

HEALTHCARE RADIUS

Aligning business and healthcare in India

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MARKET

ORGANISATIONAL REJIG AT HCG

INFRASTRUCTURE

BIONIC ARCHITECTURE

IT

M-HEALTH

REACHING OUT

WITH 50 DIALYSIS CENTRES, NEPHROPLUS HAS BECOME INDIA'S LARGEST DIALYSIS CHAIN IN JUST 5 YEARS.
VIKRAM VUPPALA, CEO, SPELLS OUT HOW DIALYSIS CARE CAN BE A SUSTAINABLE BUSINESS MODEL





Organisational rejig

HCG Cancer Care has carved out new regions and elevated some of its zonal heads to regional heads

BY RITA DUTTA

India's leading oncology chain, HCG Cancer Care, a part of HCG Enterprises Ltd, has announced organisational restructuring- carving out new regions and promoting some of its zonal heads to regional heads. The clusters created inside of India are: a) Karnataka, Rajasthan and Madhya Pradesh, b) Kerala, Goa, Maharashtra, c) Gujarat d) North India, East India, Andhra Pradesh-Telangana and Tamil Nadu.

The transition of roles as per the restructuring has commenced and would be completed by the end of this year. The group, with 20 existing oncology hospitals, is rolling out 13 projects within the next 12- 16 months. The projects are in partnerships with doctors (oncology) and partners and funded by internal accrual. (see box on page 22 for upcoming projects)

So, here is how the re-structuring has

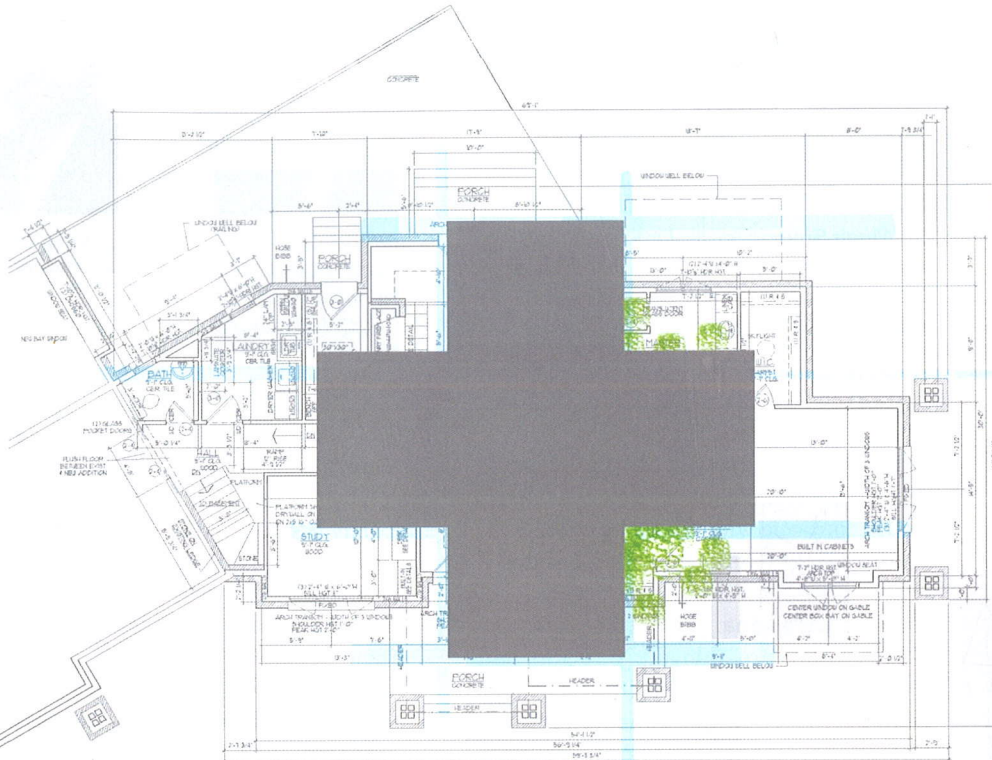
panned out: Dinesh Madhavan, director, healthcare services, Healthcare Global Enterprises, who was earlier handling only four projects spread over Mumbai, Hubli, Chennai and Bengaluru, has been handed over the responsibility of 14 projects, both domestic and international. In his new role, he would be looking after the Kerala, Goa and Maharashtra region as well as all international projects. The seven hospitals that he would handle in India are existing ones located in Mumbai and Nasik and upcoming ones in Mumbai, Nagpur, Kochi and Goa.

