

# Medical Tourism scenario in Karnataka

*Indian healthcare sector is at its best today, attracting patients from across the world are coming here for medical treatments.*

India is writing a new chapter of growth in healthcare services. Today every city in India has hospitals with state-of-the-art medical diagnostics facilities and high tech patient treatment systems. Even in smaller towns, new hospitals are mushrooming improving the quality of life of people in the country. Many factors have contributed to this growth story, which includes various initiatives from both government and private sector. Apart from these initiatives, one another factor that has helped the growth is the new-age-patient who looks for the best treatment money can buy. Today people from middle class and upper class families are willing to spend good amount of money on healthcare and wellness, if provided with best treatment and facilities.

Agrippa Destiny, a 39-year-old Nigerian husband and father, faced a lifetime of pain and financial difficulty after a brutal attack by armed bandits left him with severe facial deformities. Although Mr. Destiny survived multiple gunshot wounds, the lower half of his face was destroyed, leaving him unable to eat, drink, or speak. With few reconstructive opportunities available in his native Nigeria, Mr. Destiny and his wife came to India in search of medical experts who would be able to help him regain





## The Sagar Hospitals Group, Bengaluru, Dubai, Muscat



Dr D Premachandra Sagar,  
Vice Chairman & CEO, Sagar Hospitals Group

### What is your vision for the healthcare domain? How do you see Sagar Hospitals growing?

Sagar Hospitals is proud to provide a wide range of healthcare services which support our long-term vision of good health for both Indian and international patients at an affordable cost. At Sagar Hospitals, we aim to treat all of our patients with the kindness, respect, and care that they deserve, while also ensuring that the cost of such services remains fair and competitive. Sagar Hospitals will continue to deliver superior patient care like our Home Health Care program in Karnataka which reaches out to senior citizens and other such programmes. Additionally, Sagar Hospitals will continue to focus on healthcare innovations that combine state-of-the-art medical equipment with a highly-trained and motivated staff to provide excellent care.

### What are your views on the medical regulations in the country?

It is critical that hospitals in both the public and private sector are held to a greater level of accountability and responsibility than they are presently. This is true in the private sector, where clinics and other medical providers have increased at a rapid rate with very little in the way of government oversight to ensure patient safety. Sagar Hospitals strongly supports the introduction of medical regulations in the hopes of eliminating medical negligence and malpractice in both the public and

private sector.

### Please throw light on your expansion plan in south India?

Sagar Hospitals has made expansion in South India a priority so that we can help to bring affordable healthcare services within reach of those living in South India's tier two and three cities. Currently, we are focusing on expansions which will bring quality medical care to residents in South India's tier two and three cities; we intend to start with Davengere before moving on to other cities such as Hubli, Mangalore, Belgaum, and Bellary.

### What are your initiatives and measures treating poor patients?

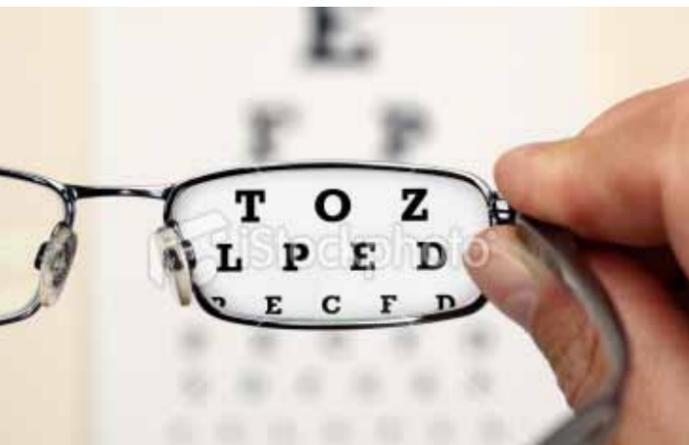
The economic disparities which exist in our nation, especially when it comes to accessing medical care, continues to be one of our foremost concerns at Sagar Hospitals. Clearly, public sector hospitals are falling short when it comes to providing reliable and effective patient care, and we have taken a number of initiatives to address this growing problem. For example, we have introduced the Health Hearts for All (HHFA) program at all of our hospitals, thereby allowing low-income cardiac patients to access financial assistance such as loans and installment plans to pay for their treatment. As a Corporate Social Responsibility (CSR), we offer free camps in and around Bangalore city.

a semblance of his prior life. Fortunately, Mr. Destiny was admitted to the Sagar Hospital in Jayanagar, Bengaluru, where he has undergone multiple reconstructive surgeries at the expert hands of Dr. Girish Rao and his team, and can now begin to envision a brighter future than he had ever imagined possible.

