Medical devices market likely to grow to $8.6 billion by 2020: Report

By PTI | Mar 20, 2016, 01:17 PM IST

MUMBAI: Domestic medical devices market is estimated to grow organically at 15 per cent to $8.6 billion by 2020 and industry estimates indicate a much larger potential to grow to $50 billion by 2025, says a report.

"The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15 per cent to $8.6 billion by 2020, significantly higher than global industry growth of 4-6 per cent," a report by Deloitte and NATHealth said.

The global medical devices and technology market is expected to grow to $520 billion by 2020 from an estimated $3.7 billion in 2014.

Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.
With technological advancements, the role of medical devices is now expanding to improve quality of care across each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

The country’s healthcare industry is on a high growth trajectory having evolved significantly in the last decade. From the current levels, the industry is expected to reach $145 billion by 2018 and over $280 billion by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at $3, compared to other economies such as $7 in China, $21 in Brazil and $42 in Russia.

The Government of India’s ‘Make in India’ initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

The Central government has in recent years, implemented several policy measures to address the challenges of medical devices industry. Some of these include, Draft Drugs & Cosmetics Amendments Bill (2015), 100 per cent FDI in medical devices under automatic route and ‘Make in India’ initiative for promoting indigenous manufacturing.

NEW DELHI
19 MARCH 2016
http://www.dailypioneer.com/

NATHEALTH, IMA ISSUE CODE OF ETHICS FOR MEDICAL INDUSTRY
Saturday, 19 March 2016 | Priyanka Sharma | NEW DELHI

While promoting ‘Make in India’ initiative of the Modi Government, the Healthcare Federation of India (Nathealth) in collaboration with Indian Medical Association (IMA) released “Code of Ethics” for the medical industry.

According to the Anjan Bose, secretary general of Nathealth, there is trust deficit in the medical sector such as big hospitals do not trust small hospitals, lack of trust between laboratory with hospitals and rapid degradation of the image of healthcare system in India. To have the optimum response in the healthcare, work should be done together and trust should be built, and only then healthcare system can reach over $280 billion by 2025.

Talking to The Pioneer, Bose said: “Trust deficit and unethical practices being a major issue of healthcare industry. Therefore, we approached IMA for the self-regulatory code of ethics in the healthcare system and they appreciated our idea.”

“Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector”, said Bose. Indian healthcare should take idea from foreign countries medical sector such as US, China, Netherland which has best medical sector etc, he added.

While the country’s health are system is multi-tired, only 5 per cent of GDP is spend on health sector. 20 per cent comes from Government and 80 percent comes from private sector. In our country, medical technology cost in setting up a tertiary care hospital amounts to 30-40 per cent. Cost of medical technology/equipment/devices is 20-25 per cent of total healthcare cost for a patient.

Hospitals such as AIIMS, Postgraduate Institute of Medical Education and Research (PGIMER, Chandigarh) and JIPMER | Jawaharlal Institute of Postgraduate Medical (Puducherry) have become the model for providing medical aid to people in India, said Secretary General of NATHEALTH.

“We have shortage of beds, doctors and medical, equipment, medicines, hospitals in our country. The development should be at the ground level with social developments and medical technology. As health is a State subject, therefore, State Governments should be active inFUNDING appropriately and carefully,” he said adding that Southern States such as Tamil Nadu, Andhra Pardesh have best practices of medical sector and other State Governments should learn from them with more trust between private and Government sector.

Meanwhile, Dr KK Aggarwal, IMA honorary secretary general, explained, “The Code is intended to provide guidance to the Members as regards their conduct and interactions with patients/ end users, and other stakeholders so as to ensure that their daily activities, efforts and interactions are undertaken in an ethical, honest manner within the parameters of Law for the advancement of healthcare and improved patient care in India.”

Rahul Khosla, Chairman Max India elected NATHEALTH President

New Delhi: Healthcare apex body NATHEALTH today announced the election of Max Group President Rahul Khosla as its President.
Khosla, who is also Chairman, Max India, Max Life and Max Healthcare, succeeds Sushobhan Dasgupta, MD, India, Johnson and Johnson Medical India, VP, Diabetes Care Asia Pacific, NATHEALTH said in a statement.

The body further said GE Healthcare President & CEO, India & South Asia Milan Rao has been elected as the Vice-President, while BD Managing Director Varun Khanna becomes the secretary.

Fortis Healthcare President Daljit Singh has been elected as the treasurer, it said.

Khosla said, “At NATHEALTH, we have established a unique collaborative platform to progress healthcare as a priority sector, we look forward to developing and implementing a comprehensive plan to achieve the vision of universal and consistent healthcare in India.”

He further said the government and private healthcare providers need to work in tandem to develop a cohesive blueprint for healthcare provision and funding.

“There are tremendous opportunities to improve infrastructure, talent, regional outreach and consistency in access, affordability and quality of the Indian healthcare ecosystem,” Khosla said.

http://business.medicaldialogues.in/rahul-khosla-chairman-max-india-elected-nathealth-president/
Medical devices market likely to grow to USD 8.6 billion by 2020

Mar 20, 2016 | PTI | New Delhi

The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment.

Mumbai: Domestic medical devices market is estimated to grow organically at 15 per cent to USD 8.6 billion by 2020 and industry estimates indicate a much larger potential to grow to USD 50 billion by 2025, says a report.

"The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15 per cent to USD 8.6 billion by 2020, significantly higher than global industry growth of 4-6 per cent," a report by Deloitte and NATHealth said.
The global medical devices and technology market is expected to grow to USD 520 billion by 2020 from an estimated USD 3.7 billion in 2014. Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases. With technological advancements, the role of medical devices is now expanding to improve quality of care across each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said. The country’s healthcare industry is on a high growth trajectory having evolved significantly in the last decade. From the current levels, the industry is expected to reach USD 145 billion by 2018 and over USD 230 billion by 2025.

In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth. The current per capita spend on medical devices in India is significantly low at USD 3, compared to other economies such as USD 7 in China, USD 21 in Brazil and USD 42 in Russia.

The Government of India’s ‘Make in India’ initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

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NEW DELHI

19 MARCH 2016

http://www.biznews.in/

Healthcare Sector to Reach Over USD 280 Billion by 2025 - NATHEALTH

NEW DELHI, March 18, 2016 /PRNewswire/ --

- Medical Devices MARKET Expected to Grow to USD 8.6 Billion by 2020: NATHEALTH-Deloitte 'Make In India' Paper
- India Among top 20 in the World in Medical Devices MARKET

NATHEALTH, Healthcare Federation of India, an apex body for the healthcare sector held its 3rd Annual Event - NATEv2016 in New Delhi today. NATHEALTH partnered with Deloitte to present imperatives and develop recommendations for actualizing 'Make in India' for the medical devices industry and released 'Code of Ethics' in collaboration with Indian Medical Association (IMA).

"The healthcare sector is expected to reach USD 145 billion by 2018 and over USD 280 billion by 2025. Though India's healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare in the country," said Mr. Anjan Bose, Secretary General, NATHEALTH.

"Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector," added Mr. Bose.

Medical technology cost in setting up a tertiary care hospital amounts to 30-40 percent. Cost of medical technology/equipment/devices is 20-25 percent of total healthcare cost for a patient.

"Given the increasing demand for healthcare and the critical role of medical devices in providing affordable and accessible health, the time is right to align the eco system to view medical devices as a strategic driver. The 'Make in India' initiative is the perfect opportunity to create a step change in Indian healthcare and especially in the medical devices industry," said Ms. Charu Sehgal, Partner and Life Sciences & Healthcare Leader, Deloitte India.

The medical devices MARKET is estimated to grow organically at 15 percent to USD 8.6 billion by 2020. Though the current domestic medical devices market represents only 1 percent of the global market, India is among the top 20 in the world and among the top 4 in Asia (after China, Japan, South Korea). The medical devices market has grown at 10 percent in the past decade and is expected to have
an organic growth of 15 percent in the medium-term against global industry growth of 4 - 5 percent," informed Sushobhan Dasgupta, President, NATHEALTH.

Industry estimates that India's medical devices market has the potential to become USD 50 billion industry by 2025 when the contribution of India to the incremental medical devices industry growth would become substantial at 31 percent.

While export of medical devices has been increasing, 'local innovation' by MNCs and domestic manufacturers is expected to drive growth. Medical devices exports have been growing at a CAGR of 12 percent which indicates a promising domestic manufacturing industry, added Mr. Dasgupta.

As the demand for medical devices increases, India is expected to contribute significantly to the growth of global medical devices industry. MNCs like General Electric, Philips, Medtronic, Siemens etc. have been increasing their manufacturing footprint and research centers in India both for Indian market as well as for exports.

Newer MARKETS are opening up due to India-based innovation. USA, Africa, Middle East, China and South East Asia are a few key export destinations from India. India presents a good opportunity for companies to de-risk their business from dependency on one manufacturing location and tap potentially huge domestic market at the same time.

Given the criticality of medical devices for growth of the healthcare sector and challenges faced in medical devices manufacturing, it is imperative for the stakeholders in the medical devices and the larger healthcare ecosystem to constructively engage with the Government to facilitate 'Make in India' for the medical devices industry, emphasized Mr. Anjan Bose, Secretary General, NATHEALTH.

The Government can shape the growth of indigenous manufacturing in its role as a policymaker, development agency and buyer of medical devices. NATHEALTH-Deloitte recommends incentivize medical devices manufacturing - Provide CENVAT/Duty credit on raw materials of medical devices, enable concession duty, VAT parity with imported equipment; facilitate FDA or FDA equivalent certifications for ensuring quality.

NATHEALTH asks for separate regulations for medical devices and stresses on state specific incentivization for manufacturing. Trust deficit and unethical practices being a major issue of healthcare
industry, NATHEALTH has also developed 'Code of Ethics' in collaboration with Indian Medical Association (IMA) which was released at the event.

Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals and the Champion of the Code of Ethics Initiative at NATHEALTH said, "Over the last few decades, our country has witnessed a revolution in medicine. There is a much greater understanding of diagnosis and treatment of diseases, medical care has become lot more accessible and affordable, technology is changing the care paradigm, innumerable lives have been saved, and the noteworthy aspect is that at the core of all this positive progress is the resolute commitment to provide superlative patient care. The private sector has worked with the government to bring in quality standards in the country and now the time is right to bring in a change in the way the private healthcare sector is being perceived. This initiative, a voluntary Code of Ethics initiated by NATHEALTH, a model of self-regulation resonates with this valued goal and it speaks of intent for continuous improvement."

