

LONG ROAD HOME FOR GLOBAL MIGRANTS

BEYOND H-1B AND THE AMERICAN DREAM

IMPORTS  
AND THE  
DRAGON

MEET THE COVID-19 FRONTLINE WARRIORS

SNAPSHOTS OF STUDENTS IN A PANDEMIC

# INDIA Forbes

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## GENDER MENDER

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The pride of our innovations is led by our flagship brand Ujala Supreme Fabric Whitener; that remains the undisputed market leader for more than three decades. Our lead brands that enjoy love and affection from millions across include Exo Anti-Bacterial Dishwash Bar, Margo Original Neem Soap, Maxo Mosquito Repellent, Henko Detergent, Pril Liquid, Ujala Detergent, Mr. White Detergent and Ujala Crisp & Shine.

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**Network 18**

**TO OUR READERS**

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# GenWorks: The Futuristic and Affordable Healthcare Solutions Provider

*At GenWorks, we Gen-novate for holistic healthcare solutions; ready and geared for the 'new normal' as the Future of Healthcare.*

**Q With the economy being in a bad shape, where is GenWorks leading in the 'New Normal'?**

GenWorks has begun identifying the indicators which hint at the rural areas demanding more support in the coming years and for the urban areas, which are hugely impacted and overwhelmed.

**Q Telemedicine is emerging as a viable alternative for efficiency in healthcare delivery. How is GenWorks coping with it?**

GenWorks has been quick to adapt to the evolving demands and increasing needs. Some of them are already on floor, such as telemedicine, physician consults, remote support for critical care, remote/home care connected to healthcare providers, and technology for contact-less COVID care hospitals to name a few.

**Q How is GenWorks consolidating an early start?**

The Urban Healthcare system is evolving responsibly. While organised players in hospital and diagnostic space are gaining as people have become more conscious towards healthcare, it is important to align to help reset a tech enabled and efficient healthcare delivery. Our solutions for the 'New Normal' can accelerate the evolution.

**Q Our Healthcare facilities of which 70 per cent is centred at only 30 per cent geographical area in India needs to be equipped and facilitated to reach and cover greater extents.**

This opportunity is the biggest welcome change emerging in the 'New Normal'. Our healthcare sector at present has to build transformational healthcare delivery models to address this wide gap. GenWorks, with its care cycle approach, and an established track record of an early start and local presence in these geographies can clearly can help to fast track this.

**Q How is GenWorks planning to play a pivotal role as a leading healthcare solution providing company?**

With de-urbanisation people are migrating



**S Ganeshprasad,**  
Founder, MD, and CEO, GenWorks Health

quickly to their native places with support from the government to create room for local treatment. This will enhance the opportunity to build healthcare facilities for treatment in tier 2 and 3 cities. Our work has already resulted in a strong growth of tech enabled healthcare system in primary care and in diagnostics field, we are in a position of strength. We have partnered with many customers to create an affordable and accessible care system in these segments. Now we are in the best position and have the best partners to accelerate treatment facilities.

**Q What makes GenWorks unique in the 'New Normal' for the future of care?**

Gennovate@GenWorks has been designed to meet customer needs and does not function as a mere distributor of healthcare products. Our solutions are focused at providing access to specialists, affordable care and streamlining patients for early care to avoid the need for acute treatment which chokes the healthcare system. We built our portfolio for early screening and diagnostics and our digital platform to provide access to specialists.

**Q Can you explain the solutions and as to how you are ready for the 'New Normal' ahead of others?**

Along with creating compelling technology that complements our GE portfolio in core clinical care areas that we address, our

Invitro diagnostic vertical has compelling value for early understanding of the illness to provide targeted treatment. We have world class partners: imaging portfolio from GE; complementary solutions from Natus, Pentax, Mennen, Belmont, & MODT; IVD portfolio from European companies as Dialob, Diatron SFRI, Chema, etc. Our digital solutions created for remote access and early health play a pivotal role in the industry and some of them are transformational in nature such as rebuilding primary care infrastructure; focusing on early health than acute and emergency care; prompt screening and connected care; local treatment facilities pertaining to areas such as oncology, cardiac, maternal, new born care and for physicians that provide the first line of care. We are expanding into new verticals such as e-commerce to make sure that every solution that is the need in the new normal is available to our customers and we ensure quality and affordability.

## CONCLUSION:

Their access to healthcare facilities and affordability are strongly backed by awareness that is created through their local presence & Digital Marketing. They envision to elevate infrastructure and take specialist availability to a new level by liquefying expertise through tele consults, tele interpretations, home care, and remote specialist access.

The 'New Normal' has integrated Aayush and primary care delivered by RMP into the Healthcare delivery system with modern treatment. This will help their wish of making healthcare accessible and affordable a reality. Their primary focus will be serving the patient throughout the care cycle and their holistic care approach will aid the opening of several new arenas. This is a much-desired transformation and model of medicine that will set the new normal standards and soon turn them into a basic expectation. GenWorks—a commercial innovation by GE Healthcare is in the forefront of leading this transformation.

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