While not all of the international patients who seek medical care in India have stories that are quite as dramatic as Mr. Destiny's, his case illustrates that medi-tourism offers patients with an affordable alternative form of healthcare which often exceeds that which they would receive in their home country. As demonstrated by Mr. Destiny's incredibly positive experiences at the Sagar Hospital in Jayanagar, Karnataka has become a hub for high-quality, responsive medical care for international patients from Africa, the Middle East, South East, Asia, Europe, and North America. Patients who might otherwise face exceptionally long wait-times and prohibitively expensive fees for a range of services including cardiac care, pediatric surgery, cancer treatment, and cosmetic surgery are able to quickly and easily have their medical needs met in a professional and welcoming environment that puts patient needs first.

Undoubtedly, it can be incredibly daunting for international patients to come to India in search of medical care. Many of these patients are extremely ill and must cope with language and cultural barriers which could negatively impact on their experience in Karnataka. However, the International Patient Program at Sagar Hospitals has gone out of its way to minimize all of the discomforts that overseas patients might experience. This includes connecting patients with patient-care coordinators who help with everything from travel and accommodations arrangements to ensuring that interpreters are available to help bridge the communications gap between patient and staff. This high level of care, coupled with the fact that world-class medical treatment is

# Sagar Hospital



## Private healthcare industry in India holds the credit of bringing state-of-the-art treatments

available at these facilities for approximately one third of the cost of similar services at Western hospitals, has helped to make the Sagar Hospitals in Karnataka a highly sought after destination for international patients who desire immediate, affordable, and superior medical care.

For Indians, lifestyle is becoming more and more sedentary. Everything that people need today is just a phone call away, keeping them away from the physical exercise. The sedentary life and unhealthy eating habits along with stress contribute towards numerous disorders and diseases. Some of the most common and serious non communicable diseases faced by the world today include diseases like obesity, diabetes, high cholesterol levels, hypertension, heart diseases and stroke. In the last three decades, there has been a huge rise in the incidence of prevalence of these chronic, non-communicable diseases all over world.

### HEALTH ON SOUTH

The private healthcare industry in India holds the credit of bringing international standard treatments in state of art hospitals which has not just improved the quality of life of people but has also given India a footprint in the globalhealth care tourism map. Today India has placed itself as a medical tourism destination which offers best treatments at affordable prices. Healthcare Tourism, India is a growing sector expected to experience an annual

## Narayana Nethralaya, Bengaluru



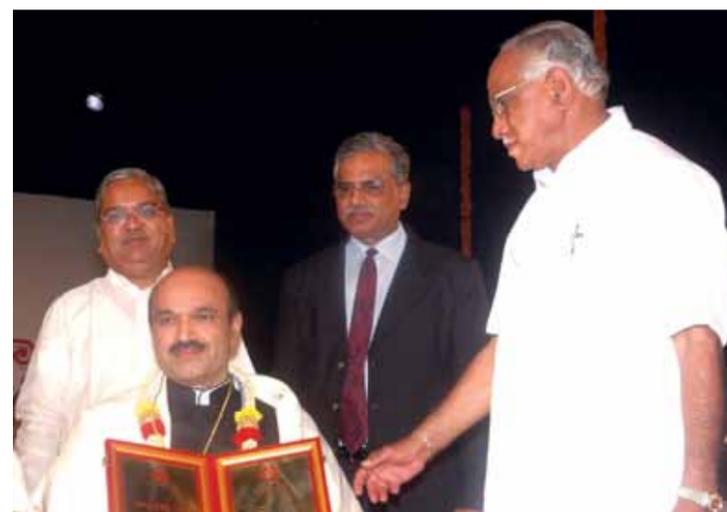
Dr. Rohit Shetty,  
Cornea & Refractive Surgeon, Consultant - Dept of  
Neuro-Ophthalmology & Electrophysiology  
Narayana Nethralaya, Bangalore.

