Chapter 4  
Profile of Healthcare Sector in Pune City

4.1 Introduction

The Indian healthcare sector is expected to become US $ 280 billion industry by 2020 with 14% spending on health growing 14% annually. Its estimated GDP spend is 8% in 2012 from 5.5% in 2009. It is believed to be the next big thing after IT. At present the sector stands at US $ 40 billion and estimated to grow to US$ 78.6 billion by 2012. (IBEF research) The sector has grown at 9.3% between 2000 to 2009, which is comparable to the growth in BRIC countries.

According to the Yes bank report, the future growth of this sector will be driven by private and public sector, medical diagnostic, path labs and medical insurance sector. Diagnostic likely to contribute US dollar 2.5 billion to the healthcare industry by 2012. According to the report of Ernst & Young, India will require around 1.75 million beds by the end of 2025. The public sector is likely to contribute 15-20% of the total investment of US $ 86 billion. The corporate India, taking note of this has been tapping this potential and expanding healthcare brands. Some of the names to mention are, Reliance Health, Hindujas, Sahara Group, Emami, Apollo Tyres and Panacea Group.
India’s share in global medical tourism has also been on rise and it will account for around 3% by the end of 2013. Though this sector is at nascent stage currently, it has a good potential in future.

4.2 Origin and Development of Healthcare Sector in Pune City

From a traditional city with an agro-based economy, Pune has steadily metamorphosed into an industrial and educational centre, crowned with labels like the Detroit of India and the Oxford of the East. It is also emerging as one of India’s top tech cities as well as a significant agro-business centre. The industrial efflorescence of Pune began with the entry of the Kirloskar Oil Engine Ltd in 1946. In 1960, MIDC set up a huge industrial estate on 4000 acres of land at Bhosari, leading to a spate of engineering-ancillary industries. Later, the city witnessed the entry of auto majors such as Tata Motors, Bajaj Auto and Bharat Forge Ltd. Today, the city is home to Kinetic Engineering, Force Motors (previously known as Bajaj Tempo), Daimler Chrysler and Cummins Engines Co Ltd.

Education has been another stronghold of Pune. Starting with the establishment of the Deccan Education Society in 1880, the city has nurtured six universities, which have 600 functional colleges and PG departments in their fold. The student population of Pune exceeds five
lakhs. Also, in recent years, Pune has attracted about 8000 foreign students from over 62 countries. Moreover, a number of established educational institutions have introduced new courses and research areas.

The first software technology park in India was set up in Pune. TCS, Wipro, Infosys, Mahindra British Telecom, Mastek and PCS have a significant presence in the city. Global majors like HSBC Global Technology, IBM, Sasken, Avaya, T-systems and Syntel also have set their base in Pune. During the last eight years, the IT business in Pune has grown from Rs. 250 crores to Rs. 6500 crores.

Finally, the city has been coming up as an agro business centre. The hinterland of Pune is known for the cultivation of sugar and grapes, horticulture, and floriculture. As a corollary, several value-added industries like food processing units have sprung up and flourished in and around Pune, abetted by Pune’s physical proximity to the demand-driven markets of Mumbai, Nasik, Nagpur, Aurangabad and the like. Big players in this industry like Gits Food Products, Weikfield Products and Chitale Bandhu have already put down roots in Pune.

Supported by its strong economic base, Pune today nourishes a range of diversified activities. With economy in a growth phase and with the local talent available in plenty, Pune’s growth is expected to continue at
a faster pace, boosted by various policies and programs of the Government of India (GoI). In the last 50 years, the city’s population has grown by more than five times; currently, in excess of three million, the city’s population is expected to cross five million by 2021. The growth in population testifies to the vibrancy of its economic activity. Given this scenario, the Pune civic authority and other concerned departments need to prepare themselves to augment the city’s urban, social and other economic infrastructure (entailing services like adequate and uninterrupted power supply) to sustain and promote such vibrant economic activity.

