



GE HealthCare

EDITION 4



PULSE

A HEALTHCARE UPDATE

INSIGHT

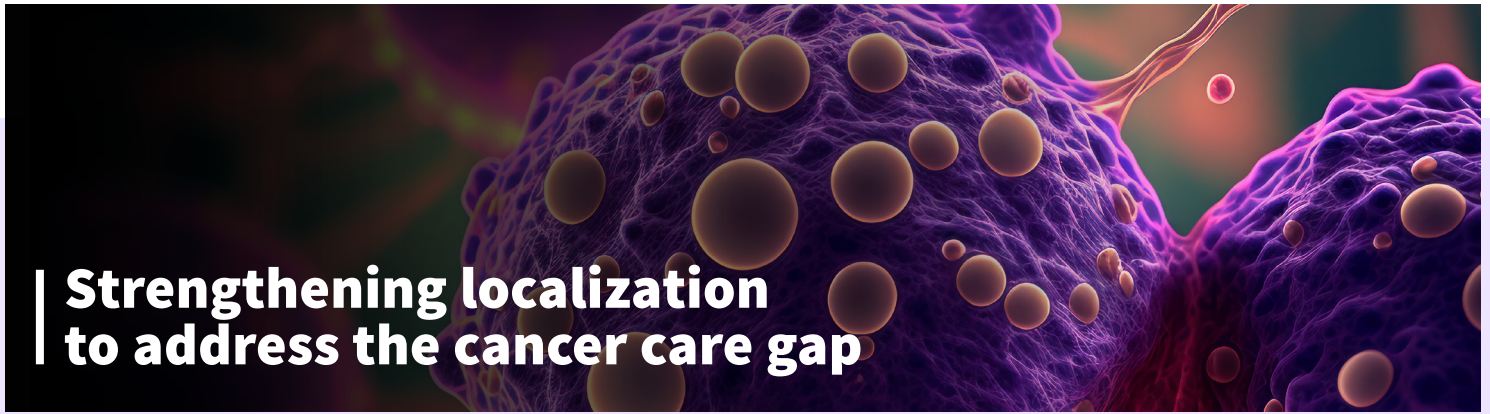
Addressing the 'access to care' gap

PERSPECTIVE

The Giant Leap: From Local to Global

IMPACT

The Big Rocks of our 'Make in India' dream



Strengthening localization to address the cancer care gap

At the cusp of what could be called ‘a New Beginning for the Sunrise Sector,’ the recently notified Medical Devices Policy 2023 focuses on local manufacturing, innovation, and research & development to make healthcare accessible and affordable. A paradigm shift in healthcare policy can bridge several gaps in India, which has the world’s second-largest population and an alarming burden of non-communicable diseases (NCDs). According to the [World Health Organization \(WHO\)](#), NCDs are responsible for 63% of all fatalities in India, with 27% occurring due to cardiovascular diseases, 9% from cancer, 3% from diabetes, and 11% from chronic respiratory illness. As companies harness the benefits of ‘Make in India’, let’s take a closer look at how we can make healthcare more accessible.

For instance, age-standardized breast cancer deaths in developed nations decreased by 40% (1980-2020). Countries which reduced mortality achieved an annual reduction of 2-4%. This can translate to the avoidance of 2.5 million deaths (2020-2040) globally. Compared to the 5-year survival rate of 90% in developed countries, the rates in India are **66%**. **Breast cancer** is the number one cause of death among women in India and accounts for 13.5% of all new cancer cases. Early identification and treatment, effective in high-income nations, should also be used in low-resource settings with commonly available tools. Some other areas of improvement include the implementation of comprehensive screening guidelines and manufacturing of local products as advanced technologies are re-engineering breast health pathways to reduce diagnosis time to **36 hours or less**.

Meanwhile, lung cancer is the leading cause of cancer deaths globally, with a 5-year survival rate of only **18.6%**. As per an Indian Council of Medical Research (ICMR) study, India is likely to witness a **7-fold** increase in lung cancer cases by 2025 vs. 2015. Therefore, the need for precision care is more pronounced. Clinical imaging and genomics data can help identify patients at risk, enabling early detection and treatment. Companies like GE HealthCare offer low-dose high-quality CT scanners which help screen for lung cancer.