Narayana Nethralaya presents the 'Center for Occupational Dry Eye (CODE)' which is the first of its kind in India. It is exclusively designed for and targeted at tackling the growing problem of dry eye. CODE is equipped with the latest in dry eye assessment technology, and is one of the few centres in the world which has the capability to evaluate and manage dry eye in such detail.

Multiple tests have traditionally been described to evaluate dry eye but unfortunately no single test is infallible. New methods of evaluation like the tear osmolarity, LipiView tear film interferometry and meibography (available at CODE) are useful

adjuncts to dry eye evaluation. Tear osmolarity assesses the chemical nature of tears while the LipiView tear film interferometry evaluates the stability of the tear film and its lipid layer. These tests enable us to micromanage the problem of dry eye. In addition the LipiFlow thermal pulsation system for treatment of severe evaporative dry eye has given a new dimension to treatment options available to patients.

For more information, contact Center For Occupational Dry Eye @ Narayana Nethralaya - 1, Rajaji Nagar, Bangalore - 10  
[www.narayananeethralaya.org](http://www.narayananeethralaya.org)



Dr. K. Bhujang Shetty receiving Karnataka Rajostava Award

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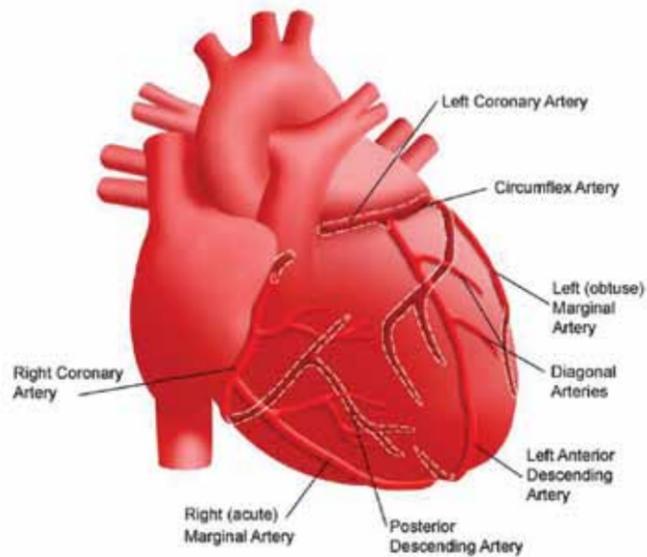
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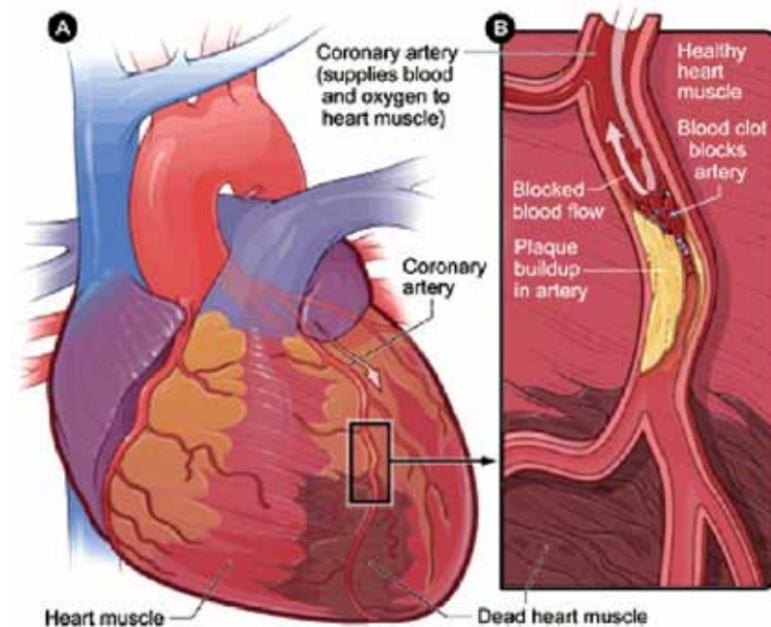
E-mail: [info@narayananeethralaya.com](mailto:info@narayananeethralaya.com)