The rural healthcare sector is also in good health. According to Rural Healthcare Sector report 2009, rural sector, in last five years has been added with around 15,000 health sub-centers and 28,000 nurses and midwives. Primary health centers have increased by 84%. Indian medical technology industry is thriving too. It is likely to touch US $ 14 billion by 2020 from US $ 2.7 billion in 2008 on the account of robust economic growth, new technology and private investments in healthcare. (PWC report) The Indian health insurance market has been evolving as a new growth avenue for existing and new players. It is the fastest growing non-life insurance segment in India. It has posted the record growth in last two fiscals, i.e. 2008-09 and 2009-10. As per the RNCOS report, the health insurance premium is expected to grow at a
CAGR of over 25% for the period spanning from 2009-10 to 2013-14. Investment in healthcare has been growing too. As per DIPP, the drugs and Pharma sector has FDI worth US$ 1.82 billion between April 2000 to September 2010, while hospitals and diagnostic centers have received FDI worth US$ 955.10 million during the same period.

**4.3 Issues behind development of Healthcare Sector in Pune City:**

As far as Medical Insurance market is concerned, only 10% of payment is done through insurance in Pune. No hospital in Pune has NABH and JCI accreditation; which is required to facilitate medical tourism here.

As far as infrastructure is concerned, there are 0.8 Doctors per 1000 population, so as, 1.06 Nurses, 0.5 Physicians, and 1.07 Beds per 1000 population. But there is demand for 1.5 Doctors, 3.45 Nurses, 1.8 Physicians and 3.96 Beds respectively per 1000 population. This Gap analysis calls for some attention. Nevertheless, Pune healthcare sector is undergoing transformation and there are some big investors such as Hiranandani, Apollo, Wockhardt etc coming forward to set up a base here. We only hope that this city has more healthy population and well-equipped hospitals nourishing them!!

One of the important areas that needs to be addressed as a part of the urban management process is health services. The population in our country suffers from many diseases in spite of the various
healthcare programs. This is all because of lack of management of facilities, optimum route to the hospital, slum area development and lack of knowledge about technologies.

These health analysis and studies can be grouped into three main areas, which are

a. Different diseases
b. Distribution of hospital in different areas
c. Health care facility and utilization

In this research the researcher has concentrated on the two points of distribution of hospitals and availability and utilization of health care facility. Analyzing distribution of hospitals is an important criterion in health care facility because every category of population should get access to the hospital facility optimally besides various other parameters.

Health care facility and utilization is concerned with all the issues that are related to the locations and facilities. These issues include the optimal location of hospitals and clinics, the relationship between existing locations and health care needs and assessment of hospitals and the assessment of facilities. This study was focused on the City of PUNE and the distribution of hospitals in the region restricting to Pune Municipal Corporation.
The dependency of health related factors and limited resources for ever health requirements need to be addressed in spatial domain in order to identify what is needed for upgradation of healthcare facilities in Pune city. Thus, it has become important to recognize local healthcare needs given the healthcare demands, social status and services that are available in the locality.
Pune is the second largest city in the state of Maharashtra in western India, around 160 kilometres southeast of the state capital, Mumbai. It is also the seventh largest city in India. Situated 560 meters above sea level on the Deccan plateau at the confluence of the Mula and Mutha rivers. It has a population of 5,064,700 (2008) and covers an area of 450.69sqkms. Pune being a cosmopolitan city and harbouring people especially students from various parts of the country and abroad has all its basic amenities in place. The health care facility which the focus of the study is in a good state but
has not been updated in terms of its capacity and quality service for catering to the population. In this research an attempt has been made to study the hospital services and its implication on Customer Relationship Management.

The data was collected from the Pune Municipal Corporation and hospitals that come under Pune Municipal Corporation limit. To know about the health care services existing in the Pune City interaction with various hospital administrators, and the patients and their relatives were carried out.

It was found although the central part of Pune was well served with the hospital. The western side of Pune in ward like the confluence area of Aundh and Karve road are lacking in hospital services. The services of hospitals need to be more dispersed rather than concentrated in a particular area. However, need an apt update in terms of their numbers. Also found that being a cosmopolitan city, although the roads are good there were problems due to congestion in a couple of areas.
4.4 Important Phases of Development of Healthcare Sector

Pune City 7 decades back witnessed only Ruby Hall Clinic as a private nursing home with only 2 beds within a Parsee family bungalow run unit by a then known Dr. K B Grant leading physician across Pune and was treated like a God by every house in Pune. His caring nature, least monetary expectation from the patients made him Famous in Pune. Curing the patients and sending them back home with a smile on their face made him feel on the top of the world. Those days for sake of a proper hospital was Sassoon hospital that was known as a tertiary care set up.

