Healthcare Market in India

Emerging Trends, Role of Technology and New Opportunities

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The government has made strategic interventions to ensure quality and affordable healthcare. A number of initiatives aimed at providing low-cost services have been undertaken. The National Health Policy 2017, will serve as a framework for achieving universal health coverage and delivering quality healthcare. The government's National Health Mission (NHM) is aimed at providing effective healthcare to both the urban and rural population. The government is also providing policy support in the form of reduced excise and customs duty, and exemption in service tax, to support growth in healthcare. In September 2018, Ayushman Bharat was launched to provide universal health coverage. The scheme is expected to benefit about 40% of the population to begin with. The role of information technology is a much touted game changer for the sector. IOT in healthcare, e-health, m-health, virtual clinics, remote surgeries, robotic operations, EMRs, EHRs, Aadhar integration, big data analytics on the EMRs, advance prediction of an outbreak, promoting generic drugs, auto sutures are making inroads into the segment.

The target to increase the share of healthcare spending to 2.5 per cent of the GDP by 2020-22. The healthcare market is all set for an expansion at the back of rising disease incidence across the country. The size of the Indian healthcare sector is expected to register a CAGR of 16-17% (from the 2008 levels) and grow to $372 billion by 2022. India will continue to enjoy the low-cost advantage in the medical tourism market and is expected to more than double by 2020. The next few years will also see an IT revolution in the sector. The telemedicine market in India is expected to grow at a CAGR of 20% to reach $32 million by 2020. The m-health market has also been growing at a rapid pace, driven by start-up ventures. Meanwhile, the rising geriatric population, increasing incidence of lifestyle diseases, growth in medical tourism and increasing health insurance penetration will drive the demand for diagnostics services.
## Executive Summary

## SECTION I: TRENDS, ANALYSIS AND OPPORTUNITIES

1. Market Overview
   - Current Status of Healthcare Infrastructure
   - Demand-Supply Gap
   - Trends in Expenditure
   - Industry Structure and Role of Private Sector
   - Recent Trends and Developments
   - Investment Needs and Requirements
   - Government's Plans and Progress
   - Issues and Challenges
   - Segment Outlook

2. Policy Framework and Government Initiatives
   - Institutional Framework
   - Existing Policy Framework
   - Key Government Programmes
   - National Health Policy 2017
     - Policy Features
     - Priority Areas and Potential Benefits
   - Recent Initiatives
   - Permission and Licences
   - Incentives for Private Sector

3. Investment Experience and Financing Trends
   - Key Financing Trends
   - Trends in Government Funding
   - PPP Experience So Far
   - Debt Financing in Healthcare
   - Financial Performance of Key Hospitals
   - Stock Market Performance of Key Hospitals
   - Recent IPOs
   - Innovative Funding Modes
   - Emerging Business Models
   - FDI in Healthcare
     - Trends in FDI Inflow
     - FDI in Hospitals and Diagnostics
     - Key Contributors
   - Private Equity Inflow
     - Historic Trends
     - Scenario in the Last Few Years
     - Recent PE Deals
     - Trends in Hospitals and Diagnostics
     - Trends in PE Exits
     - Historical and Expected Rates of Returns
   - Trends in Foreign Venture Capital Investment
   - Key Mergers and Acquisitions
   - Investment Outlook

4. Outlook, Opportunities and Projections
   - Growth Drivers
   - Healthcare Market Size Projections
   - Future Requirement for Hospital Beds
   - Project Pipeline
   - Opportunities for Key Stakeholders

## SECTION II: SEGMENT ANALYSIS AND OUTLOOK

5. Public Healthcare
   - Global Scenario in Public Healthcare Spending
   - Government Spending in Healthcare State-wise
   - Actual Spending in Healthcare
   - Current Infrastructure
   - Hospital Beds
   - Workforce
   - Hospitals, Clinics and Blood Banks
   - Pharmacies
   - Diagnostics/Pathology Centres
   - Rural Infrastructure
   - Urban Infrastructure
   - Recent Developments and Plans
   - IT initiatives
   - State-Level Initiatives
   - Key Players
   - Issues and Challenges
   - Segment Outlook

6. Private Healthcare
   - Current Infrastructure
     - Hospitals and Hospital Beds
     - Workforce
7. Health Insurance
   - Evolution of Health Insurance
   - Health Insurance Penetration
     - Industry-level Analysis
     - Trends in Life, Non-life and Industry
     - Health Insurance Premium Trends
     - In Terms of Number of People Covered
     - In Terms of Premium from Public, Private and Standalone Non-life Insurers
     - State-wise Trends
   - Gross Premium Written
   - Incurred Claims Ratio
   - Market Composition - Trends in Public, Private and Standalone Health Insurance
   - Central-level Initiatives
     - Central Government Health Scheme
     - Ayushman Bharat
     - Others

8. New Areas - Progress and Opportunities
   - Telemedicine
     - Experience So Far
     - Case Studies
     - Upcoming Opportunities
     - Key Challenges
   - Medicities
     - Experience So Far
     - Case Studies
     - Upcoming Opportunities
     - Key Challenges
   - Growth of Medical Tourism
     - Experience So Far
     - Case Studies
     - Upcoming Initiatives
     - Key Challenges
   - Air Dispensaries

9. Information Technology in Healthcare
   - Technology Penetration in Healthcare Ecosystem
   - IoT for Asset Tracking and Inventory Management Systems
   - Patient-centric Healthcare Systems
     - Big Data
     - Cloud Computing
     - Wearable Technology
     - Artificial Intelligence
     - Robotic Surgeries
   - Technology in Healthcare Reporting
     - Personal Health Records
     - Electronic Medical Records
     - Electronic Prescriptions
   - mHealth
   - Digital Pharmaceuticals
   - e-Hospital Project
   - Health Apps
   - Outlook
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