



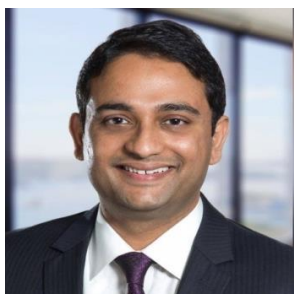
# **INNOVATIVE TECHNOLOGIES & THERAPIES AND THE LAST MILE DELIVERY INITIATIVES**

*by*

**MEMBERS OF AMCHAM'S MEDICAL DEVICES COMMITTEE**



# FOREWORD



**Mr Manoj Madhavan**

Chairman-AMCHAM Medical Device Committee  
&  
Managing Director, Boston Scientific India

In an era defined by remarkable advancements in medical science and technology, the importance of ensuring access to these cutting edge as well as incremental innovations for all individuals cannot be overstated.

Healthcare is a fundamental right that should be available to every person, regardless of their socioeconomic background, geographic location, or any other factors that may impede their access to essential & quality care. However, we find ourselves grappling with persistent disparities in access to quality healthcare as well as restricted opportunity to benefit from life-changing therapies & technologies, though there has been significant improvement in last few years.

We have shed light on the critical issue of access to innovative and quality healthcare and therapies, highlighting the challenges we face and the potential solutions that can pave the way towards a more equitable and inclusive healthcare system. It is a collaborative effort, drawing on the expertise and insights of healthcare professionals, policymakers, researchers, and patient advocates from around the world.

You will find a comprehensive exploration of the ways to address the barriers that hinder access to innovative healthcare and therapies, including issues of affordability, availability, adoption & awareness. We delve into the complexities of healthcare systems and the impact of socioeconomic disparities, cultural biases, and geographical limitations on healthcare access. Furthermore, we examine the role of regulatory frameworks, intellectual property rights, and research and development incentives in shaping the access and affordability of cutting-edge therapies & technologies.

By highlighting the challenges and opportunities in access to innovative and quality healthcare and therapies, we hope to inspire dialogue and action among stakeholders across the healthcare spectrum. Together, we can work towards dismantling the barriers that prevent deserving patients from benefiting from the latest advancements in medical science and technology and ensure that no one is left behind in the pursuit of quality healthcare and well-being.

I extend my heartfelt gratitude to AMCHAM India and all who have shared their expertise and insights, as well as the readers who engage with this booklet. May it serve as a catalyst for transformative change and a blueprint for a future where access to innovative and quality healthcare and therapies knows no bounds.



# FOREWORD



**Ms. Ranjana Khanna**

Director General CEO  
AMCHAM India

In a world that is constantly evolving, it is crucial that we adapt our healthcare systems to meet the changing needs and expectations of individuals and communities. We must ensure that healthcare is accessible to all, regardless of their background, socioeconomic status, or geographical location.

Furthermore, quality should be at the core of every healthcare endeavor. It is not enough to merely provide healthcare services; we must strive to deliver care that is effective, safe, patient-centered, and evidence-based. Quality healthcare is a fundamental right and should be available to every person in need.

Innovation plays a pivotal role in transforming healthcare and improving outcomes. From groundbreaking medical technologies to novel approaches in service delivery, innovation has the power to revolutionize how we provide and receive healthcare. Embracing innovation allows us to overcome challenges, bridge gaps, and unlock new possibilities for better health outcomes. With technology and innovation, we should strive to make it available in tier 2 and tier 3 cities also. The doctor population ratio in the country is 1:854. The ultimate aim is to that regardless of where an individual is they can still have the opportunity to access quality healthcare. With the e-health market estimated to reach US\$ 10.6 billion by 2025, a lot of last mile connectivity challenges can be taken care of.

Today, we have an exceptional opportunity to explore the various facets of access, quality, and innovation in healthcare. We have an esteemed panel of experts who will share their insights and experiences, stimulating meaningful discussions and shaping our collective understanding.



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# BAUSCH + LOMB

## See better. Live better.

### Innovative Technologies: Delivering Quality Healthcare



# Bausch + Lomb in India

Bausch + Lomb was established in 1853 in Rochester, New York, as a small optical shop that grew to become a large healthcare company with over 10,000 employees in 100 plus countries around the world. Since our establishment, Bausch + Lomb has been at the forefront of visionary innovations in eye care dedicated to perfecting vision and enhancing life.

One of India’s most preferred names in the eye-care industry, we at Bausch + Lomb, offer the widest and finest range of contact lenses, lens care products. Our products are designed to help eyecare patients live a modern lifestyle with greater comfort and improved vision.

Our endeavour is to help people “See Better. Live Better”. Bausch + Lomb is committed to improving the well-being of patients and consumers around the world by helping their vision. Trust, mutual respect and ethical behaviour are essential to Bausch + Lomb’s relationships with our eye healthcare partners, customers and employees.

We offer the widest range of contact lenses and lens care products in India. Vision care, for us and our customers, is of unparalleled importance. Our wide range of products cater to a wide variety of needs.



## Global Presence

A 170+ year old brand with millions of happy consumers across the world



## All India Retail Network

With over 15,000+ trusted retail partners & 350+ Distributors across India, our quality products and services are never too far away from our consumers



## Market Leaders

The first company to launch soft contact lenses in India, we continue to be market leaders and one of the most trusted contact lens brands

# BIOTRUE FAMILY OF PRODUCTS

Our Biotrue range of products are inspired by the biology of the human eye.

**Biotrue ONEday Daily Disposable Contact Lenses:** When it comes to your eyes, comfort always comes first. Nothing else feels right if you are not comfortable in your own skin. Biotrue® contact lenses are made with HyperGel™, an award-winning next-generation material inspired by the biology of your eyes#. Engineered with highest level of moisture\*,<sup>1</sup>, these lenses give your eyes the level of comfort they deserve<sup>2</sup> and help you do everything without feeling a thing. So, breeze through your day as we make sure you see better, and hence, live better.



With 78% moisture, these lenses match the water content of Human Eye Cornea<sup>3,4</sup>



Retains 98% moisture for no dry lens feeling throughout the day<sup>4</sup>

## BioTrue® Multi-Purpose Solution:

BioTrue® Multi-Purpose Solution works like the eye to help make wearing contact lenses easier, no matter what lens you wear. No other solution includes these bio-inspired innovations. BioTrue® Multi-Purpose Solution moistens by using a natural lubricant found in the eye and it is pH balanced to match healthy tears. To ensure optimal eye health, BioTrue® Multi-Purpose Solution provides unsurpassed disinfection, while maintaining beneficial proteins and removing denatured proteins.



pH balanced to match healthy tears



20 hours moisture retention

\*Maximum Moisture among daily disposable contact lenses available in India.

#Outer surface of the lens is designed to mimic the lipid layer of tear film to prevent dehydration and maintain consistent optics. # Features the same water content as the cornea, 78% to support incredible comfort. #Deliver oxygen level the open eyes need to maintain healthy, white eyes.

1: ACLM (2019) ACLM Contact Lens Year Book.

2: Data on file. Results from a 21 investigator, multi-site study of Biotrue® ONEday lenses, with a total of 414 eligible subjects (210 daily disposable lens wearers with 84 Focus Dailies Aqua Comfort and 33 1-Day ACUVUE Moist wearers, and 204 planned replacement lens wearers). After 7 days of wear, subjects completed an online survey. Consumers rated Biotrue® ONEday lens performance across a range of attributes and compared the performance to their habitual lenses.

3: Clinical ocular anatomy and physiology-14th edition. PG Bergmanson, 2007, page 50.

4: Data on file Bausch & Lomb Incorporated

# ULTRA FAMILY OF LENSES

**ULTRA ONE DAY CONTACT LENSES:** For those at the top of their game, compromising is never an option, they always want the best. Introducing Bausch + Lomb Ultra™ ONE DAY, one of our best lens ever. They come with Advanced MoistureSeal™ Technology<sup>1</sup> that helps retain 96% of its moisture for long lasting wear<sup>2</sup>, coupled with ComfortFeel Technology<sup>1</sup>. It takes user beyond comfort and allows them to live the ultra-life.



