

## Manipal Cure and Care launches first Pune center

Manipal Cure and Care [MCC], India's First Health and Wellness centre, today commenced its retail operations in Pune with the launch of its first outlet at Connaught Place, Bund Garden Road.

MCC will offer a mix of world-class products and services in Preventive, Wellness and Beauty care customised for each individual based on his/her lifestyle and family medical history.

Manipal Cure and Care was formed in January 2007 with a seed capital of Rs 50 Crores and launched its first centre in India at [Ahmedabad](#) in August last year & thereafter has opened centres in [Bangalore](#) and Mumbai. MCC plans to launch 10 centres in cities like NCR, Baroda and [Hyderabad](#) by end 2008.

MCC Centres are established in two different formats across malls, neighbourhoods and high streets. The centres will be open throughout the week, with extended hours for convenience.

**Dr. Ranjan Pai, CEO, Manipal Education and Medical Group, said,** 'Wellness and preventive medicine is expected to exceed 1 trillion USD by 2010 worldwide and is yet to be seriously looked at in India. We see it as an opportunity to extend our leadership in healthcare and healthcare education to offering evidence-based preventive, wellness and beauty solutions in a friendly retail environment. We plan to open 50 outlets by 2011 in the first phase and will look at further expansion in Indian and global markets through the franchise model'.

**Mr. Somnath Das, Chief Operating Officer, Manipal Cure and Care said,** 'We have a four-pronged strategy to strengthen our pioneering leadership in the retail healthcare market in India. Our competitive differentiators are introducing products and services created only through proven world class technology, service and counselling by well-trained doctor and paramedical staff, protocols and processes in line with international best practices and an in-store experience that is highly personalised for each customer.'

MCC centres have consultants from the fields of General Medicine, Dermatology, Dentistry, Pediatrics, Gynecology, Ophthalmology, Endocrinology and Lab Medicine among others.

On the **Preventive** side, MCC introduces health checks with a turnaround time of 45 minutes for diabetic care, liver care, STD screening, Rheumacare, kidney care and lung care, meant for busy professionals. The services include Health Checks Women and Children can avail innovative and ultra-modern Health Checks, augmented by Well Baby and Well Woman care.

**Wellness services** include immunizations, antenatal care, baby care, adolescent care, eye care, hormonal management, dietary counselling and sexual health advice. Additionally, there are specialized dietary counselling and weight management services

**Beauty** services include skin care and dental care as well as skin piercing.

MCC has introduced many new things for the first time in India. These include A-M-P-L-E Card (Allergies, Medical History, Past History, List of Medication, Emergency Number), EMR (Electronic Medical Record), Integration of CIMS (Cumulative Index of Medical Specialties - pharmaceutical drug interaction alert) with EMR, Customer Charter and error proofing methodology to name a few.

This is drawn from the rich experience of MEMG in healthcare delivery spanning over half a century and spread over three countries.

MCC is the winner of the prestigious **Golden Peacock Award for Innovative Product / ServiceAward - 2007**. For the first time, this award has been bestowed to a health and wellness retail brand, that too within five months of its launch. MCC is certified by the **ACHSI** (Australian Council on Healthcare Standards International).

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