



medisync

healthier together

medisync is a network of trusted neighborhood hospitals offering high quality and comprehensive medical care personalized to meet your convenience



medisync is a knowledge & delivery platform consisting of a central pool of experts. This platform is shared across hospitals enabling them to access best in industry practices, wide network of associates & proprietary technology.

Our vision is to create a “trusted” network of high quality neighborhood hospitals transforming healthcare delivery in India.

We execute our vision by delivering value to all stakeholders in our ecosystem by enabling providers to offer superior patient experience and financial viability.

Our team consists of accomplished professionals with a proven track record in the healthcare industry & scaling businesses.



Dr. Nagendra Swamy
MBBS, MD (Hospital Admin)
Founder Chairman

Dr Nagendra Swamy has over 30 years of experience in health-care management with national and international organizations as a board member & part of the top management. He was the Former Group Medical Director and Chairman of the Quality Council at Manipal Health Enterprises.

Presently he is associated in various senior roles with: JSS Medical College, SDM College of Medical Sciences, Symbiosis Medical College and Research Centre; and True North. He has been awarded the “Doctor’s Day Award” by Govt. Of Karnataka, “Distinguished Alumni” by Manipal University & “Certificate of Appreciation” by Indian Medical Association for supporting Medical Fraternity.



Dr Narendranath V
MBBS, MD (Hospital Admin)
Co-Founder & Group Medical Director

Dr. Narendranath brings over 25 years of experience in healthcare administration. Dr Narendranath was the Head of Hospital Administration for 8 years at Ramaiah Medical College.

Active member of several professional bodies such as Academy of Hospital Administration (AHA), New Delhi, The Academy of Hospital Administration, Bengaluru Chapters & Private Hospitals & Nursing Homes Association (PHANA).



Shariq Plasticwala
IIT (B.Tech) & Stanford University (MBA)
Co-Founder & Chief Executive Officer

Shariq Plasticwala has experience in transformation of small and medium retail businesses from offline to online leveraging technology.

He was part of the Seed team at Amazon India, Ex-Board Member at Amazon Pay & CEO for an Amazon Joint Venture.



Dr Alexander Kuruville
MBBS, DMRD, MD
Advisor

Dr. Alexander has over 20 years in the healthcare industry spanning - Hospitals, Health Insurance Schemes, Healthcare Consultancy, Public Private Partnership, National and State Government Healthcare Programs & Private Equity Funding.

He is currently the Chief Strategy Officer at Practo & Board Member at MGM Corporate Hospital in Chennai.

He has held many other leadership positions throughout his career as a CEO at SIMS Institute of Medical Sciences in Chennai, Founding Partner / Joint Managing Director at Medica Synergie in Kolkata, CEO at Apollo Hospitals in Ahmedabad



Dhrumil Sorathia
B. Pharma, INSEAD, France (MBA)
Group Head - Marketing

Dhrumil Sorathia has 19+ years of sales and marketing experience in pharmaceutical, medical devices and healthcare industry.

Dhrumil was the Former CMO of Apollo Group and has held various leadership roles at India’s leading healthcare firms like Novartis, GE Healthcare, Roche, Johnson & Johnson.

Dhrumil was awarded India’s Top 25 Marketers across all industries by CNBC TV 18 last year & Global Top 100 Most Impactful Healthcare Leaders in 2019 by World Health & Wellness Congress.

What are the growth opportunities & challenges for private hospitals?

There are nearly 8 lakh beds in private sector hospitals in India which cater to 60% of the patient population.

These private hospitals currently face a challenge in offering quality services, gaining trust of patients and achieving financial viability. There is also an opportunity to improve occupancy & reduce sourcing costs which requires marketing, specialty addition or upgrades, improvement in patient experience across clinical & non-clinical areas.

medisync Services



Improve awareness by investing into and executing activities across –

Digital Marketing: We improve footfalls through our digital platform.

Community Connects & Events: We provide best practices, standardized marketing templates and on-ground execution support to conduct community connects & events within the hospital or neighbouring areas.

Corporate & Local Body Engagement: We facilitate tie-ups with public sector units & other local bodies. We facilitate wellness events at corporate locations.

Insurance Empanelment: We enable you to offer cashless experience to patients by facilitating empanelment with major insurance companies & TPAs and simple reimbursement experiences for patients.



Provide Clinical Support, by access to -

Doctor & Equipment Network: We enable you to improve patient experience & increase availability of services by offering a network of doctors empanelled with us and providing our central pool of equipment. This service is available in select geographies.

Clinical Hiring: We analyse your requirements and facilitate clinical hiring for you.

Specialized Partner Network: Basis your needs, we provide access to our network of specialized partners who manage or setup new specialties.



Improve patient experience by –

Quality Analysis & Improvement Plan: We conduct a quality analysis and create a roadmap to improve the clinical & non-clinical processes within your hospital.