Ruby Hall Clinic was established in 1959, by late Dr. K. B. Grant, Who is among 20 most influential people in healthcare in India.

Ruby Hall Clinic occupies a prominent place among the medical institutions in India as a multi specialty hospital dedicated to the diagnosis, treatment and research related to various diseases.

Kamal Nayan Bajaj Cancer centre: Recognizing the need of the hour and fulfilling the dream of its Founder, Dr. K.B. Grant, Ruby Hall Clinic had set up an exclusive

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<tr>
<th>Vision</th>
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<tr>
<td>To enhance individual patient care through timely and relevant healthcare and to meet the healthcare needs of the needy patients in and around Pune.</td>
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<tr>
<th>Mission</th>
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<tr>
<td>In keeping with our social commitment we render free and concessional treatment to the less privileged.</td>
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seven storied Cancer Centre dedicated to superlative cancer care and treatment to patients. The centre has 70,000 sq. ft. built up area and is set up with the total investment of Rs. 45 crores. The centre is a "Comprehensive Cancer Care" provider in a true sense, as it has integrated all the treatment facilities available for cancer under one roof.

The facility includes Radiation Oncology, Medical Oncology, Surgical Oncology, Research Centre, Ultramodern Laboratory and Diagnostic facilities along with support services like Medical Social Works Department, Conference Hall, Pharmacy and Coffee Shop.

The Radiation Therapy unit provides Image Guided Radiotherapy (IGRT), and prides itself in being first centre in India to do so. The IGRT goes beyond the traditional method. Its 3-D imaging focuses on just those cells affected by cancer, rather than all the cells in the area, & thus protecting the healthy cells. The centre also offers Intensity Modulated Radiotherapy IMRT. Both these scientifically advanced therapies help doctors in administering the treatment with precision and perfection. The unit offers expertise in Stereotactic Radio Surgery (SRS) and Therapy (SRT) that involves the treatment of brain tumours without surgery.

ACADEMICS

Ruby Hall clinic apart from being a tertiary care hospital with the state of art facilities, is an academic institute imparting training of Diplomat of National Board of Examinations for Broad Superspeciality degrees and
Postdoctoral Fellowships in sub specialties in a student friendly environment. All PG students are provided free Accommodation & highly subsidized nutritious meals Stipend is paid to all the PG students as per DNB rules National Board of Examinations recognizes ruby hall Clinic for following Specialty and Superspeciality disciplines.

**Post- Graduate CPS Course**

Ruby Hall clinic apart from being a tertiary care hospital with the state of art facilities, is an academic teaching institute imparting training for College of Physicians and Surgeons , Mumbai for following specialties in a student friendly environment. All PG students are provided free Accommodation & highly subsidized nutritious meals Stipend is paid to all the PG students as per CPS rules

**Advance Certificate In Clinical Research**

Clinical Research is a highly Specialized Field that required Specific training to carry out various job functions. The need and complexity of the specific training at the level of CRA(s)/Monitors/QA Auditor increases as they move up the professional ladder thereby shifting the focus from trouble shooting to planning & forecasting.

ACCR is aimed at imparting basic to advance level skills on various clinical research topics in order to train & develop clinical research professional by imparting quality education to them.
With the advent of more and more people migrating from across India or Foreign countries Smaller Nursing homes started mushrooming, from being a smaller nursing homes expanded to bigger secondary care hospital and subsequently further expanded to becoming tertiary care hospital.

For many generations of families of patients in and around Pune, Jehangir Hospital signifies Hope, Healing and Happiness. They know, that here, they will get much more than just state-of-the-art technology, consultants at par with the best and a professional approach. They value, more than anything else, our ability to ensure happy outcomes, the sensitivity shown by our consultants and nursing staff and our genuine efforts to exceed their expectations.

