

VISION 20.6

a blueprint for smarter healthcare

20.6

“
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 15 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.

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, Indraprastha Apollo has broken new grounds - from successfully carrying out the first independent Auditory Brain Implant (ABI) on a four year old child, to providing a unique mobile healthcare solution in collaboration with leading telecom service providers (m-health) to bringing North India's first of its kind Novalis Tx. Apollo remains true to its mission of bringing healthcare of international standards within the reach of every individual.

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 and 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 form a critical part of our Vision 20.6 blueprint which is the rare ideal that defines perfection.

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 active participation in Delhi Government's Bhagidari Program is a testament of Apollo's collaborative spirit.

In the years to come, your hospital 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 accolades which testify to our achievements and reinforces our commitment to excellence in patient care. Indraprastha Apollo Hospitals has been consistently rated as one of The Best Hospitals in India by 'The Week' survey – this year we have been ranked 5th Best Hospital in India and 2nd Best Hospital in Delhi.

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. This campaign was officially launched in Delhi by our Hon'ble Chief Minister Smt Sheila Dikshit.

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.

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

With warm personal regards to you and your families,



Dr Prathap C Reddy
Founder - Apollo Hospitals Group

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

At the heart of the Apollo story is the our unique prowess in clinical excellence, revolutionary expertise and the warm culture of Tender Loving Care. This defines the philosophy that makes Indraprastha 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. Indraprastha 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



Excellence at Indraprastha Apollo Hospitals is a continuous journey. The zeal to excel is the common thread that binds all the departments and functions in the Hospital towards a common goal. We continuously strive towards improving the structures and processes to achieve the best outcomes for our patients. This drive to excel in the fast changing world of medicines leads us from one quality improvement initiative to another. We 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.

Indraprastha Apollo Hospitals became the first Hospital in India which received accreditation in the year 2005 and re-accreditation in the year 2008, from the Joint Commission International, USA (JCI) for delivery of quality healthcare services and meeting the JCI Standards for Patient Safety. Indraprastha Apollo Hospitals was surveyed again for re-accreditation in July, 2011, and has amply demonstrated greater than acceptable compliance with JCI Standards, which reflects our commitment to improve the safety and quality of patient care.

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

- ACE@25 (Apollo Clinical Excellence) is a clinical balance score card that we have institutionalized within the hospital 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, patients satisfaction and medication errors. Benchmarks have been chosen from the world's best hospitals.

- A unique project titled Rocket 14, has been launched to focus towards service delivery and clinical excellence in cardiac sciences, Oncology, Neurosciences, Orthopaedics, Multi Organ Transplant and emergency medicine (what we refer as "Centres of Excellence ") with the objective of becoming the first choice of patients in respective areas.

**VISION 20.6
IS NURTURED BY
A DEEP WEALTH
OF EXPERTISE**

Indraprastha Apollo Hospitals has been at the forefront of the march to nurture medical expertise and heighten efficiencies. Our focus has always been to provide the highest standard of medical treatment, enabled by attracting the best doctors, nurturing the best support staff and investing in tomorrow's technology, today.

Indraprastha Apollo Hospital has developed Clinical Practice Guidelines (CPGs) and Clinical Pathways (CPs) for treating various diagnoses in consultation with consultants in the respective specialty. Adherence to CPGs and CPs by our physicians is monitored on a continuous basis through closed file audits by the quality teams. Acute Myocardial Infarction, Fulminant Hepatic Failure, Seizure management, LSCS, Hysterectomy, Renal Transplants are a few diagnoses where CPGs are followed. CABG, GI Bleed, TURP, Lap Chole are examples of clinical pathways followed by the hospital. CPGs and CPs are reviewed on a periodic basis for incorporating newer developments.



An eagle can have
visual acuity of upto 20.2

**VISION 20.6 COMES
ALIVE WITH THE
WARMTH OF EMPATHY.
THE HEALING TOUCH
OF OUR TENDER LOVING
CARE (TLC) PHILOSOPHY**



Tender loving care (TLC) is a silent revolution that sweeps the corridors of Indraprastha Apollo Hospital, every single day. Its objective is simple and clear - ensure the best patient experience possible. It consists of a deck of best practices that encompasses the universe of patient touch points. It is a wide range of systems that have been perfected to ensure that every process at Indraprastha Apollo Hospitals is patient-centric. This is at the heart of the Apollo Way.

The TLC philosophy comes alive with the commitment of the members of the Apollo family. The doctors, nurses and other members come together and weave the magic that transforms Apollo into a place which is warm, helpful and friendly for every patient who comes in.

An eagle has vision
that enables it to spot
things upto one and
a half miles away



Board of Directors

Chairman	: Mr. P. K. Tripathi
Vice Chairman	: Dr. Prathap C. Reddy
Managing Director	: Mr. Jaideep Gupta
Directors	: Mr. Anil Kamineni Mr. Anshu Prakash Dr. B. Venkataraman Mr. D. M. Spolia Prof. Ranjit Roy Chaudhury Ms. Renu S. Karnad Mr. Satnam Arora Mr. S. Regunathan Ms. Suneeta Reddy Mr. T. S. Narayanasami Lt. Gen. (R) Vijay Lall, AVSM, PVSM, ADC Prof. V. N. Rajasekharan Pillai
Vice President Cum Company Secretary	: Mr. Ajay Kumar Singhal
Registered Office & Hospital Complex	: Sarita Vihar, Delhi – Mathura Road, New Delhi – 110 076
Hospital at Noida	: Apollo Hospitals, E-2, Sector-26, Noida – 201 301
Auditors	: M/s. S. C. Vasudeva & Co. Chartered Accountants, New Delhi
Bankers	: Oriental Bank of Commerce AXIS Bank Limited IndusInd Bank Limited