

The Better 'Alternative'

Presented by

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All about Alternative Medicine

- A little bit of Alternative Medicine in your life
- All modalities and techniques of healthcare not provided by the conventional allopathic practitioner
- Natural, preventive, holistic medicine
 - Ayurveda, Homeopathy, Yoga, Reiki, [Magnet Therapy](#), [Crystal Therapy](#), [Hypno Therapy](#) and [other therapies](#)
 - Biggest challenge is the skepticism about [efficacy of alternative medicine](#)
- Greater interest in Alternative Medicine due to disenchantment with conventional medicine
 - Action without reaction

The Alternative Scenario

- Global market: Rs. 51,210 crore – *WHO*
- Indian Domestic market: Rs. 4,000 crore
 - Provides employment to nearly 10 million Indians
- Export earnings through this industry expected to grow to Rs. 10,000 crore this year
- Homeopathy - the growing Alternative
- 2nd largest system of medicine in the world as per the World Health Organization (WHO)
- Practiced in over 80 countries and used by more than 400 million people worldwide
- Users of homeopathy are multiplying not only within India, but throughout the world as it roots out ailments for good – ASSOCHAM

Opportunities

➤ Limited Government Spend

- 4.8% of GDP is spent on Healthcare of which the Govt. contributes just over 1%

➤ Price not the Key Factor

- Despite free inoculation, more than 40% children not vaccinated
- In spite of Iron supplements costing 1 Rupee, 80% of children anaemic
- HIV treatment is free, yet only 5.9% of HIV patients avail it

➤ Lack of adequate healthcare infrastructure the key issue

➤ Retailing of Healthcare is the way forward

Healthcare Retail

➤ **Footfalls**

➤ Mall Medicine

➤ Designer Medicine

➤ **Pitfalls**

➤ Mc Medicine

➤ QC in Medicine

Competing for the future

- Operational Excellence
- Investment in Technology
- Investment in People
- Change of Mindset

- | | | |
|--------------------|--------|-------------------|
| ➤ Patient | —————→ | <u>Customer</u> |
| ➤ Sickness | —————→ | Wellness |
| ➤ Customer Delight | —————→ | Customer Advocacy |

Thank you!



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