Exceptional Clarity<sup>1</sup>



Incredible Weightlessness<sup>1</sup>

**ULTRA CONTACT LENS FOR THE DIGITAL AGE:** Our typical day starts with a smartphone screen, proceeds to a laptop, then a TV, or maybe a tablet, and ends with the same smartphone. This bevy of screens leads to irritable and dry eyes<sup>3</sup>. Bausch + Lomb ULTRA contact lenses come with the all-new MoistureSeal™ technology that retains 95% of moisture<sup>2</sup> through the day, giving your eyes 16-hour comfort and softness in a thin, silicone package. So, work, watch and while away through the day as we make sure you see better, and hence, live better.



Prevents eyestrain caused due to heavy digital device usage<sup>3</sup>



All-day wear contact lenses<sup>3</sup>

1: Data on file Bausch and Lomb Incorporated.

2: Schafer J. et al. ; A clinical assessment of dehydration resistance for a novel silicone hydrogel lens and six silicone hydrogel daily disposable lenses. Poster presented at AAO; October 2020.

3: Steffen R. Clinical Performance of Samfilcon A Silicone Hydrogel Contact Lenses - New technology aims to make lens wear more comfortable despite increased digital viewing. Contact lens spectrum/special edition 2014



BD is one of the world's largest global medical technology companies and is advancing the world of health by improving medical discovery, diagnostics, and the delivery of care. The company supports the heroes at the front of healthcare by developing innovative technology, services, and solutions that help advance both clinical therapy for patients and healthcare providers' clinical processes. BD and its 75,000 employees have a passion and commitment to help improve patient outcomes, improve the safety and efficiency of clinicians' care delivery process, enable laboratory scientists to better diagnose disease, and advance researchers' capabilities to develop the next generation of diagnostics and therapeutics. BD has a presence in virtually every country and partners with organizations around the world to address some of the most challenging global health issues.

## BD in India / South Asia

BD in South Asia, with 1500+ associates, has offices in India and Bangladesh, while also operating through a distributor network in Sri Lanka, Maldives, and Nepal. India operations started in 1995 through a wholly owned subsidiary, BD India Pvt. Ltd. with its headquarters in Gurugram, Haryana. Regional offices are in Mumbai, Bengaluru, Chennai, Hyderabad, and Kolkata along with a state-of-art manufacturing plant in Bawal, Haryana. This facility uses manufacturing techniques of international standards and produces products recognized around the world.

BD in India also has two campuses in Chandigarh and Bengaluru for Software technology and R&D respectively. The company provides custom solutions that are focused on improving medication management and patient safety; supporting infection prevention practices; equipping surgical and interventional procedures; improving drug delivery; aiding anesthesiology care; enhancing the diagnosis of infectious diseases and cancers and advancing cellular research and applications.

Known to solve public health problems across time and countries, BD in India has deployed its innovation, integrated solutions and technologies, knowledge, and expertise towards supporting the healthcare continuum, enhancing clinical practices, and impacting quality patient outcomes.

# Key Initiatives by the company in CSR domain

## Making India Employable



**A Graduation Ceremony for the BD Center of HOPE students in February 2023**

## Upskilling young adults on Tally and as Nursing Assistants

Aligned with the Government of India's Skill Development Mission to develop **employment-oriented skills** and make the youth self-reliant, **Becton Dickinson (BD) India**, in partnership with the **HOPE Foundation** is enabling **upskilling of young adults on Tally and as Nursing Assistants** in East Delhi. Initiated in 2018, this project has trained over **1400 students** over 5 years from less privileged backgrounds and facilitated sustainable employment for over **70% of beneficiaries**, largely women.

## Combating Antimicrobial Resistance



**National experts at the AMR summit 2.0 in September 2022 professionals (trainees) with BD trainers in Bangalore**

## BD initiatives to combat Antimicrobial Resistance (AMR)

Combating Antimicrobial Resistance (AMR) by enabling **increased awareness through Massive Open Online Course (MOOC)** developed in partnership with the London School of Hygiene & Tropical Medicine (LSHTM) and rolled out in India by the Indian Council of Medical Research (ICMR). More than **1500 healthcare professionals completed this course over 2 rounds**. BD also recently facilitated a high-level Advisory Board on the critical need for Advancing Lab Capacity, Surveillance, and Diagnostic Stewardship to combat AMR effectively.

## Project SANKALP (A pledge to fight TB)



### A glimpse of Project SANKALP field activities

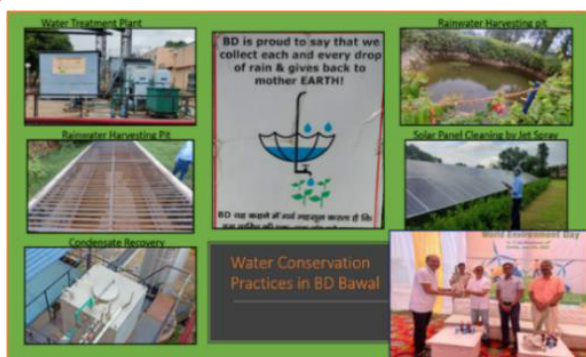
Project SANKALP, our Pledge to fight TB, encompasses a comprehensive approach and aims to support TB patients' journey to **facilitate early detection, timely management, and cure** along with **system strengthening** in alignment with **National Tuberculosis Elimination Program (NTEP\*)** algorithms & guidelines.

These interventions are resulting in significantly increased case detection & notifications, **improved awareness within the community and healthcare providers** for reduced stigma & proper referrals to the program as well as timely treatment initiation & therapy adherence.

In just 10 months of its on-ground rollout, **~125,000 people have been screened** for TB-like symptoms through active case finding in Khol TBU of District Rewari. After diagnostic testing with Chest X-ray and CBNAAT of the presumptive TB cases, 128 new TB patients have been identified through this process. All such patients as well as their contacts are diligently followed up and supported by the SANKALP team for **accessing timely management & treatment** as needed through close collaboration with the District TB officials and facilities.

Happy to share that sixty-two of these patients have successfully completed their TB treatment and the rest are undergoing treatment. **Project SANKALP** has been well received by the local population & district authorities and is being successfully implemented in close collaboration with all relevant stakeholders. SANKALP will continue to stay intricately connected with the community and stakeholders in Rewari and **leverage local talent to make a difference for sustainable impact.**

## Corporate Sustainability



### Recycling of water at BD's India manufacturing plant in Bawal, Haryana

## Water Conservation & Solar Power Generation

In keeping with BD's 2030+ sustainability goals including its carbon neutrality across direct operations by 2040 pledge, the BD India Bawal plant is championing the “**Water Conservation@BD Bawal**” program and is also at the forefront of adopting green energy with the addition of a 260 kWp solar plant. 100 percent of the water at the Bawal plant is recycled and utilized thereby saving 15000+ liters of groundwater each day resulting in groundwater dependency at the Bawal plant falling from 100% in FY-16 to 13% in YTD FY-22.

## STRIDES

### (Strengthening TB Resistance Testing and Diagnostic Systems)



### Lab professionals (trainees) with BD trainers in Bangalore

## Quality Improvement in lab testing and capacity building of the National Tuberculosis Elimination Program (NTEP)s TB lab Network

It is a BD and USAID partnership for supporting the capacity building of NTEP's TB lab network. Some of the initiatives undertaken are as follows:

A. **Assessment of Liquid Culture & Drug Susceptibility Testing (LC&DST) labs:** 20 key public sector TB labs across different cities have been assessed by BD experts on **various aspects of lab and quality management**, documentation practices, and availability of adequate infrastructure. This has resulted in **significant quality improvement** and adoption of **best practices in these labs**.

B. **Capacity development of lab professionals in the (LC&DST) labs:** BD also facilitated in-person capacity development sessions for **>60 lab professionals**. A standardized training curriculum and a training video have been shared with the National TB program for ongoing in-house capacity development or refreshers.