Interestingly, today, we have the world investing in India and it’s heartening to see the policy reforms encouraging local manufacturers to take care of delivery to the last mile.

Dr. Ramachandra C.

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The Giant Leap: From Local to Global

With a rise in local manufacturing of medical devices, India can potentially reduce its import dependency and emerge as a global leader in manufacturing. Currently, the country is among the top **20 markets** globally and plans to expand its share to **10-12%** over the next 25 years. The government’s production linked incentive (PLI) scheme for MedTech devices, along with National Medical Devices Policy 2023, offers a strong impetus to



increase MedTech manufacturing to ensure that all patients benefit from these technologies.

Strengthening Localization Policies

That said, there are deeper insights to delve into when we speak of policies that foster localization. The Public Procurement Policy prioritizes 'Make in India' products. To ensure access to quality care for Indian patients, the Government of India allows the import of selected MedTech products/technologies that are not locally manufactured. Products not on the list are expected to be procured from local manufacturing plants. This list is updated every year as local manufacturing capability matures. There were 371 MedTech products allowed for import in 2022 and reduced to 364 in 2023. The process of selection is managed with feedback from industry and procurement agencies. The list must be uniformly and consistently applied in all public procurement across central, all state and autonomous healthcare institutions in all types of procurement, i.e. GEM or e-tender.

Global Quality Standards to Become a Global Manufacturing Hub

For the long-term sustainability of the MedTech industry and acceptance of Made in India by global markets, we need to ensure design, manufacturing, storage, and servicing for quality throughout the life cycle of the product. The Made in India MedTech products needs to meet India-specific quality standards and globally harmonized standards to ensure market access across the world without excessive cost burden. Harmonization of Indian and global standards and elimination of multiplicity of regulators/regulatory requirements for MedTech products will ensure Made in India product achieves cost and quality competitiveness.

The growth of the medical devices industry will benefit the local and global markets and have a multiplier effect on associated sectors. We are looking at a future with healthcare sector generating millions of jobs each year, increasing foreign exchange earnings, and expanding care access.

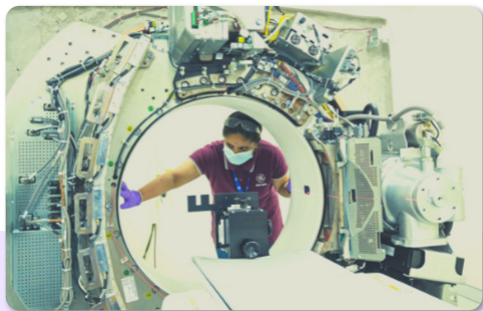
Chaitanya Sarawate

Managing Director, Wipro GE HealthCare and President & CEO, GE HealthCare South Asia



Impact

Wipro GE Healthcare Private Limited is a Joint Venture (JV) between GE Precision Healthcare LLC, USA, and Wipro Enterprises Limited, India. Established in 1990, it is one of the most successful and longest-running JVs in the region with operations spread across India, Bangladesh, Sri Lanka, Nepal, Maldives and Bhutan. The company is one of the most premium Medical Technology players in the South Asia region. Wipro GE Healthcare is focused on addressing some of the toughest healthcare challenges - helping lower maternal and infant deaths, enabling early detection of cancer, providing precision-care pathways for heart diseases, and driving better outcomes for trauma patients, among others.



1 4 manufacturing sites - JVs with Wipro and Bharat Electronics Limited

2 30+ products developed in collaboration with our global network, sold in over 70 countries

3 1.2 lac+ equipment install base serving across 1.27 mn sq miles geographically

4 900+ Service workforce, 80% deployed in Tier 2-3 cities

5 Have >65% share of the installed base of PPP in India

6 First '5G Innovation Lab' in Bengaluru, first for GE HealthCare globally, aimed at Transforming Remote Care