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SYMHEALTH 2018

National Conference on
Interdisciplinary Approach to Healthcare



Organized by
Faculty of Health & Biological Sciences (FoHBS)
3rd, 4th & 5th May, 2018
Venue
Symbiosis International (Deemed University)
Gram: Lavale, Tal: Mulshi, Dist: Pune- 412115

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

SUMMARY REPORT- CONNEXIONS

3rd May, 2018

Organized by

Faculty of Health & Biological Sciences

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SUMMARIES OF PRESENTATIONS

Thursday, May 3, 2018

Introduction and Welcome

Dr. Rajiv Yeravdekar, Dean, Faculty of Health & Biological Sciences, SIU

Connexions workshop is the prelude for SYMHEALTH 2018. Dr. Rajiv Yeravdekar welcomed the delegates by stating the Climatic Impact and its relation it to the topics at hand for the day. He mentioned that a book is judged by its cover; similarly the Connexions workshop sets the tone for SYMHEALTH 2018. He drew congruence between the first two topics 'Emotional Intelligence and Leadership in Healthcare' and 'What it takes to be a hospital CEO' and how they are two sides of the same coin of problems faced in Healthcare delivery. He mentioned requirement of Passion Coefficient to be an effective and successful leader. He also highlighted Symbiosis's path breaking initiative in setting up a Symbiosis Center for Emotional Wellbeing with the objective of setting up a full-fledged department to address the emotional needs of the students. Also, to develop emotional competencies beyond intellectual competencies, emotional resilience as new generation students are not used to taking 'No' as a response. He endorsed the importance of soft-skills as well as emotional strength and integrity.

Talking about the speakers, he mentioned how Dr. Kapoor has effectively conveyed the 55 mantras for Leadership in Healthcare in his book as well as development of some style statements or signatures for an individual to be identified by. He spoke about striving to be a perfectionist and to challenge the various notions in our mind. He spoke about how supply chain management talk will help provide an insight of the competencies and skill sets required for various verticals of Healthcare beyond Hospitals namely insurance, pharmaceuticals, medical equipment etc. He also mentioned the importance Entrepreneurship in Healthcare Management. Also he stressed upon the need for intrapreneurship. He concluded by reassuring the students about the needs and requirement of healthcare professionals as well the importance of professionals with different skill sets which in turn is required to develop a Symbiotic approach to Healthcare delivery which is one the main objectives of SYMHEALTH, 2018.

Emotional intelligence and leadership in healthcare- Virender Kapoor, Motivational Speaker.

Mr Virender Kapoor started his speech without PowerPoint as he quotes “if you use PowerPoint then there is no power in your point”. To support this he gave the example of our Honourable Prime Minister Shri Narendra Modi ji and said that leaders like him do not use power points to give speech. He emphasized on the point of speaking from the heart and looking into the eyes of audience. He quoted an example from TATA group as how they make use of the dead properties by changing its aesthetics and management. This is how leadership plays a big role in every field.

He continued by answering the question -Who is a Leader? He told that Leader is a person who climbs the tallest tree and looks at all the jungles and decides which jungle to go to. By giving this example he meant that vision is most important aspect of a leader. He mentioned that leadership is not science but it is an art. He further spoke about that leaders are composed of two main characters - One is skills and the other is trait. Skills are those which can be easily learnt but the next part is traits that need to be learnt gradually. Traits are like handling difficult situations, bouncing back after failures. By quoting these examples he mentioned that this is how charismatic leaders are made. He stressed on the point that leaders have to create such an environment where people can work happily. He told to avoid group thinking and supported with the example of Gen Patrick who said that “if everyone is thinking in the same way that means no one is thinking”. Further, he told that a leader should be absolutely perfect in his job. He emphasized on the point of keeping things simple and doing them in a simple way. He asked to keep vision statements as short and precise as possible.

Other points which he emphasized on were gut feeling, bringing the change, taking pride in your job, culture of the organisation, anticipation, thinking ahead and focussing. He mentioned about the recent studies which are being carried out to tell about what makes great leaders. It is not business knowledge but they are above mentioned characters and how well you can handle people. This domain of emotional quotient. EQ has things like dealing with people, managing situation anger management, resilience. He divided intelligence into 3 blocks – IQ, artistic domain (god’s gift), supportive domain (EQ). He concluded by telling the audience about value addition to your job that is manager’s work is to not to do what is being just told but to add value to the task assigned.

What it takes to be a hospital CEO- Ashish Bhatia, Regional Director COO (North and East) Fortis Healthcare India.

Mr. Ashish Bhatia gave a brief introduction of himself stating that he is neither a doctor nor a MBA; instead he is an Economics graduate from St. Xavier’s College, Ahmedabad. He is currently working as a COO- Region North and East, Fortis Healthcare. His journey in Fortis began as a Business Manager. He mainly looked after the purchases. From Business Manager, he shifted on to become a General Manager- Commercial, then to Director-

Administration, to COO- Fortis Hospital Mohali to COO- Fortis Escort Heart Institute, then as COO- Fortis Healthcare Limited and now as COO- Region North and East.