## ABOUT BOSTON SCIENTIFIC

Boston Scientific (BSC) is a global medical devices company dedicated to transforming lives with innovative medical solutions and improving the health of patients around the world. As a global medical technology leader for more than 40 years, we advance science for life by providing a broad range of high-performance solutions that address unmet patient needs and reduce the cost of healthcare.

## MISSION AND VALUES

Boston Scientific is dedicated to transforming lives through innovative medical solutions that improve the health of patients around the world.

CARING

DIVERSITY

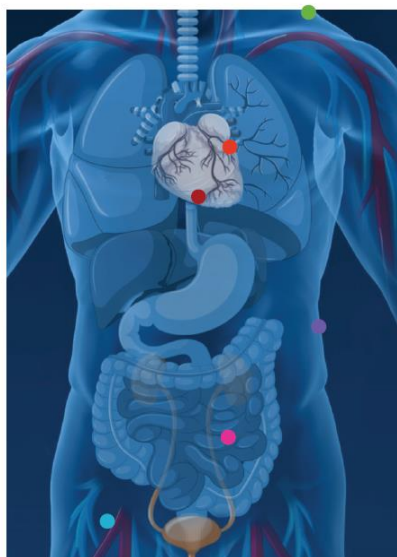
WINNING SPIRIT

MEANINGFUL  
INNOVATION

HIGH  
PERFORMANCE

GLOBAL  
COLLABORATION

# FOCUSED ON CATEGORY LEADERSHIP



● **Interventional Cardiology**



● **Peripheral Interventions**



● **Endoscopy**



● **Urology & Pelvic Health**



● **Neuromodulation**



● **Cardiac Rhythm Management**



● **Electrophysiology**



## AWARDS AND RECOGNITIONS



Great Place to Work Certified –  
4 years in a row  
(2019, 2020, 2021, 2022)



Recognized among India's Best  
Workplaces in Healthcare for  
2 years



Certified among India's Best  
Workplaces for Women / For ALL for  
3 years in a row



Recognized among Best Small &  
Medium Workplaces in Asia in 2021



Awarded Commitment Badge for  
consistently being a  
Great Place to Work



Awarded by SRM for Excellence in  
Health and Wellness Initiatives in 2021

**BSC India ranked among Top-10 Best Workplaces in Midsized Category (by GPTW) in 2021**



# BSC India

*Our Medical Education Portfolio*

**Boston  
Scientific**  
Advancing science for life™

## EDUCARE

Online education platform that gives access to:

- ✓ **Customized learning paths**, specifically structured to learner's level of expertise
- ✓ **Educational content** (case reports, case studies, procedural videos, courses, etc.)



### Personalised

Explore interactive videos, case studies and more tailored to your medical field.



### On-demand

Get 24-hour access to content from your desktop, laptop, or mobile device.



### Trusted

Gain education and insights from globally recognized industry experts.

## Institute for Advancing Science

**State-of-the-art** training facility which offers HCPs hands-on, multidisciplinary training programs for BSC products and procedures

Total **9** such centers world-wide, with one in India.

**Inside the IAS Facility at Gurgaon:**



## Committed Partnerships

**Professional collaborations** with key opinion leaders and medical institutions through a range of highly specialized, online and in-person training courses, including:

- ✓ live cases observation,
- ✓ cadaver labs,
- ✓ simulators training,
- ✓ proctoring and preceptorship programs
- ✓ product & therapy trainings

to support sharing learning experiences, and the transfer of skills.

**Notable partnerships in India to promote medical education**





# BSC India

*Notable Partnerships in India to drive Medical Education*

**Boston Scientific**  
Advancing science for life™

## GETT – Gastrointestinal Endoscopy Technician Training

- India's **first on-the-job training course** for GI endoscopy technicians

- Accredited by:**   
- Industry partners:**  

<b>750+</b> Technicians Trained	<b>600+</b> Hours of training	<b>120+</b> faculty engaged	<b>12</b> Centers
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## AIIMS EBUS Masterclass

- First of its kind **educational webinar series** delivered in collaboration with **AIIMS, Delhi**
- Objective was to **advance pulmonary education** amongst the fraternity
- Successful event with **1200+ attendees** trained by **21 Faculty** across 5 sessions

**First ever collaboration between**

 and 

**5** EPISODES   **1965** REGISTRATIONS   **1213** UNIQUE VISITORS   **21** FACULTY



## APSIC Young Leaders Program

- Series of **educational programs** in collaboration with APSIC 

<b>Role of HD IVUS in Complex PCI</b> <b>15</b> Faculties   <b>300</b> attendees	<b>ROTA Connect - Complex Calcified Lesions</b> <b>10</b> Faculties   <b>200</b> attendees	
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## EBC Left Main Bifurcation Conclave

- 2 Left Main Bifurcation Conclaves** in collaboration with European Bifurcation Club 
- Live cases, latest consensus on Left Main Bifurcation PCI, talk on stent design and IVUS

<b>5</b> Live Cases/ Case-in-box presentations	<b>2</b> separate <b>3-day</b> events	<b>70+</b> Faculty (International & Indian)
	<b>1250+</b> Attendees from APAC & EMEA	<b>45+</b> Scientific Talks including case discussions

## HEAL Conclave

- 2 separate '2-day programs'** each focusing on bifurcation PCI, tools & techniques for plaque modification, challenging case discussions on mastering CHIP PCI and importance of IVUS guidance for optimizing complex PCI

- Collaboration Partners:**



<b>44</b> National & Intl. Faculty	<b>1200+</b> Attendees	<b>10</b> Hours of didactic content
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# BSC India

*has a wide portfolio of cutting-edge therapies  
in various therapeutic areas*

**Boston  
Scientific**  
Advancing science for life™

## Cardiology



**Polaris Multi-modality  
Guidance System**



**FFR Link**



**RotaPRO  
Rotational Atherectomy System**

## Endoscopy



**SpyGlass™ DS  
Direct Visualization System**



**Autolith™  
Touch Biliary EHL System**

## Urology & Pelvic Health



**Pulse™ 100H  
Holmium Laser System**



**Pulse™ 120H  
Holmium Laser  
with MOSES™ Technology**



**GreenLight XPS™  
Laser Therapy System**



**LithoVue™  
Flexible  
Ureteroscope**



**AcuPulse™ DUO  
CO2 Laser System**



**UltraPulse™ DUO  
CO2 Laser System**

## Peripheral Interventions



**AngioJet™  
Peripheral Thrombectomy System**



**RF 3000™  
Generator**

# CORPORATE SOCIAL RESPONSIBILITY –ENVIRONMENT,HEALTH,EDUCATION

Our teams are dedicated to transforming lives through innovative medical solutions that improve the health of patients around the globe — while also making measurable contributions to the world we all share.



## ENVIRONMENT

We care for the environment and organized a Tree Plantation Activity in association with Sivoham Foundation in Gurgaon. More than 100 trees were planted to show our commitment to the cause.



## HEALTH

We have identified strategic partnerships that can strengthen diagnosis, treatment and care for patients as well as community programmes offering a healthy life.



## EDUCATION

Our "Giving Together" initiatives aim to offer women and children access to "Education and Health", especially to underprivileged and marginalized communities.

## BOSTON SCIENTIFIC CAMPUSES IN INDIA

### Commercial

The Commercial team ensures that patients in India have access to world class medical devices produced by the company.

### Global Business Services (GBS)

Global Business Services help the Boston Scientific world in providing data analytics & other support solutions and thereby realizing their fullest potential in serving the patients across the globe.

### Research & Design (R&D)

R&D team's constant endeavor is to development and design newer medical technologies and thereby ensuring the devices have better patient outcomes every time.



### Information Technology

The IT team is the technical foundation to our most impressive medical breakthroughs with expertise in a range of fields, including but not limiting to mobile, digital health, social and business intelligence.