Website: [www.narayananeethralaya.org](http://www.narayananeethralaya.org)

Coronary Arteries of the Heart



## Everything you wanted to know about Heart Attack



growth rate of 30 percent, making it a Rupees 9,500 crore industry by 2015. Cardiovascular diseases is one of the leading cause of death among lifestyle related disorders. At present, India bears around 60 per cent of the world's heart disease burden. Nearly 95 per cent of the people who develop a fatal cardiovascular disease have at least one of the major lifestyle disorders such as diabetes, hypertension and obesity. All these disorders are interlinked and lead to developing nasty complications involving almost all parts of body. A person suffers from diabetes (defined as fasting blood sugar > 126mg/dl or random blood sugar > 200mg/dl) when the person's body fails to control the glucose (sugar) content in the body. Around 80 per cent of diabetes is attributable to excess weight. Around 26 per cent of obese people experience high blood pressure levels. High blood pressure or hypertension (defined as a blood pressure = 140/90 mmHg or more) is an extremely common co-morbid condition in diabetes, affecting 20–60 per cent of people with diabetes, depending on obesity, ethnicity, and age.

The rate of growth of the health care industry in India is moving ahead with the pharmaceutical industry and the software industry of the country. The Indian healthcare industry is seen to be growing at a rapid pace and is expected to become a US\$280 billion industry by 2020. Worth over \$ 17 billion Health care industry in India is worth \$17 billion and is anticipated to grow by 13% every year. Much has been said and done in the health care sector for bringing about improvement. The health care industry in India is reckoned to be the engine of the economy in the years to come. The health care sector encompasses health care instruments, health care in the retail market, hospitals enrolled to the

A heart attack (myocardial infarction) happens when the blood flow to a part of heart is blocked for a long enough time so that the affected part of the heart muscle is damaged or dead. Prime reason for the incidence of heart attack is narrowing of the blood vessel supplying oxygen and nutrition to the heart muscle due to formation of fatty deposits (plaques).

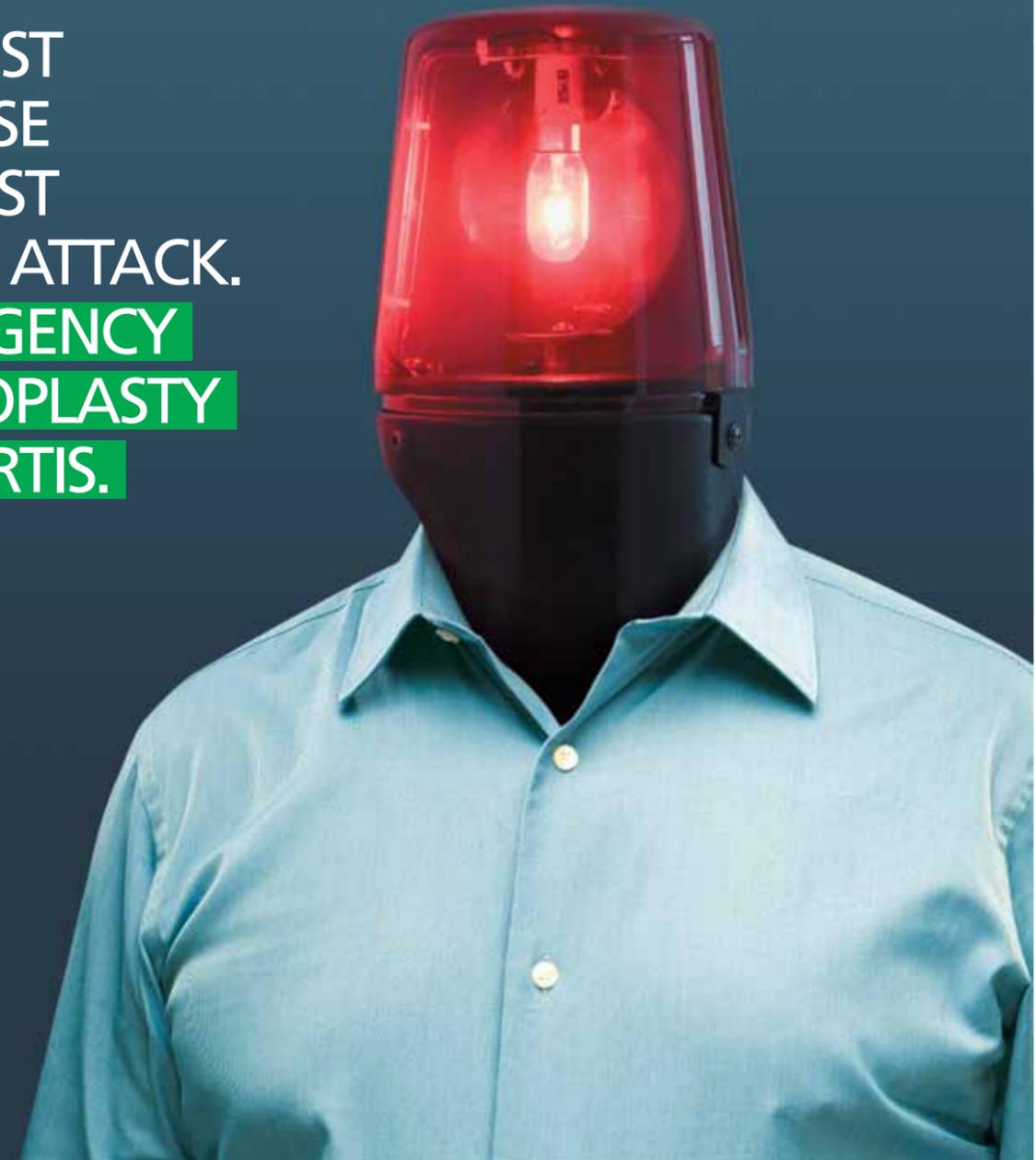
### The main symptoms of heart attack include -