Dr KK Aggarwal, Honorary Secretary General, IMA explained, "The Code is intended to provide guidance to the members with regards to their conduct and interactions with patients/end users, and other stakeholders so as to ensure that their daily activities, efforts and interactions are undertaken in an ethical, honest manner within the parameters of law for the advancement of healthcare and improved patient care in India."

About NATHEALTH
NATHEALTH has been created with the vision to 'be the credible and unified voice in improving access and quality of healthcare.' Leading healthcare service providers, medical technology providers (devices & equipment), diagnostic service providers, health insurance companies, health education institutions, healthcare publishers and other stakeholders have come together to build NATHEALTH as a common platform to power the next wave of progress in Indian healthcare. NATHEALTH is an inclusive institution that has representation of small and medium hospitals, and nursing homes. NATHEALTH is committed to working on its mission to encourage innovation, help bridge the skill and capacity gap, help shape policy & regulations and enable the environment to enable long term growth. NATHEALTH aims to help build a better and healthier future for both rural and urban India.

According to the report, the global medical devices and technology MARKET is expected to grow to $520 billion (nearly Rs 34.62 lakh crore) by 2020.

Domestic medical devices market is estimated to grow organically at 15% to $8.6 billion (nearly Rs 57,263.1 crore) by 2020 and industry estimates indicate a much larger potential to grow to $50 billion (nearly Rs 3.33 lakh crore) by 2025, says a report. "The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The MARKET is estimated to grow organically at 15% to $8.6 billion (nearly Rs 57,263.1 crore) by 2020, significantly higher than global industry growth of 4-6 %," a report by Deloitte and NATHealth said.

The global medical devices and technology MARKET is expected to grow to $520 billion (nearly Rs 34.62 lakh crore) by 2020 from an estimated $3.7 billion (nearly Rs 24,636.45 crore) in 2014.
Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.

With technological advancements, the role of medical devices is now expanding to improve the quality of care at each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

The country’s healthcare industry is on a high growth trajectory having evolved significantly in the last decade.

From the current levels, the industry is expected to reach $45 billion (nearly Rs 2.99 lakh crore) by 2018 and over $280 billion (nearly Rs 18.64 lakh crore) by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at $3 (nearly Rs 199.5), compared to other economies such as $7 (nearly Rs 465.5) in China, $21 (nearly Rs 1,396.5) in Brazil and $42 (nearly Rs 2,793) in Russia.

The Government of India’s ‘Make in India’ initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

The Central government has in recent years, implemented several policy measures to address the challenges of medical devices industry. Some of these include Draft Drugs and Cosmetics Amendments Bill (2015), 100% foreign direct INVESTMENT (FDI) in medical devices under automatic route and 'Make in India' initiative for promoting indigenous manufacturing.

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"The healthcare sector is expected to reach USD 145 billion by 2018 and over USD 280 billion by 2025. Though India's healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare in the country," said Mr. Anjan Bose, Secretary General, NATHEALTH.

"Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector," added Mr. Bose.

Medical technology cost in setting up a tertiary care hospital amounts to 30-40 percent. Cost of medical technology/equipment/devices is 20-25 percent of total healthcare cost for a patient.

"Given the increasing demand for healthcare and the critical role of medical devices in providing affordable and accessible health, the time is right to align the eco system to view medical devices as a strategic driver. The 'Make in India' initiative is the perfect opportunity to create a step change in Indian healthcare and especially in the medical devices industry," said Ms. Charu Sehgal, Partner and Life Sciences & Healthcare Leader, Deloitte India.

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http://business.medicaldialogues.in/medical-devices-market-to-witness-8-6-billion-growth-2020-report/
Max Group's Rahul Khosla elected NATHEALTH president

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Press Trust of India | Mumbai March 20, 2016 Last Updated at 11:42 IST

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http://www.dailypost.in/business/57745-medical-devices-market-to-grow-to-8-6-bn-by-2020
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According to the report, the global medical devices and technology market is expected to grow to $520 billion (nearly Rs 34.62 lakh crore) by 2020.

Domestic medical devices market is estimated to grow organically at 15% to $8.6 billion (nearly Rs 57,263.1 crore) by 2020 and industry estimates indicate a much larger potential to grow to $50 billion (nearly Rs 3.33 lakh crore) by 2025, says a report.

"The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15% to $8.6 billion (nearly Rs 57,263.1 crore) by 2020, significantly higher than global industry growth of 4-6 %," a report by Deloitte and NATHealth said.

The global medical devices and technology market is expected to grow to $520 billion (nearly Rs 34.62 lakh crore) by 2020 from an estimated $3.7 billion (nearly Rs 24,636.45 crore) in 2014.
Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.

With technological advancements, the role of medical devices is now expanding to improve the quality of care at each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

The country’s healthcare industry is on a high growth trajectory having evolved significantly in the last decade.

From the current levels, the industry is expected to reach $45 billion (nearly Rs 2.99 lakh crore) by 2018 and over $280 billion (nearly Rs 18.64 lakh crore) by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at $3 (nearly Rs 199.5), compared to other economies such as $7 (nearly Rs 465.5) in China, $21 (nearly Rs 1,396.5) in Brazil and $42 (nearly Rs 2,793) in Russia.

The Government of India’s 'Make in India' initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

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Nathealth, IMA issue code of ethics for healthcare sector

The Healthcare Federation of India (Nathealth), in collaboration with Indian Medical Association (IMA), on March 19 released a "Code of Ethics" for the medical industry.

President of Nathealth, Shivinder Mohan Singh, said, "An MoU between IMA and Nathealth to develop a joint Code of Ethics would be able to support the government's aim of universal healthcare through strong self-regulation."

He said that unethical behaviour and business practices are always distressing, especially in healthcare, as trust is integral to healing. It is imperative that we develop a nationally accepted, unified set of standard value-based practices that would guide the delivery of ethical healthcare services to patients, he stressed.

Speaking on the occasion, Dr K K Aggarwal, Hon Secretary General, IMA said, "Self Code of Ethics is the need of the hour. The MoU will help us to achieve the goal of 'Clean Medical World' in collaboration with leaders in the healthcare sector.”

"IMA will be able to sensitize its members as regards their conduct and interactions with patients/ end users, and other stakeholders so as to ensure that their daily activities, efforts and interactions are undertaken in an ethical, honest manner within the parameters of Law for the advancement of healthcare and improved patient care in India,” he added.

Dr Prathap C Reddy, Founder President of Nathealth said the last few decades in India have witnessed a revolution in medicine driven by rapidly changing technology and increased access to diagnostic testing and medical care.

"The Code of Ethics being developed jointly by Nathealth and IMA resonates with this valued goal and is in recognition of the need for self-regulation by all members of the healthcare ecosystem, he said.

Indian Healthcare to be a $280 bn Industry by 2025

The Indian healthcare sector is expected to become a USD 145 bn industry by 2018 and a USD 280 billion industry by 2025, according to a report by the Healthcare Federation of India (NatHealth).

“Though India’s healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare in the country. It is believed to be the next big thing after IT and predicted to become a USD 280 billion industry by 2025,” said Anjan Bose, Secretary General, NatHealth.

“Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector”, added Bose.

Medical technology costs in setting up a tertiary care hospital amounts to 30-40% Cost of medical technology/equipment/devices is 20-25% of total healthcare cost for a patient.

Participating in a NatHealth event, Charu Sehgal, of Deloitte India, said, “The ‘Make in India’ initiative is the perfect opportunity to create a sea change in Indian healthcare and especially in the Medical Devices Industry”.

Sushobhan Dasgupta, President, NatHealth, informed that the medical devices market has grown annually at 10% in the past decade and is expected to have an organic growth of 15% in the medium-term against global industry growth of 4-5%.

Industry estimates that India’s medical devices market has the potential to become a USD 50 bn industry by 2025, when the contribution of India to the incremental medical devices industry growth would become substantial at 31%.

Medical devices exports have been growing at a CAOR of 12% which indicates a promising domestic manufacturing industry, added Dasgupta.

As the demand for medical devices increases, India is expected to contribute significantly to the growth of global medical devices industry. MNCs like General Electric, Philips, Medtronic, Siemens etc. have been increasing their manufacturing footprint and research centers in India both for the Indian market as well as for exports.
NEW DELHI

21 MARCH 2016

http://www.drugtodayonline.com/

Given the criticality of medical devices for growth of the healthcare sector and challenges faced in medical devices manufacturing, it is imperative for the stakeholders in the medical devices and the larger healthcare ecosystem to constructively engage with the Government to facilitate ‘Make in India’ for the medical devices industry, emphasized Mr. Anjan Bose.

Preetha Reddy, Vice Chairperson, Apollo Hospitals, said, “The private sector has worked with the government to bring in quality standards in the country and now the time is right to bring in a change in the way the private healthcare sector is being perceived.”

Medical devices market likely to grow to $8.6 billion by 2020: Report

By PTI | Mar 20, 2016, 01:17 PM IST

MUMBAI: Domestic medical devices market is estimated to grow organically at 15 per cent to $8.6 billion by 2020 and industry estimates indicate a much larger potential to grow to $50 billion by 2025, says a report.

"The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The medical device market is estimated to grow organically at 15 per cent to $8.6 billion by 2020, significantly higher than global industry growth of 4-6 per cent," a report by Deloitte and NATHealth said.

The global medical devices and technology market is expected to grow to $520 billion by 2020 from an estimated $3.7 billion in 2014.

Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.
With technological advancements, the role of medical devices is now expanding to improve quality of care across each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

The country’s healthcare industry is on a high growth trajectory having evolved significantly in the last decade. From the current levels, the industry is expected to reach $145 billion by 2018 and over $280 billion by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at $3, compared to other economies such as $7 in China, $21 in Brazil and $42 in Russia.

The Government of India’s ‘Make in India’ initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

The Central government has in recent years, implemented several policy measures to address the challenges of medical devices industry. Some of these include, Draft Drugs & Cosmetics Amendments Bill (2015), 100 per cent FDI in medical devices under automatic route and ‘Make in India’ initiative for promoting indigenous manufacturing.