 <https://www.facebook.com/BostonScientificIndia>

 <https://twitter.com/bostonsci>

 <https://www.linkedin.com/company/boston-scientific/>

Reach out us to on email at [customercare.india@bsci.com](mailto:customercare.india@bsci.com)








GE HealthCare



# 30 Years of elevating healthcare in India

GE HealthCare is a leading global medical technology, pharmaceutical diagnostics, and digital solutions innovator, dedicated to providing integrated solutions, services, and data analytics to make hospitals more efficient, clinicians more effective, therapies more precise, and patients healthier and happier. Serving patients and providers for more than 100 years, GE HealthCare is advancing personalized, connected, and compassionate care, while simplifying the patient's journey across the care pathway. Together our Imaging, Ultrasound, Patient Care Solutions, and Pharmaceutical Diagnostics businesses help improve patient care from diagnosis, to therapy, to monitoring. We are a \$18.3 billion business with 50,000 employees working to create a world where healthcare has no limits.

Improving lives of over **300 million** people with the largest install base of medical equipments in the region

Pioneers of Localization	Revolutionizing Healthcare Access	Innovation and Technology Leadership
 <p><b>1<sup>st</sup></b> company to design and 'Make in India' advanced medical technologies for India and the world, a journey that started nearly three decades back</p>	 <p><b>Widest Reach</b> across urban and rural India in the medtech sector</p>	 <p><b>Among The First</b> healthcare companies to start healthcare technology R&amp;D in India over two decades back</p>
 <p><b>30+</b> products developed in collaboration with our global network, sold in over 70 countries</p>	 <p><b>Highest Coverage</b> with 16 branch offices, 75+ channel partners, coverage across 475+ districts in India</p>	 <p><b>The Largest R&amp;D Center</b> of GE Healthcare outside of USA – Healthcare Technology Center, Bangalore</p>
 <p><b>03</b> manufacturing sites – JVs with Wipro and Bharat Electronics Limited</p>	 <p><b>Large Service Network</b> with ~750 ISO Certified field engineers addressing customer needs</p>	 <p><b>CoE</b> for Software Applications, Mobile Ultrasound and Healthcare Digital Solutions</p>

<b>30+</b> Years of history	<b>1800+</b> Employees	<b>1000+</b> Patents	<b>130+</b> Products delivered
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To focus on one patient at a time, down to the genomic level, the effectiveness of physical clinical interventions depends on the ability to master high-volume data and integrate it in real time with the unique patient needs.

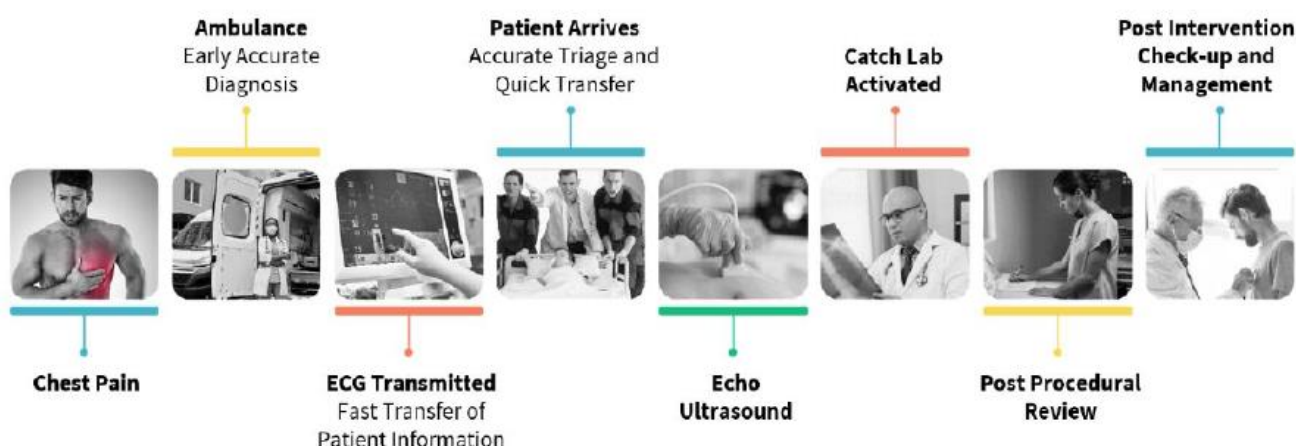
## Healthcare Solutions for Diagnosis, Treatment, and Monitoring

Business lines	Imaging	Ultrasound	Life Care Solutions	Enterprise Digital Solutions	Pharmaceutical Diagnostics
Offerings	<ul style="list-style-type: none"> <li>MR</li> <li>CT</li> <li>MI</li> <li>X-Ray</li> <li>Mammography</li> <li>Bone &amp; Metabolic Health</li> <li>Image Guided Therapies</li> </ul>	<ul style="list-style-type: none"> <li>Women's Health</li> <li>Cardiovascular</li> <li>General Radiology</li> <li>Point of Care</li> <li>Primary Care</li> </ul>	<ul style="list-style-type: none"> <li>Patient Monitoring</li> <li>Anesthesia &amp; Respiratory</li> <li>Diagnostic Cardiology</li> <li>Maternal Infant Care</li> <li>Acute Care</li> <li>Clinical Accessories</li> </ul>	<ul style="list-style-type: none"> <li>PACS/RIS</li> <li>VNA</li> <li>Advanced Visualization</li> <li>CVI</li> </ul>	<ul style="list-style-type: none"> <li>Contrast Media</li> <li>Molecular Imaging Agents</li> <li>Pharma Trial Companion Diagnostics</li> </ul>
Capabilities	Seven commercial regions One integrated supply chain Global services			Ge healthcare partners Ge healthcare equipment finance Edison™ intelligence platform	

*By focusing on critical care pathways as Oncology and Cardiology, GE HealthCare is creating new value for customers and patients across the care continuum.*

## At the 'Heart' of Care: Cardiology Pathways

GE HealthCare is devoted to providing cardiology solutions that support the continuum of care and personalize treatment for the world's largest hospitals to the smallest clinics and even to the home. One of our strengths – and differentiators – is that we have an extremely broad portfolio and can provide healthcare professionals with a breadth of solutions from early detection and diagnosis, to planning, intervention and monitoring to help clinicians deliver better patient outcomes in cardiology care.



**Detection & Diagnosis:** Our cardiology diagnostic solutions span from early detection of disease, when the patient first comes in with symptoms, to more in-depth diagnostics, where our integrated suite of products, including electrocardiograms (ECG), ultrasound, magnetic resonance imaging (MRI), computed tomography (CT), molecular imaging and more, work together to capture each patient's unique "inside" story and help determine diagnosis + inform treatment plans.

**Planning & Intervention:** During interventional procedures in the catheterization laboratory, our image guided systems and patient monitoring products provide the care team with the tools they need to treat their patients. From minimally invasive techniques to more invasive procedures, our products and solutions play a key role in helping doctors treat everything from valve disease to arrhythmias and heart failure to providing pediatric coronary care.

**Monitoring:** GE HealthCare has IT solutions that can help document and report procedures being performed in a hospital, clinic, or other care setting. We also offer intelligent patient monitoring solutions that help monitor patients in the hospital and at home; which can help enable earlier disease detection, identify patient deterioration sooner, and provide real-time data to help inform clinical interventions and treatments.

# Creating the Future of Oncology Solutions

GE HealthCare's integrated cancer care solutions leverage digitization, artificial intelligence (AI) and our suite of innovative diagnostic imaging technologies and pharmaceuticals designed to enhance diagnoses, drive productivity, increase value, improve speed and efficiency and, ultimately help improve overall patient health.



**Screening:** Our imaging and digital solutions support cancer screening using AI, radiomics, clinical decision support and provide critical insights into disease presence, location and potential prognosis. These tools are complemented with innovations that aggregate data from genetic profiles, blood analysis, family history, and personal health data to make cancer screening more precise and even more effective.

