
Reliable service, faster turn around time, quality centric work culture

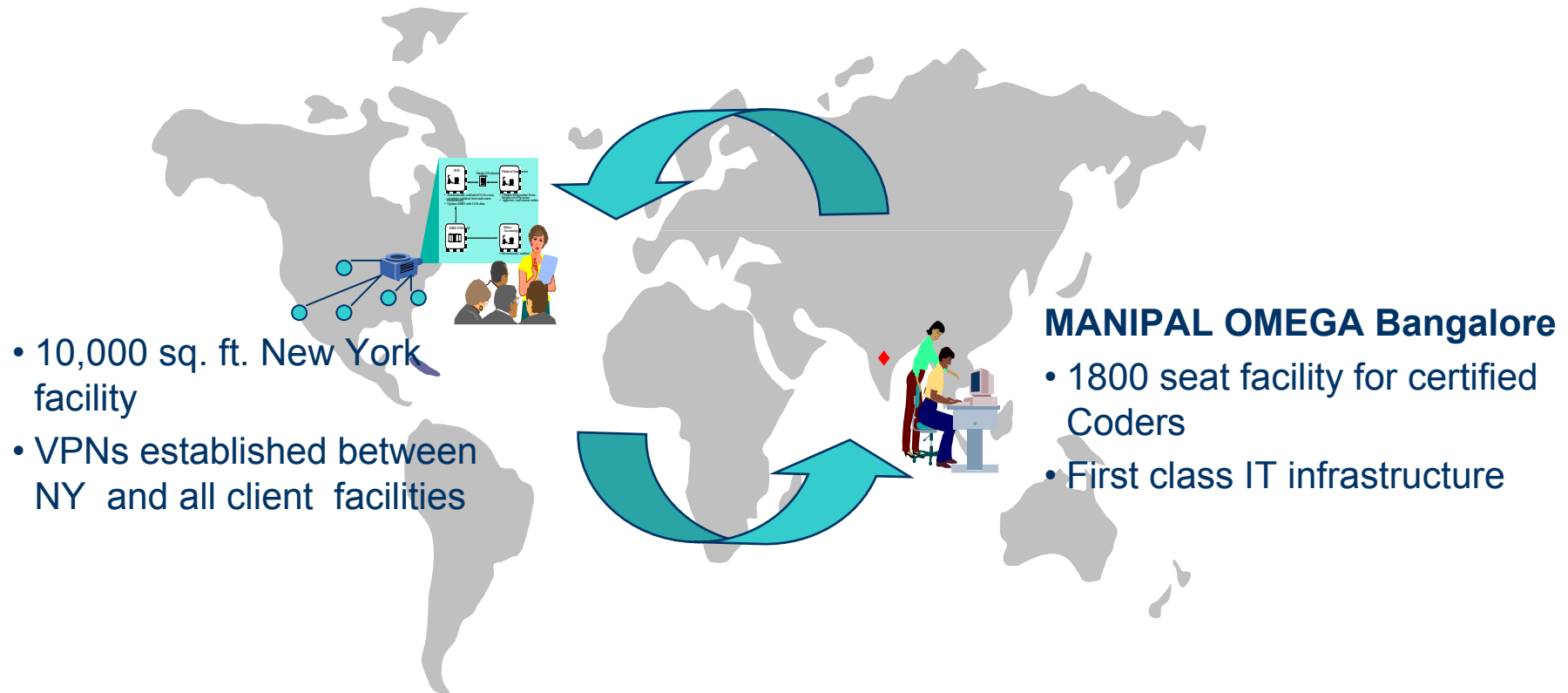
Workload reductions, weekend coverage



Global Radiology Solutions

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***Higher Claims Collection at lower cost
Improves Academic Health Center Economics!***

**Well-equipped medical infrastructure
with highly competent clinical staff**



NEURO

4 Dedicated OT
18 bed NSICU
1300 major surgeries



Gastro/Liver/Pancreatic

Dedicated Programs
including transplants
150 major surgeries/ year



Vascular

Dedicated programs
including EVLT
300 Major surgeries/year

***Sophistication of protocols and infrastructure ..but behind
Cleveland, MGH, Minnesota....***

Demographics

A million people who can afford & expatriates.
10M Aspirants if Procedure cost is less than ha



Health Economics

1000 renal transplants done

Next transplant program - BMT

2 Manipal consultants study BMT protocols at U of M

Manipal protocols, diagnostics, infection management, upgrade to U of M

Mentoring and upgradation by U of M via Telemedicine

Evaluation, BMT procedure, Patient care at Bangalore

Periodic visit by UoM team to Bangalore for review audits

Complex Transplants referred to Minnesota

Brand the service 'Manipal Minnesota Transplant Program'

Endowments fund setup costs

Fund from endowments from alumni, AAPI, Fortune 100.

World Class medicine at Bangalore

Better use of super Specialty Transplant Surgery at Minneapolis

Demographics

MoH, Tanzania runs 5 national hospitals.
Facility not enough for highly advanced medical care. Lack of trained doctors.

Health Economics

MoH Budgets 5Mn USD, to treat 3,500 high risk patients
Can treat only 700 in Europe
At Manipal can treat 3000 in same budget!
– Manipal tie-up saved investment in advanced medical care.
Best facilities at affordable cost!



Mrs M J Mwalissi, Permanent Secretary, Ministry of Health, Govt. of Tanzania and Mr. R Basil, CEO, Manipal Hospital signed an MoU that will enable citizens of Tanzania to avail high-tech medical care at the Hospital in Bangalore.



Culture Management

- Nurses accompany patient batches from Tanzania National Hospital
- Communication challenge: appointed Swahili speaking interpreters
- Hospital begins Tanzanian Kitchen, trained chef.
- Tie-up with nearby church and mosque and prayer room services
- *Mobilized Tanzanian students in Bangalore*
- Local tour & acclimatization before procedure
- Lodging – Guest houses with Tanzanian service opened
- Dedicated doctor to communicate patient status to referring hospital & MoH



Demographics

- Capacity shortage in NHS long waiting times Unacceptable political risk
- 'Three hour travel restriction' rules out patients traveling to US/India

Health Economics

- NHS Hospital capacity available, but clinical staff short.
- Bid and won orthopedic, ophthalmic surgical service contract with BUPA Indian team of surgeon, anesthetist, Nurse, techs go for 60 days
- 3 Teams registered with Royal Society & cleared ILTS exam.
- Radiology 140,000 MRI reads contract won thro' In Health & Alliance
- Setup London Hub with B'lore backup.

Change Management

- Similar education between UK and India
- Technology used for remote radiology
- Onsite surgery with BUPA backup



**World Class Medicine Delivery in UK
Can do more with a US medical School Collaboration**

- Deliver Superior Value
- Harmonize Regulatory issues
- Support for Pilot from top management
- Cultural sensitivity
- Economic Viability

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Thank You