



# Impact of Changing Demographics in Healthcare Service

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Q4 - eNewsletter

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## Welcome Note



Greetings from FrontEnders! We are proud to come forward with our newsletter this quarter. As the healthcare system is rapidly changing, there is a need to keep up with the current trends and advancements. The sustainability of every business comes through continuous updation of the system. This would enable a team to have expertise at their fingertips. This can lead to better management decisions which can ensure successful growth.

## CEO Talk



The healthcare industry is facing major changes this year. The diverse demographics have paved a way for reforming the healthcare delivery system. Changes in the population, age, ethnicity is affecting the flow of healthcare resources, cost of care and the conditions associated with each group. As we are at the end of the financial year, we aim to improvise our goals based on these major milestones. We at FrontEnders focus on providing the fullest support to all our clients and customers. Our newsletter touches on all these aspects. Read on to get inspired.

**G. Srinivasan**

**(Founder & CEO, FrontEnders Group)**

## COO Talk



Having the right strategy brings in the best accomplishments. As we grow each year in knowledge and experience, we are equipping ourselves to be better. We focus on quality and efficient management to have a smooth functioning in our processes.

Looking onward this year to new bonds for reaching new heights and ventures. As we believe relationship once created are lifelong.

**J. Krishna Kavya**

**(Co Founder & COO, FrontEnders Group)**

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# Changing Demographics and Healthcare Reforms

India is a populous country with a myriad of cultural, economical and societal preferences. Changing or adapting the new and innovative path is the key for survival for any type of industry in a densely populated country like India. And, healthcare, as an industry, is not an exemption for this theory.

Changing demographics is the challenge that constantly intensifies the pressure on the healthcare delivery systems. Along with the societal changes that urge for the new paths in patient care, implementing the healthcare reformation strategy as and when the need arises, seems to be a wise idea for the healthcare providers.

As a country with 1.35 billion people, the healthcare demands will see no end in India. This is reason enough to open the gates for the effective and impactful healthcare reforms based on the changing demographics. And, it is the high time for the healthcare players to invite the reformations.



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## The Numbers

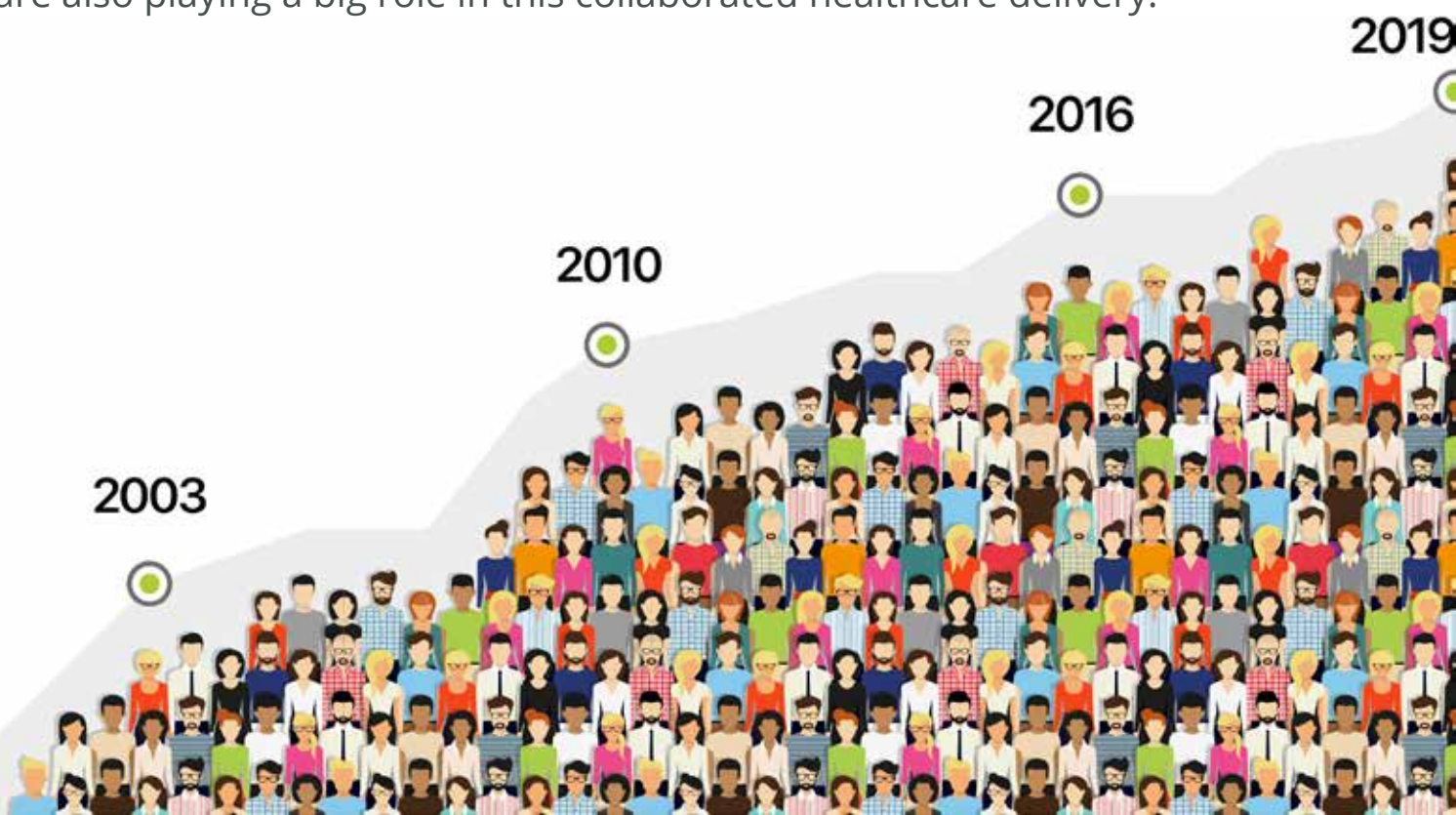
The world's population is expected to increase by one billion people by 2025, according to a survey by the United Nations. Of that billion, 300 million will be people aged 65 or older, as life expectancy around the globe continues to rise. Additional healthcare resources and service innovation is needed globally to deliver the long-term care and chronic disease management services required by a rapidly increasing senior population.