**Diagnosis:** Our oncology offerings include a full suite of multimodality imaging, radiomic and workstation products and solutions: from computed tomography (CT), magnetic resonance imaging (MRI), positron emission tomography/CT (PET/CT), PET/MR technologies, single-photon emission computerized tomography (SPECT), SPECT/CT, ultrasound, pharmaceutical imaging agents, advanced workstations and digital analytics.

The integration of imaging and medical device data with AI-enabled solutions like the one offered by our collaboration with the Optellum Virtual Nodule Clinic, has the potential to streamline clinician workflows by helping providers take the right action at the right time for each patient. GE HealthCare is shaping the

future of theranostics with molecular imaging solutions that enable targeted, individualized therapies which, in turn, can improve treatment response in prostate cancer.

***As a forerunner in healthcare solutions and technology, we are committed to providing best-in-class medical equipment 'Made in India, for India and the world'.***



**Serving the  
healthcare  
needs of India  
since 1947.**

*Johnson & Johnson*



**About Johnson & Johnson :** Johnson & Johnson has a long-standing commitment to India with more than 75 years of presence in pharmaceuticals, medical devices & vision care. Since then, the Company has brought many innovative ideas, products, and services to improve the health and well-being of people in India.

J&J's footprint in India includes more than 100,000 total jobs, including over 19,000 direct jobs. J&J has a large manufacturing footprint in India. We have manufacturing plant in Aurangabad and partner with external manufacturers throughout India to support production of medical device and pharmaceutical products. We also partner with external entities for tech transfers.

We are providing ecosystem support through various initiatives like capability building of suppliers, upskilling the talent pool and helping train local contract manufacturers. J&J's Janssen Higi site situated in Mumbai serves as an important global hub for analytical R&D for pharmaceutical products. It has supported

various global Janssen R&D projects including in the areas of Oncology and Tuberculosis. Higi partners with the National Institute of Pharmaceutical Education and Research (NIPER) and the Indian Institute of Technology (IIT), serving as a global center of excellence for registration and commercial stability studies, late-stage method development, and product life cycle management.



J&J works with over 1100 Micro Small and Medium Enterprises (MSME) businesses in India on process improvement, development of technical expertise, upskilling the workforce and helping improve capacity. We work with Indian IT companies for Global R&D projects outside India. Cognizant, Infosys, Tata's, HCL to name a few of the companies we work with.



J&J Institute has also led the way with reaching Tier 2-3 locations with J&J Institute on Wheels, a specialized mobile surgical training center designed to upskill healthcare professionals across India. So far, the two JJIWs successfully trained doctors and HCPs in over 280 towns, covering 150,000 kms by 2022 and trained over 420,000 HCLs.

We continue to demonstrate our strong commitment to India and the goals of key initiatives including Atmanirbhar Bharat, Skill India, Innovate in India, and growth of the MSME's.

Guided by our J&J purpose, we continue to blend heart, science and ingenuity to change the trajectory of health for humanity.

### Johnson & Johnson delivering Quality healthcare through Innovative and pathbreaking technologies in India.

Innovative MedTech solutions play a pivotal role in addressing India's unique healthcare challenges, making them indispensable for the nation. MedTech innovations ensure accurate diagnoses, personalized treatment plans, and enhanced patient outcomes. Moreover, they streamline operations, optimize workflows, and reduce healthcare costs, benefiting both patients and healthcare providers.

The **VELYS Robotic-Assisted Solution** for joint replacement surgeries uses a variety of advanced technologies to ensure the surgeon has the information and tools they need to perform a highly accurate and precise knee replacement surgery tailored to unique patient anatomy. As a next generation robotic solution, the VELYS Robotic-Assisted Solution is designed to address future market needs, including reduced complexity of procedure, providing simplified and short learning curve and all with a smaller footprint to meet unique hospital settings.

With Robotic-Assisted Solution, patients experience less pain & faster recovery due to reduced trauma & damage to tissue leading to greater patient satisfaction and it aids the surgeon by accessing state-of-the-art technology to provide insights for real-time decision making.



## Johnson & Johnson Vision Introduces the Next Generation Laser Vision Correction Solution – The ELITA™ Femtosecond Platform in India



The **ELITA™ System** represents a generational leap in corneal refractive technology, leveraging novel technologies and features to elevate surgical experiences and patient outcomes in LASIK and lenticular procedures.

ELITA™ System allows surgeons to perform refractive correction on patients through a new lenticular procedure called **SILK™** (Smooth Incision Lenticule Keratomileusis). The **SILK™ technology** leverages an ultra-precise laser pulse and fast laser delivery system designed to deliver a smooth corneal surface, making lenticular removal or LASIK flap lifts effortless.

The **SILK™** procedure brings to market a proprietary biconvex lenticule shape that's designed to offer the following advantages:

- posterior and anterior surface matching without any corneal folding when the lenticule is removed from the cornea.
- better preservation of biomechanical strength of the cornea and faster nerve regeneration due to less corneal fibers being cut.

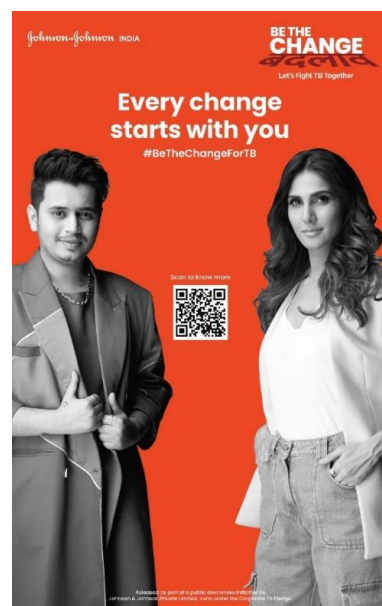
The Femtosecond Laser System is indicated for myopia patients with or without astigmatism. Early **SILK™** clinical results have shown promising visual outcomes and patient satisfaction data. We believe that this technology and procedure will have a great impact on millions of patients' lives.

### Be The Change for TB

**India bears 26% of the global TB burden of new cases with ~32% of the country's TB Burden being shouldered by youth (18-29 years).**<sup>1</sup> Despite being vulnerable, young people are less likely to seek care due to a lack of awareness of TB symptoms, stigma associated with the disease, lack of social support, leading to millions going without diagnosis.

Source: <sup>1</sup> WHO World TB Report 2022

Johnson & Johnson India (Janssen India) launched one of its kind, digital-first, precision messaging led initiative **#BeTheChangeForTB** on 24th March 2022 under the Corporate TB Pledge, a joint initiative between the Central TB Division, Ministry of Health and Family Welfare, Government of India, and United States Agency for International Development. The initiative backed with data insights and research aimed to target youth (18-29 years) in 8 geographies of the country with an objective to create awareness about TB amongst youth, engage youth as TB changemakers and improve health-seeking behavior in communities and help in finding the missing TB patients.



The digital deployment of the campaign enabled to understand the audience, their personas, motivators, and barriers. Digital signals further enabled right targeting and deployment of programmatic messaging with the usage of google platforms and social media channels to reach the youth.

The creative strategy aimed to inspire youth and speak to them in their language. An innovative approach of simplifying the complex disease using music as a medium of expression was used in collaboration with youth influencers- *Vaani Kapoor*, well known Bollywood celebrity and *Kaam Bhari*, a young *rap* artist. The initiative was launched with an engaging rap song on all digital platforms with an aim to trigger and normalize the conversation on TB. Besides influencer led content, interesting content and activations were done through partnerships with youth centric platforms like Terribly Tiny tales, Logical Indian and Humans of Bombay to reach the audience with different forms of engaging content while continuing interest through informative social media content.

### **Johnson & Johnson: Company with a purpose**

As a purpose-driven organisation, Johnson & Johnson aims to inspire other businesses to adopt socially responsible approaches. We prioritize social impact by contributing to the well-being of the community through philanthropy and responsible business practices. We often collaborate with community organizations, nonprofits, and other stakeholders to address shared challenges. By working together, we leverage their resources and expertise to create a collective impact, driving positive change in the community.



