



POWERING

your growth dreams

**ASIAN**   
Health Alliance  
Nurturing Growth in Healthcare



**OPPORTUNITY**



# Opportunity...

## ...for stand-alone doctor-owned hospitals.

India has a growing middle-class segment with a greater awareness of health, growing affluence, and a willingness to pay more for premium healthcare products and services. This means a tremendous growth opportunity for healthcare providers.

Mid-sized hospitals with capacity of 100 beds or thereabouts are best poised to take advantage of this opportunity, because they form the backbone of the healthcare system in India. But these hospitals have not been able to grow to their full potential due to certain constraints.

Most of these hospitals, which are typically doctor-owned, are successful in the initial years, but face one or more challenges subsequently:

- Inability to meet revenue potential
- Operations short of optimum efficiency
- Limited market reach/referral base/access to competitive capital

There is a tremendous opportunity to transform these hospitals into high-performance, fast-growing hospitals by making them part of a retail healthcare chain. Such a transformation would involve:

- A steep change in financial performance and operational efficiency
- Restructuring of the capital with fresh infusion of equity so that the hospital can be put on the growth path



# The Asian Health Alliance Initiative

Greetings from Asian Health Alliance Private Limited! We are creating a network and alliance of hospitals across the country, bringing high quality and competitive healthcare delivery to mid-sized secondary hospitals. We nurture growth in healthcare by investing in these hospitals as equity partners and by leading and managing their day-to-day operations and growth, resulting in successful and satisfied experiences for all stakeholders – investors, promoters, patients, physicians, employees, suppliers, and other business partners. Promoted by the key promoters of the Asian Heart Institute, Mumbai, we bring our skills, knowledge, and industry best practices to:

- Provide professional management, thereby allowing clinical leadership to focus on patient care
- Raise competitive capital both as debt and equity
- Allow for economies of scales, with leverage of cost of purchase
- Provide staffing solutions, with access to physicians, paramedics and administrative staff
- Create a strong referral management system with tertiary care centres/ tertiary care consultants





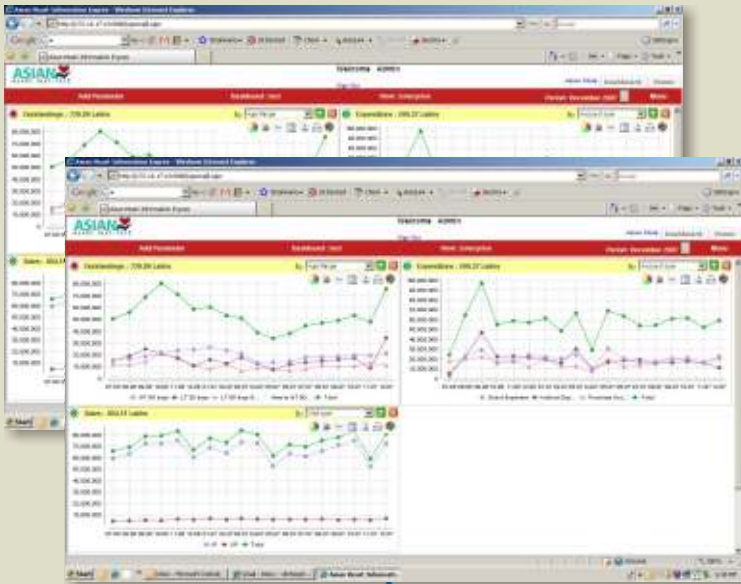
## The Asian Health Alliance Business Model

Our core strategy is to improve the business of promoter doctors by providing them:

- a) Management bandwidth
- b) Growth capital

Asian will engage initially with the target hospital in a management contract, for an agreed fee, to run the business. Typically, within 6 months to a year, we will make investments in the hospital to acquire a majority stake. The capital infused into the company will mainly be for fund expansion and growth. The management contract will be an ongoing one, continuing even after the investment. Depending on the performance and urgency of expansion, we will consider simultaneous equity funding and management contract.

