

Rural Healthcare in Haryana

Outlook Towards Digital Healthcare

A Think Tank Featured Insight



Advisory | Assurance | Think-Tank

Rethinking Rural Healthcare..

...An initiative by



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Landscape



❑ Population	27.73 Million
❑ Population Density/sq. km	573 Persons
❑ Sex Ratio	880 F/ 1000 M
❑ Literacy Rate	75.55%
❑ Districts	22
❑ Villages	6,000
❑ Total Area	44,212 sq km

Healthcare Landscape (1/3)



- Total No of beds in Public sector: 11,240
- Total No. of beds in private sector: 24,901
- Total No. of beds are 3 36,141
- Total No. of hospitals in public sectors: 668
- Total No. of hospitals in private sectors: 1,480
- Doctor Density 1: 4791

Healthcare Landscape (2/3)



❑ Ayushman Bharat Yojna

- 58 Government hospitals and
- 32 Private hospitals have successfully implemented
- 570 medicines are free from Government



❑ Top government hospitals in Haryana are:

- B.D. Sharma,
- PGIMS Rohtak with 1597 beds
- Hasan Khan Mewati Govt Medical College with 400 beds



❑ Top Private hospitals in Haryana

- Medanta with 1250 beds
- Asian Institute of medical science with 425 beds
- Artemis hospital with 400 beds
- Max and Fortis

Healthcare Landscape (3/3)



- Ayurveda comes under AYUSH healthcare and survey across Haryana reported that more than 90% people prefer Allopathic treatment over AYUSH treatment.
- There are 4 Ayurvedic hospitals, 6 Ayurvedic Prathmic Swasthya Kendra's, 475 ayurvedic dispensaries and 29 ayurvedic dispensaries under AYUSH.
- Under AYUSH department there are 1 Unani hospitals and 18 Unani dispensaries in Haryana.
- There are 21 AYUSH wings at district hospitals & 98 AYUSH IPD (Polyclinics) at CHCs, 109 AYUSH OPD at PHCs in Haryana.

Diseases Demography



Up to 14 years

- Diarrhoea
- Nutritional Disorder
- Malaria
- Digestive disease



Between 15-39 years

- Respiratory disease
- Cardiovascular disease
- Depression
- Diarrhoea
- HIV AIDS
- STD
- Tuberculosis
- Anaemia
- Pre natal / Post natal



Between 40-69 years

- Cardiovascular disease
- Cancers
- Chronic Respiratory disease
- Diarrhoea
- Leprosy
- Sports Injury
- Diabetes
- Drug addiction
- Liver cirrhosis
- HIV
- STD
- Tuberculosis



