



**Mr. Santosh Marathe - CCO**

# APOLLO HOSPITAL (NAVI MUMBAI)

## *Integrated care is a way to bring value back to the patient*

**COVID TAUGHT ME THAT AS A LEADER YOU HAVE TO BUILD A NETWORK OF TEAMS. YOU'VE GOT TO BE EXTREMELY VIGILANT AND READY TO MAKE CHANGES.**

India has become a medical tourism destination because of the excellence of our facilities and our highly skilled healthcare professionals," he says. "Meanwhile, the level of healthcare technology has evolved and improved to the point where acute care, meaning when you're treated in the hospital, isn't the only option anymore."

Integrated care has become just as important. "Integrated care is a way to bring value back to the patient," he says. "How do I provide care after you go home? It's the kind of step-down and step-up care that's been invaluable during the pandemic."

The COVID-19 pandemic has raised the stakes for healthcare providers the world over. "The world is raging with COVID, and no single country has yet claimed they're fully recovered," he added. "We're still battling with it, so you need a pretty sustainable financial resource to manage throughout this period. You need to preserve your teams, and that means you need confidence – especially in private health care."

In order to keep all the plates spinning, that confidence has to extend to Apollo Hospital's extensive network of suppliers and partners. "Managing one of the first established hospitals in India has its own advantages," He says. "Which means our relationships with suppliers are long established." and this relationship so professional and transparent

It's not just one hospital they're supplying to, but many hospitals. That's how we try to get it as cost-effective as possible. We would never compromise on quality, because that's of absolute importance to us.

We're clear in communicating to those suppliers that it's never just about the price; it's important that we make sure supplies are of impeccable quality."

We're looking at post-care. We're continuing to develop our advanced and comprehensive oncology centre, and personally, I'm trying to create jobs and help the economy in my capacity as Leader. We play a huge part in the Indian healthcare system, and we have to keep our workforce going to maintain that. No lay-offs, no pay cuts, no reduction in the high quality patient care we provide."

It's a strategy that's closely aligned with Apollo Hospital Navi Mumbai's core values: integrity, empathy, teamwork, excellence and, above all, patients first. "We only exist because of our patients," he says. "You need to collaborate with multiple partners – whether it's doctors, staff, suppliers or even the patients. And when patients form positive relationships and trust their healthcare providers, they become more engaged."

It's a testament to the continuous improvement that we have achieved," says Santosh Marathe. "We like doing this because, in the end, patients are the most important factor. When they come to the hospital, what they want is to receive an accurate diagnosis and treatment delivered in the shortest time.

The fact is, nobody wants to stay in hospital unnecessarily. We continue to focus on delivering an accurate diagnosis and treatment in the shortest possible time."

"From the start, it was a compelling opportunity, because it's such a great platform

Having spent so long within healthcare sector over 17+ years at some of Asia's largest healthcare providers, he's developed an expertise in the field. But his interest was first piqued when he was still working

This is no doubt why he is so deeply engaged with the Hospital. "From the start, it was a compelling opportunity, because it's such a great platform," he says.

"Having been established decades ago, Apollo Hospitals Navi Mumbai is a Asia platform that provides quality, affordable and accessible health care to the people of India. I realized the platform can rapidly be expanded to serve many more people across Asia."

6 values patience, discipline, competence, trustworthiness, selflessness and kindness. "Unlike industries such as banking and finance, the healthcare sector is very sensitive and critical

"What I love about health care is that every day is different and we have a real impact on people's lives. for example we spent time looking at sanitary ware for the hospital, but by the afternoon I was meeting with doctors to discuss the technology of the future. This diversity keeps me going."