

#startupoftheday 87- Critical Care Unified

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Healthcare in the comfort of your home

Inception- 2016

Location- New Delhi

Domain- Healthcare delivery

Founders- **Rajiv Mathur**

Total team strength- 65

Total funds raised- NA

Investors- NA

Revenue generated since inception- NA

Key Highlights-

- Expanded profitably across multiple geographies comprising Delhi/NCR, Mumbai, Bangalore, and Punjab via Chandigarh.
- Pursuing a Pervasive Critical Care (PCC) model of taking ICU services to Tier 1 & 2 cities with a plan to cover 25 to 30 cities in 2-3 years
- 'ICU services at home' is one of the core USPs of CCU
- Slowly expanding into international geographies
- To provide more critical care services at home such as Dialysis, Chemotherapy, Wound Debridement, etc.
- Rolling out the blueprint of technology that will encapsulate Analytics, AI, and IoT that will enable remote monitoring as well as affect outcomes

Founder Speaks-

"Home Healthcare will become a significant component in the continuum of health management. It will enable expansion of the current hospital capacity of a total of 20,00,000 beds and more significantly the paltry 1,00,000 ICU beds. Home Healthcare will become the preferred mode of both acute and chronic care.

The Global Home Healthcare market is estimated to grow to ~ \$390 Billion by 2026. Currently, the Indian Home Healthcare market size is \$5.4 Billion and is growing by 19% CAGR. Booming demand and expedited growth of organized home care players are expected to lead the growth of the organized sector from 1.1% to 2.4% of the total home care market by 2025. A thriving homecare sector has the potential to create 2.6 to 3.1 million jobs by 2025."

- Rajiv Mathur, Founder, Critical Care Unified (CCU), New Delhi