New Startups in Healthcare System

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Abstract:

Startup is a new business in which people invest if it is a good and profitable idea. Nowadays many innovative ideas are becoming start-ups. The community not only wants to rely on traditional healthcare tricks and tips but want some innovation to smoothen the process. Healthcare is one of the sectors which are growing very fast and people are becoming aware of their fitness and health issues. So it is very much required for the industries to come up with new ideas and treatment which is not only safe but also effective. As we all know life is going fast and no one has time to go to doctor’s clinic due to their busy schedule but they also can't let their health go worse, therefore, such startups which are providing help to these kinds of patients are necessary. Online websites and the availability of such expertise with experience provide patients comfort and trust. It is a growing sector and to maintain their position in the market, industries need to come up with such good ideas that can not only save patient’s time and efforts but also proved helpful for the doctors.

Introduction:

Startup means starting a new work or process which is helpful for society [1]. If we are discussing something new in the field of healthcare let us talk about providing medical care to the people [1]. Hence, two major occupations came into account that is doctors and pharmacists.

In India, doctors are involved in the diagnosis and treatment of patients whereas pharmacist provides medicine to cure the diseases. However, in other countries, both are equivalent and have the same functions. As India is a developing country it brings new ideas and setups which are found to be very successful.

These start-ups are worth a million dollars and providing new opportunities to the world. As mobile technology is much used by the younger generation and that is why these kinds of business setups are growing much. [1]

Nowadays different start-ups have different functions and websites as follows: [2]

1) PRACTO-WWW.PRACTO.COM- screening doctors profile, healthcare problem troubleshooting and maintain patient records.

2) LYBRATE- WWW.LYBRATE.COM- provides advice to doctors.

3) GOQII- WWW.GOQii.COM- it is based on fitness maintenance services.

4) MEDGENOME-WWW.MEDGENOME.COM- drug discovery process and genome study.
Above all are emerging fields of healthcare which are growing at a faster pace. Some are working at a global level and making people live a better and disease-free life. According to studies, there are 7 billion people who required medical services. Therefore, technology is must needed thing in the industries because everything is dependent on digitalization. [2]

All the equipment involves some kind of technology and now everyone has access to digital things till the time it is confidential. For example, if a person is sick and unable to meet doctors than these kinds of services help them by providing medicine and consultation. It is helpful in the betterment of society as it is not only making people comfortable by providing medicine but also giving jobs to many people. [2]

**Let us discuss top start-ups in the medical field:**

**Practo:**

![Practo Logo](https://example.com/practo-logo)

It is fairly independent websites associated with almost 1,000,000 doctors in India and Singapore. The patient can choose doctors on their own from the list of doctors present on the website. It is free of cost service for the patient as well as doctors. [3]

Its great success can be estimated from the data collected and the report says it got 28000 appointments in the month of June. In 2009, it was founded by Abhinav lal and Shashank ND. SAAS software is used to maintain everything. It has achieved the place second-largest healthcare and its turnover is around 525 million dollars. [3]

Now it is available in 15 countries, 50 Indian cities, registered doctors 2,00,000, 800 diagnostic centers and 10,000 hospitals, etc. It has its operating system in mobiles, Ios and androids. However, it's been misinterpreted. [3]

1) Not considered as a medical advisory site.

2) No advertisement for any medical conditions.

3) Never promote a hospital or healthcare sector as best for treatment.

4) Patients have their own mindset of what to choose.
5) No assistance provided during a medical emergency.

6) It is not a kind of extension of an organization.

7) Not sure about appointments but they try at their best to get an appointment earlier if possible.

Working:

1) Go to the website of Practo

2) Login page and fill all the details

3) List of doctors will appear

4) Choose the doctor and book appointment

Some similar researches have been done to check and compare the other apps in the google play store. Three different studies are done to compare the differences and similarities amongst these apps and their working.[14]

Netmeds:

It is one of the startups which is growing at a very faster rate. It is like an online pharmacy from where one can buy medicines of their own choice. They are going to deliver medicine to the respective address and for that, a person must have a prescription but some medicines do require a prescription. [4]

Nowadays taking medicine become easy via online shopping, no need to go to pharmacies everything is available on site. Netmed established in 2015 by Pradeep Dhada group of companies and in the year 2016, it was awarded NDTV startup award.[4]