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http://feedbackconsulting.com/medical-devices-market-likely-to-grow-to-8-6-billion-by-2020/
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http://finance.indiaeveryday.in/fullnews-medical-devices-market-likely-to-grow-to-8-6-billion-by-1023-1907813.htm
Healthcare sector to reach over USD 280 bn by 2025 – NATHEALTH

NATHEALTH partnered with Deloitte to present imperatives and develop recommendations for actualizing ‘Make in India’ for the medical devices industry and released ‘Code of Ethics’ in collaboration with Indian Medical Association (IMA). ETHealthWorld | 22 March 2016, 4:44 PM IST

New Delhi: NATHEALTH, Healthcare Federation of India, an apex body for the healthcare sector held its 3rd Annual Event - NATEv2016 here in New Delhi today. NATHEALTH partnered with Deloitte to present imperatives and develop recommendations for actualizing 'Make in India' for the medical devices industry and released 'Code of Ethics' in collaboration with Indian Medical Association (IMA).

"The healthcare sector is expected to reach USD 145 bn by 2018 and over USD 280 bn by 2025. Though
India's healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare in the country", said Mr. Anjan Bose, Secretary General, NATHEALTH

"Lower financing & expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector", added Mr. Bose.

Medical technology cost in setting up a tertiary care hospital amounts to 30-40%. Cost of medical technology/equipment/devices is 20-25% of total healthcare cost for a patient.

"Given the increasing demand for Healthcare and the critical role of Medical devices in providing affordable and accessible health, the time is right to align the eco system to view medical devices as a strategic driver. The "Make in India" initiative is the perfect opportunity to create a step change in Indian healthcare and especially in the Medical Devices Industry", said Ms. Charu Sehgal, Partner and Life Sciences & Healthcare Leader, Deloitte India.

The medical devices market is estimated to grow organically at ~15 percent to USD 8.6 bn by 2020. Though the current domestic medical devices market represents only 1% of the global market, India is among top 20 in the world and among the top 4 in Asia (after China, Japan, South Korea). The medical devices market has grown at 10% in the past decade and is expected to have an organic growth of ~15% in the medium-term against global industry growth of 4 - 5%, informed Sushobhan Dasgupta, President, NATHEALTH.

Industry estimates that India's medical devices market has the potential to become USD 50 bn industry by 2025 when the contribution of India to the incremental medical devices industry growth would become substantial at 31%.

While export of medical devices have been increasing, 'local innovation' by MNCs and domestic manufacturers is expected to drive growth. Medical devices exports have been growing at a CAGR of ~12% which indicates a promising domestic manufacturing industry added Mr. Dasgupta.

As the demand for medical devices increases, India is expected to contribute significantly to the growth of global medical devices industry. MNCs like General Electric, Philips, Medtronic, Siemens etc. have been increasing their manufacturing footprint and research centers in India both for Indian market as well as for exports.

Newer Markets are opening up due to India-based innovation. USA, Africa, Middle East, China and South
East Asia are a few key export destinations from India. India presents a good opportunity for companies to de-risk their business from dependency on one manufacturing location and tap potentially huge domestic market at the same time.

Given the criticality of medical devices for growth of the healthcare sector and challenges faced in medical devices manufacturing, it is imperative for the stakeholders in the medical devices and the larger healthcare ecosystem to constructively engage with the Government to facilitate 'Make in India' for the medical devices industry, emphasized Mr. Anjan Bose, Secretary General, NATHEALTH.

The Government can shape the growth of indigenous manufacturing in its role as a policymaker, development agency and buyer of medical devices.

NATHEALTH-Deloitte recommends to incentivize medical devices manufacturing - Provide CENVAT/Duty credit on raw materials of medical devices, Enable concession duty, VAT parity with imported equipment; Facilitate FDA or FDA equivalent certifications for ensuring quality.

NATHEALTH asks for separate regulations for medical devices and stresses on State specific incentivization for manufacturing.

Trust deficit and unethical practices being a major issue of healthcare industry, NATHEALTH has also developed 'Code of Ethics" in collaboration with Indian Medical Association (IMA) which was released at the event.

Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals and the Champion of the Code of Ethics Initiative at NATHEALTH said, "Over the last few decades, our country has witnessed a revolution in medicine, there is a much greater understanding of diagnosis and treatment of diseases, medical care has become lot more accessible and affordable, technology is changing the care paradigm, innumerable lives have been saved and the noteworthy aspect is that at the core of all this positive progress is the resolute commitment to provide superlative patient care. The private sector has worked with the government to bring in quality standards in the country and now the time is right to bring in a change in the way the private healthcare sector is being perceived. This initiative, a voluntary Code of Ethics initiated by NATHEALTH, a model of self-regulation resonates with this valued goal and it speaks of intent for continuous improvement."

Dr KK Aggarwal, Honorary Secretary General, IMA explained, "The Code is intended to provide guidance to the Members as regards their conduct and interactions with patients/ end users, and other
stakeholders so as to ensure that their daily activities, efforts and interactions are undertaken in an ethical, honest manner within the parameters of Law for the advancement of healthcare and improved patient care in India."

Max Group's Rahul Khosla elected NATHEALTH president

Khosla, who is also Chairman, Max India, Max Life and Max Healthcare, succeeds Sushobhan Dasgupta, MD, India, Johnson and Johnson Medical India, VP, Diabetes Care Asia Pacific, NATHEALTH said in a statement.
New Delhi: Healthcare apex body NATHEALTH today announced the election of Max Group President Rahul Khosla as its President.

Khosla, who is also Chairman, Max India, Max Life and Max Healthcare, succeeds Sushobhan Dasgupta, MD, India, Johnson and Johnson Medical India, VP, Diabetes Care Asia Pacific, NATHEALTH said in a statement.

The body further said GE Healthcare President & CEO, India & South Asia Milan Rao has been elected as the Vice-President, while BD Managing Director Varun Khanna becomes the secretary.

Fortis Healthcare President Daljit Singh has been elected as the treasurer, it said.

Khosla said, "At NATHEALTH, we have established a unique collaborative platform to progress healthcare as a priority sector, we look forward to developing and implementing a comprehensive plan to achieve the vision of universal and consistent healthcare in India."

He further said the government and private healthcare providers need to work in tandem to develop a cohesive blueprint for healthcare provision and funding.

"There are tremendous opportunities to improve infrastructure, talent, regional outreach and consistency in access, affordability and quality of the Indian healthcare ecosystem," Khosla said.

Mistrust is developed only in the absence of transparency: Daljit Singh

_NatHealth has chosen to partner with the IMA to draw its code of ethics and drive that as an instrument to ensure the right behaviour and enhancing trust with the community and the patients at large._

Daljit Singh, President, Fortis Healthcare Limited, Gurgaon, talks to ETHealthworld about the importance of ethics in sustaining the trust between the patient and the medical fraternity.
1. How does NatHealth plan to bring about a change in the code of ethics?
Ethics as a subject is very simple. It is about doing the right things with the right intention. Ethics related to healthcare has been a very prominent piece of discussion for several decades and the main reason being that there has been an erosion of the trust between doctors and patients, between healthcare institutions and patients and between healthcare institution and doctors.

The mistrust is based upon the fact that some of the healthcare institutions or doctors don't necessarily do the right things or are not transparent enough. In the absence of this transparency there is a mistrust which is actually developed and therefore NatHealth has taken this as one of the pillars of it's initiative.

We aim to bring about a frame work that will lead a better self regulation amongst members of the medical community. NatHealth has very correctly chosen to partner with IMA to draw its code of ethics and drive that as an instrument to ensure the right behaviour and enhance trust with the community and the patients at large.

2. What do you feel about the widening gap between the doctor-patient relationship?
The important fact is that there is a gap and I believe that the gap needs to be recognised first, the underlined reasons for them needs to be better understood and we need to take corrective actions.

3. How have you targeted your growth plan for Fortis healthcare?
Fortis healthcare Limited is a relatively a young organisation. Our focus is around certain key themes like patient care and patient engagement. The second theme is our ability to look at clinical excellence and clinical outcomes and therefore whatever we do in the clinical domain must necessarily deliver positive results. Third is to do with employee engagement which means how well are the employees engaged with the purpose of the organisation and how attractive are we as employers to prospective people who are looking for roles
with the organisation. The fourth pillar that is very important is the connect with the community. Fifth is building the confidence of our investor's community and all the stake holders who depend upon our organisation.

Our entire attention is focussed on these pillars and building the very trust. We are perhaps the pioneering organisation in the country that is now in a position to declare the clinical outcomes which has been measured on parameters that are accepted by the best institutions worldwide.

4. **What is your future plan as a healthcare provider?**
Our future plan is around quality. The thing that we want as an organisation is to be a very good provider of healthcare and bring in the right quality, the right attitude and being the best in that domain is perhaps the most important objective that we are pursuing.

Ethics in healthcare is most important compared to any other industry: Anjan Bose

Anjan Bose, Secretary General, NATHealth, New Delhi, talks to ETHealthworld about their work and mission to improve the healthcare sector. 31 March 2016, 11:08 AM IST | Duration: 06:07

http://health.economictimes.indiatimes.com/videos/Ethics-in-healthcare-is-most-important-compared-to-any-other-industry-Anjan-Bose/51627305
We need to create a framework of proper engagement with the government: Rahul Khosla

*NATHealth is a unique collaborative platform to progress healthcare as a priority sector. It aims at developing and implementing a comprehensive plan to achieve the vision of universal and consistent healthcare in India.*

Rahul Khosla, President Max Group and President NatHealth, New Delhi, talks to ETHealthworld about the progress of healthcare as a priority sector and shares his vision for implementing a comprehensive plan to achieve universal healthcare.
1. As you are the incoming president of NatHealth, what are the key things you would like to drive?

The most fundamental platform that I would like to drive is to create a framework of proper engagement with the government, not on the basis of requests or wish lists but on the basis of a business case which makes sense to ensure quality, accessibility and affordability is uniformly provided across India.

NatHealth represents a very diverse element of the value chain and this is a very unique opportunity for us to represent what we can do with partnership; in collaboration with the government to be able to progress the health agenda. So far that engagement has been sporadic at best. I would like to create a much more holistic engagement and a much more comprehensive engagement which is based on intelligent analysis of the benefits of progressing and also the costs of not doing so.

2. As the Chairman of Max healthcare, you have recently announced two acquisitions. How do you plan to make them a success?