Sir Cowasji Jehangir and Lady Hirabai Jehangir, who founded the Jehangir Hospital, invited Dr. Eduljee H. Coyaji to start a Nursing Home that would offer high quality and personalized care at affordable prices. Started with just a few beds, on the 6th of February 1946, it became the city’s first private hospital.

In 1953, The Nursing Home was registered and run as a Public Charitable Trust, headed by Sir Cowasji Jehangir and an eminent board of trustees. After his demise in October 1962, his wife, Lady Hirabai Cowasji Jehangir presided over the Board.
Soon the Jehangir Nursing Home increased to a 60-bed hospital and additional facilities were added to provide better care and more patient convenience. These include the Kitchen, to provide nutritious food to the patients, a full-fledged Linen Department and a full-fledged Nursing Department. From the mid to late fifties the bed strength and facilities had to be continuously increased to keep pace with patient demand.

Sir Hirji Jehangir became Chairman of the Board of Trustees after the demise of Lady Hirabai Cowasji Jehangir in 1976. As he later wished to be relieved of his duties, his elder son, Mr. Jehangir H. C. Jehangir, later Sir Cowasji Jehangir, Fourth Baronet, became the Chairman in June 1988 and continues ably with this responsibility to date.

In the year 1989, a major expansion project was undertaken, under the guidance and watchful eye of Maj. Gen. D.B. Doctor, and the Block V building was completed. The hospital bed strength increased to 199 beds, of which approximately 75 beds were General Ward Beds, where subsidized medical treatment was given to poor and needy patients.

In 1995 the Hirabai Cowasji Jehangir Medical Research Institute was established. It is recognised by the Government of India as one of its Scientific & Research Organisations and conducts research in the medical field.

After this the hospital made an arrangement with the Bharati Vidyapeeth Medical College to provide training to their undergraduate medical
students. Hospital is now recognised as a teaching Institute for various MD and MS Courses of the Bharati Vidyapeeth Deemed University.

To achieve this and take the institution to the targeted level of patient care, professionalism and efficiency, the management decided to enter into an association with Apollo Hospitals Group. This arrangement was formalized in April 1998, Mr. Jaideep Gupta being the first Chief Executive Officer of the hospital, under this arrangement. Under his stewardship the hospital underwent a major renovation and expansion that transformed it from a multispecialty Nursing Home to a state-of-the-art superspeciality hospital.

The Apollo CT Scan Centre was established in the hospital premises on May 28, 2000.

Under the next CEO, Mr. Sudhir M. Diggikar, took place the launching of an Emergency Management System – the 1066 EMS, in association with the Apollo Hospitals, in 2003 and the setting up of a dedicated and independent Cardiology Dept in 2005. These 2 significant milestones resulted in the hospital establishing itself as a tertiary care hospital of the highest repute.

This was the first Cardiology service in Pune that had a full time team of eminent Cardiologists and Cardiac Surgeons attached to it. A Flat Panel Cath Lab with Stent Booster technology, Seamless Stainless Steel Operation Theatres, Intra-operative Flowmetry and Minimally Invasive Cardiac procedures were some of the unique features this service introduced to Pune. The objective was to offer a reliable and high quality cardiac service
that could handle even the most complicated cases, with results matching international standards.

In April 2006 the Ishanya Foundation Diabetic Center was set up through a donation from the Ishanya Foundation, a part of the Deepak Fertilisers and Petrochemicals Corporation Ltd., to combat the growing menace of diabetes.

The crying need for additional beds was addressed by constructing 22 additional rooms and a luxury suite on the 6th floor in June 2006. In May 2007 was commissioned the first unit outside the premises of the hospital when the Emergency Center at Hadapsar became operational. This stand-alone unit, capable of providing prompt and life-saving medical aid to emergency and trauma victims, was established out of a generous donation given by the Navajbai Ratan Tata Trust.

The hospital has plans to set up 3 more such centers to cater to the demand for such services in the peripheries of Pune, which are accident prone and where there is a lack of professional and reliable emergency care services.

Jehangir is a 325 bedded tertiary care hospital which includes a 65 bedded ICU.

