

ISB HealthScape 2020

Healthcare Innovations in the new Normal

10-Dec-2020 04:30 pm



ISB | Max Institute of
Healthcare Management

Keynote Speaker

Suchitra M Ella

Co-founder and Joint MD
Bharat Biotech International



1 Plenary | 3 Discussion Panels | 4 IAS Officers | 10 CXOs



Distinguished Panelists

www.isb.edu | [#HealthcareAtISB](https://twitter.com/HealthcareAtISB) | [#ISBHealthscape](https://twitter.com/ISBHealthscape)

ISB HealthScape 2020

December 10, 2020

Summary

- ▶ Inaugural edition of ISB HealthScape
- ▶ December 10, 2020, Virtual (Zoom)
- ▶ Organised by the Advanced Management Programme for Healthcare (AMPH) and the Post Graduate Programme (PGP) Healthcare Clubs at ISB under the mentorship of Max Institute of Healthcare Management (MIHM)
- ▶ Theme: Healthcare Innovations in the New Normal
- ▶ 3 IAS Officers and 10 CXOs discussed disruption and opportunities in healthcare
- ▶ 1600+ registrations, 600+ attendees, including doctors, healthtech startups, academicians, pharma professionals, and others from the healthcare industry

Speakers

- **Suchitra M Ella**, Cofounder & Joint MD, Bharat Biotech International
- **Prof. Sarang Deo**, Executive Director, MIHM & Professor, Operations Management, Indian School of Business
- **Jayesh Ranjan**, IAS, Principal Secretary, Industries, Govt. of Telangana
- **Bhaskar Katamneni**, IAS, Commissioner, Health and Family Welfare & Mission Director, National Health Mission, Govt. of Andhra Pradesh
- **Dr. Darez Ahamed**, IAS, ED - Guidance TN, Govt. of Tamil Nadu
- **Prof. Vijaya Sunder M**, Clinical Assistant Professor, Operations Management, Indian School of Business
- **Dr. Avinash Nanivadekar**, Head Radiologist & Chief Digital Officer, Ruby Hall Clinic, Pune
- **Santosh Marathe**, COO & Unit Head, Apollo Hospitals
- **Sandeep Makkar**, Managing Director, Johnson & Johnson Medical India
- **Dr. Nita Sachan**, VP – Healthcare Investments, Endiya Partners
- **Vaibhav Tewari**, Co-founder and COO, Portea Medical
- **Sandeep Lakshmipathy**, Director Software (Edison AI Platform), GE Healthcare
- **Rahul Chatterjee**, Chief Growth Officer, iKure TechSoft
- **John Axerio-Cilies**, CEO & Cofounder, Arterys
- **Arpan Malhotra**, India Business Head - Diagnostics, Siemens Healthcare
- **Prof. Ramabhadran Thirumalai**, Associate Professor (Practice), Finance & Senior Associate Dean - PGP & YLP, ISB

Panel 1: Learning from disruption for health system strengthening

The speakers shared the success stories of their response to the pandemic and how they leveraged the existing resources to strengthen the health system in their respective states.

- ▶ Various state governments across India have responded to the disruptive crisis in several ways. For example, in Telangana, the government launched a dedicated healthcare app to empower citizens with convenient access to healthcare. There are more than 800 government healthcare centers in the cities listed by the app.
- ▶ Digital technologies will play a significant role in strengthening Indian healthcare systems. Telemedicine will be one prominent change that could be expected across the country.
- ▶ Public healthcare strengthening is one aspect that could be a game-changer. Appropriate investments should be made in the future.
- ▶ Governments' key focus will be on building the critical infrastructure for future healthcare in our country, particularly in rural India.
- ▶ The key to build a robust healthcare system for the future is to develop an innovative ecosystem with a shared set of technologies, governments, industries, education systems, etc.

Panel 2: Healthcare business model innovation for the new normal

The speakers discussed the latest innovations in the healthcare business models and their outcomes.

