

# “WE FOCUS ON FINDING SOLUTIONS TO NEW-AGE PROBLEMS”

DR. SOMESH MITTAL, MANAGING DIRECTOR AND CEO, VIKRAM HOSPITAL, ON THE MAKING OF A SUPER-SPECIALITY QUATERNARY HOSPITAL



**You have built a reputation for yourself as a leading super-speciality quaternary hospital in Bengaluru. How was this achieved?**

The path, which we treaded to become one of the leading super-speciality quaternary care hospitals in Bengaluru, facing stiff competition from existing healthcare giants, was not an easy one, but our goal was set. Ours is a new facility, hence the focus was always to find solution for new-age problems ailing the healthcare sector and implement them with ease at our facility.

If we look at issues ailing the healthcare milieu in the country, they are lack of trust, transparency, empathy, cost of treatment, and lack of communication between care

givers and patients. At Vikram Hospital, we have tried to address these problems by using technology platform, systems and processes, regular training and recruiting quality human care resource.

**Among all your specialties, what are the kind of cases that you handle the most?**

Vikram Hospital takes pride in the treatment provided at all the specialties. However the most challenging and complicated cases are in the Cardiac Sciences and Neuro Sciences. In both these specialities we have the best in class consultants available in the country recruited from medical institute of repute, coupled with best in class nursing and other paramedical staff.

**When did you come up with the concept of glass pathway in the critical care ICU? What has been the response?**

Intensive care unit (ICU) Glass pathway, a

one of its kind initiative has received great response from people visiting our facility. This initiative has addressed the burning issue of trust deficiency that is ailing the healthcare system. The moment ICU is mentioned before a patient and their relatives, their anxiety levels go up with regard to timely treatment and quality of care since they are away from the patient unlike in the ward. With the concept of glass pathway this concern is taken care of. They also are up-to-date with the recovery parameters giving them a feeling as if they are with the patient in a ward.

**Can you tell us a little more about your Swarnayu For Senior Citizens programme?**

At Vikram Hospital we believe in extending the hand of care to the one who requires it the most and what better if in our efforts we also get the blessings of our elders. Keeping them in mind we have come up with one-of-its-kind service in the form of Swarnayu for senior citizens. The special privileges for Swarnayu members include dedicated helpline numbers for all members, priority valet service, special assistance by our happy to help team, home care services, OP consultation at discounted price, discount on pharmacy bills, physiotherapy consultation and radiology procedures.

that assures maximum benefit with minimum risk or toxicity for the patient. Precise Therapeutic measures could include surgery and radiation therapy tailored to the for individual patient's needs."

## HEALTH HUES

One of the biggest milestones is Ayushman Bharat which is a centrally sponsored programme anchored in the Ministry of Health and Family Welfare (MoHFW). This includes two major health

initiatives, the Health and Wellness Centres (HWCs) and Pradhan Mantri Jan Arogya Yojna (PMJAY). "Most important amongst all has been the focus on digitalisation throughout the world especially for Doctors. For maternal and Child healthcare has been the



implementation of Pradhan Mantri Surakshit Matritva Abhiyan (PMSMA), which aims to provide