On the other hand, the main branch selling drugs wholesale to the Indian pharmacies. Then the company invested a huge amount in research which attracts the attention of investors to this hub. Now it has its set up in Greece and abroad but solely dependent on Netmeds. [4]
It was new in the Maine newcomer field in 2013. It has well-trained staff such as doctors, pharmacists, and delivery persons. It believes in providing a good quality product and timely delivery of those products to their customers. Their vision is to be always at first in the distribution sector. [4]

Portea:

Portea: It is one of the leading industries in-home healthcares that have its market in Coimbatore, Chennai, Chandigarh, Delhi, Ludhiana, Goa, etc. They are having many healthcare services such as physiotherapy, nursing, and doctor's visit. [5]

Portea made people believe that it is going to provide every hospital facility at their own house. Portea provides those physicians who have crossed their rigorous standards and equipment on rent and lab tests at home. Its clinical procedures were developed after consulting with the US doctors. All this have the benefits to the patients as they save money, rest at their home and compliance at home. [5]

Top management by the company is handled by experienced people such as Meena Ganesh is CEO and MD of the company holding experience of the last thirty years in the same industry. Ganesh Krishnan is the chairman of the company and Ashish Bhutada vice president. [5]

Medgenome:
It is the company work for sequencing which provides immune-oncology researches. It is helpful to make a vaccine for cancer to provide cost relieving and fast-acting drugs. The company's headquarter is situated in California with the objective to cure diseases by genetic information. It is also a member of Genome Asia of 100k new startups. [6]

The company has an investment of $20 million; Sam Santosh is the CEO of the company. But the company is well versed known for its next-generation sequencing advancement and it’s all taken care of by the new CEO, Shahid Akhtar. It can develop healthcare, agriculture, environment, and animal husbandry sector. [6]

The company is one of the leading sectors in genomics in India. It is all because of their company's focus on bringing the latest invention to cure a disease such as Bangalore NGS lab and parenteral test. Now it has become a top-class bioinformatics pipeline. [6]

Objective:

1) Improve medicinal care in India.

2) To reduce inherited disease.

3) Eventually, provide better solutions to the pharma industry.

4) Latest technology to provide a good start to cure diseases.

The most encouraging factor is the constant prescription as they look at the value of genetic testing. The company has set a benchmark and achieving success. [6]

Hurdles:

Firstly, it works to create awareness in prescribers and patients about the genetic studies at large scale. The cost of drugs was also one of the factors of concern. To develop IP on population variation in Indian patients. These all information helps in interpreting data and giving the best solutions to patients. [6]

High standard reports made a submitted which is required by stakeholders. R&D cost is one of the challenges to defeat. Barriers to regulatory and insurance companies have a great effect on the industry. [6]
Researches enable the pharma and biotech companies to develop drug at large scale to South Asian populations. Medgenome builds a network in 30+ Indian hospitals. Indian populations have originated its genome from small families around 3000-3500 genetic pool due to climatic changes and other factors. [7]

Effect of population size [7]:

1) Large variations may affect health from different diseases.

2) Large numbers of families affected can be due to inheritance.

3) The number of samples in case of rare disorders.

4) Increased number of child population to study diseases that arise in early life.

Lybrate:

It is one of the best ways to get medicinal help as they do great hard work to make doctors interact with patients as early as possible. Easy command giving program. For easy access to healthcare company got so much investment from partners. [8]

It believes in making an advance decision in the healthcare sector. Easy to interact with doctors after paying fees online. The patient can ask for any health issues through mobile phones or any other way. Its main motive is to make patients healthy moreover one can find a doctor nearby and take an appointment. [8]

Doctors also get some facilities like to save time, safe practice and ease in reaching patients. After all, they are also an integral part of the healthcare sector. Patients get comfort and doctors made effortlessly practice. As it is designed that a person can go anywhere and perform the action. [8]

It is situated in New Delhi, 10-50 employees and a 5-year old company. It focused on their objective of getting information about all the patients. Doctors can get details about the patient at any point in time, and place so that they can give better treatment to their patients. [8]

The main objective is to decrease the time-space between patient and doctor consultancy. It was started by Saurabh Arora, Vispi Daver and Sandeep Singhal in 2013. The company got success within a very short period of time. 5 million downloads were there in a short period of time. [9]
Welcome Cure:

It is a portal which believes in curing patient beyond the limits of their location. When traditional homeopathy principles combined with world-class experts originated welcome cure whose objective is to treat people and let them live a disease-free life. It is very difficult for the peoples to go to the doctor's place, wait for their appointment and then discuss the problem because of their long and hectic schedules. [9]

The Welcome Cure is such a website which helps patient and doctor to have one-to-one meet. Moreover, it saves the patient's time and effort. The number of doctors is maintained by the patient management system. [9]

Now it's been more than 2000 years since they are treating the patients from various diseases. The physician is "true expertize" and having experience. One can find any kind of treatment ranging from small diseases like Allergies, Eczema and Herps, etc. To those diseases having a low scope of treatment in homeopathy such as Gout, Psoriasis, and Asthma, etc.[9]

It has a different way to communicate with patients and doctors. A basic panel controls everything. It has all the databases about patients and doctors. It continues to collect data and prepare to follow up reports. Tries to maintain contact between doctors and patients. In case of patients having any queries then they can easily be in touch with their preferred doctor and also if the doctor wants the history of the patient and investigate the disorder they can also do the same. [9]

The vision of the company is everyone has the birthright to live a happy life and it will only happen when a person is disease-free. All this is done irrespective of their location, mother tongue, and origin. [9]

Their mission is to reach each and every patient and make them live a joyful life. [9]

Focusing points:

1) Improves patient's health.

2) Quality treatment.
3) Easy approach

4) Honest and transparent communication.

5) Confidentiality maintained.

Relysis:

The company is situated in Hyderabad and it is the first certified ISO 13485 company. It is built in 35,000 sq ft. Area. It is involved in the production, commercialization, and development of medical devices. It helps in preventing stroke, cardiovascular diseases, and nervous system diseases. It gives a solution to treat diseases by making stents, and catheters. [10]

Focusing points:

1) Strong Research and Development with expertise.

2) Invasive and non-invasive treatment.

3) Design, develop and manufacture devices.

Their mission is to develop and design medical devices to treat patients in India as well as in other foreign countries.

Development of stents and catheters:

The company uses a fiber laser to make both wet and dry cutting tubes. Technology gets the best architect design for stents and catheters. These are having the capacity to handle any kind of alloy. Stents are checked for their flexibility and strength. Company manufactures cobalt chromium and stainless steel stents. [10]

The company also manufactures percutaneous transluminal coronary angiography catheters. Now it markets Veda and Veda +R. Specifically, designs are PTCA catheters and Angiographic catheters. [10]
GOQII:

The company is located in California and has its branches in Mumbai and Shenzen. Its main focus is on providing people a healthy life within affordable prices. It believes in building relationships and set goals to engage physicians and patients to deliver good services. [11]

Their vision to generate such an image in the market by introducing unique technology and help people to achieve their fitness. This mobile app is for those who really want to be fit and they also provide subscription. It is not only an app that you can forget after download. They provide a personal coach who helps people to achieve a good life. [11]

The main core of GOQII is its band which works as a fitness tracker although it is supposed to be worn on wrist or person can put it into the pocket. However, it is not that pretty but comfortable enough to wear. [11]


1) Activate account

2) Fill the online form consists of basic details about diet, physical exercise, and sleeping timings.

3) After that, the coach provides an email with a brief presentation.

4) Connection set between person and physician.

Advantages:

1) Provide a virtual coach

2) Waterproof band

3) Karma points calculated

Disadvantage:

1) Sleep track needs to maintain manually.

2) Battery life is average.
An idea converted into a new business but always there are some opportunities as well as threats. A person needs to take a risk in order to achieve a place in the market but sometimes these risks lead to a great extent of the loss. That is why a firm needs a proper strategy to save himself and its company from a big loss and a study about market and analysis should be done carefully. [11]

**Discussion and conclusion:**

Practo, Hurdles, Portea, Relysis, etc. are such big companies providing facilities to people whether it is doctor or patient. However, each company has its own mission and vision towards health. But the motto of each company is the same to give people a better life to live and it can only happen if everyone is aware of them and their services. These companies are making medical devices that can generate the report about any kind of problem in the body and then the person can go for the right treatment. These companies are not only providing better options to patients and doctors but also making the tasks easy and comfortable in healthcare sector. These studies also show the path of entrepreneurship in the field of healthcare system to the young ones who want to choose this as their career option.

**Reference:**

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