

# Care4Parents: AIM TO SPREAD THE MAXIMUM AWARENESS AROUND PREVENTIVE HEALTHCARE

*Founded by Dr. Aman Khera and Shuchita Gupta, Care4Parents is a one-stop shop for all healthcare needs of elderly living in India; at the comfort of their homes.*



**D**r. Aman Khera is an M.B.B.S., M.S. (General Surgery) Delhi University, F.R.S.M (London) with 22+ years of experience in healthcare management; restructuring of hospital operational procedure; collaborations / tie-ups for building networks and business channels. Third generation of doctors in the family and having worked in hospitals, he understood the pain point/ concerns of people coming to the hospital and how they could be solved to make the whole experience better. Being part of various 'senior citizen healthcare program' provided additional insight to the needs, requirements and mindset of the 60+ years age group

Shuchita Gupta has done management from YALE (AMP). An FCA with 20+ years of experience. She has worked with several startups at CXO level – hand holding them right from inception to setting up the processes and 'control' systems leading them successfully through various rounds of fundraising.

*She believes "Technology efficiency, consumer-engagement, service delivery effectiveness in other sectors (e-commerce) can be replicated easily in Healthcare."*

One evening, while speaking with each other, they were wondering why the technology efficiencies and ease of services, cannot also be used for eldercare and Care4Parents was a natural consequence.

Thus, with Care4Parents, they aim to be like-a-family member to elderly living alone in India by providing a one-stop shop for all their healthcare needs. The in-house doctor and customer care personnel help elderly in fixing video consultations with doctors (their own or our partner hospitals), keeping all health records on the digital platform, maintain a health summary (to be shared with doc for OPD/ hospitalization).

## The idea is to increase PATIENT ENGAGEMENT.

A doctor, currently, has no/very little previous history about a patient when doing OPD and post OPD, there is no follow up or keeping track. Care4Parents team shares details about the customer with the doctor before the consultation, so that the quality of interaction improves between the patient and the doctor.

Care4Parents provides children abroad, a certain 'peace of mind' regarding their parents' health while maintaining the medical history online, for access anytime, anywhere. ”

Care4Parents provides for Monthly recording and analysis of Vital Parameters through an AT-HOME device, which includes Blood Pressure, Blood Sugar, SpO2, temperature and ECG. All the readings are available on the digital platform (actual readings along with the graph, making it easy to compare month on month)

*Care4Parents provides children abroad, a certain 'peace of mind' regarding their parents health while maintaining the medical history online, for access anytime, anywhere.*

Care4Parents team assist in physical hospital visits by hand holding the elders through the hospitalisation process; paperwork, previous reports etc. They have tie-ups with reputed hospitals like Max, Artemis, Paras, Global Health City Chennai, Manipal Hospitals, Shroff Eye Centre, Dr. Lal Path Labs etc. to name a few. These hospitals provide dedicated Relationship Managers who ensure that the elders are looked after well.

The services of Care4Parents have been bundled into 3 packages; basic, gold and platinum, for ease of the customers.

Apart from that, they also provide value added services (on separate payment) such as Adult Home Care, Medicine Delivery, Physiotherapy at home, investigations like ultrasounds, x rays, CT Scan/MRI, blood tests (collection of samples from home), vaccination at home, Specialist doctor consults like Cardiology, Nephrology, Surgeon, Gastro through video calls etc.

*"We aim to spread the maximum awareness around Preventive Healthcare and ensure the healthcare delivery in all parts of the country through technology." says Dr. Aman Khera. ■*