



**Padmabhushan Dr. Nageshwar Reddy**  
**- Founder & Chairman**

# AIG HOSPITALS

## PATIENTS FIRST - AIG HOSPITALS

**F**OUNDED IN 1986 WITH  
LOTS OF FINANCIAL  
STRUGGLES TO START AIG IS  
NOW ONE OF THE LEADER IN  
HEALTHCARE SECTOR

Padmabhushan Dr. Nageshwar Reddy Founder & Chairman shared his insights and AIG's Incredible journey.

Based on the strong pillars of dedicated and qualified staff, benchmarked protocols and practice, state-of-the-art tech and infrastructure, Asian Institute of Gastroenterology Hospital is one of the first healthcare gastroenterology Institute to enter India . Focused on redefining quality health care in India, "Our vision is to make people better and our desire is to instill the values of quality and excellence in every aspect of our work," Reddy states. "Attempting to deliver on these promises is truly the recipe for success. We push hard on early turnaround times and quicker decisions to ensure there is efficiency at all levels – clinical and non-clinical."

I have the opportunity to innovate, improve and generate positive strategic outcomes for our hospital and the patients they serve," he reveals. "It's by far one of my most exciting roles to date

Reddy's experience in the trenches of health care gives him a unique perspective when it comes to making the kind of business

decisions his role demands. "I'm able to bring clinical insight and knowledge to inform business operations, decisions and management for our private hospital as a business entity," he says.

As a Chairman in the health industry, I find one of the most important attributes you need is to be willing to constantly evolve and change your approach, according to the audience before you."

AIG strongly believes patients first and patient centric

"If we run a good business that looks after the people, then the profit element will follow

For Nageshwar Reddy, one of the most transformative aspects of AIG has been the freedom to set a distinctive internal culture. "This has been far more intense and hands-on than I'd intended in that first part," he tells.

"But it's actually been an opportunity to build a business and a culture from scratch. One of the things I'm most proud of in what we've achieved at AIG is developing a culture that is different. I think it's the key in our Institute."

The effort to develop this culture stems from Reddy's belief that if you really want to make a difference, you need to drive change from the executive management level. With the freedom to do exactly that, Reddy

has helped create an environment that recognizes the work of hospital administrators and allows hospital leaders to "blossom".

It's all about creating a rich culture of collaboration and support. for example "We don't talk about general political and cars or sports ," Reddy explains. "We talk about healthcare articles , innovations , because our whole reason for being is to support each other and sharing knowledge that allows them to deliver the best outcomes for their hospital and for their patients. We build support platforms and infrastructure that take some of the hard work out of the leadership role for those hospitals, and allow them to really get on with adding value around leading their team, looking after patients and meeting the needs of doctors."

It's a people-driven approach to management that's been evident in the way AIG has handled the COVID-19 crisis.

The advent of the COVID-19 pandemic has pushed the global healthcare industry to new limits; it's no different at AIG, but Reddy concedes the crisis isn't without its opportunities. "It's had an enormous impact, but through pandemic planning, we're well placed to adapt, evolve and shift our services to work within the virus's constraints," he says.

In AIG's case, this means digitizing a range of services, focusing on

community and patient engagement via online forums, and developing COVID-safe environments. “The safety of patients, staff and the community remains our focus, and we’ll continue to adapt planning to ensure our hospital remain responsive and agile to the changing conditions,” he insists.

We’re thinking if we run a good business that looks after the people, then the profit element will follow,” Andrew asserts. “We’re not blind to profit because without that it’s not a sustainable business. But we do make sure we’re putting the focus on our people first.

AIG has also worked to maintain communication with its team, in part through the use of a counseling helpline for staff and doctors, and their immediate families. the priority, Reddy says,

revolves around acting in the best interests of staff, doctors and patients.

AIG Maintains high quality environment and as a Hospital we are very keen on Hygiene and a feel good atmosphere in the hospital .

We have a very strong relationship with all our suppliers and partners it's professional and cordial most importantly it's a win - win situation for all of us.

Talking about team at AIG– we continue to go from strength to strength “We are nurturing, supporting and growing the next generation of leaders in health care at our hospital,” he enthuses. “And the area where we’ve seen the biggest difference over the past 20 years is in the capacity and strength of our incredible, talented, skilled and innovative leaders across all of

our teams.” Our team is not just doctors but also researchers and scientists most importantly They are all quality clinicians

Today, Reddy’s teams are achieving the mutual goal of excellence in patient care. “In many years to come, they’ll be among some of the most impressive and innovative leaders across the entire health sector,” he says.

The Chairman believes that India has a unique opportunity to provide care beyond its own people. “AIG believes that its offering – in ethical and evidence-based medical practices, operational excellence and value for money – would be attractive to a person who requires health care anywhere on the globe. We have qualified doctors to be part of the clinical excellence of what we do here.”

