

Need of the Hour: Speciality Clinic Ratings in India

Speciality clinics are emerging as a trend in India because people today look for more dedicated services for their health issues without wasting much time. The rationale behind approaching a speciality clinic is that in a speciality clinic you get medical attention from experts under one roof whereas in a hospital you have to keep running from one department to another. The factors responsible for the rise of speciality clinics in India include-increase in the income of the middle class, better awareness about health more particularly about life threatening diseases such as diabetes, heart disease & cancer, easy access to insurance, employer's medial schemes for employee and excellent marketing by clinics. However, as most of these medical facilities are confined to the state capitals and metropolitan cities, there is a huge supply gap in the tier I and tier II cities. To bridge this gap, speciality clinics are expanding in size as well as reach in India. The major segments are the Eye-care, Ear, Nose & Throat (ENT), Dental Care, Joints Replacement, Trichology, Dialysis, Diabetes Clinics, Weight Management and Endocrine Disorder(s) clinics, etc. Apart from these wellness clinics, rehabilitation clinics of various kinds are expected to be seen in near future.

The Indian healthcare industry is expected to reach US\$ 160 billion by 2017 in which share of Speciality clinic is approximately 18-20 percent. The market for Speciality clinics is highly fragmented in India, with the presence of many small and niche players. However, with the increasing popularity of these clinics it would largely help in bridging the gap between the demand and supply of healthcare services and facilities by providing cost effective and superior care.

There is another side of the coin wherein these clinics face a number of challenges including paucity of professional talent, attrition of staff, expensive real estate, regulatory controls, etc. To overcome these challenges there is a need for better planning as well as hiring talented staff with profit sharing schemes. ONICRA believes that in order to track the performance of these clinics it is imperative to asses them on various parameters from time to time so as to create a better visibility and publicize their facilities along with a description on the range of services offered. This will also help in procuring more patients and increasing the revenue earned thereby leading to a growth in healthcare services segment in India. As the owners of such Speciality clinics are the doctors themselves they are less equipped with marketing and administrative skills. Therefore with the help of assessment by an independent third party there is a scope for improving the visibility of the clinic leading to a higher footfall. This will also help the patients to choose from the best available options and get the right treatment at an effective price.



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