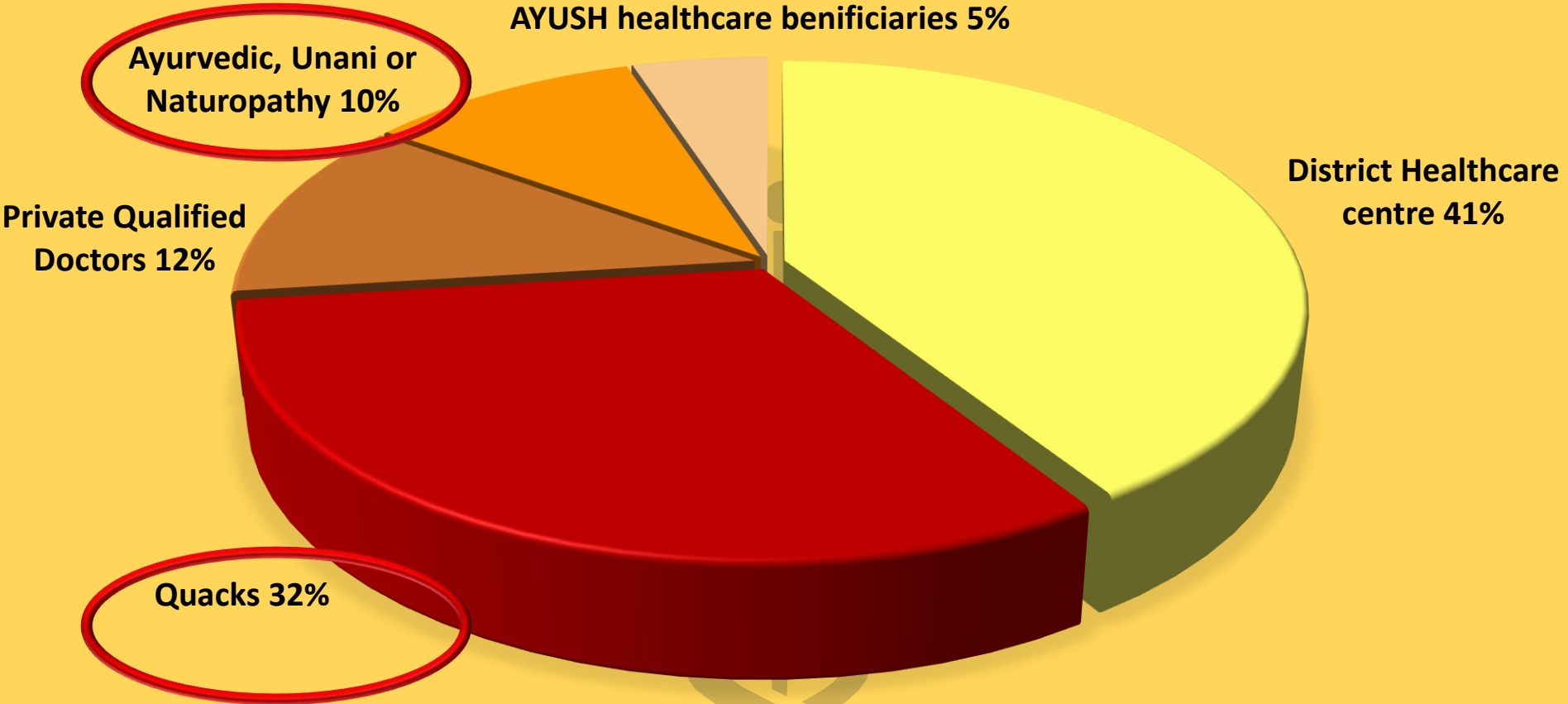
> 70 year of age

- Cardiovascular disease
- Chronic Respiratory disease
- Diarrhoea
- Slow pesticide poisoning
- Cancers
- Malaria
- Cataracts

Target Diseases for Digital treatment

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Unwell ? Who do I go to ??



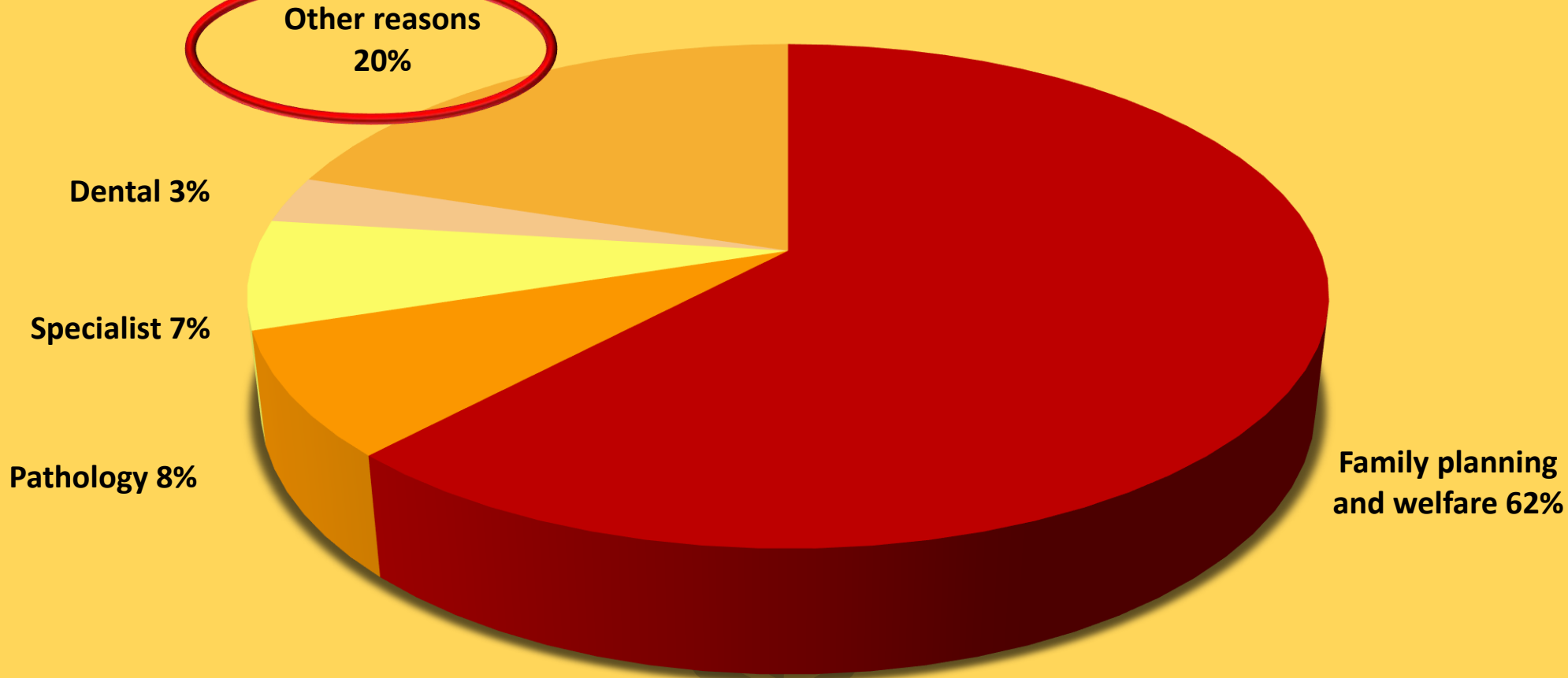
~50% population can be convinced to change their mindset