Jehangir caters to all classes of the society, their wards are Casualty ward, General Ward, Semi private Rooms, Private Rooms, Luxury AC Rooms, Deluxe Rooms, Maternal Suite and I.C.U
KEM Hospital Pune, is the largest Non-Government Organization hospital in the Pune District of Maharashtra State. Run by the KEM Hospital Society, it is registered under the Societies’ Registration Act 1860 and the Bombay Public Trusts Act 1950. The hospital is a 550-bedded, tertiary-level teaching institution, serving not only the people of the city itself, but also a large populace coming from the surrounding urban and rural areas.

KEM also runs a secondary level Rural Hospital at Vadu, which serves a rural population of about 68,000 people through a network of primary health centres. All the major clinical departments like Medicine, Surgery, Paediatrics, Obstetrics & Gynaecology, Pathology and Radiology, are recognized for the Pune University MD and MS degrees and for the National Board DNB.

**Four beds and an institution is born...**

In 1912, Sardar Srinivas Moodliar established a small charitable dispensary with four maternity beds in memory of King Edward VII on his own land. Over the next 30 years, thanks to the philanthropy of several individuals, this dispensary grew slowly but steadily. By 1944, the hospital had about 40 beds, an operation room, a labour room and nurses' quarters. Basically a Maternity hospital, figures

<table>
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<th>Mission:</th>
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<td>To conduct research on relevant areas of health with focus on reproductive child health, childhood diseases and women’s health and to work towards the empowerment of women.</td>
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show that an impressive 22.5% of all registered births in Pune City in the early 40s took place at the KEM!

**One woman and history is made**

In 1944, Dr. Banoo Coyaji was appointed Chief Medical Officer. Banoobai envisioned an India where health could dramatically improve if women were empowered. Thus, family planning, women and children’s health and women's empowerment became her personal crusade.

As KEM Hospital’s reputation grew, there arose pressing public demand for it to provide wider medical facilities for the people of Pune and its environs. Therefore, in 1967 it was converted into a 200-bedded General Hospital with the addition of Medical, Surgical and Paediatric Departments. Once again, with her visionary outlook and customary zeal, Banoobai initiated the concept of taking medical care to rural outposts. Thus in the late sixties, with the help of the late Mr.Ram Shamdasani, was born the Vadu Hospital which today services 22 villages and a population of 68,000 people.

A well-equipped Operation Theater allows advanced surgeries to be done, both routinely and in emergencies. State-of-the-art equipment includes, a Carl Zeiss ophthalmic, operating microscope for suture-less, intra-ocular lens implantation for cataract surgeries. A separate Carl Zeiss ENT microscope is used for advanced ear surgeries. A basic laboratory supports patient care with capability of routine blood, urine and pathology tests.
Ultra sound sonography services are available on fixed days of the week. An x-ray unit completes the basic investigative capability of the hospital.

**Research:** Vadu Hospital in collaboration with KEM Hospital research centre has conducted numerous path-breaking studies especially in the field of reproductive and child health.

**Noble Hospital**

It was established on 7th July 2007. The hospital has been built on a 1.75 acre site and has seven floors. The hospital plans to provide tertiary services not just to the residents in Magarpatta but also from nearby areas like Phursungi, Mundhwa and others. It is 250 bedded hospital with 32 specialties. The hospital has insurance tie-ups with Bajaj Allianz, family health plan limited, Medicare and others. Moreover a corporate Out Patient Department is dedicated to the IT professionals, working class and corporate personnel.

**Sahyadri Hospitals:** Sahyadri Speciality Hospital has numerous full-fledged departments. It is located in the heart of Pune city in the prime area of Deccan Gymkhana. It has 11 storeys and a total of 150 beds.

The backbone of Sahyadri Specialty Hospital, led by the dynamic neurosurgeon Dr. Charudatt Apte. It is one of the busiest departments of the hospital and derives its roots from Pune Institute of Neurology, where it grew into a vaunted unit that wrought 'miracle cures,' the popular term for a scientific and systematic approach, skilled hands and cool heads. The first to introduce stereotactic surgery and functional neurosurgery on a
regular basis, this department leads all hospitals in Pune, not only by the quality of work but also by the number of surgeries performed. Because of the holistic approach encompassing diagnostics, surgery, post-operative care and rehabilitative care, this is one of the most sought after departments of Sahyadri Speciality Hospital.

