NORTH KERALA HOSPITALS TO GET A BOOST WITH KHT
Kerala, which is witnessing a boom in specialty hospitals, is poised to become a major healthcare destination in the near future. The latest among the quality healthcare providers to open its doors to international and domestic patients is Meitra Hospital (www.meitra.com) in Kozhikode.

Redefining healthcare facilities, Meitra tertiary care hospital, launched recently, offers superior patient care, cutting-edge technology, state-of-the-art IT systems and services of best-in-class doctors and healthcare practitioners. With the team equipped to handle the most complex and demanding medical cases and challenges, Meitra is poised to become a unique healthcare destination. The facilities at Meitra are designed to make the patient feel at home. “Meitra is the result of our plan to develop a healthcare delivery model that is different from what exists in the State or South India. We want the facility to be of real international standards and professionally run,” says Dr. Ali Faizal, Director and Chief of Clinical Services.

At present, the hospital boasts of three centres of excellence – Meitra Centre for Heart and Vascular Care, Meitra Centre for Bone and Joint Care and Meitra Centre of Neurosciences. It will soon be starting centres of excellence in Gastroenterology, Urology and Nephrology. Meitra has introduced a unique value-based care model developed under the guidance of physicians from the world-renowned Cleveland Clinic, USA. “The Cleveland Clinic has been advising us for the last few years and we recently entered into a tie-up with them,” adds Dr. Ali.

In its bid to bring about a difference in clinical care, the hospital follows ‘Carepath model’ of care delivery which ensures that patients receive treatment based on a set guidelines and international standards. To bring transparency in clinical care, Meitra will publish clinical outcome measures every six months. The hospital enjoys an entirely paperless environment and all records are digitally maintained. Individual Electronic Intensive Care Units (eICU) are fitted with automated Dräger monitoring systems where doctors can monitor patients from anywhere in the world, and a fully integrated unit dose system is in place at the pharmacy. “We are the first hospital in the country to introduce the unit dose system. We have imported machinery to implement the system and it helps us prevent medication error and missing of doses,” Dr. Ali says.

The hospital has a built-up area of over 4,00,000 square feet. At present, there are 210 beds and another 300 will be added in the next phase. One floor is earmarked for international patients. Over the next one to two years, the hospital expects foreign citizens to comprise 10-20 per cent of its patients. This will help introduce cross-subsidy and treat local patients at highly economical rates.

“We are looking for partners in GCC, East Africa and East European countries to sell the concept of Meitra. A large number of international patients, especially Arabs, are interested in travelling to our place for treatment. But Kozhikode lacks connectivity and support facilities. We need to launch direct flights from international destinations, introduce visa-on-arrival and other facilities to make Malabar region a big healthcare destination,” says Moidu K E, Director, Meitra Hospital.

Commenting on expansion plans, Moidu says new facilities in Palakkad and Kannur are on the cards.
As the director of Meitra Hospital, a leading tertiary healthcare provider experimenting with a world-renowned model in care delivery and offering cutting-edge treatment facilities, Moidu K E is hopeful of finding North Malabar a distinct place on the global MVT (Medical Value Travel) map, drawing confidence from his own experience. Here, in an interview, he shares his thoughts.

As a leading tertiary care hospital, what role can your institution play in making Kerala a globally renowned healthcare hub?

Meitra Hospital was founded with a vision that sought to provide a healthcare delivery system which is globally recognised for exceptional patient experience, uncompromising clinical care and advanced medical research and education that would push the boundaries of modern medicine. On the advice of physicians from the Cleveland Clinic, USA, our medical team has created a unique care protocol by applying process-based tools to provide evidence-based, patient-centred outcomes. Meitra is the first healthcare facility in India to employ ‘Unit Dose Medication’ to ensure utmost precision and safety. The facility is highly advanced technologically – it is the first in South India to house a Robotic Hybrid Cath Lab (Artis Zeego Q Pure) – The third unit in the country featuring a multi-axis C-arm that employs robotic technology to extend imaging capabilities to perform the most difficult and complex interventions.

In your view, what are Kerala’s prospects in MVT?

As far as Kerala is concerned, MVT is an evolving space. At present, we attract only 5 to 7 per cent of MVT travellers. But we have the potential to increase the inflow of medical value tourists to 10-15 per cent. Kerala will gradually become a destination of choice for MVT in the coming years.

