

Is pandemic a blessing in disguise in changing trends in Indian healthcare?

- Areview

K.S. Srinivasa Rao

JAIN (Deemed-to-be) UNIVERSITY Bangalore, India

Abstract

Healthcare in India is so traditional since ages. Innovation makes a change in any business process, so as even in healthcare. In India, traditionally, people have homemade remedies for any health Issues, but with the changes taken place in teh country due to increase in Literacy Rate, more people moved to Professional healthcare. On the otherhand, even in Urban India, the usage of AYUSH, the altertive Healthcare system is in practice due to it's popularity and reconised by Government of India. The demand for Healthcare Education in Medicine as well as Alternative Medicine, made so many professional in healthcare. Healthcare Maangement as well as Healthcare Informatics are the other Program Verticles, where non-medical professional have taken an upper hand in Healthcare due to the market Trend. But, just like how recent Demonetization has made a drastic change in Indian Business Processes, where majority started using Digital Banking Systems, COVID-19, made an exponential change in the Business Processes as well as in the mindsets of people in India. Medical Instrastrcture has reached to small towns and villeages, Government Policies in Healthcare Procedures like, Approvals, Experimentation, Production and Transportation becae simple and on fast track, Usage of Tecnology without much hesitation, Acceptance for Medical Tourism, which otherwise, was at an experimental level, are the changes happend just because of the Pendamic developed due to COVID-19. This research was based on the Secondary as well as Primary data on the awareness of Trends in Healthcare in India.

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Biography

Dr. Srinivasa Rao, a Researcher, and Statistician, having experience as an Academician as well as Administrator in various Indian B- Schools. He has published more than 25 papers in reputed journals and has been serving as Reviewer as well as Editorial Board Member of various Research Journals. Dr. Rao has completed his

Ph.D. in Statistics from Andhra University, Visakhapatnam, India. He worked as Director for Institute of Health Management Research, Bangalore and also served as Dean, Sankara Academy of Vision, Sankara Eye Care Institutions, Coimbatore, Tamil Nadu, India. Dr. Rao worked as a Team Member for Pre-NABH Audit Consultancy for Hospitals