- pain or discomfort in the chest area that doesn't go away;
- the pain may spread to the left or right arm, or may spread to the neck and jaw;
- you may sense sick or short of breath.

Not all heart attacks begin with the sudden, crushing that many people depict when they think of a heart attack. The symptoms may begin slowly, causing mild pain and discomfort and even they can occur at rest or while a person is active. If you suspect that a person has suffered an episode of heart attack call for the emergency medical help line and ensures the person is supported until medical care is provided. The patient should be shifted to the hospital at the earliest time (within 1 h) since the onset of the incident because the earlier the medical assistance, the lesser the damage to the heart.

The treatment options include primary angioplasty (a procedure to re-open the blocked vessel), which is a gold standard treatment or thrombolysis (bursting the clot using medicines).

# THE BEST DEFENSE AGAINST HEART ATTACK. EMERGENCY ANGIOPLASTY AT FORTIS.



### Advantages of Emergency Angioplasty over Thrombolysis

- ◆ Heart muscle deteriorates lesser
- ◆ Reduces risk of heart failure
- ◆ Reduces risk of strokes
- ◆ Saves more lives

**THE GOLD STANDARD IN HEART ATTACK TREATMENT GLOBALLY**



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hospital networks etc. Rising income levels and a growing elderly population are all factors that are driving this growth. In addition, changing demographics, disease profiles and the shift from chronic to lifestyle diseases in the country has led to increased spending on healthcare delivery

With latest amenities and infrastructure, the healthcare sector in India is one of prominent contributors to the country's medical scene. Highly qualified doctors and scientists, state-of-the-art technology and low costs have helped India, especially India is an attractive destination for medical tourism, clinical studies, and research and development (R&D) programs. A growing elderly population paired with a rise in income levels also emphasise the need for better facilities in the country. The sector comprises the hospitals and allied sectors such as diagnostics and pathology, medical equipment and supplies, and medical tourism

The World Health Organization (WHO) identified India as one of the few nations that will boast of maximum number of lifestyle related disorders in the near future. The situation in India is quite alarming. Lifestyle disorders are becoming more and more common and affecting the younger population as compared to the people in other developed nations. Hence, the population at risk shifts from age group of 40+ to maybe the age group of 30+ or even younger.