What do you expect from Kerala Health Tourism 2017?

The event aims to highlight the medical and tourism facilities in north Kerala. It will help promote Kerala as a preferred destination for health tourism. We expect over 600 national and international delegates to take part in the event. KHT will offer participants an unparalleled opportunity to interact with CEOs from health, travel and hospitality sectors, representatives of leading national and international insurance companies, third-party administrators, health travel and tour operators and officials of State Health/Tourism Departments. In your view, what should be the role of Government in promoting MVT in Kerala?

Government can play an important role. There is a need for strong, focused marketing strategy and a concerted effort to promote Kerala as an MVT destination. Government should also take steps to improve connectivity, introduce facilities like visa on arrival for medical tourists, along with its participation in international medical tourism fairs and road shows. Could you please elaborate on the expansion plans of Meitra?

An exclusive centre for paediatric heart disease will be functional from March 2018 onwards.
AHRI has recently received a major facelift with state-of-the-art facilities across various specialties, including a 30-bed Neonatal and Paediatric ICU complex.

Since 2005, healthcare sector in Kerala has one name which is considered synonymous with neurology and trauma care. Spearheaded by renowned neurosurgeon Dr. A. Marthanda Pillai, a Padma Shri recipient, Ananthapuri Hospitals and Research Institute (AHRI) (www.ananthapurihospitals.com) has emerged as a centre of excellence drawing treatment-seekers from all over the country and abroad over the last 12 years.

Functioning as a 100-bed hospital since inception, with specialty centres for neurosciences, cardiology, trauma care and critical care, AHRI has now entered the league of a quaternary referral centre by expanding all its existing facilities. Pinarayi Vijayan, Kerala Chief Minister, has recently inaugurated the new block of AHRI, which hosts state-of-the-art facilities in various specialties, including a 30-bed Neonatal and Paediatric ICU complex.

“The new block – seven floors and a basement – would essentially be a 100 per cent expansion of our current capacity. With the State’s largest and the best equipped paediatric and neonatal facility in terms of both infrastructure and trained personnel, AHRI is making a foray into mother and child care,” said Dr. Pillai, the Chairman and MD of AHRI.

As part of expansion, AHRI has strengthened the department of Obstetrics and Gynaecology with an infertility unit, advanced facilities for gynaecologic oncological surgeries and new birth suites. Cardiology centre saw the addition of Cardiac Electrophysiology programme capable of Radio-Frequency Ablation of complex heart rhythm disorders and implantation of pacemaker-defibrillators, and Cardiac Resynchronisation Therapy for heart failure. The department of Nephrology spread its wings and entered the domain of Kidney Transplants, including paediatric transplants. According to Dr. Anand Marthanda Pillai, the translation of his father’s dream could be seen in the new expansion project which was methodically planned and pain-takingly executed over the last three years, resulting in 13 state-of-the-art intensive care units, 10 operating units, and total bed strength greater than 450. “His vision of the hospital is to provide a total quality healthcare solution rather than restricting it to its core strength alone. With this in mind he had developed a master plan even at its inception stage and was slowly building the capabilities to that effect,” said Dr. Anand, Consultant in Interventional Cardiology and Electrophysiology.

With more than six years of experience in India and abroad, he is an expert in complex Coronary Interventional procedures like Primary Angioplasties, Bifurcations, Chronic Total Occlusions and his areas of special interest include implantation of Cardiac Rhythm devices like pacemaker, Implantable Cardioverter-Defibrillator, Cardiac Resynchronisation therapy for Cardiomyopathy and Heart Failure Management.

AHRI, which was accredited first by ISO and then certified by NABH, is now nearing completion of paperless documentation process with computerisation of both non-clinical and clinical processes.

“Our Electronic Medical Records would enable patients to access their own records through internet portal from anywhere. At the newly-built facility, the front desk would also be upgraded by deploying trained personnel, software-enabled token system to handle appointments, and mobile and app-based appointment systems,” Dr. Anand added.