**Capacity Building on Mental health:** Collaboration with Sangath to improve mental health of remote and underserved communities of Madhya Pradesh by empowering community health workers, and 1000 ASHA workers were trained.

**ANM Training for underprivileged girls:** Addressing the shortage of nurses and empowering underprivileged girls in rural India, our multi-year collaboration with India Red Cross society has helped 460 underprivileged girls receive ANM training till date.

**Strengthening Maternal & Child Health:** Along with Humana People to People India (HPPI), we are strengthening community based healthcare services for underprivileged mothers and babies in Aurangabad and Baddi. Built capacities of 463 community health workers till date.

**Operation Smile:** Eight JJMI front line sales employees along with Sandeep Makkar (MD-J&J MdTech India) participated in the *Operation Smile* camp in Vijaywada which provided cleft care and palate repair surgeries to needy children. A total of 96 surgeries were completed during the camp.



**Sight for Kids:** Johnson & Johnson Vision along with Lions Club International foundation, through a community and school-based model, "Sight for Kids" facilitated vision assessment for 500 children in Kolkata, West Bengal. The program provides free eye care to students in underserved communities, working to address inequities in eye health. More than 37 million children around the world helped through the program to-date.

**Employee Volunteering:** Johnsonians take pride in various community impact initiatives, avail five days volunteering leave, or make monetary contributions (to specified NGOs) which are equally matched by us.

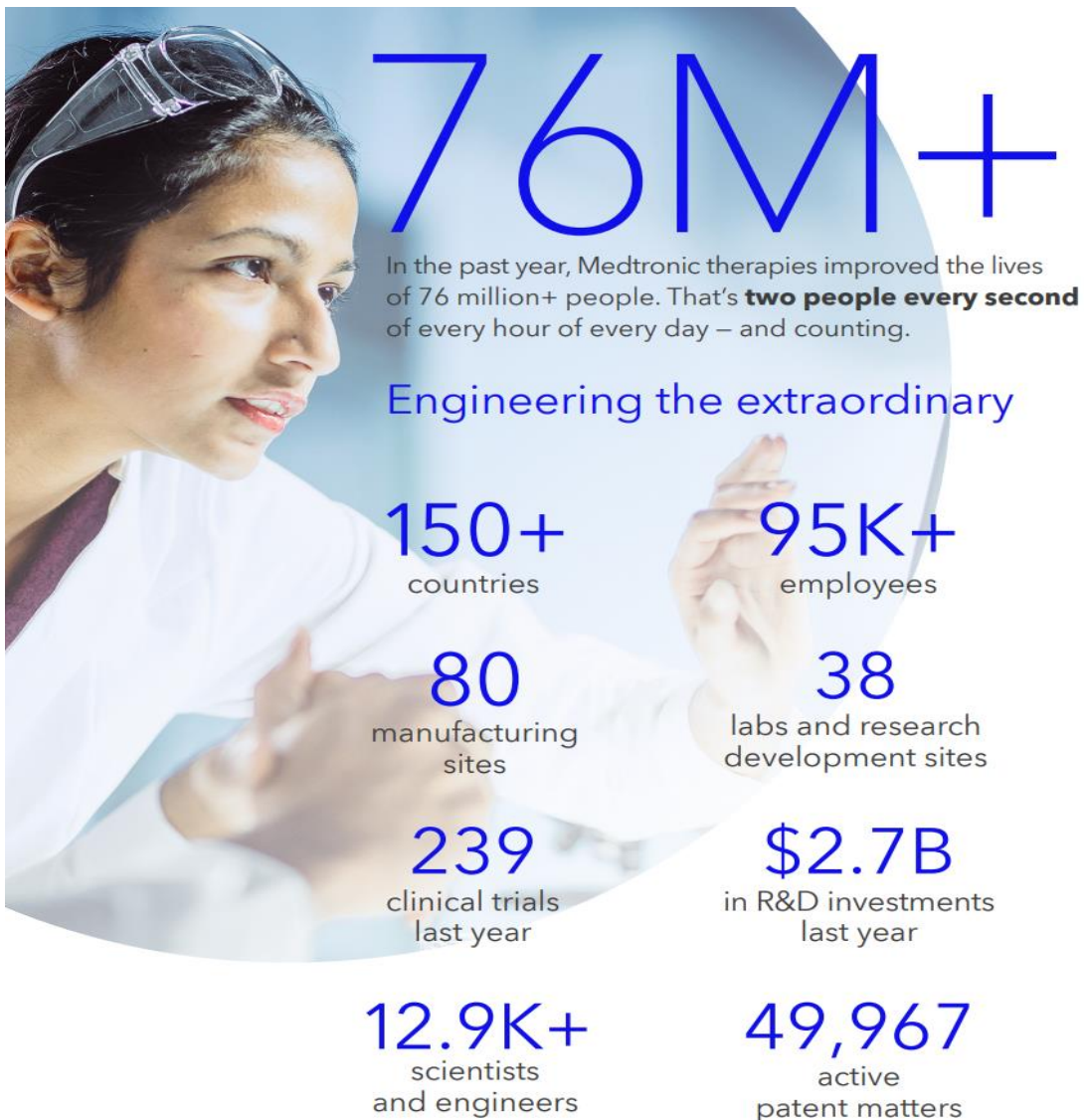
**Covid Response:**





# Medtronic

Medtronic is a global leader in healthcare technology. Our Mission — to alleviate pain, restore health, and extend life — unites a global team of 95,000+ passionate people. We reimagine the treatment of more than 70 complex and challenging conditions, bringing healthcare solutions to more people in more places. Powered by our diverse knowledge, insatiable curiosity, and desire to help all those who need it, we deliver innovative technologies that transform the lives of two people every second, every hour, every day. In everything we do, we are **engineering the extraordinary**.



## Our commitments:



Better outcomes  
for our world



Life-transforming  
technologies



Experiences that  
put people first



Insight-driven  
care

## We offer therapies and solutions across four areas:



Cardiovascular



Medical Surgical



Neuroscience



Diabetes

**40+** **years**  
presence in India\*

**11** **locations across India**  
Headquartered in Mumbai

**2K** **employees\***

**01** **R&D center**  
Medtronic Engineering &  
Innovation Center (MEIC) in  
Hyderabad

**03** **training centers**

Surgical Robotics Experience  
Center, Gurgaon

Therapy Procedure & Training  
Center, Mumbai

Surgical Robotics Training  
Center in partnership with  
AIIMS, New Delhi

\*incorporated in the year 1993

\* Includes commercial, R&D and contingent

# Medtronic Engineering & Innovation Center



## VISION

Accelerate innovation to create unsurpassed value for **Medtronic**



Hyderabad,  
India



Established, 2011



State-of-the-art Labs  
& Infrastructure



Medtronic's largest  
Innovation center  
outside the US



Innovation center focusing on  
software and engineering solutions

## AREAS OF OPERATION

Embedded and Enterprise Software, Product Security,  
Data Engineering, Systems Engineering, Mechanical  
and Hardware Design and Quality & Regulatory



**850+**  
Engineers



**30%**  
Diversity score



## TECHNOLOGIES

Robotics, Imaging & Navigation, Surgical & Implantable  
Technologies



Contributed to  
**200+** Patents



**150,000**  
sq. ft. facility

Medtronic recently announced an investment of approx.. INR 3000cr to expand MEIC

A healthcare worker in pink scrubs is smiling and showing a tablet to an elderly woman wearing a pink headscarf. They are both looking at the tablet with joy.

# Innovation with Compassion

**Providing care since 1852**

## **Vision**

Health for a Better World

## **Values**

Compassion  
Dignity  
Justice  
Excellence  
Integrity

## **Promise**

"Know me,  
care for me,  
ease my way."



