

An emerging leader and innovator

Industry: CHC Healthcare

Established in 2005, CHC Healthcare Group's (comprising of HealthWatch TeleDiagnostics Pvt., Ltd. and CHC Meditech Pvt., Ltd.) mission is to deliver the most comprehensive range of Hospital Equipments and Furniture Marketing with nation-wide Distribution, International Healthcare Outsourcing Services and Innovative Cardiac Monitoring and Home Testing Technologies and services.

Elizabeth Holmes had once very rightly said that, "What we're about is the belief that access to affordable and real-time health information is a basic human right and it's a civil right". Indeed in today's era of global consumerism, the Healthcare industry is facing unprecedented transformational decisions driven by the combination of healthcare regulations and reforms. And with Information Technology playing a vital role in helping the industry to move ahead as it goes through the different time-testing evolutionary changes, there is a gradual emergence of various service providers offering different solutions for the consumers.

A decade back, patient care in developing countries was growing complex and becoming uncertain due to minimal mediclaim and insurance pay-outs with high expectation on service delivery, cost effectiveness and timely services. It is at this point of time that the CHC Group entered the Healthcare Industry by offering integrated A to Z Healthcare outsourcing solutions that would help to reduce these burdens and help institutions to improve their Healthcare delivery with competitive costs.

A Radically New Approach

The CHC Group began operations by introducing USA based ScottCare Corporation's External Counter Pulsation (ECP) equipments in the Indian market. ECP being a non invasive cardiac treatment for patients who can avoid painful invasive procedures and adapt back to a healthy life style, the offerings became an instant hit among consumers and having been motivated by looking at the successful patients who avoided surgery or repetitive surgeries and bounced back to lead normal lives, team CHC started extending their services to other deprived South East Asian countries post 2005. Today, the provider of leading Healthcare services through innovative cardiac monitoring and home testing technologies and services besides International Health Care Outsourcing has a rapidly growing and highly satisfied customer base and has more than 300 trained workforces in three different highly secured delivery centres.

Headquartered in New Delhi, CHC was founded by Dr S Senthil Kandeepan, with a commitment to develop technology, talents and

infrastructure. An industry expert, according to whom ethics are of utmost importance to CHC's operations. His vision has not only helped CHC receive numerous awards and certifications including Best Service Awards from WCCPGC, but has also helped steer the company's standards for healthcare products and service delivery. Under the leader's guidance, the Group has also emerged as the first cardiac remote monitoring solutions provider in India, who precisely develops and delivers 24x7 continuous monitoring, diagnosis and support.

Timeline

- **2005-2007:**

CHC establishes their first business unit, becomes the exclusive distributor and service provider of ScottCare Corporation USA, covering the entire Indian territory. They achieve 30 installations of ScottCare ECP machines in all the major cardiac hospitals in India within a shorter period of time, including Asian Heart Institute-Mumbai, Leelavati, Fortis, Reliance KBH, Moolchand Medicity, etc.

- **2008-2009:**

After business success in India,

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Knowing the Master Mind

Dr S Senthil Kandeepan, Founder/President & CEO

After gaining sufficient experience and expertise in the field of Human Resources, Industrial Relations and Training by working with the Taj Group of Hotels and MRF Group Companies coupled with 3 years of dedicated training and preparation towards Indian Civil Services to serve the Nation and Humanity, Dr Senthil began his first successful business venture Cardiopulse Heart Care (CHC) in 2005.

Dr Senthil's dream is to make a change in every human being's life by offering superior quality healthcare services and facilities in the global forefront. Within a very short span of time, he has successfully established and operated different business entities and launched several superior healthcare technologies in India and in South East Asian Countries which has earned him numerous recognitions and Life Time Achievement awards from the hands of quite a few eminent personalities including the former president of India, (Late) Dr. A P J Abdul Kalam.

The first generation Entrepreneur holds multiple post graduations in Business Administration, Labour Management and Public Administration from Madras University and an Honorary Doctorate degree for Humanitarian services from the International University of Complementary Medicine, Colombo.



COVER STORY

Dr. S Senthil Kandeepan,
Founder, President & CEO

CHC extends the distribution of ScottCare Corporation USA to the South East Asian Countries with the channel partners in Bangladesh, Malaysia, Singapore, etc and the first international installation at Japan Bangladesh friendship Hospital, Dhaka.

CHC received the prestigious service award by the World Congress on clinical, preventive and geriatric cardiology from the hands of the former President of India (Late) Dr APJ Abdul Kalam, for their outstanding contribution in the field of clinical and preventive cardiology in the world.

• **2009-2011:**

CHC Meditech is established to focus and expand into other Hospital equipment and Furniture to support Emergency, OT, Orthopaedic departments apart from Cardiology and the company eventually merged with Cardiopulse Heart Care, They start representing ST Francis, Daiwaha corporation, Progetti Italy in Indian market. CHC becomes the Technical, Installation, Training and after Sales Service Partner of ScottCare covering Middle East and African Countries. Health Watch an International Healthcare KPO is established to focus on international market in Cardiology and Sleep Diagnosis.