Our long term objective is to create a chain of individually run, yet centrally managed facilities. Each of these hospitals would be partially owned and fully managed by Asian Health Alliance. After achieving a certain scale and size, we plan to enter the capital market (IPO) to provide an exit route for our investors, and liquidity to the doctor-promoters of member hospitals.



## Asian Health Alliance Differentiators

- Experience: We have rich experience in healthcare delivery and management
- Trust: We base our relationship on mutual understanding and trust, creating a win-win situation for all stakeholders
- Partnership: We jointly work with original promoters / owners, synergizing business objectives
- Empowerment: We train and support local staff for enhanced transaction efficiency
- Change: We put in place financial controls and efficiencies, operational work-flows and efficiencies
- Standardization: We create common work-flows and standardized operational procedures across the alliance
- Technology Leader: We implement comprehensive hospital information system, remote web-based monitoring and reporting

## Engagement Process

- Contact us to explore the possibilities of working together
- Arrange a site-visit for our executives
- Sign a Memorandum of Understanding, laying out a framework for the partnership
- Share hospital financials and business objectives
- Jointly create business plan
- Sign a long-term agreement to formally become part of the alliance
- Commence management under our leadership
- Witness capital restructuring and fresh investments
- Grow together

# The Asian Health Alliance Leadership

**Tara Prasad Mohapatra**, Chairman & CEO

Tara Prasad Mohapatra, Promoter/Director, Asian Heart Institute, brings over 25 years of management and technology experience, both at home and abroad, in improving business performance, exceeding stake-holder expectation and aligning organizational goals to satisfy customers, employees and investors. He has been engaged with leading companies in various industries, with roles in executive management, cross-border businesses, mergers and acquisitions, and collaborations. He holds an Electrical Engineering Degree from the National Institute of Technology, Rourkela.

**Pradeep Sreekanthan**, Chief Operating & Technology Officer

Pradeep has had significant experience in business consulting and leading technology-based solutions across different industries. He served as Director at Healthcare Partners, California, USA, where he headed one of the industry's largest clinical information system rollouts. He has been involved as a business consultant with various healthcare institutions in India, including Shankarambal Hospital, Bangalore. Pradeep holds degrees in Engineering from the Massachusetts Institute of Technology, Cambridge, USA.

**Dr. Sudhir Vaishnav**, Director

Dr. Vaishnav, Promoter/Director at the Asian Heart Institute, Mumbai, is a leading Interventional Cardiologist, with his specialty including Carotid and Renal angioplasties. Having been part of the physician leadership at Nanavati Hospital, Mumbai, and Bombay Hospital, Mumbai, Dr. Vaishnav is considered to be a pathfinder and innovator in coronary intervention in the country. Dr. Vaishnav holds an M.D., D.M. from K.E.M. Hospital, Mumbai, with an M.Phil. from London University, and has trained at the London Chest Hospital.



From Left to Right: Pradeep Sreekanthan  
Dr. Sudhir Vaishnav  
Tara Prasad Mohapatra

## Powerful Partnerships



**UBQ Technologies:** We partner with UBQ Technologies, Bangalore, to develop, deploy and host our technology solutions for all hospitals. Member hospitals pay for the solutions only on a pay-per-use basis, without incurring other hefty costs. The leadership at UBQ has considerable prior experience in global healthcare delivery at Siemens, with successful implementations in several other industries.

**Mareech Advertising, Bangalore:** Mareech Advertising is our preferred Marketing and PR partner, helping us create a national brand at the corporate level, and will work simultaneously with each member-hospital to create a uniform identity, and individualized Marketing and PR plans. Mareech has worked with leading global companies such as ABB, Compaq, Levi's, Siemens, Tata, and Wipro, with successes in the Healthcare industry as well with Asian Heart Institute.

## Target Hospitals

Asian, now in active discussions with various hospitals across the country keen to join the Asian Health Alliance network, is eager to speak with other interested hospitals. Hospitals that would benefit from being a part of the Asian network include:

- Stand-alone secondary care hospitals
- Medium-sized hospitals: 75 to 100 beds
- Hospitals looking for world-class management and growth opportunities
- Forward looking doctor-promoters keen to take their institutions to the next level

[www.asianhealthalliance.com](http://www.asianhealthalliance.com)

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