**51 Hospitals, 950+ Clinics**  
*across 7 states in western US*

**117,000\* Caregivers**  
*including 25,000 physicians  
and 36,000 nurses*



**1 Global Innovation Center**  
*Hyderabad, India*

**1000\* Caregivers**  
*Engineers, Data Scientists,  
Designers, Consultants*

# Transforming Healthcare with Technology

Providence is one of the largest not-for-profit healthcare systems in the United States with a 170-year-old legacy, 117,000 caregivers (our employees), 51 hospitals and 950+ clinics. Technology plays a pivotal role in bringing our vision of “Health for a Better World” to life. Providence India, our specialized global healthcare innovation center, was established in 2020 to digitally transform and accelerate operations, engineering and innovation, and help deliver on that vision.

## Innovation with Compassion

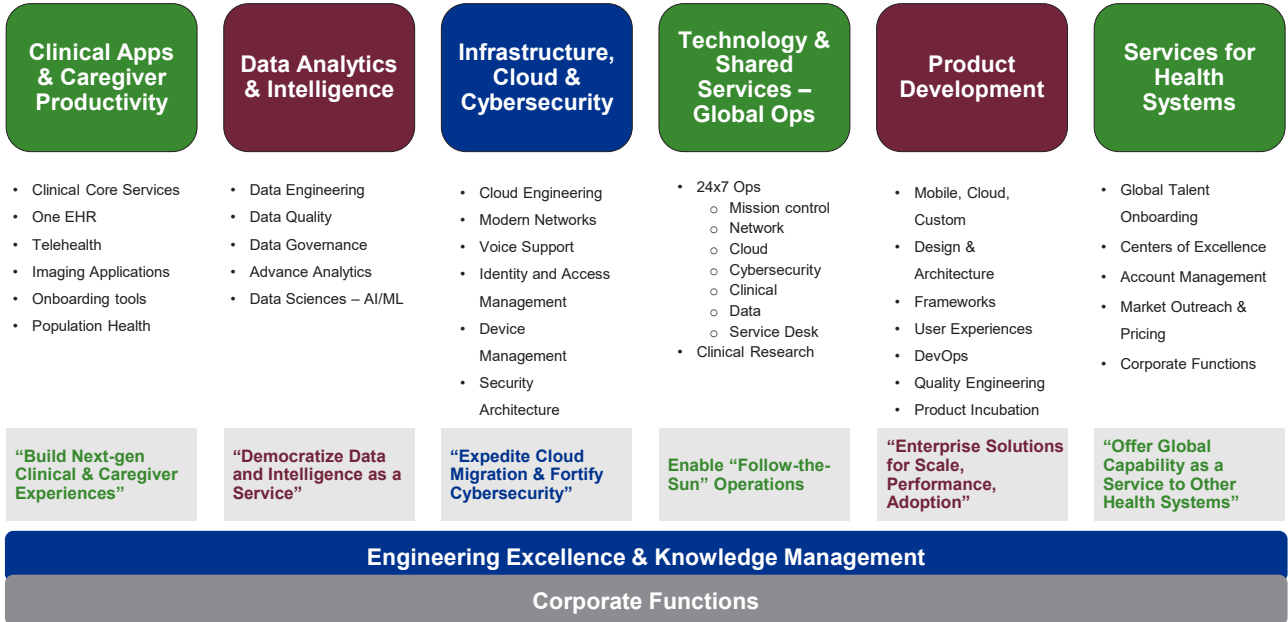
Providence’s vision of “Health 2.0” compels every employee and caregiver to think of a future that puts a digitally-enabled patient at the heart of care vs a hospital. This vision involves an end-to-end transformation in the way care is delivered and administered. In other words, it necessitates us to rethink the entire care model.



*Moving the center of care from the hospital to the patient.*

This paradigm shift towards patient-centered healthcare is thanks to major technological advances that help us keep our data more secure, build exceptional experiences for patients, and act as a great equalizer in terms of equitable, accessible and affordable care.

## Our Core Capabilities



## Our Scope of Impact



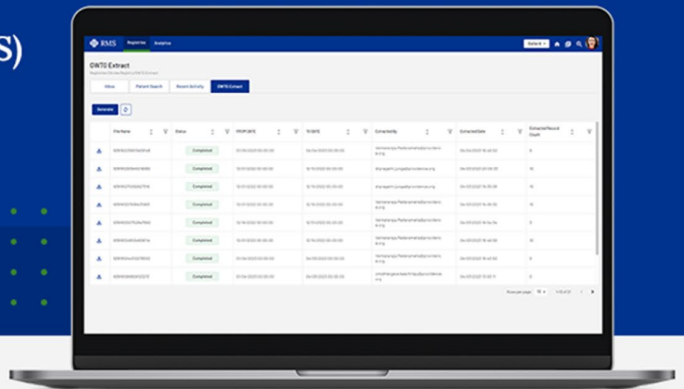
# Innovation Showcase: Registry Management System

At Providence India, we have innovated a Registry Management System for critical illnesses, starting with stroke. This system provides fast, accurate registry assistance to staff, reducing the burden of errors and paperwork to meet compliance guidelines. It is in use in 7 hospitals at Providence, and has scope to be used for other critical illnesses as well. Based on the information collected, the data can predict length of stay from entry to discharge, giving hospitals the ability to plan better and timely care and reduce costs through planning.



## Registry Management System (RMS)

**Vision:** Automated registry management for health systems to ensure clinical compliance and gain insights for better outcomes



## Strokes Registry: Prediction, Prevention & Care

### THE WHAT

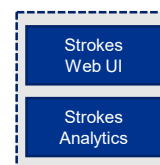
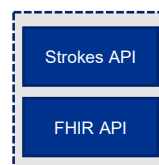
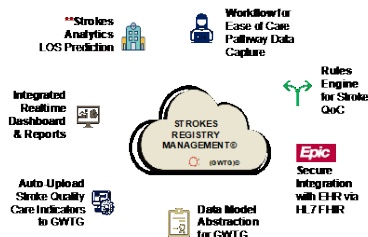
- ~700,000 people are diagnosed with strokes every year
- **Strokes burden:** High incidence, mortality rate, and disease cost

### THE HOW

- Workflow Automation, Insights & Advanced Analytics
- Registry that seamlessly integrates patient data and automates data abstraction for compliance

### THE WHY

- Saves Drs 300 hrs/year (~10 mins per case - 1800 cases/year)
- Reduce patient readmission
- Improve care outcomes
- Compliance with Government






# stryker

# Stryker India

Stryker is one of the world's leading medical technology companies and, together with our customers, we are driven to make healthcare better. We offer innovative products and services in **Orthopedics, Medical and Surgical, and Neurotechnology and Spine** that help improve patient and hospital outcomes.

In India, Stryker began its commercial operations in 1999, with its headquarters in **Gurugram**, and regional sales offices in **Mumbai, Chennai and Kolkata**.

With a vision to drive global innovation and accelerate product development, we established our **Stryker Global Technology Center (SGTC) R&D in 2006** in **Gurugram**. The technical talent of the center spread across in the diverse fields of systems, mechanical, software, embedded, electronics and computer science, collaborates with the global teams to develop products and solutions that strive to make healthcare better.



Today, our talented teams of more than **1,000 employees** spread across the country are comprised of commercial leaders, R&D engineers and IT professionals who work closely with our customers, to understand their needs and provide innovative products and solutions that help them deliver better patient outcomes and make healthcare better.

Stryker has recently opened a new center in Gurugram to serve as a leading strategic innovation hub. The 150,000-square-foot facility furthers our commitment to India and recognizes its robust ecosystem of world-class research.

As an industry leader, we believe Corporate Responsibility is a strategic priority, and we invest time and resources in the areas that are most important to our employees, customers and the communities where we live and work. We accomplish this by focusing on five distinct areas.

Investing in People

Product Lifecycle Innovation

Ethics and Accountability

Resource Efficiency

Responsible Supply Chain

In India, Stryker offers an extensive portfolio in Orthopedics, Endoscopy, Craniomaxillofacial, Patient Handling, EMS and Evacuation Equipment, Spine, Trauma and Extremities, Surgical Navigation Software, Hospital Infrastructure, Surgical Instruments and Neurovascular Intervention.