• **2011-2014:**

Health Watch started Home Care Diagnostic Services covering Delhi and NCR regions and added BPO Services to support the clients with Pre and Post Diagnosis, including customer support and revenue cycle management. They also established their second delivery center in accordance with HIPPA USA data security standards.

• **2014-2015:**

CHC reached the milestone of 10 years in health care services with more than 300 quality work force



Dr S Senthil Kandeepan receiving Life Time Achievement Award from former Chief Minister of Delhi Mrs Sheila Dikshit and the current president of Cardiology Society of India Dr H K Chopra for his outstanding contribution in the field of Cardiology in the world at the World Cardiology Congress WCCPGCI 2010.

employed directly and indirectly with three delivery centers, more than 15 process across healthcare stream to touch up on 3000 patients everyday and distribution network across India with more than 100 hospital installation base.

The Key Player's Offerings

With their core strength lying in their philosophy of *"Sustainable high quality services at a reasonable cost"* in the highly competitive Healthcare sector, team CHC has stood tall in the market and ensured 10 years of excellence in medical equipment distribution and healthcare outsourcing. Their customized and cost effective solutions for meeting every customer's need and 24x7x365 comprehensive support, along with

established ethical and transparent business practices, bears testimony to the high client satisfaction rate and successful monitoring of millions of patients.

Home Diagnostic Services (Cardiac Services)-

CHC pioneered Cardiac Home Diagnostic Services are nurtured with great care from inception until execution. CHC recently introduced the world's smallest Holter ECG testing device for home diagnostics in Indian market and has very ambitious plans to expand.

Hospital Equipments and Furniture (Marketing and Distribution)-

CHC provides an array of medical equipments and

hospital furniture ranging from cardiopulmonary diagnostics equipments, emergency & critical care, general surgery & operation theatre solutions, monitoring and hospital furniture. They have also partnered with some of the superior medical device companies worldwide to market and distribute their medical equipments in Indian market with exclusive rights.

International BPO and KPO (Healthcare Services)- HealthWatch a dedicated International Healthcare BPO KPO Services Company of the CHC Group delivers comprehensive and cost effective Business and Knowledge Process Outsourcing services worldwide. With over 300 professionally qualified and internationally recognized KPO / BPO, HealthWatch is passionate about supporting their clientele round the clock 24x7x365 days.

HealthWatch services cover the entire spectrum of International Healthcare BPO KPO Services and typically improve operational efficiency that allow the clientele to concentrate more on their core areas while reducing costs by a 30 -70% Margin.

ECG/EKG Interpretation (24x7 Monitoring Services)- CHC offers healthcare professionals, IDTFs, Hospitals and Clinics, immediate, expert, clinical interpretation of 12-lead ECGs, ARRHYTHMIA — Ambulatory ECG / Holter test / Cardiac Event Monitoring tests on an urgency basis. Their team has successfully interpreted more than 60 Million hours of ECGs and counting every day.

HealthWatch Telediagnos-tics- HealthWatch Telediagnos-tics of the CHC Group is an International healthcare outsourcing and home diagnostics company providing the next-generation ambulatory cardiac

monitoring service with beat-to-beat, real time analysis, automatic arrhythmia detection and wireless ECG transmission to hospitals, clinics and physicians.

They help clinicians to prevent morbidity, mortality and disability with rapid diagnosis and treatment of patients with cardiovascular disease, besides providing complete Healthcare KPO/BPO solutions along with 24x7 Cardiac Holter / Event Monitoring, Analysis, Interpretation and Reporting Services, Sleep Scoring Services, Medical Coding / Billing, Medical Data Entry, Inbound and Outbound Call Services. HealthWatch services provide opportunities to reduce the cost drastically and improve operational efficiency.

Clients Speak

“CHC provided us the entry we were desperately looking for in Indian market with our operation Theatre Equipments, when many of our previous partners in India, CHC strategically placed our equipment in the market and continuously providing us the best sales and after sales support to all our equipments with well trained and qualified biomedical engineers.”- St. Francis, Taiwan

“We never thought when we decided to outsource our cardiac diagnostic services work to CHC is going to have such a positive impact on our service and value creation to our investors, it is all about the timely implementation of our expectations which CHC does in its own way which is always more than our expectation. We are happy to grow our business with CHC.”- A Large IDTP, USA

Vision 2016...

Milestones to attain

In the International Healthcare KPO and BPO segment, CHC is adding 300 trained professionals to double their patient support base from current 3000 to 6000 per day in the 2015-16 period. And in the Indian home care cardiac diagnostics space there are plans to expand services to other metro cities to reach 500 tests per day by end 2016. Soon, the group will also be providing a robust indigenous platform to support the patients, doctors, clinics and hospitals to get a hassle free and timely services, along with a new hypertension diagnosis and management system and few high end hospital equipments to cater to the demands of the Indian market.

It is evident that CHC has been striving towards strengthening their compliance function and best Human Resource Practices with a clear vision of growth and expansion, since their very inception. That said, to quote Dr Senthil, “Through leadership and excellence, CHC contributes to the industry; acts as a vital resource to the communities they serve, and touches the lives of all the needy in the country”.

