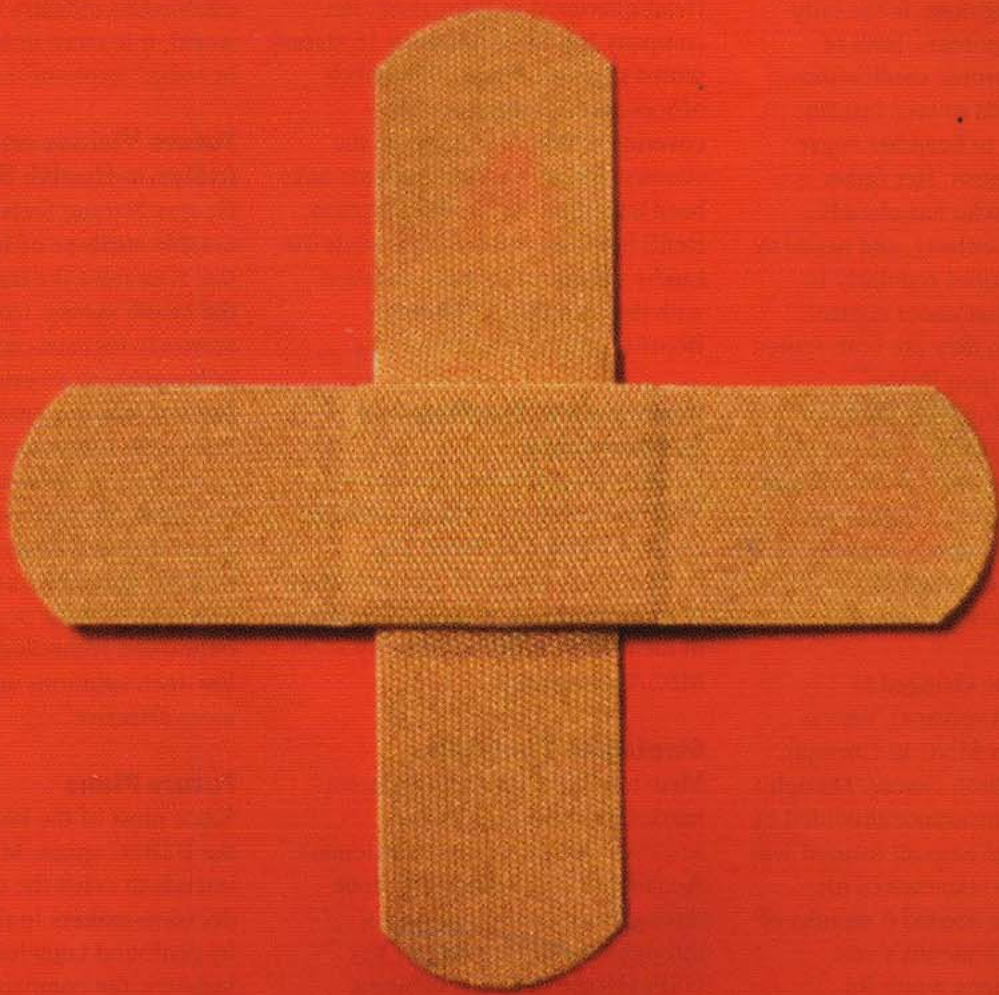


**SPECIAL  
COVERAGE**

Health Care Industry



Entrepreneurs from  
**The Health Sector**



**Stem Cell Treatment**  
for a wide range of  
medical conditions



**8000+ Lives Touched**  
THE POWER TO CURE

**Vipul Jain, Founder, Advancells.**



Vipul Jain

**Please tell us about Advance Cells and its business model**

Advancells, established in 2013, is one of the advanced Stem Cell Therapy solution providers in India. It is the only company that has the technology to prepare the body with stem cell stimulation and growth factors before the actual stem cell transplant. Advancells processes the bone marrow/adipose tissue from the patient and separate stem cells from it which is then further processed in their state-of-the-art laboratory, for treatment procedures. The company intends to file a patent for this simulation technology in the near future.

Patients contact us and we do a complete assessment of the case using our contracted doctor. Once found fit for surgery we counsel the patient about potential benefits and risks. Once the patient signs the informed consent, we start treatment and post-treatment do follow up.