DELIVER LONG-TERM  
DURABLE GROWTH

**Teleflex®**  
STRATEGY 2023-25

# Teleflex®

A Global Provider of Medical Technologies

**For Many Trusted Brands in Critical Care, there is only one name.**

Teleflex is a global provider of medical technologies designed to improve the health and quality of people's lives. We apply purpose driven innovation – a relentless pursuit of identifying unmet clinical needs – to benefit patients and healthcare providers. Our portfolio is diverse, with solutions in the fields of vascular and interventional access, surgical, anesthesia, cardiac care, urology, emergency medicine and respiratory care. Teleflex employees worldwide are united in the understanding that what we do every day makes a difference.

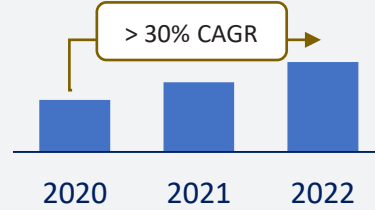
Teleflex is the home of Arrow®, Deknatel®, LMA®, Pilling®, QuikClot®, Rüsch®, UroLift® and Weck®.

## Our Core Values



## Our business

### Revenue growth (\$ Mn)



Robust distribution network with presence in more than 26 states and union territories.



TMPL, Puducherry

TKI, Chandigarh

- ✓ Establishing Apollo Simulation Center as Surgical COE.
- ✓ Focus on unmet need in clinical education and hands-on training.
- ✓ Building training center for HCPs for experience in simulators.
- ✓ Trained 100 urologists, 800 anesthesiologist, Critical care and 1000 nurses in last 2 years.

## OEM competency

## Customer engagement and outreach programs

**Teleflex India** is a **Great Place to Work-Certified™** company for the Mid-Size Organizations category. The Great Place to Work® Certification is an 'Employer-of-Choice' recognition that recognizes best-in-class workplaces and company cultures based on employee feedback. Awarded 3 times in a row, this certification acknowledges Teleflex's commitment to developing a High-Trust, High-Performance Culture™ through excellent employment practices.



## Diversity Equity and Inclusion Council (DEI)

Teleflex is built on ensuring people are at the center of everything we do. And our people continue to be our greatest asset. By empowering all of us at Teleflex to be our authentic selves, we can do our best work, be more creative and achieve our full potential as individuals, and as a company.

One Teleflex is a group of employees with a passion to make Teleflex a more inclusive place to work. Our goal is to promote the diversity initiative throughout Teleflex and in our surrounding communities.



The One Teleflex team is invested in creating a diverse culture here at Teleflex. Diversity is a belief firmly rooted in Teleflex's Core Values that fosters an environment of inclusion and a place of creativity and innovation.

## Corporate Social Responsibility (CSR)

**JOIN** is the umbrella initiative for our corporate social responsibility and centres on people, the environment and business progress. Areas of focus include community volunteerism, philanthropy, humanitarian aid through product donations, medical grants, environment, health and safety, as well as business governance.

JOIN is guided by the vision and strategic direction of the Core Steering Committee which consists of cross-section of thought leaders representing full breadth of functional expertise who help in clarifying the meaning of CSR and its importance to the organization's overall culture and business strategy. When we speak about JOIN, we say, 'JOIN IN, Act with Purpose'. This is because the name 'JOIN' is also a call to action to get involved together.



## Carrying Out Responsibility

Our sense of responsibility is driven by a genuine entrepreneurial spirit that doesn't stop at innovating products and services with clinical value. Acting with purpose will influence people both inside Teleflex — through our people programs, and outside of it — through community work and humanitarian aid. We Will...

- Continue to focus on people through professional development and employee programs centered on health, well-being, inclusion, and safety
- Enhance our humanitarian aid and medical grants process to ensure a more effective approach
- Encourage and provide volunteer opportunities in support of our local communities

## Innovative MedTech solutions for India from Teleflex

Teleflex Medical India launched **UroLift®** in India in November 2022 for the benefit of patients suffering with Benign prostatic hyperplasia (BPH).

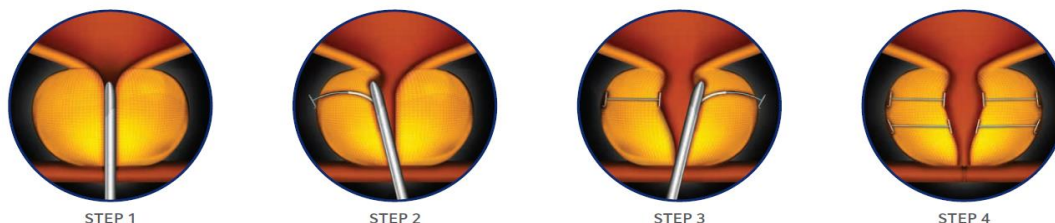
The UroLift or **Prostatic Urethral Lift (PUL)** is a minimally invasive treatment that alleviates urinary symptoms due to BPH and delivers results that matter.

- ✓ Rapid symptom relief, better than reported for medications<sup>1,2</sup>
- ✓ The only leading BPH procedure that does not destroy tissue<sup>2,7-11</sup>
- ✓ Preservation of sexual function<sup>1</sup>
- ✓ A quick return to normal activities<sup>6</sup>
- ✓ Increased quality of life<sup>1,4</sup>
- ✓ Typically does not require ongoing BPH medication<sup>5</sup>



### How does the Prostatic Urethral Lift work?

The doctor places small, permanent implants into the prostate to lift and hold the enlarged tissue out of the way, relieving pressure on the urethra and allowing urine to flow. There is no cutting, heating, or removal of prostate tissue required which means a minimally invasive, straightforward procedure and less downtime for patients.



The UroLift System is indicated for the treatment of symptoms due to urinary outflow obstruction secondary to benign prostatic hyperplasia (BPH) in men 50 years of age or older and enlarged prostate up to 100cc. Most common side effects are temporary and include hematuria, dysuria, micturition urgency, pelvic pain, and urinary incontinence.<sup>1</sup> Rare side effects, including bleeding and infection, may lead to a serious outcome and may require intervention. Consult the Instructions for Use (IFU) for more information.

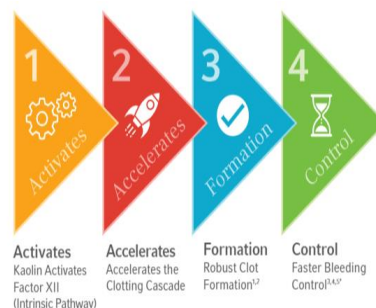
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QuikClot® is a bleeding control system in various scenarios from abrasions to traumatic injuries and is being utilized in ERs, ICUs and Armed Forces.



QuikClot®, patented in India under patent numbers 291862 and 386022 is a differentiated product due to its proprietary hemostatic technology of a non-woven material that is permeated with **Kaolin**, an inorganic mineral. The main objective here with Kaolin is to accelerate the body's natural clotting cascade by activating Factor XII, which is obtained by Kaolin blood interaction and resulting in faster bleeding control.



Teleflex have dedicated clinical studies and evidence with us, to further concretize the concept of Kaolin as the faster blood coagulation material. Over 18 million units of QuikClot® has been sold worldwide across different application areas and specially in cases as first responders in emergency cases.

**When faster bleeding control is needed and every minute counts, It's QuikClot® or It's Not!**

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# About AMCHAM India

The American Chamber of Commerce in India (AMCHAM) is the apex chamber of U.S. industry in India. Established in 1992, AMCHAM has over 400 members spread all over the country. The incumbent U.S. Ambassador to India is the Honorary President of AMCHAM. The chamber enjoys a very close relationship with U.S. Embassy officials and receives tremendous support in fulfilling its objectives. The chamber's mission is to assist member companies to succeed in India through advocacy, information, networking and business support services. AMCHAM is headquartered in New Delhi and has regional chapters in Bengaluru, Chennai, Hyderabad, Kolkata and Mumbai.





## **AMERICAN CHAMBER OF COMMERCE IN INDIA**

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New Delhi – 110 016, INIDA

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