



Cure & Care

NURTURING LIVES



From cure to care, a world of solutions
for preventive healthcare, wellness and beauty

Index



Illness to Wellness	1
Healthcare Goes Retail ... / Sound Lineage	2
Healthy Vision / Manipal Cure & Care	3
Services on Offer	4
Innovative Product Mix / Quality Assurance & Clinical Practices	7
Skilled & Experienced People / The Way Forward	8



Cure  Care
NURTURING LIVES



Illness to Wellness



They say, 'Prevention is better than cure'. Unfortunately, this proverb has proved futile in creating consciousness regarding wellness in the common man.

Modern lifestyle has been the stimulus for the growth of diseases amongst the youth. Improper food habits, lack of physical activity, coupled with high levels of stress are factors which can put one on the risk zone. Sadly, all these have become a part of our lifestyle.

Till now, the healthcare industry has been focusing on a curative approach to medicine, rather than preventive. But it is set to change now.

With a plan to propagate wellness, and change this 'reactive' attitude towards health, Manipal Education and Medical Group (MEMG) has made a foray into healthcare retail with its path-breaking initiative - Manipal Cure and Care (MCC).

For the first time in India, Manipal Cure & Care offers holistic Health and Wellness care in a retail arena, providing superior clinical services and related products, all under one roof. The vision is to revolutionise healthcare delivery in the country, by providing preventive monitoring with a focus on wellness.



Healthcare Goes Retail ... *for the first time in India*



Preventive retail healthcare, though a widely accepted concept across countries around the world, has yet to make its presence felt in the Indian market.

A two-year feedback generated from the customers at Manipal's network of hospitals brought out the acute need for preventive care and wellness. An overwhelming acknowledgment of that need resulted in the birth of the concept of MCC.

The objective of the centre is to cater to the time-pressed individual and to become the neighbourhood destination centre for an array of healthcare products and services, all under one roof.

Manipal Cure and Care centres plan to educate people to be proactive towards health issues and strive to make every Indian a healthy citizen. The centres offer healthcare services to the entire family with a clinical touch, backed by state-of-the-art technology, in a relaxed and friendly environment.

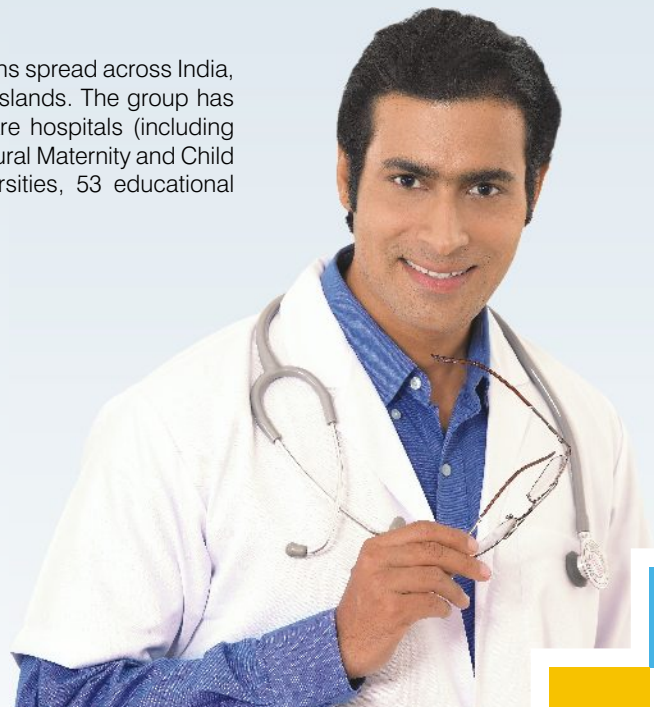
Sound Lineage



Manipal Cure & Care is brought to you by a group, long trusted as leaders in healthcare, education and overall human development - The Manipal Education and Medical Group.




Founded by the late Padmashree Dr. T. M. A. Pai in 1953, Manipal Education and Medical Group stands tall with an enviable track record of success in the spheres of healthcare, education and research, nationally and internationally.

In a period spanning more than 5 decades, the group has operations spread across India, several South East Asian countries, Middle East and Caribbean Islands. The group has 60 healthcare delivery centres in India comprising 14 tertiary care hospitals (including 2 teaching hospitals), 23 secondary care hospitals and about 30 Rural Maternity and Child Welfare Homes and Clinics. Manipal Education has two universities, 53 educational institutions and 60 healthcare delivery centres in India.



Healthy Vision



-  To revolutionise healthcare delivery in India by providing preventive monitoring with a focus on wellness.
-  To educate people to be proactive towards health issues, and in the process, strive to make every Indian a healthy citizen.
-  To be innovative leaders in the preventive healthcare industry.

Manipal Cure & Care : *An Overview*



Heralding preventive retail healthcare in India, Manipal Cure & Care is all set to change the way healthcare is perceived in India. It will revolutionise healthcare delivery by providing a comprehensive mix of world-class healthcare products and services.

