



in the preventive sector but eventually we foresee this helping out in the acute setting as well. A greater focus will eventually be on personalized medicine, identifying what specific drugs work on an individual. Gene editing technologies, though at their initial phases now, will become more mainstream," says Dr. Anoop Amarnath, Chief of Clinical Services, Manipal Hospitals. Implementation of digital healthcare can be the next game-changer. Utilizing technology to address systemic issues can help in the growth of the Indian healthcare industry. Dr. Alexander Kuruvilla, Chief Healthcare Strategy Officer, Practo, avers, "Digital platforms bring in a degree of efficiency and

360-degree insight into practice management that simply wasn't available to doctors before. Also, doctors can benefit through completing communication loop with patients and ensure continuity of care through digital follow-ups post clinic visit."

Almost 80% of India's 1.3 billion population lack health insurance. The remaining 20% have an average insurance cover of Rs. 5 lakhs. When struck with critical illnesses, the cover is of limited use and patients go into a debt poverty trap by being forced to take loans to fund expenses. "Healthcare crowdfunding to the rescue - it is the most disruptive solution to address this problem as funds raised online is considered as a donation. Therefore, customers do

not have to resort to selling homes or mortgaging jewelry out of desperation. Crowdfunding allows people to raise money quickly in a hassle free manner without any payback liability," says Piyush Jain, Co-Founder and CEO, ImpactGuru.com a healthcare crowdfunding platform. One needs to adopt a healthy lifestyle, eat well, play well and think positive. "Leading an erratic lifestyle leads to hormonal imbalances like stress and anxiety. Maintain a disciplined lifestyle. Stress and obesity are two important things a person can improve and regular diagnosis. And don't follow the internet information, read the information but consult a doctor," opines Dr. Ravi Gaur, MD Pathology & COO, Oncquest Laboratories.