- ▶ Speed and acceptance of change accelerated due to the pandemic and healthcare professionals got the attention they well deserved
- ▶ Hospitals should now focus on wellness rather than illness; the next immediate focus of hospitals will be in creating cold chain facilities to be ready for vaccination
- ▶ Patients and doctors are more willing to go digital, healthtech companies should look beyond teleconsulting into clinical trials, co-pay for old visits, EMR, managing population health and such areas
- ▶ Tech companies should provide solutions which integrates many hospital and healthcare functions instead of isolated solutions
- ▶ Demand for good surgical care is seeing a shift from Tier-I cities towards Tier-II and III cities post the pandemic, hence, supply of equally high level of care is also required; future belongs to bringing better tertiary care and quaternary care in smaller towns
- ▶ Use of AI/VR in surgeon training and mentoring will significantly improve surgical outcomes and reduce the learning curve of newer HCPs
- ▶ Indigenous manufacturers and scientist rose up to the challenge during pandemic and showed great ingenuity in helping the country
- ▶ Indian medical product manufacturing is still in nascent phase, need more incentives, IP protection, research and visionary leaders to usher India as Atmanirbhar in the healthcare sector

Panel 3: The future of healthcare

The speakers discussed the future of healthcare amid the accelerated innovations and focus on the sector.

- ▶ Plenty of opportunities for using Artificial Intelligence and/or Machine Learning as a medium or tool for improving healthcare solutions
- ▶ As against one firm trying to solve every problem with AI/ML, platform-based solutions will be more effective.
- ▶ AI/ML based regulations are evolving, with FDA leading the way.
- ▶ With more end-user acceptance now, tech innovations and telemedicine will see more acceleration.
- ▶ Multiple startups/companies can effectively use exciting areas for healthcare entrepreneurs in India:
 - ▶ Elder care
 - ▶ Chronic disease

Speakers' Feedback

"The entire life sciences sector in India will have to pool all our resources in order to ensure that we as a country have these vaccines, not only for ourselves but also for the rest of the world. We have shown in the past few months what India can do and given how Hyderabad is the pharma and vaccine capital of India, I am sure, we will bring the best of the vaccine to our country and the world."

SUCHITRA ELLA

"This conference has aptly focussed on taking a pause to assess learnings of the past as well as build on what we popularly call the "new normal". The discussions included learnings in the public health – an area that was spotlighted due to the pandemic. As we look ahead, I call upon you to focus your energies in looking for solutions in healthcare which is the need of the hour."

RAMABHADRAN THIRUMALAI

"Thank you for the great panel. I'm actually serious. I say that on all panels I attend "because I have to" but I truly enjoyed this one. It was insightful and all the speakers brought a different perspective. The moderation was also very well balanced."

JOHN AXERIO-CILIES

"Everybody has been impacted and touched by the changes in the health sector this year. There has been unparalleled acceleration in healthtech and new products and business models have been emerging. This seems to be the correct time to step back and look at the landscape of this sector. It is wonderful to see how the students from the AMPH and PGP have come together, bringing both the insider and the outsider perspective on table."

SARANG DEO

"It was a great learning experience for me."

RAHUL CHATTERJEE

"It was a pleasure and a learning experience. Congrats to the team for facilitating a good dialogue."

SANDEEP MAKKAR

"Thank you organising team for an excellent speaker session. All the sessions were very high quality."

NITA SACHAN

Facebook Live Stats (as on December 12, 2020)



- ▶ Live session: 4 hours 15 minutes | [LINK](#)
- ▶ Organic reach: 10,600
- ▶ Impressions: 11,400
- ▶ Likes, comments and shares: 82
- ▶ Top 5 locations: Telangana, Maharashtra, Tamil Nadu, Karnataka, Delhi
- ▶ Top audience: 35-44 years of age
- ▶ Tweet impressions: 16,368 | Engagement: 422 | [LINK](#)

Participants' Feedback

"Thank you ISB for organizing such a great webinar. It was very insightful. And thanks to all the panelists for providing great information and perspectives."

Sakshi Chikkalgi

"Very informative session!"

Madhuri Shringirishi

"Thank you so much for a valuable session."

