

'HEGDE HAS PURSUED THE HIGHEST QUALITY STANDARDS'

INTERVIEW WITH DR. VANDANA HEGDE, CLINICAL DIRECTOR (MS - OBG POST-DOCTORAL FELLOWSHIP IN REPRODUCTIVE MEDICINE-RGUHS, DIPLOMA IN REPRODUCTIVE MEDICINE & EMBRYOLOGY-ISM GERMANY)



You have built a reputation for yourself as a leading hospital in Hyderabad. How was this achieved?

Hegde Hospital has always envisioned patient care at its best, and delivering this vision has been a tireless effort from all quarters of service provision vis a vis the clinical, the administrative and other ancillary services that allow an ease to patients looking to better their well-being. Established in 1978 by eminent Dr. Vijaya Hegde, the centre has grown to three branches since then.

Your international patient services includes medical visa and interpreter services. What are the other such services that you provide?

For patient couples looking to get treated in one of our branches, Hegde has extended video or call consultation from experts, airport pick up, accommodation, travel desk and guide for Hyderabad, daily travel and other facilities that make it easy to avail the range of infertility treatments at our centre.

Where does Hegde Healthcare go from here?

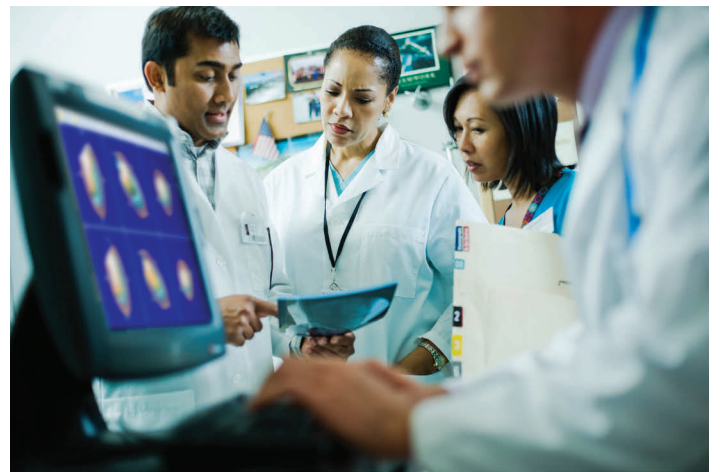
Hegde since its inception has pursued the highest quality standards and efficacy while ensuring an ethical practice and holding on to its core values of administering quality healthcare with no compromises. Even now 40 years since its inception, among all its three branches the same values hold strong among its 100+ employees Hegde now wishes to spread its wings and cater to international patients at affordable costing. The new centre of Hegde Fertility at Miyapur, Madinaguda is a premium facility with best-in-class services established mainly with an eye to provide best results.

One of the biggest advancements in orthopedics in the last 10 years is in molecular biology such as chondrocyte culture. This works in cases when a person damages the cartilage of his/her joint. "This cartilage can get damaged because of injury or fall. So, when it happens in young people, it can lead to arthritis very soon. However, with chondrocyte culture, it is now possible to grow this cartilage in the laboratory and put it back into the patient," says Dr. Sanjay Desai, Arthroscopy & Joint Replacement Surgeon, Bhatia Hospital, Mumbai.

The emerging trends in dermatology are more towards the aesthetic dermatology and there has been a rise in demand

towards non-invasive skin treatments. The use of scientifically derived cosmeceuticals, peptides and growth factors are now present in the market. "These products help in improving the overall wellbeing, skin glow and hair issues. It also helps in reducing the fine line wrinkles by boosting the collagen production. Also peptides which act at the neuro muscular junction are being studied," says Dr. Pallavi Sule, Dermatologist and Aesthetic Physician.

Dr. Vispi Jokhi, CEO and



Consultant Orthopedic Surgeon, Masina Hospital adds, "The major revolution has been the combination therapy utilizing botulinum toxin, fillers, threads, and ulthera. While botulinum toxin and fillers have been