

Virtus health services enters Indian market

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Virtus Health Services India Private Limited (VHSI), a specialist medical technology products and services company, today announced its entry into the Indian Health Care Services market. In its first year of operations, VHSI plans to introduce oral cancer screening and digitally supported diagnostic second opinion.

The fast-growing Indian healthcare services market is estimated at US \$70 billion and VHSI intends to grow its business by delivering a superior customer experience.

Mr Sunil Ikhe, operations director & country head, VHSI said, "India's health care services demand is grossly underserved, considering the international standards. They can be matched, given various advances in technology. These technologies, that are now standard in advance countries globally, have been proven to create higher efficiencies and promptness of delivery across the patient support cycle, right from screening for an early detection to diagnosis, enabling long term disease or disability management and treatment. VHSI uniquely aims to bridge these gaps by introducing world class cutting edge technology-driven health care products and services to India.

The healthcare industry in India is estimated to grow to US \$280 billion by 2020 as per the Equentis Capital Report. The high growth in demand for health care services is being driven by higher disposable income, rapid increase in lifestyle diseases, greater consumer health consciousness and growth in medical tourism and a changing regulatory landscape. As a company, we are committed to empower Indian population with access to the best healthcare technologies to enhance their ability to make responsible choices for personal health and healthy life.

Mr Ikhe further added, "In our first year of operations in India, cancer screening will be a key focus. Our first initiative in this area focuses on screening for an early oral cancer detection, given that India is the World's capital for oral cancer. The National Institute of Health and Family Welfare (NIHFW) reports that India accounts for 86% of all oral cancer cases globally. While this is one of the easier to treated forms of cancer and not fatal if detected early, about 60% of cases are diagnosed at highly advanced stages due to low awareness and availability of supporting diagnostic technology. At this time over 23% of all recorded cancer deaths in India are from oral cancer."