Guest Lecture

Title: ***'Urgent Care' Making healthcare affordable and accessible in India***

Overview

India is a booming economy, though it is challenged by an ever growing population and a perennially burdened health care system. Government hospitals struggle to provide quality care and health insurances are not yet within the reach of the common man. Emergency departments are in dearth, and emergency transfers lack promptness and standardised practises. The infrastructure does not support air transfers (helicopter services), to all zones, and also unaffordable by the majority of it's citizens. Road ambulances are not quick enough, needless to say unapproachable in some urban and majority of rural areas. Call centres are not yet professional enough to cope up with the medical emergency needs of the country.

With all these limitations and affordability issues, having to respond promptly to emergencies within the golden hour, for this large population with a conservative mindset, there had to be a concept which could first be affordable and also accessible to the larger society.

An insight into how for the first time in India, the urgent care concept evolved. How an urgent care is made affordable to the people. What are the advantages of an urgent care centre in your own locality, and what are the difficulties of running an urgent care centre in a large developing nation. Why urgent care centres are quickly becoming the preferred choice over traditional physician appointments and emergency room visits. Peek into the heart of an Indian urgent care centre which could vey well be the future of prompt emergency care in this diverse cultural land.