At the same time, developing countries are experiencing significant growth in their middle class. The Brookings Institute estimates 65% of the global population will be middle class by 2030. Accelerated urbanization and access to middle-class comforts are promoting sedentary lifestyle changes that will inevitably lead to a greater incidence of obesity, diabetes and other costly health conditions.

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## Impact on Healthcare

The quality of healthcare delivery is determined and being transformed by the demographic changes and the effective collaboration between the public and private sectors. This paradigm shift is further enhanced by the partnerships with participants from industries such as information technology, retail, insurance, banking. Allied healthcare service providers such as wellness and fitness are also playing a big role in this collaborated healthcare delivery.





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## Collaboration for Reformation

The mutual and collaborated partnerships between the healthcare and other sectors lift the curtains for a multi-trillion dollar global market while ensuring the high standard healthcare delivery for the public. In addition, the populace of the developing countries gain access to the innovative and efficient medical care technologies that they would not otherwise be able to afford.



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## The Need for Collaborations

Different parts of the world are impacted differently by the demographic shifts. India has been observing an upsurge in middle-class population while triggering their buying capacity. This will eventually fuel the demand for more quality healthcare options. This is where the collaboration comes into play. Only the effective partnerships between the public and private sectors could fulfill the increased expectations.



Collaborated healthcare welcomes the new technological innovations such as mobile health (mHealth) and healthcare analytics, addressing the demands and expectations while being cost-effective. Technology that is enabled by analytics promotes wellness and preventive care that is patient-centric.

The technological advances are handful tools for the providers and for the collaborated partners. The alliances bring precision to healthcare delivery, thanks to its ability of predicting the patient behavior, expectations and healthcare demands.

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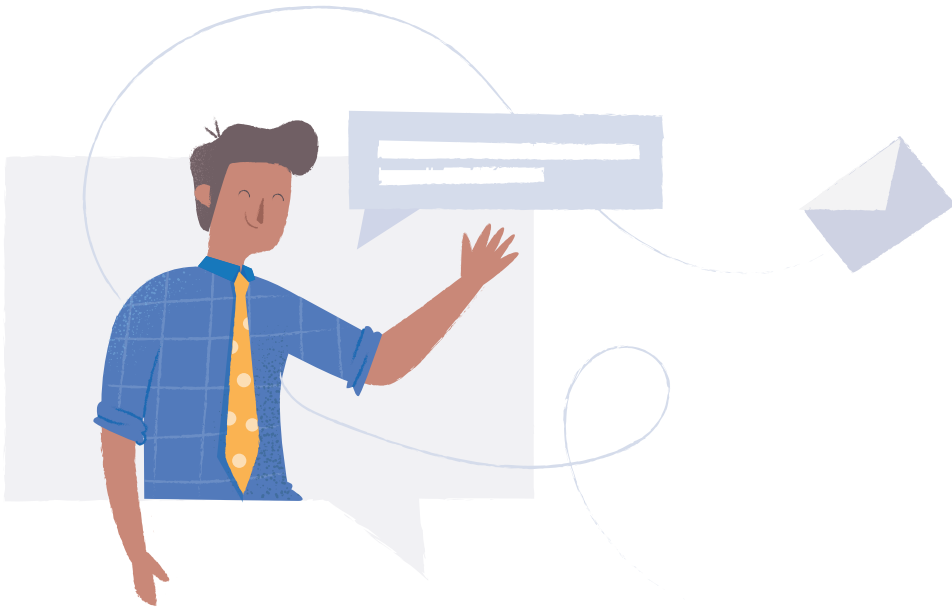
## The Takeaway

As a healthcare professional, it is crucial to cognizant the demographic shifts, cultural and behavioral changes of the community in order to establish a sustainable healthcare delivery system. You need to anticipate, communicate and deliver solutions for the ever-increasing healthcare demands.



The once "one-size-fits-all" notion will never work for today's healthcare and hospitals. The healthcare organizations will have to, continually, assess and plan for their changing populations' needs for a better future.





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