

BRAND PHILOSOPHY 100% HEART, ASIAN HEART



MAJOR INITIATIVES

Heart disease remains the biggest cause of death world over. Today it is one of the most prevalent form of heart disease, contributing to more than 80 % of total cardiovascular disease prevalence.

Being a super specialised centre of cardiac excellence implies delivering the highest quality of patient care. Asian Heart

Institute's major initiatives are-
World Class Gold Certification

We were the first to bring the stringent Joint Commissions International (JCI) gold certificate in cardiac care to India. This is a commitment to systems, processes, infection control and care, that drives patient care within the hospital. This rigour is one of the reasons

why we have the best cardiac results in the world.

Pushing the boundaries of cardiac surgery and redo bypass.

In cardiac surgery, the hospital's success rate of 99.8% in bypass surgery and 99.6% in cardiac surgery as well as mortality of 1.5% in redo bypass as against 4.6% as per the Society of Thoracic surgery data. Our

of infections in their ICUs and wards, many of which are resistant to antibiotic treatment. Superbugs, antimicrobial-resistant infections are an even bigger threat to public health, and a stark reminder of the dangers of overuse of antibiotics across the globe. We run a strong foundational infection prevention and control program, supported by our leadership, integrated structures, vigilant practices, streamlined processes, strong capabilities, and the effective use of data and information. This has resulted in the lowest in Asian Heart having the lowest infection in the country and at par with the best in the world.

MAKING A DIFFERENCE

Via the Asian Heart Charitable Trust, we conduct free surgeries for the underprivileged. We were the first one in the country to start a heart helpline 126126 for victims of heart attack in Mumbai, to provide ambulance service to the hospital of their choice. This was inaugurated by Superstar Akshay Kumar.

SERVICE EXCELLENCE

Asian Heart's robust Cardiac Rehabilitation has been pioneering non-surgical and interventions. For the last 13 years, we have been medical partners to the Standard Chartered Marathon. Several operated patients as well as those who were prescribed only lifestyle changes, run the full and half marathon as a part of the Asian Heart Contingent, thereby giving a strong message that there's life after cardiac disease.

INNOVATIONS

Asian Heart Institute was the first to bring the concept of artificial heart to India. End-stage heart disease, wherein the heart loses its ability to pump oxygenated blood into the body, currently almost means a death sentence for the patient. Transplant becomes a matter of availability, luck etc; The artificial heart, which is a small machine, not only gives the patient a shot at life, it also allows the natural heart to recover.

www.asianheartinstitute.org

IN A NUTSHELL

Core Values

Asian Heart Institute believes that the best in the world, is now in India and moves forward with that conviction. Ethics, Expertise, Excellence, Experience are our core values.

Brand Impact

We believe that we are building a culture of cardiac excellence in the country. We also believe that our strong ethical stand, has proved that commercial success and ethics are not mutually-exclusive. With our philosophy of patient care, and clinical results, our impact extends to the numerous inoperable lives that we save, on a daily basis.

FROM THE MD/CEO'S DESK

Throughout history the heart has been an organ that has fascinated millions. Mankind has long recognised the heart as vital to sustaining life, the seat of our soul. Beating heart surgery therefore has always been the Holy Grail among medical procedures. In this era of minimally invasive surgery, the new truth is "smaller the incision, the bigger the surgeon." People have faith that cardiac disease can be operated successfully- and that there's life beyond cardiac disease. This is perhaps Asian Heart's biggest gift to the people of India and the world.



DR. RAMAKANTA PANDA
 VC and Cardio Vascular Thoracic Surgeon, Asian Heart Institute.