Target for Digital treatment

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Unwell...When do I go to Doctor ?



“Other reasons” – key focus for modern medicine



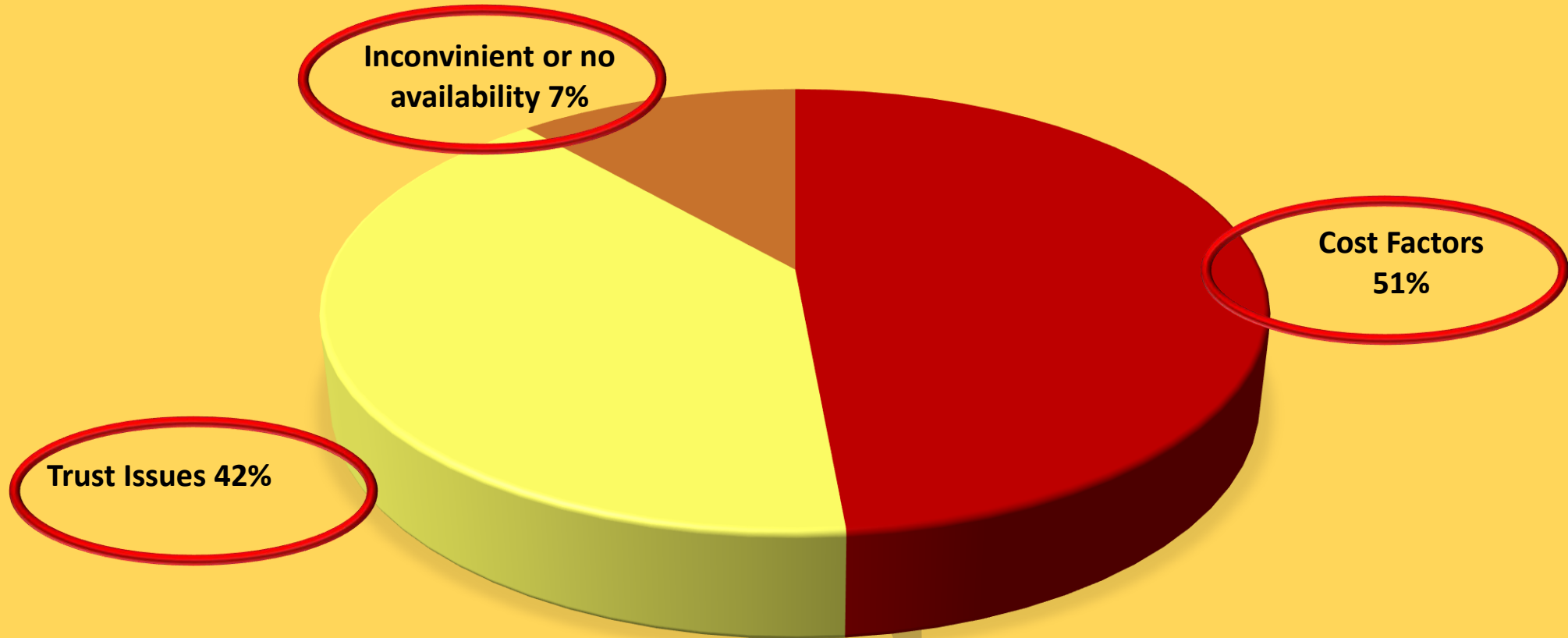
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Target for Digital treatment



Go to Private Doctor ...no !!!