## With latest amenities and infrastructure, Indian healthcare is one of the best

## Vaatsalya Healthcare Solutions



Dr. Ashwinikumar Naik,  
Co-Founder & CEO, Vaatsalya Healthcare Solutions Pvt. Ltd.-

While 70 per cent of India is living in semi-urban and rural areas, 80 per cent of India's healthcare facilities are located in urban/metro areas are inaccessible to this large segment. Vaatsalya Healthcare is focused on bridging this gap by building and managing hospitals in semi-urban and rural areas. With a network of

runs seventeen hospitals across Karnataka and Andhra Pradesh; with new hospitals coming up in Maharashtra and Tamil Nadu. At each of our hospitals, we provide primary and secondary care with emphasis on prevention. Basic specialties at each hospital include pediatrics, gynecology, medicine, and surgery. In addition Vaatsalya leads



hospitals in Tier II and Tier III towns in India - eleven hospitals in Karnataka and six in Andhra Pradesh, totaling 1200+ beds. Vaatsalya is the first and the largest hospital network of its kind in India.

Vaatsalya is the new FACE of healthcare, with focus on Quality Service and Affordability in Cost. Vaatsalya Healthcare currently

in providing dialysis services in North Karnataka; with dialysis centers at Bijapur, Gulbarga, Hassan, Hubli and Shimoga. Recently honored with the Porter Prize 2012, Vaatsalya has been recognized globally as a leader in strategy for redefining the idea of patient care and fundamentally challenging the economic models in the healthcare industry.



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This leads to worse outcomes in terms of complications and losses in both life as well as finances. Already considered as the diabetes capital of the world, India now appears to be heading towards gaining another dubious distinction of becoming the lifestyle-related disease capital as well.

When diabetes, hypertension and obesity appear together, they are commonly known as the 'Metabolic Syndrome'. The prevalence of Cardiovascular Diseases (CVD) and stroke increases significantly with the presence of Metabolic Syndrome and is responsible for up to 80 per cent of deaths in people with Type 2 Diabetes. This trend is particularly alarming because it is a big menace not only to individual's health but has a huge social and economic burden, both on an individual as well as nation.

Being physically active is also essential for healthy life. Exercising regularly for about 30 to 45 minutes each day will reduce considerable risk for obesity, diabetes, blood pressure, heart diseases and almost all life style disorders. Even with hectic schedules one can increase physical activity by; taking stairs instead of elevators, taking pets for walking, doing some house hold work, playing with kids and so on. But even if one has one of these disorders one can live a fairly normal life by taking proper treatment along with lifestyle changes. And if one has any of the other disorders like diabetes, blood pressure, heart diseases, this small weight loss can reduce the amount of medications one needs. Good glucose control is essential. By controlling blood sugar levels, one can reduce the damage caused to the blood vessels. Many studies have shown that early and appropriate use of insulin can not only prevent short-term complications, but also reduce long-term effects of poorly controlled diabetes and also add flexibility and health in life of person with diabetes. Ideally blood pressure should



## Anodyne Therapy System

**D**iabetic and Peripheral Neuropathy: a new treatment is now available in India.

Anodyne Therapy System, a medical device used in the United States and Europe, is now available in India. This device is a breakthrough in the treatment of neuropathy—a condition that often leads to non-healing ulcers and amputations. Jennifer Turtzo, International Director of Anodyne Therapy LLC explains, "This device has been used with exceptional outcomes in the United States for 15 years, and we are thrilled to have our products available for both healthcare professionals and consumers in India" she continues.

Fifteen studies published in international medical journals involving over 5,000 patients support the efficacy of the Anodyne® Therapy System (MIRE™) and the outcomes related to the treatment of diabetic and peripheral neuropathies, restless leg syndromme, and non-healing ulcers.

The Anodyne® Therapy System emits infrared light at a specific wavelength of 890 nm. These treatment pads are placed on the affected area of the body for 30 minute sessions. This wavelength of light stimulates the release of a Nitric Oxide, a naturally occurring chemical in the body. This release of nitric oxide in the microvasculature improves circulation and nerve function, effectively reducing pain and improving healing. The patient feels no pain with treatment, and there are no known negative side effects or drug interactions.

While these products do not cure diabetes or the complications associated with it, they address the burning, stinging and numbing sensations felt by those affected; and

simultaneously reduce the risk of the development of foot and lower leg ulcers. Jennifer notes, "It is our company's mission to improve the quality of life for people suffering from peripheral neuropathies and non healing ulcers. As India has such a high number of people suffering from Diabetes, it is important that we are able to reach out to both the medical and private communities to inform them about this effective treatment approach."

