



GREENFIELD PROJECTS

+HEALTHBRIDGE-



+ About HealthBridge

HealthBridge is a Management Consulting company focused on the healthcare sector. We are headquartered in Mumbai, with branch offices in Delhi and Bangalore.

HealthBridge brings comprehensive expertise for solving our partners' most critical business challenges. We bring an understanding of best practices from health systems and other industries across the globe to help our partners achieve superior clinical results and exceptional business performance.



+ Greenfield Projects: Perspective

Rapid socio-economic changes in emerging markets are leading to large scale development away from traditional city centers. This has resulted in pockets of unserved healthcare demand that, along with existing infrastructure shortages have created an unprecedented opportunity to develop greenfield healthcare facilities. The opportunity has attracted existing players and a range of new entrants from diverse industries, each wanting to venture into the healthcare industry.

However, despite the potential and scale of demand, sub-optimal performance and business returns are quite common. Many players apply conventional building and planning approaches without adequately assessing the demand for hospital services or incorporating patient and functional requirements into facility design. Consequently, cost overruns, frequent changes in project scope and delays in market entry regularly affect greenfield ventures.

HealthBridge brings a comprehensive and specialized understanding of hospital development to assist planners in making informed choices about greenfield healthcare facilities.

We support planners from feasibility analysis and project planning, to partnership structuring and O&M arrangements.

With our approach, planners and developers can significantly reduce project risks, capital costs, operating costs and time to break even. Support can be offered on a comprehensive turn-key basis as well as in a highly modular and focused approach.



+ Offerings in the Greenfield Space

Overall Strategy

Feasibility, market assessment, business planning

Facility Planning

Space planning, adjacency matrix, stacking, core workflows planning

Clinical Services

Service mix, organization & governance, manpower planning, clinical program development, physician and clinical staff models, imaging and diagnostics

Support Services

F&B, housekeeping, laundry, supply chain (materials and pharmacy)

Technology

Health information systems and medical equipment

Engineering

Clinical requirements for HVAC, MEP, medical gases and other utilities

+ Our Approach

Assessment of your vision, mission and business objectives

There is no “one-size-fits-all” solution in the business of healthcare, so we begin with a thorough assessment of your vision, mission and business objectives and refine them to establish clearly defined goals, milestones and outcomes that will guide the development of a suitable business plan.

Development of a business plan to meet your objectives

We next develop a robust business plan grounded in rigorous market assessments and feasibility studies in the identified catchment area. We simultaneously evaluate a range of healthcare delivery models for their ability to achieve the desired outcomes and develop a highly specific business plan that outlines the entire road-map from strategic planning and implementation to commissioning and steady state operations.

A comprehensive roadmap for planning and implementation

We map resources from our team as well as yours to create the required clinical and operational task teams. We also structure partnerships with external vendors in select areas to bring the right expertise to every aspect of the project. We then develop the overall strategy, approach and implementation plan in close collaboration with key leaders and stakeholders. In addition, we provide you with suitable tools to monitor and assess progress against the project plan and timelines.

Onsite implementation support

We bring an implementation mindset and are present onsite with your team to drive the project to commissioning and continue into operations until a steady state is achieved. HealthBridge works with your team and leaders as peers and partners, forming trust-based relationships based upon the highest ethical and business standards. Our implementation support ensures that your organisation realises superior and sustained results.

+ Examples of our unique approach to planning and its impact

While we adopt a patient centric approach to facility development, we also ensure that the facility is designed to enable high levels of operational efficiency.

Market assessment and feasibility

We use local disease burden as an indicator of demand in contrast to the conventional approach of using international benchmarks to size the facility. Our approach optimizes facility size to lower capital costs. In addition, we assess local demographics and disease patterns to help you identify and invest in revenue generating services and specialties.

Facility Planning

Many promoters focus on overall aesthetics rather than patient workflows and operational requirements leading to inefficient design and higher operating costs. In comparison, our approach to facility design is highly patient centric to ensure high levels of patient satisfaction and efficiency. Similarly, our space planning is sensitized to local practices and focuses on developing standardized inter-operable facilities to achieve optimal sizing and better financial returns.

Technology Planning

Many promoters are tempted to adopt a “best available” equipment approach often leading to gold plating of assets. We recommend selecting medical equipment on a “clinical requirement” basis to ensure optimal asset utilization and higher returns. Our approach to technology planning is focused on cost optimization and operational efficiency to reduce manpower requirements, improve productivity and streamline operating costs.

Support Services

Our approach for planning supply chains in hospitals is focused on adoption of lean principles in a technology-enabled “paper-less” environment along with newer technologies like pneumatic chutes, RFID, barcodes etc. Apart from improving patient safety, this approach optimizes your workforce, storage space and inventory to deliver a high level of operating efficiency and profitability.

Clinical Strategy

We develop organizational and governance models for doctors and departments that are most suited to your business objectives. We also identify niche clinical programs that will further drive workloads and strengthen your hospital’s reputation.



+HEALTHBRIDGE-

To learn more about HealthBridge and our greenfield offerings,
please contact:
HealthBridge Advisors Pvt. Ltd.
info@health-bridge.in



HealthBridge Advisors Pvt. Ltd.

401-404, Dynasty Business Park
B Wing, Level 4, Kanakia Spaces
Andheri Kurla Road, Andheri (East)
Mumbai 400 059. India

Tel +91 22 4254 7001
Email info@health-bridge.in
Web www.health-bridge.in