



Aspiring Brains

Applying Intelligence

WHO WE ARE...

Aspiring Brains is a healthcare management company conceived by young business leaders who together shares a common goal to improve health of healthcare industry.

The distorted demand and supply ratio, the price of available healthcare service reaching rocket high and poor delivery of service despite bearing high cost are the factors which led generation of Aspiring Brains.

Aspiring Brains aspires to resolve the industry problem through its consulting and advisory services and E-Health services.



WHAT WE PROPOSE...



- To provide business process analysis with strategic recommendations to enhance productivity of healthcare institutions
- To strengthen internal process in operations and marketing and bring about an increase in quality and improvement in market segment
- To assist in achieving desired quality accreditation to healthcare institutions of JCI, NABH, NABL, ISO, etc.
- To bring down cost of healthcare services using innovative ideas and technology
- To make available multiple options for users and help them in taking most informed decisions by creating awareness about services, procedures, tests, implants, etc. and to provide technology for same.
- To work in order to take the supply where there is actual and more demand, helping providers to reach to maximum catchment

GAP ANALYSIS OF PROCESSES _HEALTHCHECKUP OF HOSPITALS

- ? Is your hospital process driven
- ? Is best scientific practice in place
- ? Where does it stand on customer satisfaction level
- ? Coordination in interdepartmental process is there or not
- ? And above all, is your hospital giving you yields of its maximum potential

Aspiring Brains checks the hospital processes and compares it with global standard scientific process. A detailed gap analysis of all the processes is noted. Based on the gaps, corrective plan is made.

Aspiring Brains can help hospitals elevate their services to world class standards through specialized operational analyses. Aspiring Brains Gap Analysis enhances clients' current operations and focuses on key components that are crucial to an organization's success.

Aspiring Brains Gap Analysis will identify operational strengths and highlight areas for development. As the "turnkey service and total solution" for hospital operations and development, Aspiring Brains will identify the steps that will enable a hospital to reach its full potential.

Time Frame

1 Month

Would you like Process Gap Analysis to be done of your hospital? contact us now.

HEALTHCARE MARKET RESEARCH

If you are looking for a valued market research partner to work with you to resolve your business challenges, provide you strategic recommendations and brand roadmaps to maximise your competitive edge, then we are here.

Aspiring Brains undertake bespoke healthcare market research projects and execute it with customized approach and methodology and provide time-bound delivery of 360-degree consumer insights.

Time Frame

1 Month

Healthcare Market Research includes:

- Demography Analysis
- Health Indicator Survey
- Socioeconomic profiling of local population
- Difficulties faced by local population in available public/private healthcare providers
- Demand-Supply Gap Analysis
- Morbidity pattern Study
- Expectation and need of local population in terms of healthcare
- Market Intelligence of healthcare providers
- Competitor Analysis

Is there anything in your mind which you want to know through healthcare market research, contact us know, we will do market research for you and provide you answers of all your questions.

FEASIBILITY STUDY-DETAILED PROJECT REPORT

You want to set up a new hospital or add a new facility in your existing ones and you want a technical and financial feasibility analysis, then you can rely upon our expertise and experience of delivering 4 successful DPRs.

Aspiring Brains will conduct a feasibility study of your proposed business both technically and financially. A detailed business plan will also be developed if project conceived. The detailed project report will be submitted along with financials to you within 3 months' time. So for any new hospital project for new facility addition, get a feasibility study done.

We would do following for you,

- ❑ Conduct feasibility study
- ❑ Develop business plan
- ❑ Develop financial projections
- ❑ Site Analysis and architectural Designing
- ❑ First level HR planning
- ❑ Market Analysis



Time Frame

1 to 3 Months

For any kind of feasibility study and detailed project report, contact Aspiring Brains

PROJECT MANAGEMENT CONSULTANCY

PMC includes:

- ❑ Monitor construction work with architect
- ❑ Planning, selection, and purchase of equipment
- ❑ Selection and installation of HIS
- ❑ Development of SOPs for the board and medical staff
- ❑ Establishment of governance structure

Time Frame

1 to 2 Years



Aspiring Brains will work on behalf of project owner with architect and construction manager and will ensure that it goes in line with the planned construction timetables. Detailed room program will be developed in order to assure that each room is appropriately equipped with all medical and non- medical appliances.

If you are in construction phase of a hospital and wants it to be professionally monitored by hospital expert architect and consultants, contact Aspiring Brains.

PRE-COMMISSIONING SERVICES

Aspiring Brains will complete pre-commissioning and pre-operational activities and assure smooth click start. We will start with recruiting key position followed by department team members. A special emphasis will be on physician recruitment. Operating policies and procedures will be simultaneously developed. Procurement and installation of necessary equipment will be done.

Some of the key activities under pre commissioning services include:

- ❑ Recruitment of key team members in operations
- ❑ Populating all the departments by hiring best suitable staffs
- ❑ Physician recruitment
- ❑ Implementation of SOPs
- ❑ Procurement of equipment and its installation
- ❑ Starting establishing financial control and measures
- ❑ Establishment and implementation of procurement and purchase policy
- ❑ Hospital Commissioning

Time Frame

Variable

If your hospital is approaching its commission date and you want to get it done smoothly and professionally without any hassle, contact Aspiring Brains.