With round-the-clock cover, the department routinely undertakes surgeries for brain tumours, vascular lesions, skull base pathologies, spine and CV junction disorders, minimally invasive and endoscopic surgeries, paediatric surgeries (including surgery for intractable epilepsy) and a wide range of other neurosurgeries.

The Department also carries out painstaking and constant research, meticulous record keeping (including digital image storage and retrieval). It is the first hospital in Pune to be accorded the status of teaching hospital for DNB in neurosurgery.

SURYA HOSPITALS PVT. LTD ESTD. IN 1944 by Dr. Ghatpure (first Indian gold medallist surgeon from England). He also has the history of having operated on our respected Bapu Mr. M.K. Gandhi. He was a tenant of Mr. Purandar, owner of land of Shaniwarwada. On the same land, he started with a 10 bedded hospital. The proprietorship was then passed on to the duo Dr. Sane & Dr. Bhave and from them to Dr. Shinde (now, M.D. of the hospital) & Dr. Pandit (Plastic surgeon). They formed a company and it Surya Hospitals Pvt. Ltd. In 1984 (35 beds), incorporated under The Company’s
Act 1956 by no.34225 on 9th Oct 1984. They also introduced a special Intensive Burns Care Unit. The hospital now boasts of its 100 bed capacity.

**SPECIALITY CLINICS:**

<table>
<thead>
<tr>
<th>SPECIALITY</th>
<th>DAYS</th>
<th>TIME</th>
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<tbody>
<tr>
<td>Neuro surgery</td>
<td>Wed/Fri</td>
<td>10am to 12 noon</td>
</tr>
<tr>
<td>Gastro-enterology</td>
<td>Thus</td>
<td>1pm to 2pm</td>
</tr>
<tr>
<td>Urology</td>
<td>Mon/Wed/Fri</td>
<td>2pm to 4pm</td>
</tr>
<tr>
<td>Oncosurgery</td>
<td>Tue</td>
<td>10am to 2pm</td>
</tr>
<tr>
<td>Plastic Surgery</td>
<td>Mon/Thus</td>
<td>11am to 1pm</td>
</tr>
<tr>
<td>Diabetic clinic</td>
<td>Tues</td>
<td>2pm to 4pm</td>
</tr>
<tr>
<td>Cardiology</td>
<td>Thus</td>
<td>2pm to 4pm</td>
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<tr>
<td>BP clinic</td>
<td>Fri</td>
<td>2pm to 4pm</td>
</tr>
<tr>
<td>Asthma clinic</td>
<td>Sat</td>
<td>2pm to 4pm</td>
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<tr>
<td>Orthopaedic clinic</td>
<td>Daily</td>
<td>12noon to 2pm</td>
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Following OPDs are also functioning: Medicine, Surgery, Obstetrics/Gynaecology, Psychiatry, Cosmetology, ENT, Homeopathy and Paediatrics.

**GUPTE CHARITABLE TRUST HOSPITAL** is the most trusted name in women's health and helps women live longer, healthier lives. Ideally located in the heart of the city at Deccan gymkhana Started by Dr. Sanjay Gupte and Dr. Asmita Gupte more than 30 years ago (25 beds). The new wing was added three years back with strength of 40 beds. Dr. Sanjay Gupte was
recently unanimously chosen as the president of THE FEDERATION OF GYNAECOLOGICAL SOCIETY OF INDIA [FOGSI] Gupte Hospital has a tie up with Sahyadri Hospital Pune for ambulance services Associated with various NGO’S like JAGRUTHI SEVA SANSTHA, SWAROOP VARDHINI and charitable organisation like ASMITA MEDICAL FOUNDATION

