



Apollo Hospitals Group is the only global conglomerate with presence from Care to Cure. Apollo serves mankind with top-notch multispeciality treatment and curative excellence, holistic preventive health advisory, various health checks, pharmacies, clinics, diagnostics, telehealth, wellness programmes, home care services, to name just a few that cover the full spectrum of health management. Apollo's ecosystem has touched over 150 million lives through its clinical excellence for over 36 years. Apollo is the destination of hope and faith to over 120 countries seeking better healthcare options. Apollo Hospitals Group established the first corporate hospital in India, and continues to lead this segment as the largest integrated healthcare service provider in Asia. The group comprises of over 70 hospitals, 3,400 pharmacies, and 20 million health checks.

Apollo defines the difference between a good hospital **and** a great one.

A difference between hands that do surgery **and** a system that heals

A difference between 16 stitches **and** none

A difference between a nurse on duty **and** one who renders Tender Loving Care

A difference between buying equipment today **and** investing in technology for tomorrow

A difference between getting a certification **and** setting clinical benchmarks

Because when it comes to your health, this difference means a lot.

Market

Like most developing countries, India inherited a very rudimentary healthcare infrastructure, which was grossly inadequate, considering the vastness of the country and the healthcare demands of her huge population. While the government is doing its best, its limited resources and several compelling needs have led to a situation, where the private sector currently accounts for 80% of the healthcare market.

This large share is essential in higher-value offerings, as is evident from the fact, that the private sector's share in hospital beds is estimated at under 40%. The investment from private players is expected to increase significantly to cater to the exponentially growing demand for quality healthcare.

It is estimated that 65% of the rural population continues without access to healthcare of reasonable standard. According to the Medical Council of India, the doctor-patient ratio is around 1:1674, far lower than the global figures. Further considering the very low bed density, it is estimated that an additional three million beds would be required to achieve the global median of three beds per 1,000 population by 2025. These and other parameters show the huge healthcare infrastructure gap in the country and indicate the tremendous growth potential for the industry.

In order to achieve desirable changes in the overall healthcare services delivery modes, necessary modifications in parameters like accessibility, quality standards, resource availability and its equitable distribution must be brought in by the synchronised efforts of the government and the private sector.

Achievements

The Apollo Group today has 72 hospitals, of which eight are Joint Commission International (JCI) accredited (the largest for any group) and 30 are National Accreditation Board for Hospitals & Healthcare Providers (NABH) accredited. These certifications are testimony to the high standards and stringent quality control that the hospitals in the group follow.

During the period April 2019 to December 2019, Apollo Hospitals recorded more than 3.67 lakh patient admissions, over 33 lakh outpatients and more than 3.37 lakh preventive health checks. Almost 8,000 cardiac surgeries were performed, around 22,000 neurosurgical discharges were conducted and more than 4,800 joint replacements were done. In cancer care, more than 55,000 chemotherapy sittings and over 1,13,000 radiotherapy sessions were conducted, not to mention more than 200 bone marrow transplants. Other commendable feats were more than 1,000 solid organ transplants and over 800 robotic surgeries.

As a prime mover of the healthcare revolution in India, Apollo Hospitals has been the recipient of numerous awards and recognitions this year. In the Times of India Ranking Survey for the year,

Apollo Hospitals bagged the first two positions in the category of Top Super Speciality Hospitals in India and the first three positions in Top Multi-Speciality Hospitals in South India. The Asian Hospital Management awarded Apollo with thirteen Best Hospital and two Grand Awards.

Apollo Hospital was awarded the Frost and Sullivan Excellence Award and was declared Top Hospital in the

Week – Nielsen Best Hospital Survey. Apollo Speciality Cancer Hospital, Teynampet, Chennai, was recognised as the Best Single Speciality Hospital – Oncology by the ICICI Lombard and CNBC TV 18. Best Multi-speciality Hospital Megapolis also went to Apollo Hospital. Yet again, Apollo Hospitals was selected an exclusive Superbrand in its category by consumers.