We plan to make them a success with hard work, knowledge and experience that we have of running a large network of hospitals. I think it starts with reiterating the values we have in terms of providing excellence in both clinical as well as service related outcomes, hiring the very best that India has to offer by way of doctors, technicians, paramedical forces, nurses and so on.

We ensure that the hospitals that we have acquired are embedded with the very best practices; the very best protocols, the ability of us to have very best equipment in terms of cutting edge, leading edge technology.

All of these components which make sense form a management perspective to make these successful. So we have a lot of experience in running tertiary
quatervinary care in our hospitals and this is an area where we would also like to specialize, to make sure that these new acquisitions embrace that philosophy.

3. Any other future plans?
Our future plans are to make Max Healthcare the epitome of patient care and I think you will see this network growing in terms of capacity as well as in terms of reputation. We work very hard to be able to provide an exemplary level of care, patient care for our customers.

4. Tell us about technology at Max Healthcare.
Max Healthcare has always been at the forefront of technology. We were the pioneers for example in the medical health record systems which we INVESTED in 5 - 6 years back are functioning in our hospitals. All of our equipments are cutting edge. We make it a point that we refresh this equipment and all the devices periodically to make sure that we are abreast of all our efficiencies, accuracies and the effectiveness that it can be deployed for.

In addition, we also have a network of hospitals which we manage through sharing resources and practices. For example, we have a virtual tumor board for cancer patients where our 13 or 14 hospital doctors can collaborate across a virtual system and decide on the pathways for patient care depending upon people's opinions and experiences.

Another very interesting example is that in Punjab we are successfully doing outreach in terms of providing care to villages which are quite distant from a hospital by way of virtual connectivity and how we can deliver outpatient or even remote care through these means of technology. Last and not the least, our infrastructure has always been top class and that is something that contributes enormously to patient care.

Medical devices market likely to grow to $8.6 billion by 2020: Report

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

PTI  |  20 March 2016, 3:00 PM IST

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The country's healthcare industry is on a high growth trajectory having evolved significantly in the last decade. From the current levels, the industry is expected to reach $145 billion by 2018 and over $280 billion by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at $3, compared to other economies such as $7 in China, $21 in Brazil and $42 in Russia.

The Government of India's 'Make in India' initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

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NEW DELHI, March 19 -- While promoting 'Make in India' initiative of the Modi Government, the Healthcare Federation of India (Nathealth) in collaboration with Indian Medical Association (IMA) released "Code of Ethics" for the medical industry.

According to the Anjan Bose, secretary general of Nathealth, there is trust deficit in the medical sector such as big hospitals do not trust small hospitals, lack of trust between laboratory with hospitals and rapid degradation of the image of healthcare system in India. To have the optimum response in the healthcare, work should be done together and trust should be built, and only then healthcare system can reach over $280 billion by 2025.

Talking to The Pioneer, Bose said: "Trust deficit and uneth...
Medical devices market likely to grow to USD 8.6 billion by 2020

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http://huntnews.in/p/detail/2236776046472639?uc_param_str=dnfrpfibesscpimibtmn尼斯iejbauu toggdnw&pos=1458456480019&channel=sports&chnct=categoryenglish
स्वास्थ्य सेवा क्षेत्र 2018 तक 145 अरब डॉलर का होगा : नैटहेल्थ (19:21) (With Images)

नई दिल्ली, 18 मार्च (आईएएनएस)| स्वास्थ्य सेवा क्षेत्र के वर्ष 2018 तक 145 अरब डॉलर एवं वर्ष 2025 तक 280 अरब डॉलर तक पहुंच जाने की उम्मीद है, लेकिन देश में गुणवत्ता युक्त स्वास्थ्य सेवा उपलब्ध कराने में अनेक प्रकार की चुनौतियाँ अब भी मौजूद हैं।

http://ianshindi.com/
Size of Indian medical devices industry pegged at $8.6B by 2020: Report

March 21, 2016 17:04 IST
By Bismah Malik

The Indian medical devices industry is expected to grow organically at 15 percent to $8.6 billion by 2020, a report issued by Deloitte India and HealthCare Foundation of India (NAT Health) highlighted. Industry estimates, however, peg the growth at 28 percent to $50 billion by 2025, the report said.

The medical devices market in India grew at a compounded annual growth rate (CAGR) of 10 percent in the past five years, reaching $3.7 billion in 2014. The Indian medical
devices industry would even grow faster than the global medical devices industry by 2020, according to the report.

"From 2014 levels, if the industry continues on its organic growth trajectory, it is expected to reach $8.6 billion in size by 2020, growing at a CAGR of around 15 percent against the expected global industry growth of 4-6 percent," the report added.

India accounts for over 1.3 percent of the global medical devices market which is worth $335 billion. The U.S. dominates the global markets of medical devices currently.

The report noted that the medical devices industry growth in India will be driven by the 'Make in India' kind of government initiatives that focus on indigenous manufacturing and exports and sales from local innovations.

"Under such circumstances, India can contribute significantly to the global medical devices industry by 2025-2030. The contribution of Indian medical devices market to the incremental growth of the global market for 2020-2025 is expected to be around 30 percent ($33.6 billion in the overall global contribution of $ 108.6 billion), which is significant for global trade," the report said.

The report further said four major segments of the Indian medical devices industry include consumables and implants, diagnostic imaging, instruments and appliances and patient aids.

Instruments and appliances represent the largest segment of the medical devices industry in India, constituting 34 percent ($1.26 billion) of the total industry size in 2014. It is expected to grow at a rate of 15 percent in between 2014 and 2020. Therapeutic appliances will lead the growth in this segment growing at a CAGR of 19 percent.
Healthcare Sector to Reach Over USD 280 Billion by 2025 – NATHEALTH

PR Newswire India

NEW DELHI, March 18, 2016 /PRNewswire/ --

- Medical Devices MARKET Expected to Grow to USD 8.6 Billion by 2020: NATHEALTH-Deloitte 'Make In India' Paper

- India Among top 20 in the World in Medical Devices MARKET

NATHEALTH, Healthcare Federation of India, an apex body for the healthcare sector held its 3rd Annual Event - NATEv2016 in New Delhi today. NATHEALTH partnered with Deloitte to present imperatives and develop recommendations for actualizing 'Make in India' for the medical devices industry and released 'Code of Ethics' in collaboration with Indian Medical Association (IMA).

"The healthcare sector is expected to reach USD 145 billion by 2018 and over USD 280 billion by 2025. Though India's healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare in the country," said Mr. Anjan Bose, Secretary General, NATHEALTH.

"Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector," added Mr. Bose.

Medical technology cost in setting up a tertiary care hospital amounts to 30-40 percent. Cost of medical technology/equipment/devices is 20-25 percent of total healthcare cost for a patient.

"Given the increasing demand for healthcare and the critical role of medical devices in providing affordable and accessible health, the time is right to align the eco system to view medical devices as a strategic driver. The 'Make in India' initiative is the perfect opportunity to create a step change in Indian healthcare and especially in the medical devices industry," said Ms. Charu Sehgal, Partner and Life Sciences & Healthcare Leader, Deloitte India.

The medical devices market is estimated to grow organically at 15 percent to USD 8.6 billion by 2020. Though the current domestic medical devices market represents only 1 percent of the global market, India is among the top 20 in the world and among the top 4 in Asia (after China, Japan, South Korea). The medical devices market has grown at 10 percent in the past decade and is expected to have an organic growth of 15 percent in the medium-term against global industry growth of 4 - 5 percent," informed Sushobhan Dasgupta, President, NATHEALTH.
Industry estimates that India's medical devices market has the potential to become USD 50 billion industry by 2025 when the contribution of India to the incremental medical devices industry growth would become substantial at 31 percent.

While export of medical devices has been increasing, 'local innovation' by MNCs and domestic manufacturers is expected to drive growth. Medical devices exports have been growing at a CAGR of 12 percent which indicates a promising domestic manufacturing industry, added Mr. Dasgupta.

As the demand for medical devices increases, India is expected to contribute significantly to the growth of global medical devices industry. MNCs like General Electric, Philips, Medtronic, Siemens etc. have been increasing their manufacturing footprint and research centers in India both for Indian market as well as for exports.

Newer markets are opening up due to India-based innovation. USA, Africa, Middle East, China and South East Asia are a few key export destinations from India. India presents a good opportunity for companies to de-risk their business from dependency on one manufacturing location and tap potentially huge domestic market at the same time.

Given the criticality of medical devices for growth of the healthcare sector and challenges faced in medical devices manufacturing, it is imperative for the stakeholders in the medical devices and the larger healthcare ecosystem to constructively engage with the Government to facilitate 'Make in India' for the medical devices industry, emphasized Mr. Anjan Bose, Secretary General, NATHEALTH.

The Government can shape the growth of indigenous manufacturing in its role as a policymaker, development agency and buyer of medical devices. NATHEALTH-Deloitte recommends incentivize medical devices manufacturing - Provide CENVAT/Duty credit on raw materials of medical devices, enable concession duty, VAT parity with imported equipment; facilitate FDA or FDA equivalent certifications for ensuring quality.

NATHEALTH asks for separate regulations for medical devices and stresses on state specific incentivization for manufacturing. Trust deficit and unethical practices being a major issue of healthcare industry, NATHEALTH has also developed 'Code of Ethics' in collaboration with Indian Medical Association (IMA) which was released at the event.

Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals and the Champion of the Code of Ethics Initiative at NATHEALTH said, "Over the last few decades, our country has witnessed a revolution in medicine. There is a much greater understanding of diagnosis and treatment of diseases, medical care has become lot more accessible and affordable, technology is changing the care paradigm, innumerable lives have been saved, and the noteworthy aspect is that at the core of all this positive progress is the resolute commitment to provide superlative patient care. The private sector has worked with the government to bring in quality standards in the country and now the time is right to bring in a change in the way the private healthcare sector is being perceived. This initiative, a voluntary Code of Ethics
initiated by NATHEALTH, a model of self-regulation resonates with this valued goal and it speaks of intent for continuous improvement."

**Dr KK Aggarwal, Honorary Secretary General, IMA explained**, "The Code is intended to provide guidance to the members with regards to their conduct and interactions with patients/end users, and other stakeholders so as to ensure that their daily activities, efforts and interactions are undertaken in an ethical, honest manner within the parameters of law for the advancement of healthcare and improved patient care in India."

