

## 3hcare.in expands with offline path lab

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As a part of an aggressive plan to expand its offline footprints throughout India, leading online healthcare portal 3hcare.in, recently launched its first diagnostic lab. The online portal has started off with Kosi and is planning to gradually ramp up in other locations in Haryana and western UP soon.

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With tier 3 & tier 4 cities devoid of even the basic healthcare services like diagnostics, are in demand for critical attention. With advancements in the technology, basic pathology labs do not necessarily require the presence of specialized doctors but in fact, through its command centers reporting of test results can be done with ease and the patient can be directed for the right treatment.

Due to the absence of qualitative certification and entry barriers, local diagnostics in tier 3 & 4 cities are thriving. In such a scenario, 3hcare labs (which is well established as 3hcare.in is the online segment) has a greater scope for penetration and a stronghold in these villages and towns in the offline segment as well.

There is a change in the pattern of disease, now more and more lifestyle-related ailments like diabetes, hypertension, cholesterol, and cardiovascular disease are on the rise which is not only confined to tier 1 city. Around 30-35% of the total cases are reported from tier 3 & 4 cities, which needs to be managed through regular tests. To cater to quality services, 3Hcare Labs offers better and consumer-friendly services like home sample collection and timely reports.

The online portal that has been pioneering in providing the best diagnostics services at the doorsteps also provides plan my surgery feature to get timing and availability of treatment or surgery from the best-accredited hospitals across India.