AHRI’s success rates in handling risky cases can be measured by the fact that it is looked upon by the general public as the last resort when it comes to accident and trauma cases, particularly the ones involving head injury, as well as cardiac emergencies. “What AHRI has achieved so far is primarily the result of teamwork of our staff. Since inception, all our departments are being led by proven professionals most of whom are retired Head of Departments of various specialties of Medical College Thiruvananthapuram. Dr. C G Bahuleyan, Chairman and Head of AHRI’s Cardio Vascular Centre, is an example,” Dr. Anand said.

“Of course, with quality healthcare, the cost of treatment will increase. You might have also heard about Dr. Pillai’s generosity. No patient has been denied treatment on a case-to-case basis. But, we have never tried to publicise it. Promoters who associate with this venture consider it as part of their deep social commitment,” he signs off.
A LEADING NAME AMONG STATE-OF-THE-ART HEALTHCARE PROVIDERS

VPS Lakeshore, a multi-super-specialty hospital aims to become a destination of choice for people seeking superior healthcare through cutting-edge treatment methods and research.

VPS Lakeshore has nearly 40 departments and employs 170 doctors and 1600 paramedical and non-medical staff to look after the patients round the clock. VPS Lakeshore is a leader in the healthcare industry in India and Asia with many firsts to its credit. They include Asia’s first bilateral whole hip replacement using a ceramic head with metal liner and ceramic on metal, South India’s first insulin pump insertion, the State’s first liver dialysis, surface replacement of the shoulder, paediatric bone marrow transplant and living-donor liver transplant on an overseas patient and conducting of four renal transplants on a single day, which is a unique achievement.

When it comes to medical tourism, VPS Lakeshore is a favourite destination of patients from across the globe. The hospital has set up an exclusive wing to cater to the needs of international patients and make their stay comfortable. “The hospital is committed to treating patients with medical excellence, compassion and tenderness. The world-class medical treatment coupled with superior technology has ensured VPS Lakeshore a place among the top most hospitals catering to people from all over the globe,” says S K Abdulla, CEO, VPS Lakeshore. Apart from offering consultation, second opinion and medical treatment, the international patients are also provided with information and assistance regarding ground or aero-medical services, hotel bookings, sightseeing trips, tourist destinations, ticket booking and currency exchange.

The hospital offers excellent support to patients and their family members, who find themselves in an entirely new environment. International patients are provided with multi-linguistic staff to take care of all communication-related issues. The hospital’s international wing has tied up with select tour operators for meeting all their travel requirements. “They are given priority appointments with specialists to facilitate a smooth treatment period. VPS Lakeshore adheres to world-class standards and has a reputed medical team, skilled nursing and paramedical staff, advanced medical technology and efficient and caring general services,” said S K Abdulla.

Abdulla is quite confident about the prospects of Kerala as a medical tourism destination. “With some of the best hospitals in the country, Kerala has huge potential for medical tourism. These hospitals are equipped with most modern technologies to provide the latest treatments”.

“WITH SOME OF THE BEST HOSPITALS IN THE COUNTRY, KERALA HAS HUGE POTENTIAL FOR MEDICAL TOURISM. THESE HOSPITALS ARE EQUIPPED WITH MOST MODERN TECHNOLOGIES TO PROVIDE THE LATEST TREATMENTS”
Providing World-Class Healthcare with Compassion

Starting as a private hospital with 25 beds, Malabar Hospitals has grown over the years into a leading 100-bed multi-specialty hospital in Kozhikode.

Malabar Hospitals and Urology Centre (www.malabarhospitals.com) at Eranhipalam in Kozhikode, which was established as a small hospital, has grown over the years into a major multi-specialty hospital in Kozhikode with several departments and state-of-the-art treatment and diagnostic facilities. Dr. P A Lalitha, the MD of the hospital, is a veteran gynaecologist and the founder-chairperson of IMA State Women’s Wing.

Hailing from Travancore, Dr. Lalitha came to Kozhikode many years ago when her husband Dr. Moni was transferred to Kozhikode Medical College as Assistant Professor of Surgery. “I had to come here along with my two-month-old child. Sometime later, I decided to join Dr. Abdul Rahiman, our partner, and my teacher Prof. N M Mathai in starting a small private hospital with 25 beds, one theatre and a labour room. Contrary to my initial apprehension, our colleagues and the people of Kozhikode extended their full support. Gradually, we have grown into a 100-bed multi-specialty hospital,” she says.

