



# “JANAK enjoys trust and confidence of entire medical fraternity in India”



Mr. Madhusudan Joshi, Chief Executive Officer

“Healthcare and its delivery systems are changing. Today, the modern hospital needs partners offering products with unparalleled safety features and ease of maintenance. With this in view, ArchiDesign interviewed Mr. Madhusudan Joshi, CEO, Janak Healthcare Pvt Ltd, to find out how Janak Healthcare is bringing about quality in the healthcare services. Janak fulfils the expectations of its customers and their patients by delivering quality healthcare solutions. Their ability to delight customers by innovating and expanding the portfolio of patient care equipments and clinical solution services has ensured Janak maintain its lead. Excerpts from his interview.

**What are the major challenges faced by the healthcare segment in India today? What are the solutions?**

The Indian healthcare industry is growing at a fast pace due to the increasing affordability and health consciousness of the people. Being a developing country, the high prevalence of diseases and the lack of pre-requisite facilities are the main reasons for this high demand. Also, since the economy is growing so therefore the life style diseases are taking a fast pace.

The hospital services market in the country is increasingly becoming a scope for private players, both indigenous and foreign. Market forces, such as medical tourism, insurance and corporate sector have accelerated the demand for quality in healthcare services. As a result, there is a growing demand from consumers for better healthcare as the lack of quality assurance mechanisms limits their access to appropriate health services.

The Indian healthcare delivery system consists of varied health institutions and mixed ownership patterns,

trust hospitals. Private and/or public-private partnerships dominate the tertiary care, while secondary healthcare is a mix of both, private and public and government health systems cater mostly to primary care.

India faces a huge need gap in terms of availability of number of hospital beds per 1000 population. With a world average of 3.96 hospital beds per 1000 population India stands just a little over 1.2 hospital beds per 1000 population. Moreover, India faces a shortage of doctors, nurses and paramedics that are needed to propel the growing healthcare industry. Considering all the above facts and the massive growth in the healthcare industry, huge

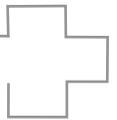
investments would offer several opportunities for us to grow in the segment we serve.

**In your opinion, how has Janak Healthcare contributed to the Healthcare Industry all these years?**

Janak Healthcare Pvt. Ltd. (ISO 9001: 2008; ISO 14001 : 2004, and ISO 13485: 2003, OHSAS 18001-2007) is India’s leading manufacturer of medical equipments like motorized and manual hospital beds, other patient care equipments & clinical solution services. Janak has significantly contributed to the healthcare sector for the past 60 years by maintaining its quality, striving for customer satisfac-



**EX6000**  
Motorised Bed



tion and new product development. The brand JANAK enjoys trust and confidence of the medical fraternity in India. Janak has entered into a strategic alliance with Midmark Corporation, USA, a world major in patient care equipments. With this partnership Janak looks forward to providing innovative healthcare solutions for effective patient care.

Janak has a dedicated team of over 300 personnel. The Corporate Office and Display Centre are in Mumbai and branch offices and Display Centres at New Delhi, Chennai and Kolkata. Janak's design & development division and factories are situated in Umbergaon, 160 km from Mumbai with environment friendly modern manufacturing facilities and a full fledged product test laboratory.

**What steps must be taken to bring in quality health care solutions? What role does Janak play in bringing such solutions?**

The economic status of a country is directly linked to the health status of its people. Health is at the centre of global agenda and there is now a real concern to reach out to the poor and vulnerable section of the society with an appropriate, cost effective and sustainable health care system which would address the concern both at the preventive and curative level. There is, therefore, an urgent need to provide access to affordable healthcare in a sustainable manner. Developing such a system and maintaining it is indeed the biggest challenge which calls for multi pronged approach strategy. I believe Insurance can be part of such strategy and there is need for proper synergy between the various approaches to tackle various problems associated with health care. The whole idea is of establishing robust health insurance system that can truly serve the social goals of improved health, reduced financial insecurity and greater equity.

**What developments have taken place in Janak and what is the vision you have in mind to take Janak ahead?**

Janak is focusing largely on the new product development and product testing processes. We have outlined very clear short term and long term strategies keeping in mind the products, technology and international standards. We are expanding our product portfolio of patient care equipments and clinical solution services through research and development and with the help of Midmark with the ability to delight the customers and stay ahead of the competition.

Our range of patient care equipments are designed keeping the end user perspective in mind and are equipped with features that provide utmost patient care and maximum benefits to the nursing staff. Our products offer quality beyond comparison, with outstanding aesthetics and unparalleled safety features.

We are attracting good talent and professionals which will take us to the next level and will help us further enhance trust and confidence to our brand.

**What kind of investment do you envisage for such an ambitious task?**

There are capital investments being done into infrastructure, advanced product testing and QC facilities. But we strongly believe in investing in attracting and retaining human talent. Today we have a very strong team with strong leadership and managerial skills which are helping us take a quantum leap and enjoy a major market share in the segment we serve. We strongly believe in the growth and development of our people first. In a services company you are only as good as the people, who perform the service - you can't have satisfied customers if you don't have satisfied employees. This will help us make Janak an intelligible brand in the market.

**What in your view will be the condition of healthcare facilities in another two decades given the burgeoning population? What needs to be done to keep pace with this?**

India in the next 2 decades will have the highest no of working people. In order to provide the affordable healthcare there needs to be quality healthcare facilities. I believe that strong models need to be developed with a strong focus on delivering affordable and high quality healthcare services across semi-urban and rural India.

We must accept that approximately 70% of Indian population lives in small towns and villages and yet 80% of the healthcare facilities and doctors are located in the urban/metro areas. Bridging this gap is very important by building and managing mid-size hospitals focused on primary and secondary care, in Tier II and Tier III towns across India with the options to shift the patient to the main centres.

In the years to come, India is going to be the destination for medical tourism which in turn means the best quality services available in this country.

Janak will grow at a faster pace than the Indian healthcare industry. Our product line will help cater customer's needs keeping in mind the patient comfort and corporate philosophy.



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