enabling new business

SWITZERLAND GLOBAL ENTERPRISE

DIGITAL HEALTHCARE INDUSTRY IN INDIA – Summary report

OFFICIAL PROGRAM

Switzerland. Trade & Investment Promotion.

PARTNER

nexdigm SKP

DIGITAL HEALTHCARE INDUSTRY IN INDIA

Date: March 2021

Language: English

Number of pages: 3

Author: Nexdigm & Swiss Business Hub India

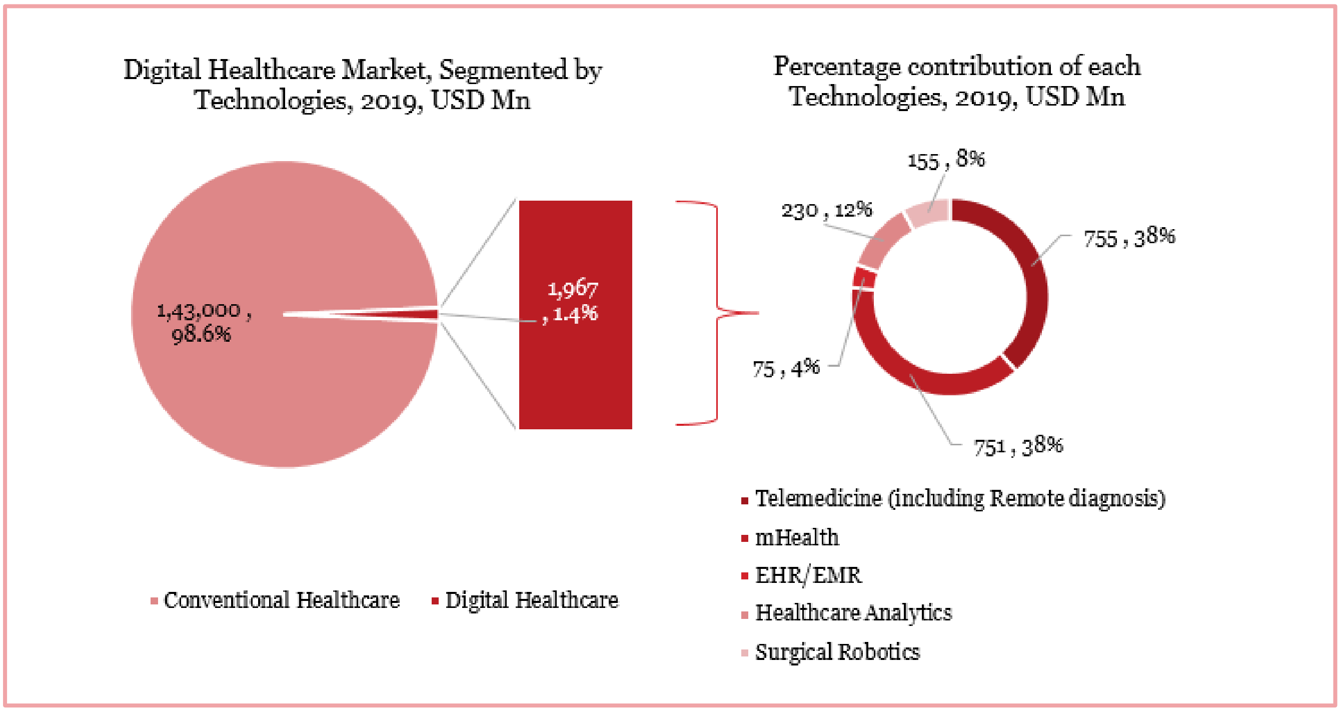
Other sectorial Reports: Are you interested in other Reports for other sectors and countries? Please find more Reports here: s-ge.com/reports

Digital Healthcare India - opportunity mapping for Swiss companies in telemedicine, mHealth EHR/EMR systems, healthcare analytics, and robot-assisted surgery

The gap in access to healthcare through the traditional delivery model is changing the landscape of healthcare infrastructure in India. Digital healthcare is revolutionizing both the digital healthcare technology and delivery aspects. The growing user base of connected smartphone devices in both urban and rural areas is playing a significant part in this new healthcare delivery model. India is expected to cross a billion mobile phone users by 2025, which in turn will see a higher number of individuals connected to the digital healthcare ecosystem, mainly due to significant penetration of healthcare delivery through Telemedicine, mHealth, EHR/EMR systems, Healthcare Analytics, and Robot-Assisted Surgery, which have been gaining popularity in recent years.

Healthcare is one of India's largest sectors in terms of size and growth and operates predominantly on a traditional (conventional) healthcare delivery model. The digital healthcare market is still at a nascent stage and contributes to only ~1.4% of the overall healthcare market. However, with fundamental customer behavior changes enacted through multiple driving factors, as explained in the report (click here to download the entire report), the digital healthcare market is expected to grow significantly in the coming years.