Today, Malabar Hospital has various Departments including Urology, Nephrology, Gynaecology, Anesthesiology and Painless Labour, Oncology, Gastroenterology, Orthopedics with Joint Replacement and Arthroscopy, Neonatology, Cardiology, ENT, Pediatrics, General Medicine, Diabetes, Rheumatology, Radiology, Psychiatry and Psychology, CT Scan with ultrasound, mammography, and Emergency Medicine. “We also have plans to start a Neuro Rehabilitation Centre, Transplant Department and IVF Unit,” she says.

According to her, ‘Care with Compassion’ is the hospital’s basic philosophy. “We are very particular about maintaining good relations with patients. We always provide treatment to the needy at affordable rates. And, the hospital does not deny treatment to patients simply because they cannot afford it. We do a lot of charity work and take initiative to educate the public on various health issues and we consider it as our primary responsibility. The hospital always associates with NGOs which approach us for conducting medical camps. “I had to come here along with my two-month-old child. Sometime later, I decided to join Dr. Abdul Rahiman, our partner, and my teacher Prof. N M Mathai in starting a small private hospital with 25 beds, one theatre and a labour room. Contrary to my initial apprehension, our colleagues and the people of Kozhikode extended their full support. Gradually, we have grown into a 100-bed multi-specialty hospital,” she says. Dr. Lalitha, who is the recipient of Kerala Government’s special award for excellence in healthcare.

Malabar Hospitals has a travel wing called Majestic Malabar Tours & Health Care offering a unique ‘Travel with a Doctor’ facility. “We provide the service of a doctor for local as well as foreign travelers throughout their trip in India. Besides, we help the travellers plan and execute a safe and healthy trip,” she adds.

A centre for academic and medical excellence, the hospital has set up Malabar Academy to provide quality education at affordable cost to socially and economically backward students, especially girls. It offers specialised courses which equip them to work in operation theatres and ICUs. “We ensure that the students get placement once they complete their courses,” Dr. Lalitha signs off.

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Kerala Institute of Medical Sciences (KIMS) (www.kimsglobal.com) has spearheaded the ‘quality revolution’ in the field of healthcare delivery in Kerala to make quality world-class healthcare affordable and accessible to all.

The Group, which came into being in the year 2002 by setting up its flagship multi-specialty hospital in Thiruvananthapuram, is today the largest healthcare network in Kerala. Besides KIMS Thiruvananthapuram, the Group’s other healthcare facilities in Kerala are KIMS Al Shifa, Perinthalmanna, KIMS Kochi, KIMS Kottayam, KIMS Kollam and KIMS Wellness Clinic in Kochi and Thiruvananthapuram. KIMS has three hospitals in the GCC region – Royal Bahrain Hospital (RBH), KIMS Oman Hospital (KOH) and KIMS Dammam – apart from seven medical centres spread across Bahrain, Qatar, Saudi Arabia and Dubai.

At present, KIMS Group has around 1800 beds across all its facilities in Kerala and Telangana, and 200 beds in its hospitals in the GCC. “We would like to increase this to 3000 beds by 2020, before we go public. We have 900 plus doctors and around 6500 employees in our facilities in Kerala. Within three years, we will add 2000 more employees in Kerala and the total staff strength of the Group across India and the GCC will touch 10,000,” says E M Najeeb, Executive Director of KIMS Healthcare Group and Chairman, Air Travel Enterprises (ATE) Group (ATE is one among 650 investors in KIMS). Every year, KIMS International Patient department receives patients from almost 50 countries across the globe. “At KIMS, we go the extra mile to not only provide foreign patients with top quality medical treatment but undivided attention and care from the moment they arrive at the airport as well,” he says.

Dr. M I Sahadulla, Chairman & MD, KIMS Healthcare Group says the Group has been instrumental in revolutionizing healthcare delivery through its quality-focused systems and practices. “With a team of dedicated professionals, cutting-edge facilities and world-class treatment protocols, we strive to deliver quality care balancing the high expectations of patients and the increasing cost of treatment. KIMS Hospital, Thiruvananthapuram is accredited by Australian Council on Healthcare Standards (ACHS) and National Accreditation Board for Hospitals & Healthcare Providers (NABH) since 2006.”