The centres will cater to the needs of the entire family - from babies to senior citizens - and will be located in malls and high streets, environments associated with happy feelings.

MCC follows evidence-based and protocol-driven medical practices, and targets accreditation from Australian Council of Healthcare Standards International (ACHSI).

Professionals from the fields of General Medicine, Orthopaedics, Cardiology Obstetrics & Gynaecology, Paediatrics, Ophthalmology, Dermatology, Dentistry, Endocrinology, Clinical Psychology and Lab Medicine lead these services.







Services on Offer



MCC offers health check-ups and advice, healthcare products and beauty treatments. All you need to do is visit the experts at MCC.

MCC indeed revolutionises healthcare delivery, by providing it in a comfortable and friendly environment. It provides professional healthcare services in a cheerful and a welcoming manner. A never-before phenomenon in healthcare in India.

MCC provides healthcare services (including health insurance), a well-stocked in-house pharmacy and innovative products like nutraceuticals, etc. The novel systems introduced by MCC include:

-  A-M-P-L-E Card (Allergies, Medical History, Past History, List of Medication and Emergency Number)
-  EMR (Electronic Medical Record)
-  Integration of CIMS (Current Index of Medical Specialists - Pharmaceutical Drug Interaction Alert) with EMR
-  Guest Charter and error proofing methodology.

MCC is the hub of innovation, with a new product being born every 90 days and a new technology every 180 days.

The services provided at MCC are broadly classified into:

Preventive



To augment Preventive Healthcare, MCC provides extensive health assessment packages which have been thoughtfully crafted to suit customers. Health packages go beyond traditional symptom-based treatment and focus on detecting the underlying imbalances of the body.



XPRESSCARE



A 45-minute quick service facility designed especially for professionals, housewives and walk-in guests who barely manage to spare time from their busy schedules. The services include Health Checks and walk-in flexi checks like diabetic check, cardiac check, liver check, HIV screening, Lung Check and Vaccinations. Women and Children can avail innovative and ultra-modern Health Checks, augmented by Well Baby and Well Woman care.

Wellness



Wellness is an interactive process of awareness and practice of healthy choices to create a successful and balanced lifestyle.

Wellness services include immunisations, antenatal care, baby care, adolescent care, eye care, hormonal management, dietary counselling & nutrition clinic, hypertension screening and sexual health advice. Additionally, there are specialised dietary and obesity counselling.






Beauty & Cosmetology



Manipal Cure and Care believes that every individual should not only be fit and healthy, but also look beautiful and have an extra psychological edge.

Mask
Manipal Skin Care

The Beauty and Cosmetology section offers multiple services which include:

-  Cosmetic dentistry (scaling, polishing, bleaching, veneering, ornamental jewellery, bridges, crowns, etc.)
-  Cosmetic dermatology (complexion analysis, acne management, spot removal, chemical peeling, hair removal, skin rejuvenation, treatments for warts and skin tags)
-  Skin piercing and tattoo removal

The centre also houses an optician store and well-stocked pharmacy.

Wellness Club is our exclusive loyalty program wherein members enjoy rewards for healthcare services and products, and other benefits.



Innovative Product Mix



Manipal Cure and Care soon plans to introduce a range of their own generic brands. It is in the process of bringing healthcare brands of international repute and exclusively distribute their products in India.

The centres stock products of leading brands for eye care, dental care, derma, baby & mother care, lifestyle products, dental products, nutraceuticals and more.

To complete the products basket, MCC also provides health and life insurance products from ICICI Prudential and ICICI Lombard.

Quality Assurance & Clinical Practices



MCC actively works in accordance with the Australian Standards of Healthcare Standards (ACHS) to introduce world-class quality management systems. Also, customer charters in every store match their expectations and MCC's performance.

At MCC, materials procured for use pass through stringent evaluation and certified suppliers. All clinical practices delivered are traceable to national or international best practices guidelines. MCC has introduced electronic record keeping, which ensures easy retrieval of previous records and digital images with CIMS and ICD integration to enhance clinical care delivery.



Skilled & Experienced People



Manipal Cure and Care outlets draw upon over half a century of Manipal Group's experience in healthcare. The services are protocol driven and delivered by well-trained professionals, deploying evidence-based practices.

MCC has tied up with Oscar Murphy International to offer world class 'soft skills training' for doctors, nurses and paramedics.

All Customer Interface Executives and counselors at MCC have a Post-Graduate or a Bachelor's degree, unlike other healthcare outlets. Each MCC centre has about 70 skilled professionals dedicated to that centre.

The Way Forward



Manipal Cure and Care was formed with a seed capital of INR 500 million. It plans to set up 50 company-owned centres in the next 4 years with phased out investments to the tune of INR 2500 million. It will also open about 200 stores by the end of the third year under a franchisee model.

We have set the ball of preventive health, wellness & beauty rolling. Come, and experience a complete healthcare revolution! At your neighbourhood mall.