For more information about Anodyne Therapy products in India, call 91 80 23494345 or visit [www.anodynetherapy.in](http://www.anodynetherapy.in)



# DIABETIC FOOT CURE

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The word "Anodyne" means pain relief and Anodyne® Therapy products are **newly available** in India, and are directly imported from the USA.

These systems emit infrared light at a wavelength of 890 nm, resulting in increased circulation and pain relief. This treatment is drug-free, and can easily be delivered during a 30 minute office visit.

Fifteen (15) studies have been published in peer reviewed journals demonstrating the effectiveness of Anodyne® Therapy Systems specifically for symptoms of **neuropathy, restless leg syndromme and for non healing wounds.**

Anodyne® Therapy treats the cause of neuropathy and other conditions resulting in true relief. Also, this treatment reverses the dangerous loss of sensation that diabetic patients often experience *for which there is no known drug treatment.*

Prospective patients and interested Health Care Professionals should contact the Anodyne Therapy Eqpt Pvt Limited at **91-80-23494345**, or visit **[anodynetherapy.in](http://anodynetherapy.in)** for more information about Anodyne® Therapy products in India.

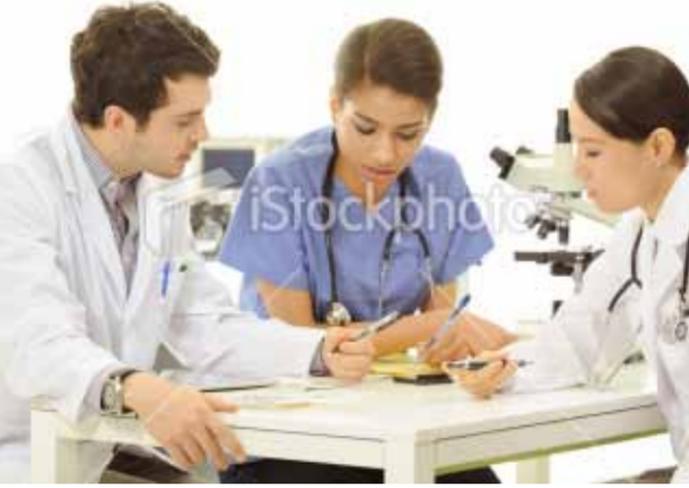


Distributors in India

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## Liver transforms chemicals into water-soluble substances for easy excretion



be below 130/80 mm/Hg. If more than that, it can lead to several complications. High cholesterol and triglycerides level can also hasten the development of heart diseases. In the ideal scenario LDL should be below 100 mg/dl and HDL level should be at least 40 mg/dL.

Thirty per cent of patients of heart disease, diabetes and hypertension do not experience any symptoms. When a person gets symptoms, the disease is already advanced. Comprehensive yearly health check up after the age of 30 is absolutely necessary. Balanced diet, Healthy lifestyle, Exercise, appropriate medication and proper monitoring are all essential to curb the pandemic of life style disorders.

It becomes obvious we need to shield our bodies from the health monsters like diabetes, cholesterol, skin eruptions, blood pressure etc. It is easy to attain healthy body, provided you stick to the regime. We are not saying assault your hunger pangs. We are only saying adopt healthy habits like cutting on sugar, replace coffee and tea with green tea, add fruits and raw vegetables in your diet and go low on fat. All the fat that you eat is processed by the liver, fat takes away all the energy from liver to process regular detoxification the organ performs. Liver transforms toxins and chemicals into water-soluble substances for easy excretion process conducted by kidneys. Fried, high on sugar food takes a toll on the liver functioning and hence should be avoided. ●●

## Raja Rajeshwari Medical College & Hospital



Arun Kumar, Vice President, Raja Rajeshwari Medical College & Hospital

**There are many institutions in the city, what according to you makes your institutions stand out?**

With due respect to the other institutions, I can say that our institutions strive for high quality deliverables encompassing all sections of the population, particularly mindful of the needs of the vulnerable sections of the society through our integrated delivery system, in an ethically and financially responsible manner. Our endeavour is - Continuous Pursuit of excellence

- Acquiring the state of the art know how
- Imbibing excellent on-the-job skills
- Stimulation of open and positive minds
- Making Universal ethical values as work ethics
- Keep the learning curve upwards

**What are the plans in terms of expansion, new courses, new streams**

We have several plans lined up for the future like : To have a virtual lab facility; to come out with a concept of telemedicine; To be a one stop service provider for specialty, super specialty and diagnostic care services; Accreditations – Adding feather to our cap, we along with several accreditations in our kitty, are on the verge of receiving several accreditations both national and international.

