

BD India steers healthcare landscape in Gujarat

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BD-India organised 'Healthcare Leaders' Summit 2019'



With an aim to provide strategic insights, domain intelligence, through knowledge exchange and networking, BD-India, a leading medical technology company organised 'Healthcare Leaders' Summit'. The summit witnessed participation from industry veterans like Dr. Vineet Mishra – Director IKDRC, Dr. Bharat Gadhavi – CEO HCG Gujarat, Dr. Prashant Deshmukh – COO CIMS, Dr. Sajjan Nair – COO Zydus Hospital, Ms. Neha Lal – Sr. GM GCSMC Hospital, Dr. Parth Desai – COO KD Hospital, Dr. Vishavdeep Goyal – COO Apollo International Gandhinagar. The congregation of healthcare leaders came together to deliberate on approaches to re-imagine the future of healthcare in India.

“Sharing his take away from the discussions, **Dr Sajjan Nair (CEO, Zydus Hospital, Ahmedabad)** said, “Initiatives like these have the potential to impact the overall healthcare scenario. The aim of the summit was to ideate on ways to help better the course of diagnosis, treatment and care. I am happy to participate in the discussion and exchange knowledge and insights with my learned peers”.

India is in transition today which not only signals innovation opportunities but also brings up challenges where affordability and aspirations collide. The need of the hour is to provide high quality care for a growing number of people while controlling the costs to ensure affordability.

“To improve the quality of healthcare system, concentrated efforts need to be made towards empowering healthcare professionals and educating patients. Healthcare needs are constantly evolving, and hence, we need to opt for improvements in quality standards and select the right technologies based on clinical outcomes, and cost effectiveness, rather than just their costs. Quality assessments and monitoring are, and should remain at the front and center for improved patient outcomes”, added **Dr. Vineet Mishra, Director-Institute of Kidney Disease and Research Center.**”

Pavan Mocherla, Managing Director, BD-India/South Asia said, “We are committed towards creating a better healthcare ecosystem by collaborating with healthcare leaders in the industry. Healthcare Leaders' Summit in Ahmedabad gives us an

opportunity to engage with the C-Suite of the hospitals and understand their pressing challenges in healthcare worker safety, infection control, reduced antibiotics use and thereby help in enhancing patient outcomes.”

It is critical for every healthcare setting to follow well thought-through strategies to improve patient safety and clinical outcomes. BD-India, by bringing leading healthcare professionals under one roof, opened up the floor for an organic flow of insights, ideas and strategies aimed at navigating the healthcare landscape in the state of Gujarat, in the right direction.

BD's programmatic approach to upgrade the quality standards in the healthcare space through 'PRIME' - a Gold Standard benchmarked safety program with JCI, is one example of BD-India's commitment to the world of health. The program facilitates strategic work on enabling hospitals achieve standardized and compliant care and improve patient outcomes.