He said that the Healthcare spectrum comprises of 77% of Healthcare delivery, 14% of Pharmaceuticals and 5% of Medical Devices. He spoke about the inherent challenges faced by the industry. India's total health spending is 4.5% of the GDP; out of which India's public spending is about 1.4%, Brazil (3.8%), China (3%), US (8.3%) and Cuba (10%). He also mentioned that only 27% of Indians are covered under Insurance. The out of pocket expenditure is around 62%, which is the highest in the healthcare industry. Across the world other challenges faced are shortage of beds, doctors and nurses. The country has an additional requirement of 0.8 million doctors and 1.7 million nurses, apart from facing a significant shortage of paramedics. Forty five percent of the population travels more than 100 km to access tertiary level of medical care.

These days, in the Modern day Medicine in India a lot of challenges are faced due to Patients Relatives, Regulatory bodies, policy makers, media, politicians, Challenges such as thought process that it is sinful to profit from healthcare, stringent guidelines from MCI and Government, Perception management, Clinical engagement, Continuous Quality Improvement. To be a CEO in healthcare, the qualities of leadership, communication, clinical excellence, patient centricity, talent management, community connect, investor confidence are required. The top 10 competencies comprise high ethical and moral standards, provides goals and objectives with loose guidelines, clearly communicates expectations, had the flexibility to change opinions, its committed to my ongoing training, communicate often and openly, its open to new ideas and approaches, creates the feeling of succeeding and failing together, helps me grow into a next generation leader, provides safety for trial and error. He also explained the importance of knowing your "why". In an organization explain why something is not to be done. It is important to hear what isn't being said. This can be through communication, which includes 55% of body language, 38% of words and 7% of tone. It is necessary to be an empathetic leader. He emphasized about clinical engagement which is about relationship between those who administrate care and these deliver care, investor confidence and community care. He concluded the session by a question answer round.

Supply chain management challenges in hospitals- Dr Parag Rindani, AVP, Wockhardt Hospitals.

Dr. Parag Rindani started his talk by mentioning that managing things in healthcare industry are becoming more and difficult. He told that fundamentally when you render a service in health industry or any other industry you aim at making profit and to funnel growth. He also told that different revenue generating pattern is followed in different parts of the country. Therefore it is very important to focus on investment in future of healthcare. There is a need of Ayushman Bharat in Indian healthcare system. He also discussed in detail, what supply chain

management is and told the various components of the same. SCM is a system which has to be managed and gets the goods and services to the customer/patient. He also discussed the myriad of customers involved in supply chain management, both internal and external and the complexity in the system because of HIS, inventory and master database. He discussed in depth, vendor evaluation and vendor development. He further stressed upon the fact that how accreditation agencies like NABH & JCI have redefined the concept of supply chain management. Supply chain management is an integral part of the management and requires coordination among the internal and external stakeholders.

He further continued with details of planning and control of and various techniques used in materials resource planning. Also, various IT tools are available for inventory control but one should learn to use them efficiently and effectively. He stated that a new hospital might need an inventory of 20-25 days whereas a stable hospital can have an inventory of 10-12 days. For maintaining this inventory dialogue with clinicians is very important. Next he questioned the audience about the various challenges faced by Indian healthcare system and mentioned the various ways to tackle these challenges. Lastly he concluded by discussing about the strategies to be articulated for high performing hospitals and also mentioned how government policies affect the supply chain management.

Entrepreneurship in healthcare- Anurag Bhusari, CEO of S2 Infotech International Limited India.

Mr. Anurag Bhusari spoke mainly about the importance of Ideation and Goal Setting especially in Commercial Entrepreneurship in Healthcare IT. He mentioned how entrepreneurs are identified as well as different types of entrepreneurs like Commercial entrepreneurs, Social entrepreneurs (who wish to give back to the society) and Serial entrepreneurs. He discussed how Healthcare sector offers a large range of opportunities in entrepreneurship like industry growth, mergers and acquisitions, changes in the regulations etc as well as the how it is an important time to enter into Healthcare Entrepreneurship. He mainly emphasized on the Ideation and Goal Setting of Entrepreneurship. In case of ideation he mentioned the different steps that can be undertaken such as- to identify the things which others are not doing, do a market study to identify lowest hanging fruit to complement the existing enterprise instead of adding to competition, finalizing and identifying target audience, segment the target audience, identify a problem/pain area, the most important create a simple and adoptable solution and validate the idea and continue with revalidation till you get an effective solution.

In case of goal setting he mentioned how to effectively set goals such as- once you validate the idea you move on to goal setting, decide what is the goal (should be specific,

measurable, attainable, relevant and time bound), goal setting plays an important role in a Business plan (to decide pricing, costing, market segmentation, budgets, personnel, sales, resources) and always have Plan B. He also spoke about how to achieve these goals by strategizing, dominating the market and keeping a plan B ready. Lastly he spoke about the different opportunities available in Healthcare Entrepreneurship (mHealth, Patient Engagement and Records, Patients Queuing Aggregator, Marketing Solutions for Hospitals, International and Domestic Medical Tourism, Health Information Exchange, Health Insurance, Tele Medicine, Tele Radiology and Imaging, Communication Platforms for Doctors, Pharmacy Online Aggregators, Telemetry, Healthcare eGovernance solutions, Aggregators for device integration, Patient referring solution).