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<tr>
<th>NO.</th>
<th>MANPOWER</th>
<th>STRENGTH</th>
<th>REMARK</th>
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<tr>
<td>1.</td>
<td>DOCTORS</td>
<td>17</td>
<td>Paediatrician &amp; Anaesthetist {on call},</td>
</tr>
<tr>
<td>2.</td>
<td>NURSES</td>
<td>40</td>
<td>On rotation</td>
</tr>
<tr>
<td>3.</td>
<td>HELPER{ayahs}</td>
<td>27</td>
<td>On rotation</td>
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<tr>
<td>4.</td>
<td>DNB Residents</td>
<td>4</td>
<td>Started recently</td>
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Deenanath Mangeshkar Hospital is a 450 bedded hospital, 2, 75,000 sq ft of construction area, with computerized systems and world class telecommunication facilities. DMH is a joint venture of LATA MANGESHKAR MEDICAL FOUNDATION & JNANA PRABODHINI MEDICAL TRUST. LATA MANGESHKAR MEDICAL FOUNDATION was established in Oct. 1989, by the Mangeshkar family, a household name in India as well as and extremely renowned in the whole world for their invaluable contribution to the field of music. Six acres of land was allotted
by Govt. of Maharashtra for the proposed Hospital. Jnana Prabodhini was established in 1962 to motivate students for social leadership. Besides the renowned school, Jnana Prabodhini also works in the fields of Health, Research, Training, Rural Development and Women Empowerment. Past students of JP established Jnana Prabodhini Medical Trust in 1993. With the mission statement "Rational ethical medical service available to rich and poor alike"; integrated approach towards medicine and rural health care service network.

**J.P.M.T** joined hands with **L.M.M.F.** to start **MASTER DEENATH MANGESHKAR HOSPITAL HOSPITAL & RESEARCH CENTER**

The hospital was inaugurated at the hands of honorable Prime Minister Shri AtalBihari Vajpayee on the 1st Nov. **2001**. Honorable Home minister Shri Lalkrishna Advani was also present with Governor and Chief Minister of Maharashtra. **The hospital started functioning from 24th November 2001.**

**V L Mutha Cancer center** was inaugurated on 30th June 2005. Cancer Center is equipped with **advanced linear Accelerator, Brachytherapy unit & Bone marrow transplant** facility. **ClearVision Laser center** was inaugurated on 10th Feb 2007. **IVF Clinic** was inaugurated on 24th April 2007. **Obesity clinic** was inaugurated on 11th May 2007.
JOSHI HOSPITAL is under MAHARASHTRA MEDICAL FOUNDATION (MMF) and was set up in 1978 and heal solely for the welfare of mankind, regardless of monetary gain, placing the human care above all.

Hospital has three hospitals under its hold namely the Joshi Hospital, the Ratna Hospital, and Jamnabai Firodia Cardiac Institute. The most notable part of the progress has been the donation that the MMF has received from people from all walks of life. Notable amongst them are Late Dr. L.B. Joshi in whose Joshi Hospital they first started their foundation. Shri M.S. Kanitkar was very generous and donated a large plot of land on S B Road where MMF started constructing its second hospital Shri. Shankarlalji Tulshyan came forward with a large donation for this hospital; respect hospital has been named after his departed wife Late Smt. Ratna Tulshyan. The well known Gandhian, Philanthropist and Industrialist Late Nawalmalji Firodia donated funds for the construction of an ultra modern and state of the art cardiac centre which was named Jamnabai Firodia Cardiac Institute.

Maharashtra Medical Foundation believes in “Superior healthcare with human touch”. It has Joshi Hospital under its wings. It was established in 1978 by late Dr. Balakrishna Joshi. It is a centrally located, 100 bedded, multi speciality hospital with state of art equipments. The hospital functions as a public charitable trust offering the following services.

N.M. Wadia Institute Of Cardiology was established as a Public Charitable
Trust in 1966; The then Chairman of N.M. Wadia Charities of Bombay, - late Sir Jamsetjee Jejeebhoy VI Bart having given encouragement and support for the purpose of starting a hospital devoted to diseases of the heart. It was also through the generosity and co-operation of late Lady Hirabai Cowasji Jehangir and late Dr. E.H. Coyaji, that the Jehangir Medical Center initially provided us with a space to start our activities and later in 1972, leased land on their campus, where the existing Institute stands. The affairs of the Institute are managed by a Board of Trustees. The N. M. Wadia Institute of Cardiology was the first non-government sector hospital in India to start a Coronary Care Unit and the first in Poona to pioneer cardiac Catheterisation and Angiography. Angioplasty, Stenting, open heart surgery and closed heart surgery which are now all routine activities. Amongst many of the International known doctors and surgeons who have visited and operated at the Institute are Professor Sir Magdi Yacoub, Christopher Lincoln, Egbert Boss, Christian Barnard, Professor Phillip Alison, E. Jansen and G. Lee.

