

Lifespan



I am a **Diabetic**

for

Last **20 Years**



Hated . **Loved** . Suffered . **Learned** .
Fought . **Complied** . **Tested** . **Neglected** .
Remembered . **Forgot** . Pricked .
Avoided . **Cursed** . **Wondered** .
Examined .

DECIDED

Envisioned



Lets create

A WORLD
WITHOUT
DIABETES

AN INITIATIVE BY LIFESPAN



Let's create
**A WORLD
WITHOUT
DIABETES**

25
Clinics

10074
Patients

8269
RISC tests done

25185
Lives touched

84%
Patient
Satisfaction
rate

2179
Patients on long
term plans

65
Doctors

37
Dieticians

54
Support Staff

LIFESPAN
DIABETES & CARDIOMETABOLIC CLINIC
World's largest chain of diabetes management clinics

Next Year's Resolution

- 60 – 100 Clinics
- 40,000 Patients
- 500+ Medical Staff



Huge opportunity to do Good

In India

- 10% Diabetics (Age Group 25+)
- 15% Pre-diabetic (Age Group 25+)
- 1 out 4 Need help with Diabetes (Age Group 25+)



Huge opportunity to do Good

- **No. 1 killer** in the World (Diabetic dies, diabetes never kills!)
- More people die of Diabetes than with TB + Malaria + Dengue + Swine Flue + EBOLA + HIV/ AIDS!
- Diabetes big reason for **Cardiac diseases, Blindness, foot amputation!**



Challenges

Perhaps worse than the Disease!



Challenges

Half care

- Lack of awareness
- Neglect
- Lack of doctors / their time

Full Care

- Create massive awareness
- Counsel ! Counsel ! Counsel !
- Employ only certified, specialist doctor & train for full care



Challenges

Diabetes doesn't kill

But still is **Single Largest killer** in the world due to its complications.

Innovation :

- Create Awareness of Complications.
- Develop simple , Non invasive test to screen for Complications.
- Help **Avoid / Manage Complications** through specialists.



Challenges

A Diabetic body is the most **Invaded body in the world**

- Daily Pricks
- Insulin shots
- Heart catheterization
- Foot ulcer
- Eye testing / complications

Innovation : **Non Invasive tests**

- RISC Test : (Please Get it done)
- RAPID Test :
- Non-Invasive Glucometer !
- Delay / Reverse diabetes
- Help avoid Complications`



Challenges

A Diabetic is **not Just about his sugar level but also about his future health.**

Remember complications kill him.

Innovation : Non Invasive testing & **Avoiding complications**

- Awareness
- Predictive screening



Challenges

Diabetes is **multidimensional
multi therapy disorder !**

Innovations :

- Anytime / Anywhere
- Multi-therapy
- **Integrated**
- Better Medical outcomes



Challenge

Low Awareness

- **5065 People Survey**
- Advertising Standards Council of India!
- The entire Country is in Denial

Innovations :

- SHOUT: Through Media.
- **We need more Voices & Noises!**



HELP

Challenge

Standardization

- **Décor, Treatment, Products, Protocols, Education Material.....**
All standard
- Mcdonalization of healthcare

Innovations :

- Automation!
- Central Team
- Frequent training
- Periodic Audits
- **Every Customer's Feedback**



Challenge

Not enough Counselling

- Diabetes Lifestyle Disorder
- Counselling is Corner Stone
- Doctors give 5 Min!

Innovations :

- Mandated & Measured

30 Min Counselling (Counselling to doctors to do it!)



Challenge

Medical Mindset

- **Doctors too individualistic** – Not trained to build Organization
- Doctors not trained for Customer Service
- Doctors: Closed System

Innovations :

- Counselling, **Counselling**, Counselling
- Fixed Remuneration
- Younger doctors



Challenge

Scale

- At 28 Clinics – **It is World's Largest!**
- But tiny, small compared to the magnitude of the disease.

Innovations :

- Franchising: Stringent controls,
Huge automation, Massive support
- **Don't Stop growing!**



Challenge

Infrastructure

- Pathetic
- Right in the Heart of Delhi – **No internet connection!**
- Struggle on Licenses

Innovations :

- Indian Juggad – **Lage Raho!**



Challenge

Funding

- Needs Large Investment!

Innovations :

- Personal Money
- Sell Equity
- Cost Control Systems
- Revenue Opportunities



Challenge

Participation of Other Bodies/ Government

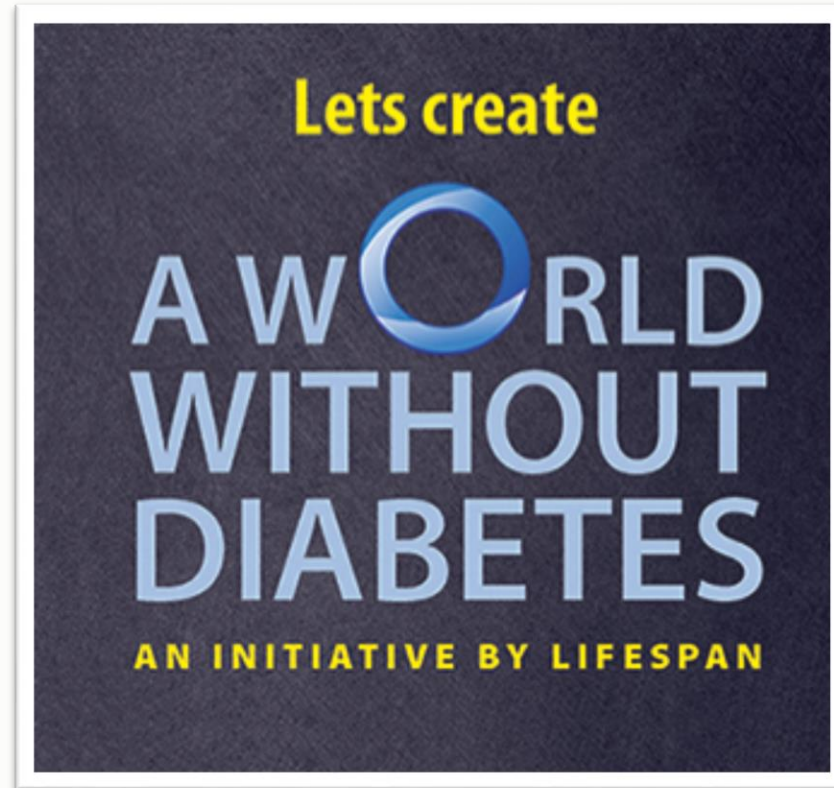
- Not a Sexy disease!
- Urban v/s Rural issues
- Commercial v/s Non-Profit

Innovations :

- Create a scale/ Example
- Talk!



Still



Please **help us create** this World !