Access to SOPs & Technology: We provide you access to best in industry processes & technology to meet the quality improvement roadmap.

Implementation: We work with you and your staff on a daily basis to implement the identified processes & technology to ensure your hospital meets its quality goals.

Staff Hiring & Training: We help you hire the needed staff & train them to serve the patients better.

Access to Associate Partners: We provide you access to our network of associate partners who can help you to upgrade support services like housekeeping & security.

Continuous Audits: We help you to ensure that the quality standards in the hospital are maintained by continuous monitoring and periodic audits.



Reduce sourcing costs by -

Access to Sourcing Partners: We provide you access to large sourcing partners and help you purchase consumables & pharmacy at special rates.

Other Cost Improvements: We benchmark your costs versus industry standards thereby helping you to identify & implement other areas of cost savings.



Ensuring Success:

We are **not just advisors or consultants**, we work hand in hand with you to implement all the services mentioned above regularly, to ensure success. **Your success is our success.**

Why medisync?

At medisync, we have invested in creating a central pool of accomplished experts from top institutions in healthcare, best in industry processes, wide network of clinical partners, non-clinical partners & proprietary technology.

OUR SERVICES ARE UNIQUE BECAUSE OF



Customization

We understand the gaps & prepare specialized solutions



Ownership Retention

You are the decision maker and approve strategy & changes



Commercials

Primarily Pay for performance & outcomes

MEDISYNC CREDO

WE ASPIRE TO:



Doctor Credentialing

We ensure patients are treated by qualified doctors



Patient Centricity

Empathy, empowerment, ease in hospital experience, efficiency in systems & a safe environment



Comprehensive Counselling

Counselling regarding hospital care & financials



Uniform Care

Every patient gets the same high-quality care irrespective of financial status



Transparent Billing

No shocks, no surprises



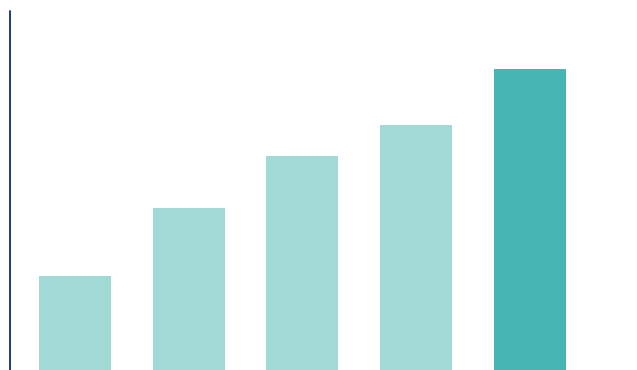
Second Opinion

We support second opinion & facilitate if required

Case Studies

Our firm is a year old but our experts involved have decades of experience managing & scaling hospitals. We have currently partnered with 2,000 beds through 10 hospitals.

Large Hospital



Revenue

15% increase

Number of OP Visits / Month

8.5k to 10k

Patient Occupancy

45 to 90 beds

Marketing Improvements

We helped in establishing a marketing department to improve footfalls and branding. Enabled digital marketing, domestic tourism & community events.

Patient Experience Improvements

Conducted quality analysis, implemented best processes, trained nurses & staff.

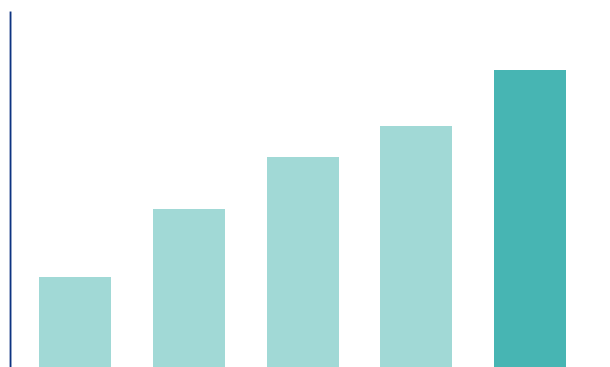
New Specialities & Services

Addition of Neurosurgery specialty & introducing services like MRI & Homecare. Hiring of key management and clinical personnel.

Reduced Sourcing costs

Inventory reduction by streamlining procurement process & holding only required stock. Identified INR 1Cr+ of cost savings opportunity.

Small Hospital



Revenue

9% increase

Hospital net promoter score

2x Increase

Marketing Improvements

Facilitating insurance empanelment & community connects.

Patient Experience Improvements

Improved customer experience by making patient feedback a mandatory part of the discharge process, introduced treatment packages to ease the billing & counselling process.

New Services

Upgradation of diagnostic services

Reduced Sourcing costs

Identified cost savings in pharmacy & consumables sourcing & enabled new vendor empanelment.



To know about how we help hospitals,
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