

# VISION 20.6

a blueprint for smarter healthcare

# 20.6

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OUR MISSION IS TO BRING HEALTHCARE OF  
INTERNATIONAL STANDARDS WITHIN THE  
REACH OF EVERY INDIVIDUAL. WE ARE  
COMMITTED TO THE ACHIEVEMENT AND  
MAINTENANCE OF EXCELLENCE IN  
EDUCATION, RESEARCH AND HEALTHCARE  
FOR THE BENEFIT OF HUMANITY”



## Vision 20.6

A vision to look beyond  
the ordinary. To conquer  
the unknown. The vision  
to forge a new way.

A NEW WAVE OF  
HEALTHCARE

The difference between good and great is, at most times, a matter of perspective. It is the subtle variations in vision and focus that translates to the wide gulf between the two adjectives. Being great at what you do comes from determination, an inherent conviction and the discipline to see it through.

It all starts with a vision. A vision that empowers one to look ahead, to see things as they are. At Apollo we believe in Vision 20.6 - the rare ideal that defines perfection. It is rarely achievable. While most set their standards at the fairly common 20.20 mark, we understand that just isn't good enough.

20.6 vision is when you can see at 20 feet what others can discern only at 6 feet. It is the realm in which fascinating creatures like the eagle and the hawk operate. The mythical Jatayu, in the Ramayana, was said to possess spectacularly gifted sight. One can imagine it was 20.6 vision.

Our vision has been our talisman. Our ability to translate vision to reality has been our strength. We have done this by building in incredible focus in our way of working. Our culture of crystallizing vision into focus, execution and delivery has given life force to our revolutionary mission. In 27 years it has seen us become one of the leading integrated healthcare service providers in India

**20.6 vision demands we look ahead.** And make no mistake, healthcare is changing. The signs are already evident. Changing lifestyles, global dynamics and rapidly evolving technology have combined to provide impetus to this new wave of healthcare. It is a brand of healthcare that we are ready to embrace, ready to take on.



Hon'ble President of India, Smt. Pratibha Patil conferred Dr. Prathap C Reddy with the Padma Vibhushan, India's second highest civilian award in recognition of his immense contribution to healthcare.

## Chairman's Message

About three decades ago, Apollo Hospitals was only a fledgling of an idea. Born of a necessity to offer better healthcare to Indians, it has since become one of the leading healthcare service providers in India. The Apollo Hospitals Group has consistently envisioned patients needs and introduced game changing innovations.

In the year gone by, we have broken new grounds - from providing Eastern India's first dedicated Bone Marrow Transplant unit, to providing a unique mobile healthcare solution in collaboration with Aircel (m-health) to bringing South Asia's first of it's kind full-field mammography system to India. Apollo remains true to its mission of bringing healthcare of international standards within the reach of every individual.

As we forge ahead, healthcare will become even more inclusive. The inauguration of the first Dialysis centre in collaboration with the Central Government Health Scheme (CGHS) and our participation in state sponsored healthcare insurance schemes is a testament of Apollo's collaborative spirit.

This year, we have launched a new strategic initiative around our Centres of Excellence to build on our core philosophy of high quality of care in key areas of Cardiac Sciences, Neuro Sciences, Orthopaedics, Oncology, Emergency & Transplants. The objective is to deepen and strengthen our leadership position and reputation in these critical areas by increasing our focus on clinical outcomes and patient care, simultaneously encouraging the development of sub-specializations. These also form a critical part of our Vision 20.6 blueprint which is the rare ideal that defines perfection.

In the years to come, Apollo will continue to define benchmarks in clinical care and service excellence. We always serve the patients with Tender Loving Care, state of the art technology, systems and the best talent India has to offer - medical or managerial. Our constant focus on clinical excellence and in

attracting and retaining clinicians has become the corner- stone of our success.

We have received numerous accolades, which testify to our achievements and reinforces our commitment to excellence in patient care. Our group hospitals have received several awards and quality certifications which bear testimony to our superior standard of patient commitment.

