

Apollo Hospitals Enterprise Limited



“ *India’s Apollo Hospitals Group improves the lives of people living at the base of the pyramid by providing specialized medical services in underserved rural areas and smaller towns.* ”

COMPANY INFORMATION

★ Headquarters

India

Countries of operation

India

Year founded

1979

Annual revenue

~US\$2.44 million for one Reach hospital (figure for the Apollo Reach hospital in Karimnagar)

Employees

>1,000

Sector

Health and education

COMPANY HISTORY

Apollo started in 1979 as a 150 bed hospital and launched its Reach hospital system in small towns and rural areas in 2008. Since then, Apollo has grown as India itself has emerged as a major hub in global healthcare. Today, Apollo Hospitals Group runs 54 hospitals with more than 8,500 beds, as well as 1,200 retail pharmacies.

AWARDS

Apollo hospitals have received a number of industry awards, including:

- Best private sector super-specialty hospital
- Best multi-specialty hospital in India
- Best super-specialty hospital in emergency care
- Best private sector hospital in India

WHO THEY ARE

Apollo Hospitals Group is a healthcare organization that owns and manages a network of hospitals and medical facilities in India. In addition to running 54 hospitals with more than 8,500 beds, Apollo owns and operates clinics, diagnostic centers, and retail pharmacies, and provides healthcare management, consulting, education, training, and telemedicine services to Indians of all income levels. Since 2008, the Apollo Group also operates a network of “Reach hospitals,” smaller satellite facilities that operate in underserved regions and offer limited services at discounted rates to people living at the base of the pyramid.

More than 25 percent of families in India live at the base of the pyramid, spending less than US\$70 a month on goods and services. Many of their basic needs go unmet, and they have little access to clean water, financial services, and education.

More than 85 percent of these BOP families live outside major cities. Unfortunately, most tertiary healthcare facilities in India are located in major metropolitan areas—meaning that most Indians living at the base of the pyramid have little or no access to specialized healthcare services.

HOW THEY REACH THE BOP

Apollo’s Reach hospitals were created to bridge that gap, making specialized healthcare available to people at the base of the pyramid. Reach hospitals operate in less-developed population centers—known as Tier II cities—and offer medical care at rates 20 to 30 percent cheaper than do other major hospitals. Within Reach hospitals, low-income care is subsidized by services sold to high-income patients living in the same area.

The Apollo Reach hospital in Karimnagar was chosen by Apollo Hospitals Group to represent its model in the G20 Challenge.

APOLLO REACH’S IMPACT

Every Apollo Reach hospital houses 150 to 200 beds, 40 intensive care unit beds, and five operation theaters, and provides specialized services such as cardiology, oncology, radiology, neurosurgery, video endoscopy, as well as blood bank; check-up; complete lab; dental; ear, nose, and throat; and eye care services. Apollo Reach hospitals also offer emergency air ambulance services for life-threatening emergencies in remote areas.

Finally, Apollo Reach hospitals offer telemedicine and mobile healthcare services, allowing patients to communicate with specialist doctors via phone or Internet video-chat. This means that people living in rural or semi-rural areas no longer have to travel long distances and wait for weeks to get a second opinion from a specialist doctor, but can instead consult with doctors, receive health alerts, and receive disease management electronically.

LINKS AND RESOURCES

Official website http://www.apollohospitals.com/initiatives_reach.php
Overview http://www.apollohospitals.com/about_company.php
Recent news <http://www.apollohospitals.com/news.php>

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GEOGRAPHY/EXPANSION

Reach hospitals are able to provide affordable medical services to people living at the base of the pyramid by taking advantage of the lower costs in rural and semi-rural areas. In such areas, the cost of manpower, land, and operations is much lower than it is in large cities. Real estate can be acquired at reasonable prices, and medical and paramedical staff can be paid almost 30 percent less. As a result, overall project cost can be 20 to 25 percent lower, allowing Apollo to provide affordable care while still earning an attractive return on invested capital. Apollo plans to expand their chain of Reach hospitals throughout rural India, offering services like cardiology, cardiothoracic surgery, orthopedics, neurosurgery, and emergency and trauma care.



“ Since 2008, Apollo has established three Reach hospitals treating over 5,000 people. ”



KEY DEVELOPMENT RESULTS

Apollo's development results figures sum the number of BOP customers at three Apollo Reach hospitals in Karimnagar (Andhra Pradesh), Karur (Tamilnadu), and Bhubaneswar (Orissa). Apollo defines BOP customers as those who spend less than US\$70 per month on goods and services.