Though richly deserved, Apollo treats these accolades as motivation to increase its footprint on the national map of healthcare and reach new heights in patient care.

History

The seeds of Apollo Hospitals were sown when the visionary Dr. Prathap C. Reddy was touched by the untimely death of a patient who did not

Apollo Hospitals has conducted more than

20
MILLION

health checks to date



find focused and adequate treatment for his heart ailment in India and could not raise enough money to pursue treatment in the US. Accepting that the government alone could not be expected to build world-class facilities accessible to all in a vast country like India, Dr. Reddy in association with a few like-minded professionals went on to create the first corporate hospital in the country, which was to soon grow in to the largest integrated healthcare power house in Asia.

Impressed by the commitment of Dr. Prathap C. Reddy, several renowned medical specialists joined him at Apollo Hospitals, setting in motion a reverse brain drain into the country. The high standard of care delivered, ensured a steady increase in the flow of Indian patients, who otherwise would have gone to a developed country for treatment. Not just that, within a few years, patients from nations with advanced healthcare facilities made Apollo Hospitals their healthcare destination when they found that they could get the same standard of care at a fraction of the cost. From a single hospital, Apollo Hospitals has now grown into a mammoth group with 72 hospitals, over 12,000 beds, 10,000 clinicians, 12,000 nurses and 5,000 paramedics working tirelessly to discharge patient care of the highest standards.

Product

Apollo Heart Institutes is acclaimed as one of the top cardiology and cardiothoracic centres in the world. Most modern infrastructure, third generation Cath Labs, Cardiac Critical Care Units and Intensive Care Units ensure outcomes matching those of leading institutions around the world. Paediatric orthopaedics and cell therapy are among the focus areas.

Emergency care at Apollo Hospitals with a large ambulance fleet equipped with GPS and mobile ECG transmission units help in starting the treatment before reaching the hospital and sending an informative alert to the hospital.

Cancer care at the Apollo Cancer Institutes is tailored to individual patient needs. While traditional methods treat cancer by disease type, Apollo's precision medicine targets the genetic drivers that cause cancer.

With over 90% success rate, the Apollo Transplant Institutes are indeed a beacon of hope for patients from across the world. The remote patient led dynamic immune surveillance after solid organ transplantation is a speciality at Apollo. A pioneer in Robotic Surgery, Apollo Hospitals have introduced it in numerous departments and in increasing number of procedures.

With over 55 specialties, a typical day in Apollo Hospitals sees: 1,40,000 footfalls, 60,000 lab tests, 3,000 emergency cases, 2,200 admissions, 1,000 health checks, 800 major surgeries and 4-5 organ transplants.

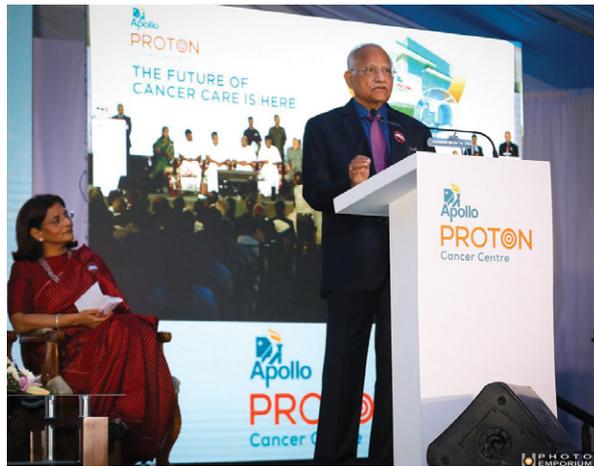


The Group's Apollo Pharmacy is India's largest chain with over 3,500 stores spread across the country. Open 24-hours, and manned by qualified pharmacists, they serve over 2,75,000 customers every day.