The present facilities include a state of the art Siemens Axiom Artis dFC flat panel with clear FD technology, the first such installation in Asia in June 2006; two modern Operation Theatres solely devoted to cardiac surgery, and the very latest equipment for non invasive cardiac investigations. The Institute also caters to the underprivileged and less fortunate members of society by subsidising hospitalisation, investigations and free Out Patient facilities. Its charitable activity is equivalent to approximately 25 % of its annual income.
The Institute has a social worker department which screens and manages funds for needy patients. The Institute is recognised by the National Board of Examination, New Delhi, for the post doctoral Diploma in Cardiology (DNB Cardiology), the first Institute in Poona and third in Maharashtra State.

We are fortunate in having a dedicated medical and administrative team who have more than contributed to whatever measures of success we have achieved. Our activities are only possible because of the generous donations we receive from grateful patients, friends, business houses and other charitable trusts.

**NAIK HOSPITAL** started 25 years back as a simple dispensary which dealt with orthopedic cases around the Pune. It not only cover's the area of Pune but also cover's villages nearby & is famous among them. Gradually service has improved a lot and all types of orthopedic operations are done by hospital. Now Dr. Satyashil & his son are the owners of the hospital and are moving forward rapidly. Now they are planning to make ultra specialist O.T. which will be one of its kind in India with all the state of art facilities.

Recording system works properly and they have all details about patient’s and other important legal and necessary documents. All the work is done manually, there is no facility of computer for different section. A multispecialty center for Orthopedics, Accident & Medical care is centrally located in the lush green Mukundnagar, Pune. It is a 100 bedded hospital. The hospital believes in imparting high quality medical care, accurate &
timely services and constant up gradation in its facilities in order to provide best possible in-patient care.

**Ranka Hospitals** in association with RANKA MEDICAL FOUNDATION provides concessional treatment to poor and needy patients. RANKA hospital is well equipped with the latest hi-tech equipments. A team of specialist and super specialist are available round the clock to manage all kinds of emergency services.

**Rs. 10,000/-** will be given towards treatment by RANKA MEDICAL FOUNDATION for those patients who are undergoing *Total Knee Replacement* or *Total Hip Replacement* surgery. A team of orthopedic surgeons with international training and qualifications is available to provide the best possible treatment.

### 4.5 Factors Favouring Development of Healthcare sector in Pune City

Pune healthcare market is getting healthier, thanks to its population base of around 5 million and growing IT, BPO and Education Sector. It is becoming a Metro city and pacing up with Mumbai. This has been a driver for the growth of organized hospitals. The unique feature of low cost treatment and dental tourism has also contributed to this growth. The cost of treatment here is very affordable, i.e. 1/5th of the cost in Europe and USA. This is the reason that many hospitals such as Ruby Hall and Sancheti have lot of foreign patients. There are a lot of patients coming in from Middle East too
4.6 Potentials for Further Development of Healthcare in Pune City

With Pune City's nearby villages coming under the municipal corporation, more and more populations are being added to Pune City resulting in increase number of beds to serve the below poverty line patients as well. Faster and speedy means of Ambulance service to save the Golden hour period. There are number of increasing newer industries mushrooming in the city of Pune taking the per capita income reach the sky. The younger generation working in call centres now affords to buy very high priced health insurance premiums not only for themselves but for the entire family including parents, hence their expectation for availing any hospital services would be like a five start Hotel in terms of accommodation, besides getting a comprehensive health treatment from leading Doctors of concerned speciality.

4.7 Implication for Study

Seeing the speed at which Pune City is rising in every direction, there is a need to understand whether the host of healthcare providers or the hospitals that have mushroomed in the City of Pune Live upto the expectations of the citizens of Pune in terms of Infrastructure, Doctors Treatment, Staff & Nurses attitude and a host of other factors, Technology etc. Further to study the impact of Healthcare Services on Customer relationship Management.
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