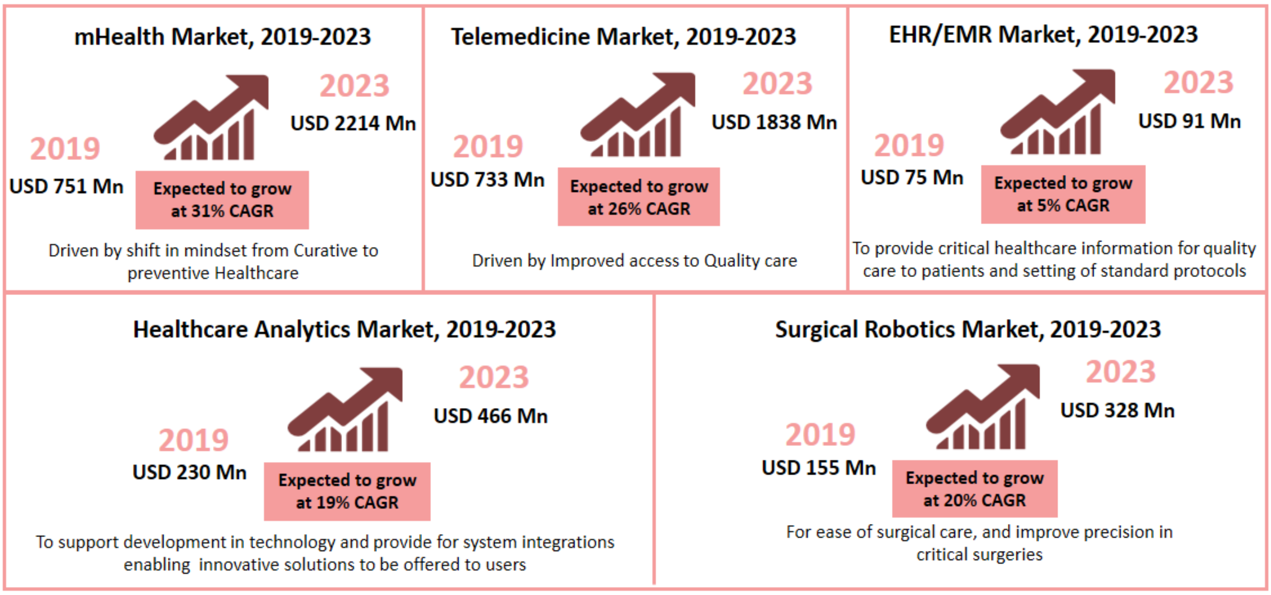
Conventional v/s Digital Healthcare



Source: Nexdigm Analysis. Secondary Research

The evolution of digital healthcare in India has been a fascinating journey. Government reforms together with private sector initiatives have contributed to the growth of this important sector in India. Despite all the challenges, in the last two decades, India has achieved several important milestone, and from 2015 onwards, the efforts directed towards healthcare have increased significantly. Healthcare expenses in India continue to be primarily out-of-pocket; and the increase in the disposable income of the affluent urban middle class has led to the demand for superior healthcare access, products and services.

India's digital health is broadly provided through five major categories that act as enablers for healthcare facilities. This figure underlines the market trend and drivers that each of the highlighted technologies has on offers in the Indian market scenario.



Digital health is an integral part of the Indian government's schemes to achieve the healthcare goals for the nation. Recognizing the importance that the overall sector brings to the economy in terms of revenue and employment, the government, at both the Central- and State-level, has instituted various policies, initiatives, and incentive frameworks to promote its growth. The National Health Policy in 2017, inputs and recommendations on the National Health Stack in 2018, and the National Digital Health Blueprint in 2019 have paved the path for major reforms in this direction.

India's digital healthcare system's existing regulatory structure is broadly classified under central sector schemes, central sponsored schemes, and state schemes regulated under the Ministry of Health and Family Welfare as a the main body at the national level. By technology, it has been divided based on the governing ministry and the Act/Policy. The same can be understood through a few examples categorized as follows:

Governing Body	Regulatory Structure Elements	Act/ Standards	mHealth	Tele medicine	Digital Health Records	Health Analytics	Robot-assisted Surgery
Ministry of Health & Family Welfare (MoHFW)	The Drugs and Cosmetics Act, 1940*	Act	✓				
	Electronic Health Record (EHR) Standards – 2016	NRCeS Standards	✓	✓	✓	✓	✓
	Medical Device Rules, 2017	Rules	✓	✓			✓
	Telemedicine Guidelines	Guidelines		✓			
Ministry of Electronics & Information Technology, Government of India (MeitY)	Data Protection Framework on Digital Information Privacy, Security & Confidentiality, 2019^	Bill introduced in the Parliament	✓	✓	✓	✓	✓

*Notes: * Includes the Drugs and Cosmetics Rules, 1945 (D&C Rules) and amendments*

In conclusion, India's digital healthcare market, though at a nascent stage, is growing at a rapid pace. The gap in access to healthcare through traditional healthcare delivery models is changing the landscape of healthcare infrastructure and revolutionizing the digital healthcare technological aspect of healthcare delivery in India.

The report covers how digital healthcare delivery has been gaining popularity in recent years through aspects such as Telemedicine, mHealth, EHR/EMR systems, Healthcare Analytics, and Robot-Assisted Surgery and particulars of each aspects covering competitive landscape, value chain persistent in the industry, demand dynamics and current/ emerging opportunities that prevails for Swiss companies in each segment.

Click here to down load the full report and register for our webinar “Digital Healthcare India - opportunity mapping for Swiss companies” on May 18 2021, 11CET/1430 IST