He is also in charge of rolling out all international projects, currently in East Africa- Tanzania, Uganda, Kenya and Ethiopia as well as Mauritius in the near future. The group plans to have seven oncology hospitals in these countries, having started

1. The group's upcoming project in Nagpur.

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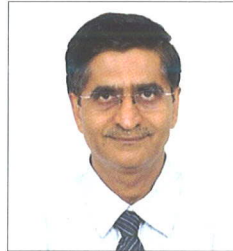
The leadership team



Dinesh Madhavan will look after 14 projects, both domestic and international.



Dr Mudit Saxena is regional director for Karnataka, Rajasthan and Madhya Pradesh.



Dr Bharat Gadhavi is regional director of Gujarat region.



Ananth Kittur is director projects & regional director for north India, east India, AP-Telangana and Tamil Nadu.



Dr Naveen Nagar is VP - medical services.

HCG PROJECTS IN THE PIPELINE

- Kanpur
- Jaipur
- Mumbai (2)
- Nagpur
- Goa
- Vadodara
- Visakhapatnam
- Gulbarga
- Bengaluru
- Kochi
- Delhi
- Kolkata

with two chemotherapy centres in partnership model in Tanzania and Kenya. Dinesh would continue with branding of HCG Enterprises and its subsidiaries, besides heading O&M in India and overseas.

Dr Mudit Saxena, who was earlier COO, HCG Cancer Care, Bengaluru region, handling two hospitals in the city, has now been promoted from a zonal to regional role. His role is that of regional director for central region, which includes overlooking nine hospitals in Karnataka and Rajasthan and any upcoming one in Madhya Pradesh. Out of these, six are existing hospitals in Karnataka and three are in the pipeline in Bengaluru, Gulbarga and Jaipur. In addition, his new role entails heading the central purchase and pharmacy as well as be a part of the strategic initiatives of the group.

Dr Bharat Gadhavi, who was earlier CEO and medical director of two HCG hospitals in Ahmedabad, has also been elevated from a zonal to regional role. He is now designated as regional director of Gujarat and will be looking after four hospitals in the state. Besides two HCG hospitals in Ahmedabad, the group has started another hospital at Bhavnagar in Gujarat a few months ago. The group also has an upcoming hospital in Vadodara.

The role of executive director of HCG

Enterprises, A Sadasivam, who will be retiring by the end of this financial year, has partly been handed over to Ananth Kittur. Ananth has recently joined the company from GE Healthcare, where he was working as director-imaging. As director projects and regional director, Kittur will look after operations of currently 11 centres that cover north India, east India, Andhra Pradesh-Telangana and Tamil Nadu. The projects in the pipeline in this region include one each in Visakhapatnam, Kanpur, Delhi and Kolkata. Additionally, Dr Naveen Nagar, who was earlier AVP - operations and strategy, is now made VP - medical services for HCG Cancer Care. He will look after medical services and medical equipments.

The entire corporate leadership team would report directly to founder and chairman of HCG Enterprises, Dr BS Ajaikumar. Recently, the corporate office of the group (which was operating from one of its hospitals in Bengaluru) has been relocated to Unity Building at the Corporation Circle.

According to Dinesh, "The restructuring would improve efficiency, enhance knowledge of a particular geography and help consolidate the group's position in each of these markets. It would also accelerate the setting up of the hub and spoke model that the group is known for in each of these regions." 