**We would like carve a niche segment for subsidized community healthcare services with the best facilities available to treat the poor and the needy.**

To have tie ups with other foreign varsities for exchange programs be it faculty or student. Encourage students to become qualitative professional by integrating education and service

**With the rise in engineering colleges, medical sciences have taken a back seat ?**

I am of the opinion that the medical course has not lost its sheen. In fact, I believe that technology should be used to make medical care more accessible. However, I do have some suggestions which will make this course more attractive. Curricular reforms is required so that the Indian medical graduates match or better International standards. There should be both short term and long term strategies that should be evolved keeping in mind the changing global scenario. The current estimated doctor population ratio in India is 1:1700 as compared to a world average of 1.5:1000. The targeted doctor population ratio would be 1:1000 and achievable by the year 2031. This means we require more number of doctors in the years to come.



## Raja Rajeshwari Medical College & Hospital

(Approved by Medical Council of India & Govt. of India & Affiliated to Rajiv Gandhi University of Health Science, Bangalore)  
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<b>Dental Surgery</b> Orthodontic, Implantology Maxillofacial Surgery, Endodontics, Crown & Bridge Prosthetics	<b>Plastic Surgery</b> Reduction and Breast Augmentation, Mammoplasty Cosmetic and Reconstructive Surgeries
<b>Cardiology</b> Echo, Cardiology, Treadmill test with complete Non-invasive Cardiac Evaluation, Consultation available everyday	



# Come over coffee

Relieve all your stress, have a pipping hot cup of coffee! Bundled with health benefits, coffee is good for hair, skin and an active lifestyle

We all love coffee and no wonder this zestful beverage is a choice of millions of people around the world, we look forward to a cup of coffee whether at home, whilst on the move or at work. The aroma, taste and the sense of feeling "refreshed" after a cup of coffee brings pleasure to many of us as we go about our daily lives.

Although coffee has several benefits as a beverage, it may be used as a body scrub as well. Coffee is one of the widely researched ingredients and the growing body of the scientific research shows that coffee, when drunk in moderation (four to five regular size cups a day) is safe for healthy adults and can even have beneficial health implication as part of a healthy diet and physically active lifestyle.

Medical and scientific organizations around the world advise pregnant women to consume

no more than 300 mg of caffeine per day (equivalent to 3 regular size cups of coffee). All sources of caffeine should be considered when considering total daily intake; including coffee, tea, cola drinks and energy drinks and chocolate.

### Keep diseases at bay

Parkinson's Disease is one of the most well known of all neurological disorders. It is found all over the world and an estimated four million people are affected worldwide. Symptoms usually appear after the age of 50 and the risk of developing Parkinson's increases with age. Three percent of the population over 65 is affected and this increases dramatically between the ages of 70 and 85. (Van Den Eden et al. 2003)

### Combat health disorders

The main symptoms are muscle stiffness, slow

## Regular caffeine consumption was found to be protective against the incidence of Parkinson's disease

movements and tremor, although some people also suffer from imbalance and problems with communications; such as writing, speech and facial expression. The symptoms begin to appear when the brain cannot produce enough dopamine, a chemical messenger responsible for transmitting signals within the brain. This occurs when dopamine producing nerve cells, or neurons, in a part of the brain called the substantia nigra, die off, and there is not enough dopamine produced to control the nerves and muscles involved in balance, walking and other movements. Unfortunately the symptoms only become evident when 60-80% of these specialized neurons have been lost.

Source: The Positively Coffee website, part of communication programme of International Coffee Organisation



## We all drink coffee for pleasure

An inspirational drink that has become aspirational and a lifestyle beverage...

Do you know that

- Regular moderate drinking of coffee is also known to reduce the risk of type 2 diabetes?
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