**About NATHEALTH**

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Deloitte and NATHEALTH Report: Medical Devices: Making in India – A Leap for Indian Healthcare

NR INDRAN / INT / Health / Pharma

Deloitte Touche Tohmatsu India LLP (DTTILLP) in association with NATHEALTH has released a report on “Medical Devices: Making in India – A Leap for Indian Healthcare”. The report maps the healthcare landscape and role of the medical devices industry, identifies the key constraints and imperatives to leverage the ‘Make in India’ opportunity.

The Indian Healthcare industry is on a high growth trajectory having evolved significantly in the last decade. From the current levels, the industry is expected to reach USD 145 billion by 2018 and over USD 280 billion by 2025. Factors such as changing demographics, rising life expectancy, and growing population have contributed to higher demand for medical care. However, healthcare provision remains inequitable and challenges in access to quality, affordable healthcare persist in large parts of the country.

The medical devices sector has also grown considerably during this period and plays a critical role at each stage of the healthcare continuum. Although it has been instrumental in improving access and affordability of healthcare services, a number of ecosystem constraints have led to a high dependence on imports for addressing domestic demand.

Charu Sehgal, Leader – Life Sciences and Healthcare, DTTILLP said “In India, demand for medical devices is currently met significantly through imports. Given the growing demand, this presents an opportunity for accelerating, in a phased manner, indigenous manufacturing of medical devices. The objective would be to manufacture medical devices that are cost competitive and of the highest quality. This will ensure improved access and affordability for large sections of our society. It is in this context that the Make in India initiative becomes extremely important for the medical devices industry.”
The medical devices market is estimated to grow organically at 15% to USD 8.6 billion by 2020. Industry estimates indicate a much larger potential to grow at 28% to USD 50 billion by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at USD 3, compared to other economies such as USD 7 in China, USD 21 in Brazil and USD 42 in Russia.

The demand and supply side dynamics provide a significant opportunity and rationale for manufacturing medical devices in India. The Government of India’s ‘Make in India’ initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector.

Charu further added, “For ‘Make in India’ to realize its vision and objective in the healthcare sector, there is an immediate need for the Government, Industry and other stakeholders including academia, research institutes and funding agencies to identify and make coordinated efforts to create an ecosystem that will facilitate indigenous manufacturing of medical devices in India”.

The Government of India is the key contributor in developing a conducive policy and regulatory environment and, laying out an implementation framework for the growth of indigenous manufacturing of medical devices. Simultaneously, industry need to work with the Government to encourage innovation and indigenization among its members, thereby improving access to affordable and quality healthcare.

The report is an outcome of extensive research and several rounds of deliberations with stakeholders across the government and healthcare industry.

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Given the criticality of medical devices for growth of the healthcare sector and challenges faced in medical devices manufacturing, it is imperative for the stakeholders in the medical devices and the larger healthcare ecosystem to constructively engage with the Government to facilitate Make in India for the medical devices industry, emphasized Mr. Anjan Bose, Secretary General, NATHEALTH.

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Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals and the Champion of the Code of Ethics Initiative at NATHEALTH said, "Over the last few decades, our country has witnessed a revolution in medicine." (MORE) PRN AKG

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http://indiatoday.intoday.in/story/nathealth-3/1/623792.html
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स्वास्थ्य सेवा क्षेत्र 2018 तक 145 अरब डॉलर का होगा : नैटहेल्थ

राष्ट्रीय

Friday, 18 March 2016 19:30

नई दिल्ली, 18 मार्च (आईएएनएस)। स्वास्थ्य सेवा क्षेत्र के वर्ष 2018 तक 145 अरब डॉलर एवं वर्ष 2025 तक 280 अरब डॉलर तक पहुंच जाने की उम्मीद है, लेकिन देश में गुणवत्ता युक्त स्वास्थ्य सेवा उपलब्ध कराने में अनेक प्रकार की चुनौतियाँ अब भी मौजूद हैं।

हेल्थकेयर क्षेत्र की एक शीर्ष निकाय हेल्थकेयर फेडरेशन ऑफ़ इंडिया (नैटहेल्थ) ने वार्षिक आयोजन 'नेटइव 2016' के दौरान नैटहेल्थ के महाराजवंश अंजन बोस ने कहा, "स्वास्थ्य सेवा क्षेत्र के वर्ष 2018 तक 145 अरब डॉलर एवं वर्ष 2025 तक 280 अरब डॉलर तक पहुंच जाने की उम्मीद है। हालांकि भारत का स्वास्थ्य सेवा क्षेत्र पिछले दशक में काफी उल्लेखनीय तरीके से विकसित हुआ है, लेकिन देश में गुणवत्ता युक्त स्वास्थ्य सेवा उपलब्ध कराने में अनेक प्रकार की चुनौतियाँ अब भी मौजूद हैं।"

बोस ने कहा, "स्वास्थ्य सेवा पर कम खर्च, स्वास्थ्यसेवा से संबंधित अपर्याप्त आधारभूत संरचना एवं दौरे रोगों का दबाव इस क्षेत्र की प्रमुख चुनौतियाँ हैं।"

नैटहेल्थ ने वार्षिक आयोजन 'नेटइव 2016' के दौरान यहां शुरुवात को अस्पतालों के लिए कोड ऑफ एथिस्क को जारी किया। विश्वास की कमी एवं अनैतिक गतिविधियों स्वास्थ्य सेवा उद्योग की प्रमुख समस्याएं रही हैं जिससे निपटने के लिए नैटहेल्थ ने इंडियन मेडिकल एसोसिएशन (इमए) के सहयोग से 'कोड ऑफ एथिस्क्स' को भी विकसित किया है।

वहीं चिकित्सा उपकरण उद्योग के लिए मैक इन इंडिया प्रोग्राम को सकारात्मक बनाने हेतु सिफारिशों को तैयार करने के लिए नैटहेल्थ ने डेलोइट के साथ साझेदारी की है।

डेलोइट इंडिया की पार्टनर एवं लाइफ साइंस एंड हेल्थकेयर लीडर, चार्ल्स झॉर्सन ने कहा, "स्वास्थ्य सेवा के लिए बढ़ती हुई मांग एवं किफायती व पहुंच योग्य स्वास्थ्य उपलब्ध कराने में चिकित्सा उपकरण की महत्वपूर्ण मूल्यक को देखते हुए यह समय एक ऐसी प्रणाली को अपनाने के लिए उपयुक्त है, जो चिकित्सा उपकरण को एक राजनीतिक चालक के रूप में इस्तेमाल करे।"

नैटहेल्थ के अध्यक्ष सुशोभन दासमुप्ता ने कहा, "वर्ष 2020 तक चिकित्सा उपकरण बाजार के 15 प्रतिशत की दर से बढ़ कर 8.6 अरब डॉलर तक पहुंच जाने की उम्मीद है। हालांकि, हमारा वर्तमान परिस्थल चिकित्सा उपकरण बाजार वैश्विक बाजार के केवल 1 प्रतिशत का प्रतिनिधित्व करता है, लेकिन फिर भी भारत विश्व के शीर्ष 20 एवं एशिया के शीर्ष 4 (चीन, जापान, दक्षिण कोरिया के बाद) देशों में युगान्त है।"
वहीं, बोस ने इस बात पर बल दिया, "स्वास्थ्य सेवा क्षेत्र के विकास के लिए चिकित्सा उपकरणों की महत्ता एवं चिकित्सा उपकरण निर्माताओं द्वारा सामना की जाने वाली चुनौतियों को देखते हुए चिकित्सा उपकरणों के हितदारों एवं व्यापक स्वास्थ्य सेवा प्रणाली के लिए यह आवश्यक हो गया है कि वह सरकार से रचनात्मक सहयोग करे एवं चिकित्सा उपकरण उद्योग के लिए निर्धारित 'मेक इंडिया' कार्यक्रम से कदमताल मिलाए।"

नैटहेल्थ-डेलोइट ने सरकार से चिकित्सा उपकरणों के निर्माण को प्रोत्साहित करने की सिफारिश करते हुए कहा है कि चिकित्सा उपकरणों के लिए कच्चे माल पर सेन्वैट/इंडीटी क्रेडिट उपलब्ध कराया जाए, शुल्क में छुट, आयातित उपकरणों के साथ टैंट पैरिटी, गुणवत्ता को सुनिश्चित करने के लिए एफडीए अथवा एफडीए के समकक्ष प्रमाणन की व्यवस्था की जाए।

अपोलो हॉस्पिटल्स के उपाध्या एवं नैटहेल्थ में कोड ऑफ एथिक्स की विजेता प्रीता रेड्डी ने कहा, "निजी क्षेत्र ने देश में गुणवत्ता के मानदंड को स्थापित करने के लिए सरकार के साथ मिल कर कार्य किया है एवं अब वह समय आ गया है जब निजी स्वास्थ्य सेवा क्षेत्र को अपने तौर-टर्मिनेंट के बदलने की आवश्यकता है।"

आईएमए के मानद महासचिव डॉ. के.के. अग्रवाल ने यह स्पष्ट किया, "यह कोड सदस्यों को अपने आचरण एवं रोगी/अंतिम उपयोगकर्ता के साथ इंटरकेशन एवं अन्य हितदारों के साथ पेश आने के तौर-टर्मिनेंट के विषय में दिशा-निर्देशन प्रदान करता है। इससे उनकी दैनिक गतिविधियों, प्रयासों एवं इंटरकेशन में नैतिकता, सदाचार एवं ईमानदारी का समावेश होगा और वे कानून के दायरे में रह कर भारत में स्वास्थ्य सेवा के क्षेत्र में विकास एवं रोगी सेवा में सुधार को अंजाम दे सकेंगे।"

इंडो-एशियन न्यूज सर्विस।

http://kharinews.in/2014-09-29-14-59-49/88676-2016-03-18-14-00-01-18nat43
Medical devices market likely to grow to $8.6 bn by 2020

"The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15 per cent to USD 8.6 billion by 2020, significantly higher than global industry growth of 4-6 per cent," a report by Deloitte and NATHealth said.

The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15 per cent to USD 8.6 billion by 2020, significantly higher than global industry growth of 4-6 per cent," a report by Deloitte and NATHealth said.

The global medical devices and technology market is expected to grow to USD 520 billion by 2020 from an estimated USD 3.7 billion in 2014.
Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.