Pratibha Pujari

"Glad to be a part of this event, thx to Healthscape to take the lead in bringing together key stakeholders from healthcare together."

Amit Gogia

Arun Inamadar · 13:17
Need of the hour webinar

Rajat Khosla · 2:38:04
Insightful discussion

Smita Shahi · 3:45:05
Wonderful webinar providing a broad perspective and insight on varying aspects of healthcare management ranging from vaccine r&d in an infectious disease pandemic scenario to use of Artificial Intelligence in health care delivery. A big thanks to the organisers and panelists for providing this opportunity .

Press Coverage

ISB meet calls to check healthcare, strengthen it

HARLEEN MINOCHA | DC HYDERABAD, DEC. 11

HealthScape 2020 conference organised by Indian School of Business (ISB) with theme “Healthcare Innovations in the New Normal” concluded on Friday. It brought together three IAS officers, 10 CXOs, apart from scores of academicians to deliberate on disruption and opportunities while facing various facets of healthcare. The deliberations were quite topical due to ongoing Coronavirus pandemic. The conference saw discussions on learning from disruption of health system by strengthening it, innovatively creating healthcare required

business models for the new normal, and opportunities in using artificial and machine learnings as medium or tool for improving healthcare solutions. Panel discussions saw participation of top medical experts, industrialists and policy makers, including Suchitra M. Ella, co-founder and joint managing director, Bharat Biotech International, Telangana principal secretary (Industries) Jayesh Ranjan, commissioner (Health and Family Welfare) Bhaskar Katamneni, AP’s National Health Mission director Santosh Marathe, COO and unit head, Apollo Hospitals, among others. HealthScape brought together over 600 professionals from healthcare

industry including doctors; representatives of health-tech start-ups, academicians, and pharmaceutical professionals. Concluding the discussions, ISB’s Prof. Ramabhadran Thirumalai, senior associate dean – PGP and YLP, said, “This conference has aptly focused on taking a pause to assess learnings of the past as well as build on what we popularly call the ‘new normal’”. Deliberations included learnings in public health – an area that acquired focus because of the pandemic. “As we look ahead, I call upon you to focus your energies in looking for solutions in healthcare, which is need of the hour,” Prof. Thirumalai remarked.

Deccan Chronicle

అత్యుత్తమ వ్యాక్సిన్ అందించే సత్తా భారత్ కు ఉంది

భారత్ బయోటెక్ సంయుక్త మేనేజింగ్ డైరెక్టర్ సుచిత్ర ఎల్ల

హైదరాబాద్ (రామమధురం), న్యూఢిల్లీ: దేశ ప్రజలతో పాటు ప్రపంచానికి సైతం ఉత్తమ వ్యాక్సిన్ అందించే సత్తా భారత్ కు ఉందని భారత్ బయోటెక్ ఇంటర్నేషనల్ సహ వ్యవస్థాపకురాలు, సంయుక్త మేనేజింగ్ డైరెక్టర్ సుచిత్ర ఎల్ల పేర్కొన్నారు. ఇండియన్ స్కూల్ ఆఫ్ బిజినెస్ (ఐఎస్బీ) ఆధ్వర్యంలో ‘డెలిబరేషన్స్ ఓవర్ డిస్రప్షన్ అండ్ అపొర్టునిటీస్ ఇన్ హెల్త్ కేర్’ టీమ్ ఏ సెంటర్ స్టేజ్ అంశంపై జరిగిన వ్యవస్థాపక సదస్సులో ఆమె కీలకంగా స్పందించారు. భారత్ ఉత్పాదించిన తగిన వేగంతో, వ్యాక్సిన్ అభివృద్ధి, తయారీలో భారత్ ఏం చేయగలదో ఇప్పటికే రుజువు అవుతోందన్నారు. మన దేశానికి పార్థివ వ్యాక్సిన్ రాబడనిగా హైదరాబాద్ నిలుస్తోందని చెప్పారు. అనంతరం సాగిన తొలి పార్లాగ్లోలో రాష్ట్ర ప్రభుత్వ ముఖ్య కార్యదర్శి జయీశ్వరరావు, ఏటీఆర్ గిట్, కుటుంబ సంక్షేమ కమిషనర్, జాతీయ ఆరోగ్య మిషన్ డైరెక్టర్ లాస్కర్ కాటమనేని, తమిళనాడు ప్రభుత్వ సైనిక్స్ ఈడీ దారితో అమృత్ నామాలతో... కొవిడ్ వైరస్ తమ ప్రభుత్వాలు విజయవంతంగా ఎదుర్కొన్న తీరును వెల్లడించారు. ఐఎస్బీ క్లినికల్ అసిస్టెంట్ ప్రొఫెసర్ విజయ్ సుందర్ సందానకర్తగా వ్యవహరించారు.



