



Sanjeevani Multipurpose Foundation's
Dr. Deepak Patil Ayurvedic Medical College & Research Center

Borpadale Phata (Nebapur), Kolhapur-Ratnagiri Road, Tal- Panhala, Dist. Kolhapur, Pin - 416213, Maharashtra State, India.

Ph. No. 9132039595 Website: www.dpayurvediccollege.com Email: dr.deepakpatilayu@gmail.com

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• Affiliated to Maharashtra University Of Health Sciences, Nashik. •

Date: 28/11/2024

Entrepreneurship Development Cell (EDC) Visit **Krystal Scan Diagnostic Centre, Kolhapur**

1. Organizers, Location, and Schedule:

Organizing Institution: Dr. Deepak Patil Ayurvedic Medical College, Borpadale

Venue: Krystal Scan Diagnostic Centre, Kolhapur

Date: 28/11/2024

Timing: 3pm to 4 pm

Faculty Members Present:

- 1. Dr. Parag Kulkarni:** Faculty mentor and EDC coordinator, specializing in Ayurvedic entrepreneurship development.
- 2. Dr. Kedar Todkar:** Expert in Ayurvedic diagnostic applications, guiding students on bridging traditional practices with modern diagnostic tools.
- 3. Dr. Sayali Sankpal:** Clinical faculty focusing on integrating preventive healthcare and diagnostic advancements in Ayurveda.

2. Introduction:

The visit was part of the initiatives undertaken by the Entrepreneurship Development Cell (EDC) to inspire and equip second-year BAMS students with knowledge about modern diagnostic centres. The primary focus was to bridge theoretical knowledge with practical exposure, enabling students to understand the entrepreneurial scope of radio imaging in the healthcare industry.

The Krystal Scan Diagnostic Centre is a reputed facility in Kolhapur, known for its advanced imaging technologies and patient-centric services. This visit provided students with the opportunity to observe firsthand the operations, management, and business potential of such a setup.

3. Aims and Objectives of the Visit:

1. Understanding the Role of Modern Diagnostics in Healthcare:

-To explore how imaging modalities like ultrasonography (USG) and CT scans aid in diagnosis and treatment.

-To link the application of these tools with Ayurvedic practices and clinical decision-making.

2. Learning the Operational Dynamics of a Diagnostic Centre:

-To observe the workflow from patient registration to diagnostic reporting.

-To understand the technical, administrative, and financial aspects of managing a centre.



3. Exploring Entrepreneurial Opportunities:

- To identify the potential for setting up diagnostic centres as a business venture.
- To understand the challenges and solutions in this field.

4. Encouraging Networking and Professional Growth:

- To build connections with professionals in the field for future collaborations.

4. Proceedings of the Visit:

4.1 Introduction and Meeting with the Consulting Radiologist:

The session began with an interaction with **Dr. Abhijeet Magdum**, a highly qualified radiologist with a **DNB in Radiology**

Dr. Magdum discussed his journey into radiology, highlighting the significance of specialization in this field.

His areas of interest, including advanced imaging techniques, oncology imaging, and interventional radiology, were shared with the students, inspiring them to consider multidisciplinary approaches in healthcare.

4.2 Area Requirements for Setting up a Diagnostic Centre:

The students were shown the different sections of the centre, including:

Reception and Patient Waiting Area: Designed for patient comfort and efficient management of appointments.

Imaging Rooms: Dedicated spaces for USG machines, CT scanners, and other modalities, equipped with lead shielding to comply with safety regulations.

Technical Rooms: For equipment storage and maintenance.

Reporting Room: A quiet space for radiologists to analyze images and prepare reports.

The radiologist emphasized the importance of ergonomic and well-organized layouts to ensure patient safety, operational efficiency, and compliance with regulatory standards.

4.3 Investment Required for the Project:

Dr. Magdum outlined the approximate cost breakdown:

Equipment:

USG machine: INR 10–20 lakhs.

