

# Market Survey cum Detailed Techno Economic Feasibility Report on Multispeciality Hospital

## Description:

The Indian healthcare dates back to the Vedic system of healthcare (Ayurveda) in 5000 BC. The Ayurvedic principles of positive health and therapeutic measures relate to physical, mental, social and spiritual welfare of human beings. During the early Vedic period, Ayurveda was perhaps the only system of overall healthcare and medicine. It enjoyed the unquestioned patronage and support of the people and their rulers. Ayurveda proliferated the most during the Vedic period. The Vedic period is followed by a long medieval history marked by uncertain political conditions and several invasions from outside the country when Ayurveda faced utter neglect and its growth stunted. Unani medicine was brought into India during this time and gained momentum with the extensive support of Mughal emperors. With the British invasion, Allopathy was also brought to India and soon got acceptance for swift results. Today, with continuous research and development, Allopathy dominates the Indian health care market. Healthcare industry in India is divided into two segments - services and manufacturing. While the manufacturing segment consists of both medical equipment manufacturing industry and the pharma production, the services segment is basically split into direct services and indirect services. Hospitals, health insurance services and R&D services are considered as direct services, while third party insurance, claims settlement services and others, are considered as indirect services. The chart given below shows the structure of the industry. The estimated size of Indian Healthcare industry was USD 35 billion in 2008 and grew at 23 per cent per annum and touched USD 80 billion in 2012 and by 2017 will reach over USD 150 billion. There is an increasing number of private and public healthcare facilities and are expected to rise in demand for the industry accounting for USD 6.7 billion. A speciality hospital is dedicated to specific sub-specialty care (paediatric centres, oncology centres, psychiatric hospitals). Patients will often be referred from smaller hospitals to a speciality hospital for major operations, consultations with sub-specialists and when sophisticated intensive care facilities are required. These hospitals have highly trained specialists, high-end technology and provide round the clock services. These hospitals are able to do specialised tests, undertake dialysis for acute renal failure, provide ventilation to patients with respiratory failure and render intensive care to critically ill patients. These hospitals undertake research and have adequate library facilities. These hospitals concentrate on a particular organ of the body and provide medical care e.g., cancer, dental, psychiatry, T.B. etc.

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**Keywords:** Market Survey, Detailed Techno Economic Feasibility Report, Multi Speciality Hospital, Hospital, Specialized, Super Speciality, Hospitals, Healthcare, Nursing Home, Diagnostic Center, Trauma center, Children's hospital, Mental hospital, Sanatorium, Medicare, Project, consultancy, services, entrepreneur, India, project profiles, Technologies, Opportunities, detailed, feasibility, process, Technology, feasibility study, reports, New Project, Identification, Project Feasibility, Market Study, Pr

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