Sell confidentiality & trust to gain trust in healthcare



Target for Digital treatment

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Strength

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High literacy rate and “urbanised” Rural areas



- Integrated EMR
- Experience with clinic services
- Engaged providers
- Community is on-board
- Local convenience & Largest employer in the County
- Higher literacy rate
- Proximity to town
- Various luxurious & private hospitals in cities like Rohtak, Hisar and Ambala

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Weakness

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I will go to my hakim or bangali doktor



- Cost of establishing a new facility
- Changing patient behavior in where to seek care.
- Lack of patient engagement in utilizing Patient Portal
- Less awareness of healthcare

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Opportunity

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65% population has access to < ~17% healthcare facilities in Rural areas



- Increasing market share
- Partnering with communities to improve their health
- Measuring patient satisfaction
- Develop patient focus group to increase patient engagement
- Increase awareness about healthcare
- Higher young people which can be attracted for modern healthcare
- Equidistant proximity for Delhi and Chandigarh
- Population with 60+ age need better healthcare

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Beliefs, Fear and Traditions

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Threat

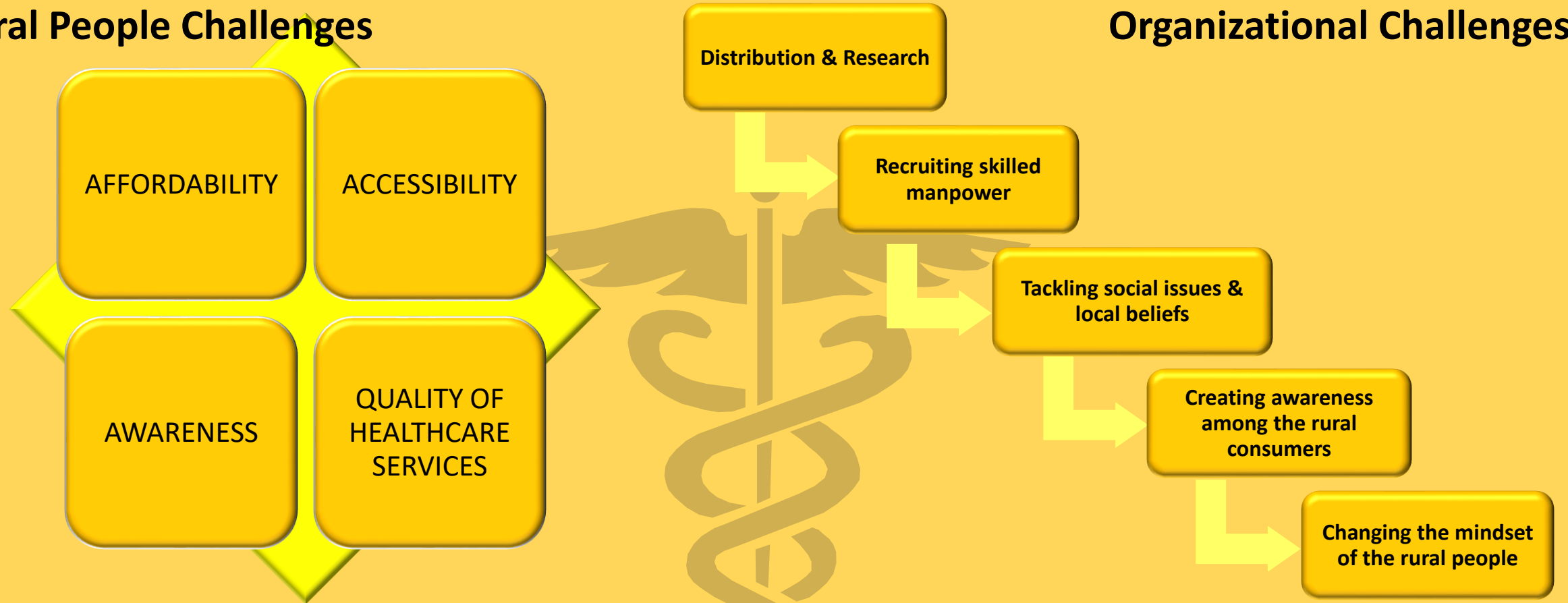


- Small community
- Area health providers may view as a threat
- Unexpected barriers when tearing down existing and placing new facilities
- Social stigma and privacy concerns
- Presence of quacks and Bengali Doctors and Ojhas.
- Deeply rooted caste based society with preference of same caste Doctor.
- Acute gender disparity
- High dependency on home remedies.
- Suspicion through modern healthcare

Challenges for Change

Rural People Challenges

Organizational Challenges



Educate, eradicate instil confidence, talk their language !!

CONCLUSION- To conclude, medical facilities are more concentrated in Gurgaon, Rohtak, Hissar & Chandigarh.

There are many branded multispecialty hospitals are present in urban regions of state

On the other hand, Rural Haryana is lacking in availability of doctors and medical literacy especially for Women

The road ahead is

- Change in mindset and belief's
- Empower the Locals
- Invest through virtual technology



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For Further information, please feel free to reach out to

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