MARKETING AND BRANDING

Is your hospital not getting what it should despite having quality service? Your hospital needs extensive marketing and branding.

Aspiring Brains' marketing and branding services are especially designed service line for all kinds of hospitals. A detailed analysis will be done first to assess the marketing team, budget, area untouched, USPs and based on that a new comprehensive marketing plan will be made and implemented.

Time Frame

1 to 5 Years

MARKETING AND BRANDING:

- Development of marketing team
- Budget planning and implementation
- PSUs, corporates, TPA, insurance companies.
- Empanelment and management of government schemes
- Referral
- Community outreach programs
- Engagement with social group
- Credit control and recovery
- Branding and advertisement
- Public relation activities
- Outsourcing departments
- Empanelment of new doctors on board
- International Marketing
- Digital marketing

If you want aggressive marketing of branding activities to be done of your hospital, then contact Aspiring Brains and let your hospital be frontrunners

QUALITY AND ACCREDITATION SERVICES

Aspiring Brains Consultants are leaders in the quality and accreditation of hospitals. We together comprise more than 100 years of industry experience. We offer various accreditation services to clients involved at any stage of hospital. These services are personalized to meet the unique needs of clients and prospects.



ASPIRING BRAINS QUALITY AND ACCREDITATION SERVICES INCLUDE:

- JCI
- NABH
- NABL
- ISO
- Gap analysis
- Accreditation preparation :
- Quality improvement and safety services
- Six sigma modalities
- Corporate governance and strategic planning
- Clinical Governance

Time Frame

Variable

Your hospital deserves an accreditation. If you want your hospital/lab to be accredited with NABL, NABH, or JCI, then contact Aspiring Brains.

TRANSACTION ADVISORY SERVICES – MERGER AND ACQUISITION

- ? Want to invest in a running hospital and want due diligence
- ? Want to buy a hospital and trying to find a suitable hospital for you
- ? Want to sell your hospital partially or fully
- ? Want valuation of a hospital done by third party agency

If you have any such plan then Aspiring Brains Transaction Advisory Services is best for you.

Aspiring Brains can help you in finding a suitable hospital for you if you want to buy one or find a buyer for you if you want to sell your hospital. We can also do due diligence on behalf of you. We will do valuation and help you find out exact value of a share.

TIME FRAME

1 to 6 months

ASPIRING BRAINS QUALITY AND ACCREDITATION SERVICES INCLUDE:

- Buy Side and Sell Side M&A
- Legal, financial and operational due diligence
- Deal structuring, negotiation and
- legal support till the execution of the deal
- Postmerger integration
- Valuation of a hospital



If you want to any kind of transaction services, then contact Aspiring Brains.

HR CONSULTING AND STAFFING SOLUTIONS

- ? Are you sweating for staff in your hospital
- ? Want to stop attrition
- ? Want to streamline entire HR process

Aspiring Brains can help you in finding suitable staff for you as well as train and develop the existing ones. Our HR Consulting – Staffing solutions offer wide range of HR related services



Services Include:

- Skill mapping and skill needs identification
- Campus selection & linkages with institutions
- Assistance in resource selection and contracting, retention strategy
- Creation of Job Description & QRs
- Induction training and orientation
- Training of healthcare personnel
- Executive leasing of experienced managers
- Providing HR Systems and Pay rolling services
- Training for enhanced technical competence, quality improvement, cost containment protocols, Communication and other soft skills

Time Frame

Continuous

If you want to hire more staffs or stop attrition, then contact Aspiring Brains.

WHAT WE DO... 1 1

FUND RAISING SOLUTIONS

We understand that the most crucial component of any business is continuous flow of funds. We address this problem of our clients. Aspiring Brains' fund raising services help our clients in raising funds to start or expand their businesses.

We are also actively supporting our clients in raising equity from various Private Equity players from India and overseas.

WITH THE IN-DEPTH KNOWLEDGE AND EXPERTISE IN RAISING FUNDS, WE ARRANGE:

- Project finance for small and large projects including loan for land & building and infrastructure
- Acquisition finance for acquiring new units or companies;
- Bridge loans
- Equipment finance
- Working capital loans



TIME FRAME

1 to 3 months

If you want solution related to your funds, contact Aspiring Brains.

ASPIRING BRAINS ADVANTAGE...

- Time bound delivery
- Team of go getters
- Assignment handled by industry experts
- Customized approach and methodology
- Total cross functional experience of more than 100 years
- All activities are linked to people, process, and technology
- Philosophy of dependent growth; if you succeed, we succeed.

ASPIRING BRAINS ADVANTAGE





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Aspiring Brains Consulting Pvt. Ltd.

F-84 Kalkaji, New Delhi-110019

Ph. : 011-26467494,

E-mail : info.india@aspiringbrains.com

website : www.aspiringbrains.com