

# Toshiba committed to provide solutions through specialized medical equipments

Toshiba is the first company in Japan to begin research on X-ray tubes in 1914, and has continued to be a national leader in diagnostic imaging equipments, being the first to introduce many state-of-the-art Medical Equipments based on the management slogan “Made for Life”.

Toshiba Medical Systems Corporation group has been contributing to healthcare and social welfare by providing innovative and advanced products and solutions to its customers worldwide based on a respect for life.

## Ultrasound

Since the introduction of ultrasound, Toshiba has been at the technological forefront of this diagnostic imaging technology.

Throughout the years, Toshiba’s innovations have set new standards and created new applications that have significantly extended the capabilities of ultrasound.

Toshiba Ultrasound has abundant product lineup and it transforms the delivery of care from diagnosis to intervention, improving clinical quality and patient experience with new technologies to always lead the industry.



Aplio™ Platinum is Toshiba’s flagship ultrasound. The system features industry-first imaging and visualization capabilities and delivers exceptional image quality to sophisticated ergonomics that elevate efficiency to the highest level. These lead to accurate diagnosis and patients’ comfort.

## Angiography



Interventional Angiography System INFX-8000 series is designed to take advantage of the latest technological innovations to manage dose (DoseRite™) and to save time. The evolutionary technology enables the system to fully meet the requirement

for optimum image quality, safety, ease of use, advanced efficiency and improved workflow. Therefore they’re always perfectly positioned for greater efficiency and improving patient safety and outcomes.

## MRI

Acoustic noise during MRI examination can make an MRI examination uncomfortable for patients.

Vantage Elan™ is the next generation MRI which maximizes performance while minimizing the space required or power consumption and is designed to make MRI examinations more comfortable and easier to complete through the use of noise reduction technology.

This new concept MRI system satisfies both user and patient demands at the highest level of imaging quality, non-contrast MRA technology, safety and environmental conservation as well.

Pianissimo™ dramatically reduces acoustic noise to provide even the most sensitive patient to have a pleasant

experience and advanced non-contrast MRA technology allows exceptional vascular imaging without use of contrast resulting in reduction the risk of patients.

Nevertheless, this extremely compact body has Eco mode which keeps running costs down and contributes to environmental conservation.



- CONTACT IN INDIA -

**ERBIS ENGINEERING CO. LTD.**

India Head Quarters: 39, Second Main Road, R.A. Puram, Chennai - 600 028.

TEL: +91-44-4203-7841/7842/7843 /7844, FAX: +91-44-4203-7850.

E-mail: [info@erbismedical.com](mailto:info@erbismedical.com) URL: <http://www.erbismedical.com/index.htm>

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# Health Matters

There is a need for quality equipment and medical devices to improve healthcare situation in India.

The healthcare sector in India will grow to \$158.2 billion in 2017 from \$78.6 billion in 2012. With a staggering 20% compounded annual growth rate (CAGR), the Indian private hospitals segment is estimated to reach a level of US\$ 125 billion by 2017 from the present level of US\$ 70 billion, according to a recent study by the industry body Assocham.



In India, which is on track to become the world's most populous country in less than two decades, life expectancy at birth has risen from 57.3 years to 64.2 years for males, and from 58.2 years to 68.5 years for females. India being a country with growing population, country's per capita healthcare

expenditure has increased at a CAGR of 10.3% from \$43.1 in 2008 to \$57.9 in 2011 and going forward this figure is expected to rise to \$88.7 by 2015. However, the Medical Devices and Equipment industry, valued at US\$ 2.5 billion contributes only 6% of India's US\$ 40 billion healthcare sector. There is a need for quality equipment and medical devices to make India a global healthcare destination. At the moment, developing and underdeveloped countries service the demand in medical tourism industry. SAARC countries in particular (namely Afghanistan, Pakistan, Nepal, Bhutan, Bangladesh, Maldives and Sri Lanka) are a major source of medical tourists owing to the physical proximity and political co-operation agreements. The medical care facilities in other South Asian countries are also not up to the mark. Patients from these countries find good quality care in neighborhood, where travel time as well as the cultural divide is less. Medical tourism in the country is growing at a rate of 30 percent. Among the most popular sought after treatments by the medical tourists in India are cardiac surgery, orthopaedic, dental care, cosmetic surgeries, organ transplant and surrogacy. India's USP is high quality medical care at low cost. The uniqueness of the country is also its ability to offer holistic medical services such as unani, yoga, meditation, ayurveda, and homeopathic treatments. Majority of medical tourists prefer India due to the low cost factor, the destination also offers less waiting time in the hospital, personalised services, medical specialisation and highly-trained doctors.

As a world-renowned medical study destination, India produces more than 30,000 medical graduates annually. India has 21 JCI accredited hospitals where the majority of them are situated within the cities of New Delhi and Mumbai. With the cost of medical treatment in developed western world remaining high, it provides Indian medical tourism sector with a unique opportunity. Patients from third world countries, where comparable quality medical care is not available, seek treatment outside their home countries. Heart disease has emerged as the world's top cause of death, replacing lower respiratory (lung) infections, diarrhoeal diseases and preterm birth, were the top three causes of deaths in 1990, reports the Global Burden of Disease Study 2013. In the domestic market, amongst India's heart patients, every second patient has high blood pressure, every fourth has diabetes and every fifth had plaque deposits in his/her arteries. Sedentary lifestyle, pollution, high stress levels, etc., have led to increase in lifestyle/non-communicable diseases such as diabetes, cancer, cardiovascular diseases, etc. Around 10 percent Indian adults suffer from hypertension while the country is home to 25-30 million diabetics. Three out of every 1,000 people suffer a stroke. 68 percent of working women in the age bracket of 21-52 years were found to be afflicted with lifestyle disorders such as obesity, depression, chronic backache, diabetes and hypertension. The country needs sophisticated equipment and medical devices especially for lifestyle diseases. There is a need for state-of-the-art image processing or Advanced Image Processing to provide images with much greater detail than

**FAST FACT**

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those obtained by conventional systems. The equipment must reduce overall exposure dose in interventional procedures. Rather than performing coronary angiography (CAG) there should be machines that can evaluate the patient without intravenous procedures. In cases that are of low suspicion of coronary artery disease it can rule out or confirm CAD. We need many more hospitals, doctors, nurses and advanced technology to cater to the growing medical needs of this country.

NAMRATA KOHLI