Eenadu

“Deliberations over Disruption & Opportunities in Healthcare take centre stage at ISB’s inaugural HealthScape 2020”

By India Education Diary Bureau Admin · December 11, 2020



certificate in Digital Health

OPEN

Hydrabad: The inaugural edition of ISB HealthScape 2020 – a healthcare conference organised by the Indian School of Business’s two academic programmes – the Advanced Management Programme for Healthcare (AMPH) and the Post Graduate Programme (PGP) – under the mentorship of ISB’s Max Institute of Healthcare Management (MIHM) was successfully concluded. Focused on the theme of ‘Healthcare Innovations in the new Normal’, The conference brought together 3 IAS officers, 10 CXOs and academicians to deliberate on the disruption and opportunities in various facets of healthcare.

Prof Sarang Deo, Executive Director, MIHM at ISB while setting the context of the conclave remarked, “Everybody has been impacted and touched by the changes in the health sector this year. There has been unparalleled acceleration in health tech and new products and business models have been emerging. This seems to be the correct time to step back and look at the landscape of this sector. It is wonderful to see how the students from the AMPH and PGP have come together, bringing both the insider and the outsider perspective on

[Link to the story](#)

Founding Team Members

From AMPH Co 2021

- **Dr. Rajgopal Reddy**, Medical Superintendent, Chandan Hospital
- **Dr. Venkat Ramana Sudigali**, Director & CEO, Excell Hospital
- Darshan Mehta, Founder, Lab Medica Healthcare
- **Dr. Rashi Bajpai**, Researcher & Assistant Scientist, IMS
- **Rakesh Ranjan**, Founder & Director, SprindMed Health IT Solutions
- **Sakshie Rastogi**, Cofounder, Healium.io

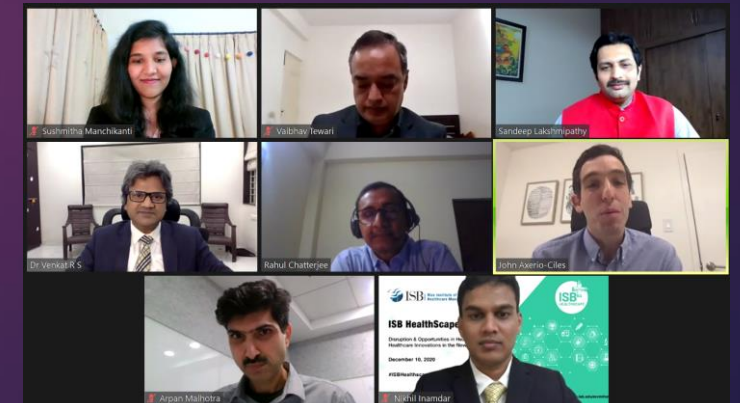
From PGP Co 2021

- **Nikhil Inamdar**, President, Healthcare Club, ISB Mohali and former Sourcing Specialist – Transfers, GE Healthcare
- **Sushmitha Manchikanti**, President, Healthcare Club, ISB Hyderabad and former Senior Analyst, Novartis

From Max Institute of Healthcare Management (MIHM)

- **Prof Sarang Deo**, Executive Director, MIHM & Professor, Operations Management, ISB
- **Sowmya Shashidhara**, Associate Director, MIHM, ISB
- **Vandana Yadav**, Manager, MIHM, ISB

SNAPSHOTS





Thank You!