The company charges a package price from the patients. The transplant is performed by contracted doctors at a pre-negotiated rate. Advancells has acquired a large base of patients through its online and offline marketing tactics and also through references from doctors, hospitals, physiotherapy centres, special schools etc.

Advancells is headquartered in Noida and has representative offices in Bangladesh and Australia.

**Q. How do you see the growth of the health care segment in India?**

Healthcare is one of the fastest growing segments. If you look at primary and secondary health care delivery models in the country, there is still a huge gap between number of patients and number of beds available. There is still a huge lack of qualified specialist who can work on base root level. The sheer number of our population will always keep healthcare in a major growth category and with the advancements happening in healthcare at a rapid pace, healthcare will remain a priority sector for both the government and businesses.

**Q. What are the new opportunities for healthcare professionals and entrepreneurs who wish to invest in the healthcare segment?**

As mentioned above, there is still a gap between the number of patients and number of beds available in the country. Health care delivery model will still attract a lot of investment especially in tier 2 and tier 3 cities going forward. There is also a good opportunity to invest in advanced diagnostics and new age medicines like stem cells, genetic treatments and other cell based therapies. Healthcare will become more personalized as the future belongs to medicine being customized for each patient.



**Q. What are the challenges facing the health care industry in India?**

Lack of investment is the biggest challenge. Most new investments in healthcare sector still comes from Trusts, and charities who enter the segment with no profit and no loss mind set. This restrains their capacity to invest in research and new technologies. India with its huge population base can be a perfect place for strong medical research but the lack of awareness and investment are major factors in not a lot of medical inventions happening in the country.

**Q. What are the challenges being faced by you?**

Skeptical nature of doctors, lack of encouragement from government and general lack of awareness for stem cells are the biggest challenge.

**Q. How are governmental policies helping the health care industry**

Favorable legislative policies and revolutionary reforms are the need of the hour in this industry. Our Prime Minister's plan of universal healthcare under National Health Policy (NHP) 2015 looks promising indeed. Till now healthcare services from the government were targeted at rural areas and more specifically at the poor. The NHP shifts to universal healthcare, which means that everyone irrespective of income, age

and employment will be covered by healthcare services.

The NHP also proposes a shift from free healthcare to prepaid care. The underlying concept is that the population will pay in the form of healthcare tax on the lines of the education cess. A portion of the excise tax on cigarettes and liquor will flow into the healthcare cess pool. Thus, people will get universal access to free drugs and diagnostics.

Last year, the government and major pharmaceutical industry organisations came together to form the 'India-Responsible Healthcare Trust' representing the commitment to both drive and safeguard the interests of the Indian pharma industry. The primary objective of this trust will be to position India as a responsible healthcare provider.

The Union Cabinet has also approved the proposal for setting up of National Cancer Institute (NCI) at a cost of Rs 2,035 crore (US\$ 320.66 million).

Healthcare accessibility is a key concern in India and Government and administrative bodies can play an instrumental role in mitigating this concern.

**Q. How is FDI helping the Indian health care industry?**

Immensely! The medical technology sector is expected to reach \$50 billion by 2025, and to realize this, it needs Government support. This, in turn, will enhance local capabilities

and help local companies build their access to components, and greatly enhance the manufacturing capability. Currently, India imports around 70 per cent of the medical devices used here.

**Q. How can start-ups effectively tap the opportunities in the segment?**

The sector offers opportunities. The Indian healthcare industry is growing at a breakneck pace due to its strengthening coverage, services and increasing expenditure by public as well private players. India's main competitive advantage is our large pool of trained medical professionals. Also, the cost of surgery in India is one-tenth of that of the West. The Indian healthcare industry is projected to continue its rapid expansion, with an estimated market value of US\$ 280 billion by 2020. It provides huge opportunities for startups to excel, however innovation will be the key aspect. The sector is increasingly looking to tap into modern medicine concepts and innovative therapeutic procedures and practices.

**Q. What are your plans for the next 2 years in India?**

We plan to tie up with more doctors and institutes across the country to expand our reach pan India. We plan to invest more in updating the technology and keeping us in line with the latest developments happening in stem cells around the world. We also plan to invest and start a research wing where we can test and calibrate new delivery methods for cells to the body.

- As told to Pooja Agarwal