



SRL Ranbaxy is ideally placed to contribute to the progress for more personalised medicine in this part of the globe

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Handling Hurdles

Lack of Governmental regulations and accreditations has resulted in proliferation of approximately 50,000 labs, many without proper standards. Quality is mostly compromised in such labs, thus resulting in poor patient care and management. "There should be strict regulations and norms laid and the consumers should be made aware of them, so that they emphasize on getting the

quality service rather than opting for cheap and bad quality service," opines Dr Chaudhry.

The other challenge is the percentage profit that this industry contributes. According to experts, a comparison between the US and Indian data of diagnostic industry shows that the top three players in the US market contribute about 50 per cent while in India, the top five players contribute 8-10 per cent, therefore meeting this

margin becomes challenging.

Future Plans

The diagnostic chain has plans of collaboration or networking with national and international organisations for conducting cutting edge research for establishing innovative and cost-effective diagnostic and prognostic options for major national and global health problems.

Besides this, SRL plans to open 10 more labs both in India and abroad.

Internationally, it would be setting up laboratories in Gulf, North America and Europe. The budget for this expansion is almost Rs 150 crore. "We want to grow through volumes rather than high priced tests. In a country like India, low cost is bound to get in volume on the grounds of huge population size and large number of diseases both fuelled by tropical climate and poor hygienic conditions," says Dr Chaudhry. ■

SRL Ranbaxy is ideally placed to contribute to the progress for more personalised medicine in this part of the globe," says Dr Chaudhry. Talking about the business model of the company, they follow both Greenfield and acquisition models. However, 95 per cent of the projects are Greenfield ventures.

Accreditations

SRL pioneered the system of bringing accreditations into the country and thereby putting India onto the global map of diagnostic excellence. "SRL was the very first laboratory in the country to be accredited by both, The College of American Pathologists (CAP) and National Accreditation Board for Testing and Calibration Laboratories (NABL)," informs Dr Chaudhry.

IT Involvement

The company has adopted a Laboratory Information Management Systems (LIMS) in all its diagnostic centres since its inception. LIMS software handles receiving, processing and storing information generated by medical laboratory processes. This is the finest system with all the latest up gradations done to it. LIS is a highly configurable application which is customised to facilitate a wide variety of laboratory workflow model. Enterprise Resource Planning (ERP) is the recent upgradation done to the LIMS at SRL. An ERP system is based on a common database and a modular software design. The estimated amount spent on the IT solution is Rs 25 crore.