

10 Most Promising Home Healthcare Service Providers – 2017

Home healthcare is now gaining popularity with patients opting to reduce the duration of their hospital stays, making it a new trend in the healthcare sector. The wide acceptance of home healthcare services stems from the convenience of the service, and the knowledge that it can be as effective as visiting a hospital or a skilled nursing facility (SNF), in specific cases. This trend is also a direct result of the desire to remain independent and to continue the existing lifestyle, specifically in the case of the aged where the solution is also a low-cost alternative to long-term care in healthcare institutions.

Home healthcare can be utilized for any healthcare need such as for the patients recovering from an illness, undergoing treatment, chronically ill, terminally ill or disabled, but is not an absolute substitute for brick and mortar health institutions. Indian home healthcare service providers offer professional treatment with skilled homecare physicians, registered nurses, physical therapists and occupational therapists. As the framework

works best when a sense of trust and assurance is established between the home healthcare facility and the patients, these organizations work closely with the latter and their families to create a positive ambience and rapport. They now have the capacity to offer common medical treatments, long-term treatments, post-operative care, advanced treatments and medical tests, thus offering a comprehensive set of services covering almost all the aspects of medicine.

siliconindia brings to you the '10 Most Promising Home Healthcare Service Providers – 2017' listing, documenting the companies which are simplifying healthcare for patients everywhere. An expert panel of CIOs, CEOs and industry analysts, along with siliconindia's Editorial Board has performed a diligent evaluation of the home healthcare services space to enlist the leading enterprises. This listing will prove to be useful for our readers to identify the best service providers offering commendable solutions in the segment and will educate them with the leading propositions in the arena.



Company:

Suburban Diagnostics

Description:

A technologically advanced diagnostic centre bridging the gap between patients and medical practitioners, offers pathology, radiology, cardiology and preventive healthcare services

Key Persons:

Dr. Sanjay Arora,
Managing Director
Raajesh Nair,
Head-Home
Healthcare

Website:

suburbandiagnosics.com

Suburban Diagnostics: Technologically Advanced Diagnostic Centre Offering Pathology, Radiology, Cardiology & Preventive Healthcare Services

While medical advancements are gaining momentum like never before, the unorganized structure of diagnostic centres and path labs are frustrating consumers to no end. Rising as an avenger in such a scenario, Mumbai-based Suburban Diagnostics was incepted in 800 sq.ft. space in 1994, competing against increasing number of labs and diagnostic centres in the city. In order to overcome this competition, Dr. Sanjay Arora (Managing Director), added home healthcare service as a part of its assorted offering which started with just five visits in a day. Today, Suburban Diagnostics comprises of 16 comprehensive diagnostic centres, 15 pathology testing labs, 65 collection centres, and close to 100 medical specialists.

Uberizing the conventional pathological practices, Suburban Diagnostics provides its customers the luxury of getting their tests done from the comfort of their homes. Unlike its preceding times, the company is able to engage in more than 400 home visits every day, thanks to its designated call centre (under the headship of Rajesh Nair, Head, Home Health Service) that effectively connects the patients with the highly trained specialists without an ordeal. Skilled technicians make home visits to the patients for sample collections. The reports are available online on the portal and can also be emailed or home delivered (should a hard copy be required). Suburban Diagnostics is one of the few home healthcare companies that also undertakes portable X-Ray and ECG services should the need arise.

Experts conduct a broad range of tests essential to basic management of patient care, allowing physicians to detect diseases earlier, make diagnosis, prescribe therapies and monitor patient results. Dr. Sanjay expounds, "To conduct these tests, we have set up the best infrastructure and procured state-of-the-art equipment from leading companies across the globe". Numerous hospitals lack pathology labs and diagnostic centres, making it inconvenient for the stakeholders to acquire reports immediately. Suburban Diagnostics partners with such


medical establishments by either setting up its own lab in the hospital premises or offers reports on the samples sent by them.

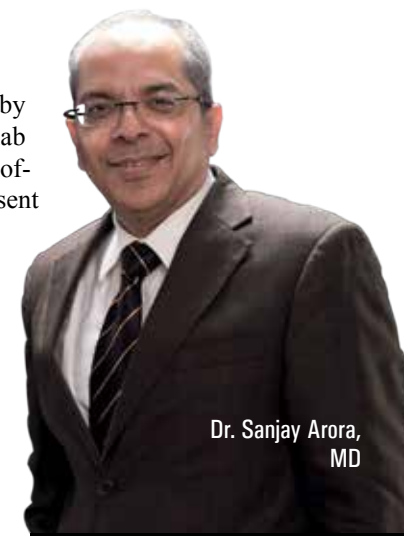
Service Comes First

Suburban Diagnostics wishes to be recognized as a company that pursues precision and care – accurate reports combined with empathetic care for its customers. Pursuing technical excellence in service delivery drives commercial success. Suburban Diagnostics prioritizes service which is clearly enunciated through its highly subsidized rates for home sample collection (free for senior citizens). "If the service calls for a second home visit and the cost of the test is over Rs.1000, we solely charge for the first visit," states Sanjay.

Clinical and Operational Excellence, Capable Team, Comprehensive Service Menu, Robust Ecosystem and Social Responsibilities are the five pillars of Suburban Diagnostics that empowers it to cater to every client, irrespective of their location or time. The moral values helped build

an intricate network of highly trained medical practitioners and loyal customers that make it one of the biggest and well known players in the industry. For instance, affluent companies like Jet Airways and L&T rely on Suburban Diagnostics to carry out their pre-employment screening and annual check-ups to ensure a healthier workforce.

Technology is an integral part of Suburban Diagnostics, and the core team envisions introduction of new assets like a CRM platform. "Our current plan is to expand our customer base and be a Rs.300 crore company by 2020, and eventually engage in proactive healthcare," signs off Sanjay. 



Dr. Sanjay Arora,
MD



Raajesh Nair,
Head-Home Healthcare