Further, your company launched one of India's most visible campaigns against Heart Disease the 'Billion Hearts Beating Campaign' which focused on raising heart health awareness and encouraged citizens to take a pledge for a healthy heart.

Apollo Hospitals group has been able to successfully meet the challenges of creating medical infrastructure, shortage of clinicians and lack of penetration of health insurance; through its innovative and robust business model by continuing to expand across the country through a mix of tertiary and secondary hospitals. The expansion plans are in consonance with this thought process, based on our years of experience and prudent capital allocation process.

The Apollo Hospitals brand has come to symbolize hope and relief to patients, not only in India but across the globe as witnessed by the international patients being treated. The day is not far off when India will become the preferred Healthcare destination of the world and we at Apollo will strive to be at the forefront of the change.

Finally, I wish to thank the Board of Directors, doctors, employees, bankers & financial institutions and the Central and State Governments for extending their support in the initiatives undertaken by your company.

With warm personal regards to you and your families,



Dr. Prathap C Reddy  
Executive Chairman

EXCELLENCE.  
EXPERTISE. EMPATHY.  
three words that define  
our culture. one mission  
that anchors our vision.

At the heart of the Apollo story is the Group's unique prowess in clinical excellence, revolutionary expertise and the warm culture of Tender Loving Care. This defines the philosophy that makes Apollo Hospitals a trusted healthcare provider. It is this philosophy that has propelled our mission to touch lives, to heal and to continuously improve healthcare delivery in India. Apollo Hospitals is driven by a single thrust, to provide the best standards of patient care. It is this passion that has led to the development of our centers of excellence across medical disciplines.

Apollo's path breaking developments in clinical excellence, research and nurturing expertise stems from a simple goal to make the patient experience safer and better, and make our brand of healthcare more effective and efficient.









## OUR VISION 20.6 IS FORTIFIED BY OUR CULTURE OF EXCELLENCE



**HEART  
INSTITUTES**



**CANCER  
INSTITUTES**



**INSTITUTE OF  
NEUROSCIENCES**



**INSTITUTE OF  
ORTHOPAEDICS**



**INSTITUTE OF  
TRANSPLANTS**



**EMERGENCY  
24x7**



Excellence at Apollo Hospitals is a continuous journey. Diverse as we may be in our locations, the zeal to excel is the common thread that binds all hospitals in the group. We continuously strive towards improving the structures and processes at Apollo Hospitals to achieve the best outcomes for our patients. This drive to excel in the fast changing world of medicine leads us from one quality improvement initiative to another. We at Apollo Hospitals focus on Clinical, Academic and Research Excellence. Skilled doctors and minutely detailed protocols have ensured its place among the world's best, in terms of outcomes and clinical excellence.

Today, Apollo Hospitals has seven JCI (Joint Commission International) accredited hospitals within the Group; Chennai, Hyderabad, Delhi, Kolkata, Bangalore, Ludhiana and Dhaka. The Joint Commission International (JCI) is a U.S based accreditation body dedicated to improving healthcare quality and safety around the world.

Another endorsement of our superiority in high class healthcare delivery is the fact that every year thousands of patients from the world over come to our hospitals for treatment.

- The Apollo Hospitals Group performed more than 775 solid organ transplants for the year 2010, making it one of the world's busiest Liver Transplant Centres.
- The Apollo Hospitals Group completed its 1,000th tissue transfer surgery in April, 2011
- ACE@25 (Apollo Clinical Excellence) is a clinical balanced scorecard that we have institutionalized within our hospitals to constantly measure and improve our performance across numerous parameters. ACE@25 incorporates 25 clinical quality parameters involving complication rates, mortality rates, one year survival rates and average length of stay after major procedures covering all major specialties. Also included are hospital acquired infection rates, patient satisfaction and medication errors. Benchmarks have been chosen from the world's best hospitals.
- The First-of-its-kind in South Asia - Full Field Digital Mammography with Tomosynthesis (3D) system was introduced at Apollo Specialty Hospital, Chennai.

