INFRASTRUCTURALLY, WE ARE READY TO EMBRACE THE 'NEW' NORMAL'

Committed to creating relevant and affordable technology solutions to improve clinical outcomes, GenWorks Health was formed to achieve a healthier India, and is now present in more than 120 locations across India. **S Ganeshprasad, Founder, MD, and CEO,** reveals how in the light of the changing times, the company is completely invested in digital platforms, connected devices and a connected infra for facilitating greater access to the 'new normal' of healthcare delivery in India.

GenWorks Health is a shining example of a health-tech start-up that has carved a distinguished place for itself... it would be interesting for our readers to know about the high points of the journey so far.
We have built a strong healthcare infrastructure for diagnostics and screening for early health and thereby, affordable care. We have built remote specialist access for interpretation of ECG, X-ray, CT, cervical screening, pathology tests, audiology tests and remote tele consulting. We have reached 120-plus locations and within 300 km of any location in the country with over 400 employees. We are thus all set and clearly invested and have built our delivery capabilities for the new normal.

GenWorks was primarily set up to take healthcare solutions beyond the metros to various Tier 2 & 3 cities & towns.

Has the current pandemic further reiterated the need for a strong & robust healthcare in our Tier 2 & 3 cities as well as rural areas?
Yes, very much. The pandemic has thankfully brought about a huge awareness of early health. Healthcare delivery was always choked by the late stage rush for treatment and in T-2 and beyond, it was overwhelming the limited infrastructure availability and specialists.
Now, with more awareness, a robust primary healthcare system will soon be needed to screen and diagnose early, and we have the technology to enable this change digitally. More treatment facilities will come up to cater to the local population that will no longer want to go to nearby towns or cities. Ayushmann Bharat has empanelled more than 1500 hospitals in the last three months which will be a big help for those who cannot

afford healthcare expenses.

Affordable healthcare is now the need of the hour more than ever. How has the Covid-19 situation affected GenWorks Health? And what has been the way forward as a company?
Affordable healthcare has always been the need. Covid-19 has brought about awareness of early health with a focus on comorbidity that was earlier ignored. As a result, primary healthcare will become the focus and has to be supported with telemedicine platforms. The Government has given guidelines for telemedicine as the 'new normal' and we have technology that can be installed almost immediately and have collaborated with specialist groups to support this remotely. All our screening and diagnostic portfolio is digitally connected to experts through our platform. Clearly, adoption of this solution and a

focus on early health is going to bring down cost of healthcare and save preventable loss of lives.

Providing affordable healthcare products and solutions that are high on technology and innovation has been a key focus of GenWorks. How do you plan to further take it across every part of India?
With our focus on improving access, we have invested in digital platforms, connected devices and a connected infra for our care cycle approach to healthcare delivery. To build awareness, and to meet the needs of our customers, we have developed agile and flexible digital marketing and education platforms. We can completely customise to our customer needs. We have entered into partnerships with financial institutions to support our customers in adopting this and have also introduced repaying through flexible payment options.

Give us a brief overview into the kind of services GenWorks Health has been championing through the years?
We are in healthcare and our focus is to improve technology adoption and to enable solutions for early health. We have a very holistic portfolio that addresses the needs of our customers in the 4 care areas:
- Mother & Child
- Cardiology & Critical Care
- Imaging and Diagnostics
- Invitro diagnosis

A lot of focus of the Government has been on Atmanirbhar Bharat. What sort of a role do you envisage for GenWorks if India is to become self-sufficient in the healthcare sector?
Atmanirbhar will encourage a lot of medical devices technologies to be homegrown and will be a big positive move away from Chinese products that are low-cost and of poor quality. We are seeing a big expose of these low-quality and unreliable products. We have to quickly build on this intent of the government to be self-reliant and bring in quality products that are affordable. In healthcare, we cannot afford to have poor quality.
The company has certainly come a long way since its inception. What's

the growth plan for the next 5 years? Are there any specific areas where you would be focussing upon?
We are strongly focused on Tier-2 cities and beyond Geo. In metro cities, our focus has been targeted at the gaps in technology for early screening. The new normal has opened up huge opportunities as the Metro Geo are resetting to be more productive. Our early health and digital solutions will have a significant role to play, so we are ramping up our enabling and support for this opportunity. Clearly, digitalisation of healthcare will remain a big focus.

If there is something that you are really excited about in the Indian healthcare sector in perspective of looking ahead to the future, what would that be?
We are excited about the awareness on early health and in safe access. This will be a major change and we are looking forward to playing a big role here. Every life is precious and we have to make sure that we leverage the tech infrastructure and decongest the ecosystem for safe and affordable care.

This start-up was set up with active support from GE's healthcare arm... How closely involved is GE in the daily operations?
GE built Genworks for taking healthcare

to the last mile as part of its vision for a Healthier India. As an invested partner, they continue to play a significant role in all our initiatives and provide guidance to ensure we achieve our goal of saving lives.

Finally, what would you say has been behind the phenomenal success of GenWorks Health so far?
Two fundamental factors: First, our customers and employees; and second, the key support of our investors and bankers. Customers were the first to adopt to the change when we started in 2015. Their overwhelming support for this initiative of GE to democratise healthcare was all that we needed when we started and now when we are changing gears for the bigger challenges, it is their support and guidance that continues to be the backbone of our success.
On the other hand, when we started Genworks, over 60 employees of GE and 100 dealers gave up their jobs / business and joined Genworks, as they clearly could vision a big Opportunity to transform healthcare in our country. They continue to be the compelling success factors..
A large enterprise as this needs a strong support system for stability, and for growth stimulus, GE and our Investors Somerset ind, Morgan Stanley and evolvence provide us with the stability along with our bankers HDFC.