Apollo Clinic is the largest chain of standardised strategically located multi-speciality clinics. To address emerging lifestyle diseases and the shift from prescriptive to preventive healthcare, the group also runs several dedicated units like – Apollo Cradle for women and children, Apollo Sugar for diabetic care, Apollo White for dental care etc.

Recent Developments

The most impactful change Apollo has introduced in the Healthcare category is the service of preventive wellness. With the launch of Apollo



ProHealth in 2019, Apollo is now aiming to help people Predict, Prevent, Overcome lifestyle diseases or non-communicable diseases. This is the world's first proactive preventive care programme to assess health risks, curate a customised plan to work on them, and mitigate these potentially fatal risks totally from our lives. This will save people from untimely fatalities and expenditure.

Apollo Hospitals is set to usher a major change in the healthcare ecosystem through a robust digital strategy and the use of high-tech equipment to enhance patient outreach and access. Apollo Hospitals has partnered with Andhra Pradesh State Government to set up 164 Electronic Urban Primary Health Centers that will meet the healthcare needs of over 60,000 panchayats. Equipped with high quality diagnostic facilities, these centres will also build awareness around disease screening and early detection.

Apollo Hospitals is active in the emerging areas of Molecular diagnostics and genetic marking. Apollo's Molecular Diagnostic Laboratory is a well-equipped centralised facility using clinically validated reagents and workflow protocols to offer advanced testing for infectious diseases, cancer, molecular pathology and transplants.

Demonstrating its commitment to invest in latest technologies to improve its patient care capabilities, Apollo Hospitals is the only hospital in South East Asia to acquire one of a kind equipment to offer Proton Beam Therapy, arguably the best and the most recent treatment modality for cancer. This equipment has further augmented Apollo's formidable strength in cancer care.

Promotion

Apollo Hospitals passionately promote several CSR activities to create a meaningful impact on the communities especially in the remote areas of the country. With inclusive socio-economic upliftment of the weaker sections of society as its primary objective, Apollo Hospitals' focus areas include extension of comprehensive integrated healthcare services, skill development through quality education and promoting research and innovations in healthcare.

Apollo Hospitals' rural development measures include providing safe drinking water, nutrition centres, vocational training centres and mobile medical units that offer free treatment and medicines.

Sustained programmes like Save a Child's Heart Initiative (SACHi) and Society to Aid the Hearing Impaired (SAHI) continue to be supported to make them more intensive and extensive year after year.

The Billion Hearts Beating Foundation established by Apollo Hospitals in 2010, continues to make a significant contribution in building awareness to prevent heart disease and its contributing risk factors. This initiative aimed at behavioural change is in continuation to Apollo Hospitals' mission to make a healthy India.

Brand Values

Clinical excellence, medical expertise and supportive infrastructure makes Apollo Hospitals' integrated healthcare approach patient centric. Tender loving care of patients

and genuine empathy towards their families, is the ethos that has helped the brand build and retain its high salience and stature.

Ever alive to the fact that the country has a huge disease burden, which is only likely to

increase, Apollo Hospitals spearhead several initiatives including symposia and colloquia where acclaimed domain specialists from within and outside India come together to discuss and seek solutions to reverse and fight disease.

Apollo Hospitals' representatives are regularly invited to interact with relevant government and non-government bodies and share their experiences and expertise to identify and address issues pertaining to healthcare and its delivery.



Things you didn't know about APOLLO HOSPITALS

- * Apollo Hospitals has one of the world's largest and the most comprehensive Solid Organ Transplant programme
- * Apollo Hospitals has several firsts to its credit in India, it did the first successful paediatric and adult liver transplants; the first pancreas alone transplantation to cure diabetes; the first simultaneous pancreas and kidney transplantation and the first Genetic Analysis for accurate Tacrolimus dosing post-transplant
- * Apollo Hospitals opened the first and only Proton Cancer Therapy Centre in South East Asia, and Asia's first combined en-bloc heart liver transplant and the first abdominal wall transplant