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OFFERING WOMEN A MEMORABLE BIRTHING EXPERIENCE

An exclusive birthing facility set up in 2010 under Dr. Kutty’s Healthcare Pvt. Ltd., Matria offers all facilities to make delivery a pleasant experience.

To give her baby the best possible welcome to this world would be every pregnant woman’s ultimate desire. Surely, one’s birthing experience would be greatly influenced by the hospital she delivers and dependent on how happy she is with the facilities and services it provides.

For women looking for a truly personal birthing experience, there can hardly be any place in Kerala like Matria (www.matria.in), a hospital for women and children in Kozhikode. An exclusive birthing facility established in 2010 under Dr. Kutty’s Healthcare Pvt. Ltd., Matria offers all amenities to make delivery a pleasant experience for women and for the treatment of children in luxurious settings supported by modern equipment and experienced doctors.

“Matria is a standalone facility unlike any other offering multi-specialty services under one roof. The goal of the birthing centre is to separate other medical emergencies or patients not related to maternity care and treat the mother as a ‘guest’ rather than a patient,” says Dr. Gopika G S, Consultant - Obstetrics, Gynaecology & Laparoscopic Surgery, Matria Hospital.

THE BIRTHING ROOM

Matria Hospital uses one of the world’s most sophisticated birthing beds from Hill-Rom, USA. Each birthing suite has been furnished with multi-position birthing beds that adjust to a variety of birthing positions to ensure comfortable delivery.

Matria Hospital uses the most sophisticated LDR-Hill-Rom Affinity 4 bed from Hill-Rom, USA. Each birthing suite has been furnished with multi-position birthing beds that adjust to a variety of birthing positions to ensure comfortable delivery.

The hospital has a well-appointed operation theatre for Gynaecological Laparoscopic & Operative surgeries with sophisticated equipment. To analyze foetal development, there is Obstetrical Ultrasound Unit (OUU). It also has facilities for trans-vaginal probe, doppler study and foetal echo cardiograph. Matria has a NICU with a dedicated team of neonatologists and trained nurses on call to handle premature deliveries and other emergencies.
A REAL NORTH STAR IN THE HEALTHCARE SECTOR OF KERALA

StarCare, a respected healthcare brand in the Middle East, has made its foray into North Kerala by setting up a facility in Kozhikode

.Started by a group of NRI doctors from Kerala, StarCare Health Systems UK has been setting new benchmarks in healthcare by sticking to the best practices. Firmly rooted in the culture of commitment and compassion, StarCare (www.starcarehospitals.com) has always strived to offer world-class healthcare at affordable costs across its centres. Thanks to its commitment, high ethical values and compassion to society at large, StarCare is today considered a revered healthcare brand in the Middle East. With six hospitals in two countries, StarCare is a formidable presence in the healthcare sector in Asia, when it comes to providing healthcare of global standards at affordable costs.

StarCare has made its foray into Malabar by setting up a facility in Kozhikode, the land blessed with natural beauty and large-hearted people. Under the visionary leadership of the most trusted doctors in Kerala and ably supported by a highly skilled team of paramedics, StarCare Kozhikode is conceived as a state-of-the-art multi-specialty hospital with specialised departments for every discipline.

Today, with over 35 super-specialities and nearly about 100 other specialty departments, StarCare has earned the respect of both patients as well as medical fraternity. The strategically located 24x7 emergency department and trauma care unit with advanced facilities, manned by the best medical professionals and assisted by other vital departments, has set new yardsticks in emergency medical care in the region. ‘Cudles’, the modern birthing centre at StarCare, has introduced the people of the region to new experiences in childbirth, wherein the entire family gets involved joyfully in the whole process. The other flagship departments of StarCare are Cardiology, Orthopaedics, Gastrointestinal, Rheumatology, Women’s Clinic and General Medicine.

Strategically located at Bypass, StarCare Hospital is easily accessible from any place in the Malabar region. With modern facilities and an eminent team of doctors led by Dr. Abdulla Cherayakattu, MD, Starcare Hospital has already established itself as an ideal centre in the domain of healthcare in Kerala.

KHT TO SPOTLIGHT NORTH KERALA’S MVT POTENTIAL

The sixth edition of Kerala Health Tourism (KHT), a biannual event organised by Confederation of Indian Industry (CII) in association with KSIDC to promote medical tourism in Kerala, will be held on November 17 and 18 at The Raviz Resort and Spa Kadavu, Kozhikode.