With technological advancements, the role of medical devices is now expanding to improve quality of care across each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

The country's healthcare industry is on a high growth trajectory having evolved significantly in the last decade.

From the current levels, the industry is expected to reach USD 145 billion by 2018 and over USD 280 billion by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

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Ms. Preetha Reddy, Vice Chairperson, Apollo Hospitals and the Champion of the Code of Ethics Initiative at NATHEALTH said, "Over the last few decades, our country has witnessed a revolution in medicine. (MORE) PRNAKG

Max Group's Rahul Khosla elected NATHEALTH president

New Delhi, Mar 22 (PTI) Healthcare apex body NATHEALTH today announced the election of Max Group President Rahul Khosla as its President.

Khosla, who is also Chairman, Max India, Max Life and Max Healthcare, succeeds Sushobhan Dasgupta, MD, India, Johnson and Johnson Medical India, VP, Diabetes Care Asia Pacific, NATHEALTH said in a statement.

The body further said GE Healthcare President & CEO, India & South Asia Milan Rao has been elected as the Vice-President, while BD Managing Director Varun Khanna becomes the secretary.

Fortis Healthcare President Daljit Singh has been elected as the treasurer, it said.

Khosla said, "At NATHEALTH, we have established a unique collaborative platform to progress healthcare as a priority sector, we look forward to developing and implementing a comprehensive plan to achieve the vision of universal and consistent healthcare in India." He further said the government and private healthcare providers need to work in tandem to develop a cohesive blueprint for healthcare provision and FUNDING.

"There are tremendous opportunities to improve infrastructure, talent, regional outreach and consistency in access, affordability and quality of the Indian healthcare ecosystem," Khosla said. PTI RKLABK

Medical devices market likely to grow to $8.6 billion by 2020: Report

By PTI | Mar 20, 2016, 01:17 PM IST

MUMBAI: Domestic medical devices market is estimated to grow organically at 15 per cent to $8.6 billion by 2020 and industry estimates indicate a much larger potential to grow to $50 billion by 2025, says a report.

"The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15 per cent to $8.6 billion by 2020, significantly higher than global industry growth of 4-6 per cent," a report by Deloitte and NATHealth said.

The global medical devices and technology market is expected to grow to $520 billion by 2020 from an estimated $3.7 billion in 2014.

Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.
With technological advancements, the role of medical devices is now expanding to improve quality of care across each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

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Medical devices market likely to grow to $8.6 billion by 2020

A report by Deloitte and NATHealth says global medical devices and technology market is expected to grow to $520 bn by 2020

Press Trust of India | Mumbai March 20, 2016 Last Updated at 11:42 IST

Domestic medical devices market is estimated to grow organically at 15% to $8.6 billion by 2020 and industry estimates indicate a much larger potential to grow to $50 billion by 2025, says a report.

“The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The domestic medical devices market is estimated to grow organically at 15% to $8.6 billion by 2020, significantly higher than global industry growth of 4-6%,” a report by Deloitte and NATHealth said.

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http://newsliner.in/news/Medical-devices-market-likely-to-grow-to-86-billion-by-2020-1458412200
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PTI

First Published: Sunday, March 20, 2016 - 12:04

Healthcare Sector to Reach Over USD 280 Billion by 2025 – NATHEALTH

NEW DELHI, March 18, 2016 /PRNewswire/ --

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“The healthcare sector is expected to reach USD 145 billion by 2018 and over USD 280 billion by 2025. Though India's healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare in the country,” said Mr. Anjan Bose, Secretary General, NATHEALTH.

"Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector,” added Mr. Bose.

Medical technology cost in setting up a tertiary care hospital amounts to 30-40 percent. Cost of medical technology/equipment/devices is 20-25 percent of total healthcare cost for a patient.

"Given the increasing demand for healthcare and the critical role of medical devices in providing affordable and accessible health, the time is right to align the eco system to view medical devices as a strategic driver. The ‘Make in India’ initiative is the perfect opportunity to create a step change in Indian healthcare and especially in the medical devices industry,” said Ms. Charu Sehgal, Partner and Life Sciences & Healthcare Leader, Deloitte India.

The medical devices market is estimated to grow organically at 15 percent to USD 8.6 billion by 2020. Though the current domestic medical devices market represents only 1 percent of the global market, India is among the top 20 in the world and among the top 4 in Asia (after China, Japan, South Korea). The medical devices market has grown at 10 percent in the past decade and is expected to have an organic growth of 15 percent in the medium-term against global industry growth of 4 - 5 percent," informed Sushobhan Dasgupta, President, NATHEALTH.
Industry estimates that India’s medical devices market has the potential to become USD 50 billion industry by 2025 when the contribution of India to the incremental medical devices industry growth would become substantial at 31 percent.

While export of medical devices has been increasing, 'local innovation' by MNCs and domestic manufacturers is expected to drive growth. Medical devices exports have been growing at a CAGR of 12 percent which indicates a promising domestic manufacturing industry, added Mr. Dasgupta.

As the demand for medical devices increases, India is expected to contribute significantly to the growth of global medical devices industry. MNCs like General Electric, Philips, Medtronic, Siemens etc. have been increasing their manufacturing footprint and research centers in India both for Indian MARKET as well as for exports.

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This initiative, a voluntary Code of Ethics initiated by NATHEALTH, a model of self-regulation resonates with this valued goal and it speaks of intent for continuous improvement.

Dr KK Aggarwal, Honorary Secretary General, IMA explained, "The Code is intended to provide guidance to the members with regards to their conduct and interactions with patients/end users, and other stakeholders so as to ensure that their daily activities, efforts and interactions are undertaken in an ethical, honest manner within the parameters of law for the advancement of healthcare and improved patient care in India."

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India's Medical Devices Market Seen Growing to $8.6 Billion

Press Trust of India | Last Updated: March 20, 2016 17:13 (IST)

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Story first published on: March 20, 2016 13:11 (IST)

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Union Budget 2016-17: Rural Revolution with ‘Bharat Budget’

By BK Jha, Delhi,

Fri, Mar 11th, 2016 (05:46:24 PM IST) Section: Industry Category: Policy

The Union Budget 2016-17 focuses on rural economy with 110% hike for agriculture sector. Several key reform measures with potential to change the game have been announced.

If it is an exaggeration what eminent agriculture expert and father of green revolution MS Swaminathan said about the Union Budget 2016-17, then it is an exaggeration of a vital truth. Swaminathan said, “On the whole Budget 2016 has tried to be as pro-farmer as possible. Seeds have been sown for agricultural transformation and for a new farming era.”

Budget 2016-17 has certainly created a ground for rural revolution with its focus on farm sector and adequate allocations have made for all related schemes such as irrigation, crop insurance, farm credit, soil health and others. To supplement the farm sector, rural development, as a whole, has got highest ever allocation.
It was widely expected from Narendra Modi led NDA government, facing criticism of being ‘Suit-boot ki Sarkar’ (Pro urban government) that it would focus on farm and rural development sectors to shift its image from pro-urban to pro-poor. Two successive droughts have resulted in demand slow down and rural economy is really under severe stress. It was certainly high time for the Centre to come up key reforms to push rural economy to ease stress. Union Finance Minister Arun Jaitley rose to the occasion and presented the Union Budget 2016-17 with major focus on agriculture, farmers’ welfare and rural development.

Nine Pillars
The Finance Minister says the agenda for the next year will be to ‘Transform India.’ He highlights that the budget proposals are built on this transformative agenda with nine distinct pillars which include: Agriculture and Farmers’ Welfare; Rural Sector; Social Sector including Healthcare; Education, Skills and Job Creation; Infrastructure and Investment; FINANCIAL Sector Reforms; Governance and Ease of Doing Business; Fiscal Discipline and Tax Reforms.

“The nine pillars of Union Budget are inspiring and will not only fuel economic growth but increase India’s competitiveness, says Mahesh Gupta, President, PHD Chambers.

“Focus on rural India would go a long way to generate demand in the economy and give a push to overall growth and development of the country,” he adds.

Irrigation
Creation of a dedicated Long Term Irrigation FUND (LTIF) in NABARD with an initial corpus of about Rs. 20,000 crore is yet another ‘Transformative’ measure. The LTIF is meant for implementing 89 major/medium irrigation projects covering a command area of over 8 million hectares.

The Budget has also increased allocation to the Pradhan Mantri Krishi Sinchai Yojana, which focuses mainly on micro-irrigation and boosting water-use efficiency at farm level, from Rs 5,300 crore to Rs 5,840 crore.
The Government has paid adequate attention on this and a major programme for sustainable management of ground water resources has been prepared with an estimated cost of Rs. 6,000 crore.

**Farm Credit & Insurance**

In the budget special focus has been given to ensure adequate and timely flow of credit to the farmers. Against the target of Rs. 8.5 lakh crore in 2015-16, the target for agricultural credit in 2016-17 will be an all-time high of Rs. 9 lakh crore. To reduce the burden of loan repayment on farmers, a provision of Rs. 15,000 crore has been made in the BE 2016-17 towards interest subvention.

For effective implementation of Prime Minister Fasal Bima Yojana, Rs. 5,500 crore have been provided in the Budget 2016-17. Jaitley says to make dairying more remunerative to the farmers, four new projects will be taken up: These projects will be implemented at a cost of Rs. 850 crores over the next few years.

Shilpa Divekar Nirula, CEO – Monsanto India Region says, “Irrigation and crop insurance are two of the key inputs that will help improve farm productivity in India. The attempt to bring 28.5 lakh hectares under the “Pradhan Mantri Krishi Sinchai Yojana”, a dedicated irrigationFUND along with a sharp focus on providing farmers access to crop insurance under the “Pradhan Mantri Fasal Bima Yojana” are admirable first steps”.

**Doubling Income of Farmers**

The Government intends to double the farmers’ income by 2022. Budget allocates Rs. 35,984 crore for agriculture and farmers’ welfare. Jaitley says that his government intends to address issues of optimal utilization of water resources, create new infrastructure for irrigation, conserve soil fertility with balanced use of fertilizer and provide connectivity from farm toMARKET.