CT scanner: INR 50–80 lakhs.

Infrastructure:

INR 20–30 lakhs for construction, interior design, and utilities.

Operational Costs: Monthly expenses such as electricity, consumables, and staff salaries.

4.4 Finance Options for the Project

Various financing options were discussed, including:



Bank Loans: Detailed information on healthcare-specific loans from nationalized and private banks.

Government Subsidies: Schemes like Ayushman Bharat offering financial support for healthcare projects.

Private Investors: Collaboration with healthcare investors and venture capitalists.

4.5 Rules, Regulations, and Norms:

Dr. Magdum explained the legal and regulatory aspects, including:

Licensing: Approval from the Atomic Energy Regulatory Board (AERB) for CT scanners and other radiation-emitting devices.

Healthcare Compliance: Adhering to safety norms for both patients and staff.

Waste Management: Guidelines for disposing of biomedical waste.

4.6 Establishing Network and Public Relations:

Networking strategies to build partnerships with hospitals, clinics, and general practitioners were discussed.

Students were introduced to the concept of referral services, wherein other doctors and institutions recommend patients to the diagnostic centre.

4.7 Patient Generation and Referral Services:

Effective patient acquisition strategies, including digital marketing, tie-ups with healthcare providers, and community outreach programs, were highlighted.

4.8 Economical Aspects of the Centre:

Revenue generation through diagnostic tests and packages.

Cost analysis to ensure affordability for patients while maintaining profitability.

Strategies to handle competition and create a unique value proposition.

4.9 Staff Requirements and Training:

Essential Staff: Radiologists, technicians, administrative personnel, and housekeeping staff.

Training programs for technicians on operating imaging machines and handling patients were emphasized.

4.10 Human Resource Management:

Best practices for recruiting skilled personnel, ensuring job satisfaction, and retaining talent.



4.11 Accounting and Administrative Wing:

The importance of maintaining transparent financial records and leveraging software for billing, inventory, and reporting.

4.12 Government Taxation and Policies:

Information on GST, income tax implications, and exemptions available for healthcare services.

4.13 Additional Points Discussed:

Technological Advancements: Future trends in imaging technology and the role of artificial intelligence (AI) in diagnostics.

Global Trends: Opportunities to expand diagnostic services internationally.

5. Outcome of the Visit:

1. Students gained hands-on exposure to the functioning of a diagnostic centre.
2. They understood the technical, financial, and regulatory aspects of establishing and running such a facility.
3. The visit sparked interest in entrepreneurship among students, encouraging them to explore business opportunities in modern diagnostics.

6. Conclusion and Future Scope:

The visit to Krystal Scan Diagnostic Centre was an enriching experience, providing a holistic view of the diagnostic sector. This knowledge will empower students to consider entrepreneurship in healthcare as a viable career path.

Future Recommendations:

- Organize workshops on business planning for diagnostic centres.
- Arrange training programs for using advanced imaging tools.
- Conduct sessions on government healthcare schemes and subsidies for entrepreneurs.

Prepared by:

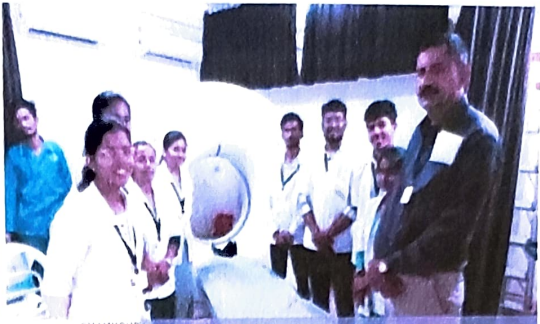
Dr. Parag Kulkarni, EDC Coordinator
Dr. Deepak Patil Ayurvedic Medical College, Borpadale





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Principal
Dr. Deepak Patil Ayurvedic Medical College
& Research Center, Borpadale Phata, Tal. Panhala,
Dist. Kolhapur-416 213.