The theme of this year’s conference is ‘Your Destination for Good Health’. This edition will project what the northern part of the State has to offer to the world in healthcare. The event will be chaired by Moudu K E, Director, Meitra Hospital, along with E M Najeeb, Executive Director, KIMS and Convener, CII Kerala Healthcare Panel, and Fr. Johnson Vazhappilly, Executive Director, Rajagiri Hospital and Co-convener, CII Kerala Healthcare Panel.

According to the organisers of the event, after five editions of KHT, hospitals in Kerala have reported a 30-40 per cent increase on an average in the arrival of medical tourists. The number of NABH accredited hospitals in Kerala has also risen to 33. The event also led to the setting up of Kerala Medical Value Travel Society (KMVTS) in association with Kerala State Industrial Development Corporation (KSIDC).

KHT aims at creating awareness and bringing the stakeholders together to promote Kerala as a preferred destination for health tourism. “KHT will ensure participation of all stakeholders to share their views and jointly take action for promoting health tourism in Kerala. We are expecting more than 400 delegates for the conference (national and international) and above 1,000 visitors for the exhibition,” said G Krishna Kumar, Chairman, CII Kerala State Council & MD, Rubifa International Ltd.

The event will see participation from eye care and dentistry streams apart from other branches of modern medicine. The International Conference at KHT will have reputed Indian and international speakers from prominent organisations in the healthcare and tourism sectors and the government. “KHT will offer participants an unparalleled opportunity to interact with CEOs from health, travel and hospitality sectors, representatives of leading national and international insurance companies, third party administrators, health travel and tour operators and officials of State Health Tourism Departments. The event will also witness participation of delegates from Oman and Maldives and state delegations from Andhra Pradesh and Tamil Nadu,” said K E Moidu.

The two-day event will have a session on ‘Health Tourism and Way Forward’ on the opening day. Topics of panel discussions include – ‘Policy Initiatives to Promote Health Tourism’, ‘Medical Value Travel – Mainstreaming Ayurveda & Dental Tourism’ and ‘Challenges in Health Care Insurance in Medical Tourism’. Plenary session will discuss ‘Infection Control and its Impact on Medical Tourism’ and ‘Need for High Class Infrastructure in Attracting Medical Tourism’. The best practices from neighbouring states and countries will also be highlighted.

Meitra Hospital and Ananthapuri Hospitals and Research Institute are the platinum sponsors and Lulu Financial Group is the gold sponsor of the event. Destination Kerala is the magazine partner.
Bringing Excellence in Advanced Healthcare

At Meitra, you’ll find the cream of medical professionals, technology, equipment as well as a soothing environment, dedicated to enhance the quality of outcomes and speedy recovery. Meitra’s expert, experienced medical team has a proven track-record of delivering successful outcomes, even in complex conditions.

Meitra’s 3 Centres of Excellence

- Centre for Heart and Vascular Care
- Centre for Bone and Joint Care
- Centre for Neurosciences

Key Speciality Departments

- Liver & Gastrointestinal Sciences
- Nephrology & Urology
- Radiology
- General Medicine
- Minimally Invasive General & Laparoscopic Surgery
- General Surgery
- Minimally Invasive Gynaec Laparoscopy
- Pulmonology
- Endocrinology
- ENT
- Anaesthesia & Pain Clinic
- Critical Care
- Emergency Medicine
- Dental
- Ophthalmology
- Health & Wellness Clinic
- Dept. of Physical Therapy & Rehabilitation

Meitra’s Futuristic Care:
- South India’s first Robotic Hybrid Cath Lab, Artis Zeego
- Drager monitoring systems with electronic charting
- Kerala’s first O-Arm for intraoperative 3D imaging
- Navigated Joint Replacement Centre
- Malabar’s first 3 Tesla Wide Bore MRI
- Somatom 128 slice, high-end CT scanner
- Unit Dose Medication for the first time in India
- Advanced Comprehensive Physical Therapy & Rehabilitation with Virtual Reality
- Paperless Hospital Information System
- Individual ICU Rooms
- India’s first Centre of Excellence certified by Smith & Nephew, UK

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