“By committing itself to doubling farmer’s income in five years, the government has ensured that all steps will be taken that would fortify the viability of the agriculture sector in the coming years,” says Harshvardhan Neotia, President, FICCI. “Creation of a Long Term Irrigation Fund, a further push to the Soil Health Card Scheme, incentivising production of pulses, implementation of a Unified AgricultureMARKETING SCHEME and bringing on board more states to reform the APMC Act are encouraging initiatives,” he adds.
Agriculture expert Devindra Sharma says, “Why should farmers wait for 5 years to double their income? At present, farmers have income from farming in 17 States is just Rs 1700 per month.”

**Krishi Kalyan Cess**

Jaitley proposes Krishi Kalyan Cess at 0.5 percent on all taxable services. Its proceeds would be exclusively used for financing initiatives relating to improvement of agriculture and welfare of farmers. It will come into effect from 1st June, 2016.

**Rural Sector**

Rural development follows farm sector in priorities of the government. Allocation of over Rs. 87,000 crore for rural development is encouraging as it will increase farmers’ income in the coming times and fuel rural demand which is the need of the hour. Allocation of Rs. 38,500 crore for MGNREGA will facilitate employment generation in rural areas and will facilitate all-inclusive growth in the economy.

A sum of Rs. 2.87 lakh crore will be given as Grant in Aid to Gram Panchayats and Municipalities. It will translate to an average assistance of over Rs. 80 lakh per Gram Panchayat. Every block under drought and rural distress will be taken up as an Intensive Block under the Deen Dayal Antyodaya Mission. Moreover, 300 Rurban Clusters will be developed under the Shyama Prasad Mukherjee Rurban Mission. Swachh Bharat Mission with Rs. 9,000 crore allocation, new Digital Literacy Mission Scheme for rural India and yet another scheme namely ‘Rashtriya Gram Swaraj Abhiyan” with Rs. 655 crore would provide much needed boost to rural development across the country. For rural development as a whole, Rs. 87,765 crore have been allocated.

Sunil Kanoria, President, Assocham says “The government has rightly realised that a sustainable and equitable growth model cannot be built as long as the rural economy is in distress.”

The government also allocates Rs 368 crore for setting up Self-Help Groups (SHGs) for rural development.

The other big focus in the Budget is rural roads under the Pradhan Mantri Gram Sadak Yojana (PMGSY). The 2016-17 Budget provides Rs 19,000 crore for PMGSY, which is above the revised estimate of Rs
18,291 crore for this fiscal. “We have managed to revive the programme. This year, we will build 37,000 km of rural roads and our target for 2016-17 is 45,000 km. Since states will also be pitching in their 40 per cent share, the total spending under PMGSY will cross Rs 27,300 crore this year,” says Jaitley.

MGNREGA
The budget support for MGNREGA, though, has been increased somewhat to Rs 38,500 crore, from Rs 35,766.75 crore in the revised estimates for 2015-16. Even the latter figure is, in fact, higher than the Rs 33,713 crore that was originally provided. It only points to the political sensitivities attached to the programme, which Modi himself had last year dubbed as a “living monument of your (Congress’s) failure to tackle poverty in 60 years”.

The government has also built on the UPA’s other big idea — Aadhaar, with Jaitley stating in the Budget that it would get statutory backing. Aadhaar, backed by law, will facilitate direct benefit transfer of all subsidies.

Health Sector : Under-Funding
The allocation for healthcare sector increases by nearly 22 percent over the previous year’s budget estimate to Rs. 39,533 crores. In the last budget the allocations for health were substantially reduced. From this point of view, the hike in health sector allocation is a promising step. However, the health sector feels despite the increase in budgetary allocations this year, the under-funding of health by government remains a concern.

The healthcare sector was expecting a higher allocation-2.5 percent of GDP. But that has not happened. Indian Medical Association (IMA) sounds disappointed. Dr SS Agarwal, National President IMA says that their main demand of allocating 2.5 percent of GDP to health sector has not been addressed.

A New Health Protection Scheme to provide health cover up to Rs.1 lakh per family has been announced and a National Dialysis Services Programme would be launched. Further 3000 Stores would be opened under Prime Minister’s Jan Aushadhi Yojana during 2016-17 for better access and affordability to quality medicines. availability
NEW DELHI

12 March 2016  http://www.ruralmarketing.in/

“We will reinvigorate the supply of generic drugs. 3,000 stores under Prime Minister’s Jan Aushadhi Yojana will be opened during 2016-17”, says Jaitley.

Anjan Bose, Secretary General, NATHEALTH says, “The implementation process for such a large project such as health insurance has to be very efficient and there exits potential opportunity for PPP in this area.”

However, the health care industry is concerned since the Government has not addressed the issue of recent increase in import duty on medical equipment and devices. “The medical technology sector is in an infancy stage with manufacturing limited to less complex devices. More than 75 percent of medical equipment / devices is still imported and hence the duty increase will result in increase in healthcare cost,” adds Bose.

The Way Forward
The whopping 110 percent hike for the farm sector with key reforms measures aims to put rural economy on fast-track mode. Will that happen? And shall we get ready for a rural revolution now with a ‘Bharat Budget’?

Answers to the above questions lies in effective implementation of schemes and initiatives. The government needs to create a forward looking policy environment which is in the best interest of the Indian farmers. Ensuring that no one is left behind would be big challenge, going forward. If the Centre implements its schemes efficiently and effectively and the States follow the same with vigour, no doubt rural economy will boom and consequently India will successfully become mid-income nation by 2025.

http://www.ruralmarketing.in/industry/policy/union-budget-2016-17-rural-revolution-with-bharat-budget
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Low cost medical devices: Driver for rural healthcare

By BK Jha, Delhi,

A recent study says medical devices MARKET expected to grow to USD 8.6 bn by 2020 and if India can lower the cost of medical devices, it can be a game changer. This would tremendously help rural populace. BK Jha reports

Healthcare in India is at cross-roads. Multiple aspects of the Indian healthcare system are in a state of flux -including role of the government, lack of adequate public spending and poor health infrastructure. Rural populace still cry for access to affordable and quality healthcare services.

Access to affordable and quality healthcare in India remains a major challenge. To meet this challenge, the need for innovation in healthcare is immense. There are several areas where
innovators can come in to address access, cost and quality related need gaps. It is promising to note that the healthcare sector, including the government and private players, has geared up to meet the challenges. On the one hand, the government is focusing on conducive policy framework to push the healthcare sector through its much touted ‘Make in India’ campaign and on other hand, the industry has shown its interest to collaborate with the government to actualise the benefit from the several policy reforms measures. In turn, this combined efforts of public-private entities on several fronts like domestic manufacturing, skilling manpower and creation of adequate health infrastructure would help in making rural healthcare services efficient and affordable.

According to a recent study, healthcare sector is expected to reach over USD 280 bn by 2025 and a very critical component of the sector- Medical devices market- is expected to grow to USD 8.6 bn by 2020. It is widely agreed that by lowering the cost of medical technologies, India can provide affordable healthcare facilities, not only at tertiary level but primary and secondary level as well. The study reveals that the reduction in cost can go up to 40 percent.

“The healthcare sector is expected to reach USD 145 bn by 2018 and over USD 280 bn by 2025. Though India’s healthcare sector has evolved significantly in the last decade, challenges exist in providing access to quality healthcare for very large number of rural population in the country,” says Anjan Bose, Secretary General, NATHEALTH.

NATHEALTH, Healthcare Federation of India, an apex body for the healthcare sector recently held its 3rd Annual Event - NATEv2016 in New Delhi. The industry experts, policy makers and other stakeholders deliberated on healthcare issues. On the occasion the Federation, partnered with Deloitte, released a Paper on ‘Make in India.’ The Paper presents imperatives for actualizing ‘Make in India’ for the medical devices industry.

“Lower financing and expenditure on healthcare, inadequate healthcare infrastructure and dual diseases burden are key challenges faced by the sector. Medical technology cost in setting up a
tertiary care hospital amounts to 30-40 percent. Cost of medical technology/equipment/devices is 20-25 percent of total healthcare cost for a patient. If the cost is reduced, one can imagine the benefits for a patient," Bose adds.

The medical devices MARKET is estimated to grow organically at 15 percent to USD 8.6 bn by 2020. Though the current domestic medical devices market represents only 1 percent of the GLOBAL MARKET, India is among top 20 in the world and among the top 4 in Asia (after China, Japan, South Korea).

“The medical devices market has grown at 10 percent in the past decade and is expected to have an organic growth of 15 percent in the medium-term against global industry growth of 4 – 5 percent,” says Sushobhan Dasgupta, MD, Johnson & Johnson Medical India & Past President, NATHEALTH.

Industry estimates that India’s medical devices market has the potential to become USD 50 bn industry by 2025 when the contribution of India to the incremental medical devices industry growth would become substantial at 31 percent.

“Given the increasing demand for healthcare and the critical role of Medical devices in providing affordable and accessible health, the time is right to align the eco system to view medical devices as a strategic driver. The “Make in India” initiative is the perfect opportunity to create a step change in Indian healthcare and especially in the medical devices industry,” says Charu Sehgal, Partner and Life Sciences & Healthcare Leader, Deloitte India.

Rahul Khosla, President Max Group and President, NATHEALTH says, “ We need qualified manpower to reap the real benefits of ‘Make in India.’ The industry would collaborate with the government in each area including skilling to ensure that quality and affordable health services reaches last mile.”
As the demand for medical devices increases, India is expected to contribute significantly to the growth of global medical devices companies. MNCs like General Electric, Philips, Medtronic, Siemens etc. have been increasing their manufacturing footprint and research centers in India both for Indian market as well as for exports. Newer Markets are opening up due to India-based innovation. The USA, Africa, Middle East, China and South East Asia are a few key export destinations from India. India presents a good opportunity for companies to de-risk their business from dependency on one manufacturing location and tap potentially huge domestic market at the same time.

“Given the criticality of medical devices for growth of the healthcare sector and challenges faced in medical devices manufacturing, it is imperative for the stakeholders in the medical devices and the larger healthcare ecosystem to constructively engage with the Government to facilitate ‘Make in India’ for the medical devices industry,” Bose emphasises.

The Government can shape the growth of indigenous manufacturing in its role as a policymaker, development agency and buyer of medical devices. The industry seeks support from the government. The Federation recommends separate regulations for medical devices and stresses on state specific incentivization for manufacturing.

No doubt, there is immense opportunities. “Healthcare industry should be ready to grab the opportunities. The government can be a facilitator and is prepared to listen from all stakeholders to meet the challenges,” says Rajeev Aggarwal, Joint Secretary, Department of Industrial Policy and Promotion (DIPP).

“The government is working hard to make entire health care system well regulated. Several Acts including Cosmetic Act are being modified. The process of getting Patents Rights (IPRs) has been streamlined. The companies can get patents on time and can carry on innovations for better commercialisation,” he adds.
“For healthcare sector, from the government’s side, things are moving forward and fast,” emphasises Aggarwal.

“The private sector has worked with the government to bring in quality standards in the country and now the time is right to bring in a change in the way the private healthcare sector is being perceived,” says Preetha Reddy, Vice Chairperson, Apollo Hospitals.

“Over the last few decades, our country has witnessed a revolution in medicine, there is a much greater understanding of diagnosis and treatment of diseases, medical care has become lot more accessible and affordable,” she adds.

Going forward, role of private sector would be critical as they are the main carrier of technology-driven services. In healthcare sector, technology can change the care paradigm. It is high time for both the government and private sector to join hands to leverage the potential that exists in medical technology area to boost the healthcare services at all-primary, secondary and tertiary-levels.

http://www.ruralmarketing.in/industry/healthcare/low-cost-medical-devices-driver-for-rural-healthcare
स्वास्थ्य सेवा क्षेत्र 2018 तक 145 अरब डॉलर का होगा : नैटहेल्थ

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नई दिल्ली, 18 मार्च (आईएएनएस)| स्वास्थ्य सेवा क्षेत्र के वर्ष 2018 तक 145 अरब डॉलर एवं वर्ष 2025 तक 280 अरब डॉलर तक पहुँच जाने की उम्मीद है, लेकिन देश में गुणवत्ता युक्त स्वास्थ्य सेवा उपलब्ध कराने में अनेक प्रकार की चुनौतियां अब भी मौजूद हैं।

हेल्थकेयर क्षेत्र की एक शीर्ष निकाय हेल्थकेयर फंडेशन ऑफ इंडिया (नैटहेल्थ) ने वार्षिक आयोजन 'नेटड्र 2016' के दौरान नैटहेल्थ के नेशनल अंजन बोस ने कहा, "स्वास्थ्य सेवा क्षेत्र के वर्ष 2018 तक 145 अरब डॉलर एवं वर्ष 2025 तक 280 अरब डॉलर तक पहुँच जाने की उम्मीद है। हालांकि भारत का स्वास्थ्य सेवा क्षेत्र पिछले दशक में काफी उल्लेखनीय तरीके से विकसित हुआ है, लेकिन देश में गुणवत्ता युक्त स्वास्थ्य सेवा उपलब्ध कराने में अनेक प्रकार की चुनौतियां अब भी मौजूद हैं।"

बोस ने कहा, "स्वास्थ्य सेवा पर कम खर्च, स्वास्थ्यसेवा से संबंधित अपयोगिता आधारभूत संरचना एवं दोहरे रोगों का दबाव इस क्षेत्र की प्रमुख चुनौतियां हैं।"

नैटहेल्थ ने वार्षिक आयोजन 'नेटड्र 2016' के दौरान यहां शुभकामना की अस्पतालों के लिए कोड ऑफ एथिक्स को जारी किया। विश्वस्त की कभी एवं अनैतिक गतिविधियों स्वास्थ्य सेवा उद्योग की प्रमुख समस्याएं रही हैं जिससे निपटने के लिए नैटहेल्थ ने इंडियन मेडिकल एसोसिएशन (इएएम) के सहयोग से 'कोड ऑफ एथिक्स' को भी विकसित किया है।

वहीं चिकित्सा उपकरण उद्योग के लिए भूमिका इंडिया प्रोग्राम को सकारात्मक बनाने हेतु सिफारिशों को तैयार करने के लिए नैटहेल्थ ने डेलोइट ने लोकेट के साथ साझेदारी की है।

डेलोइट इंडिया की पार्टनर एवं लाइफ साइंस एंड हेल्थकेयर लीडर, चार्ल्स सहगल ने कहा, "स्वास्थ्य सेवा के लिए बढती हुई मांग एवं कीफायती व पहुँच योग्य स्वास्थ्य उपलब्ध कराने में चिकित्सा उपकरणों की महत्वपूर्ण भूमिका को देखते हुए यह समय एक ऐसी प्रणाली को अपनाने के लिए उपयुक्त है, जो चिकित्सा उपकरणों को एक रणनीतिक चालक के रूप में इंस्टेंसियल करें।"

नैटहेल्थ के अध्यक्ष सुशोभन दासगुप्ता ने कहा, "वर्ष 2020 तक चिकित्सा उपकरण बाजार के 15 प्रतिशत की दर से बढ़ कर 8.6 अरब डॉलर तक पहुँच जाने की संभावना है। हालांकि, हमारा वर्तमान घरेलू चिकित्सा उपकरण बाजार वैश्विक बाजार के केंद्र 1 प्रतिशत का प्रतिनिधित्व करता है, लेकिन फिर भी भारत विश्व के शीर्ष 20 एवं अशिया के शीर्ष 4 (चीन, जापान, दक्षिण कोरिया के बाद) देशों में शुमार है।"

वहीं, बोस ने सब बात पर बस दिया, "स्वास्थ्य सेवा क्षेत्र के विकास के लिए चिकित्सा उपकरणों की महत्वा एवं चिकित्सा उपकरण निम्नांतर दृष्टा सामना की जाने वाली चुनौतियों को देखते हुए चिकित्सा उपकरणों के हितधारकों एवं व्यापक
स्वास्थ्य सेवा प्रणाली के लिए यह आवश्यक हो गया है कि वह सरकार से रचनात्मक सहयोग करे एवं चिकित्सा उपकरण उद्योग के लिए निर्धारित 'मेक इन इंडिया' कार्यक्रम से कदमताल मिलाए।

नैटहेल्थ-डेलोइट ने सरकार से चिकित्सा उपकरणों के निर्माण को प्रोत्साहित करने की सिफारिश करते हुए कहा है कि चिकित्सा उपकरणों के लिए कच्छे माल पर सेनवेट/इंदस्ट्री क्रेडिट उपलब्ध कराया जाए, शुल्क में छूट, आयातित उपकरणों के साथ वैट पैरिटी, गुणवत्ता को सुनिश्चित करने के लिए एफडीए अथवा एफडीए के समकक्ष प्रमाणन की व्यवस्था की जाए।

अपोलो हॉस्पिटल्स के उपाध्यक्ष एवं नैटहेल्थ में कोड ऑफ एथिक्स की विजेता प्रीता रेड्डी ने कहा, "निजी क्षेत्र ने देश में गुणवत्ता को मानदंडों को स्थापित करने के लिए सरकार के साथ मिल कर कार्य किया है एवं अब वह समय आ गया है जब निजी स्वास्थ्य सेवा क्षेत्र को अपने तौर-तरीके को बदलने की आवश्यकता है।"

आईएमए के मानद महासचिव डॉ. के.के. अग्रवाल ने यह स्पष्ट किया, "यह कोड सदस्यों को अपने आचरण एवं रोगी/अंतिम उपयोगकर्ता के साथ इंटरैक्शन एवं अन्य हिताधिकारियों के साथ पेश आने के तौर-तरीकों के विषय में दिशा-निर्देशन प्रदान करता है। इससे उनकी दैनिक गतिविधियों, प्रयासों एवं इंटरैक्शन में मैत्रीकता, सदाचार एवं ईमानदारी का समावेश होगा और वे कानून के दायरे में रह कर भारत में स्वास्थ्य सेवा के क्षेत्र में विकास एवं रोगी सेवा में सुधार को अंजाम दे सकेंगे।"
According to the report, the global medical devices and technology market is expected to grow to $520 billion (nearly Rs 34.62 lakh crore) by 2020. Domestic medical devices market is estimated to grow organically at 15% to $8.6 billion (nearly Rs 57,263.1 crore) by 2020 and industry estimates indicate a much larger potential to grow to $50 billion (nearly Rs 3.33 lakh crore) by 2025, says a report. "The domestic medical devices industry is small, with a disproportionate reliance on imports and a complex regulatory environment. The market is estimated to grow organically at 15% to $8.6 billion (nearly Rs 57,263.1 crore) by 2020, significantly higher than global industry growth of 4-6%," a report by Deloitte and NATHealth said.

The global medical devices and technology market is expected to grow to $520 billion (nearly Rs 34.62 lakh crore) by 2020 from an estimated $3.7 billion (nearly Rs 24,636.45 crore) in 2014.
Medical devices play a role not only in screening, diagnosing and treating patients but also in restoring patients to normal lives and in regularly monitoring health indicators to prevent diseases.

With technological advancements, the role of medical devices is now expanding to improve the quality of care at each stage of the healthcare continuum.

The industry is largely dependent on imports with most local manufacturers producing products in the lower end of the technology value chain, the report said.

The country’s healthcare industry is on a high growth trajectory having evolved significantly in the last decade.

From the current levels, the industry is expected to reach $45 billion (nearly Rs 2.99 lakh crore) by 2018 and over $280 billion (nearly Rs 18.64 lakh crore) by 2025. In this scenario, augmenting healthcare infrastructure due to increased demand and improved access is expected to provide the requisite industry growth.

The current per capita spend on medical devices in India is significantly low at $3 (nearly Rs 199.5), compared to other economies such as $7 (nearly Rs 465.5) in China, $21 (nearly Rs 1,396.5) in Brazil and $42 (nearly Rs 2,793) in Russia.

The Government of India’s 'Make in India' initiative presents a platform for the sector to revisit the operating model, identify key imperatives for growth and explore possibilities for creating a step change in the medical devices sector, the report said.

The Central government has in recent years, implemented several policy measures to address the challenges of medical devices industry. Some of these include Draft Drugs and Cosmetics Amendments Bill (2015), 100% foreign direct INVESTMENT (FDI) in medical devices under automatic route and 'Make in India' initiative for promoting indigenous manufacturing.

http://article.wn.com/view/2016/03/20/Domestic_medical_devices_market_estimated_toGrow_15_by_2020/
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Medical devices market likely to grow to $8.6 billion by 2020

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The current per capita spend on medical devices in India is significantly low at USD 3, compared to other economies such as USD 7 in China, USD 21 in Brazil and USD 42 in Russia.
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