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“There is limited investment in the area of infection control in Indian hospital settings”

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Getinge, a Swedish medtech company, has recently opened its new Experience Centre in Mumbai, which is designed to recreate hospital and other healthcare settings including operating rooms and intensive care units. The Experience Centre showcases innovative solutions, including the Getinge IN2 OR Modular Room System, designed to meet the evolving needs of modern surgery. With a revenue generation of Rs 449 crore in India, for 2024, Getinge’s priority is to strengthen its presence in ventilators, anaesthesia machines, and hemodynamic monitoring, where the demand is increasing. In conversation with BioSpectrum India, Aruna Nayak, Managing Director of Getinge India and Philippe Rocher, President South Asia Pacific, Getinge talked in detail about the growing medtech sector in India, and about the company’s growth plans.

What are some of the new technologies being introduced by Getinge, to make surgeries smarter and safer for Indian patients?

Philippe Rocher: The transformation of Operating Rooms (ORs) has already started to support the development of new surgical techniques such as minimally invasive surgery, guided surgery or robotic surgery that are safer for patients. These techniques require the integration of new equipment inside the OR. We also see an increasing demand for providing the surgical team with comprehensive patient information in a seamless and consolidated manner. Rooms with high technology density must be designed intelligently to respond to these changing trends.

Within our portfolio, we offer complete turnkey solutions to our customers using the IN2 Modular System combined with our medical equipment such as anaesthesia machines, operating tables, ceiling pendants and surgical lights. We have recently introduced the Maquet Corin, a next-generation premium operating table with intuitive user controls, patient recognition, and a unique colour-coding system; and the Maquet Ezea surgical light, which offers user-friendly simplicity and robust reliability for a wide range of surgical applications. These products are innovative and comply with the latest and most stringent international quality standards.

We have also recently launched Torin, an OR management software that is using artificial intelligence to improve OR scheduling. It helps in better planning surgeries by managing resources, accurately predicting the duration of interventions, and notifying all relevant stakeholders in real-time. This ensures efficient scheduling, minimises wait time, and maximises

operating room utilisation; ultimately improving patient care and safety.

How does Getinge plans to further strengthen its presence in the Indian market? Are you looking for partnerships with more hospitals?

***Aruna Nayak*:** India is today in the top 12 of our leading markets in terms of net sales. It has been a high-growth market, and we have observed significant advancements in healthcare infrastructure. The government's focus through initiatives like Ayushman Bharat and its goal of establishing an All India Institute of Medical Sciences (AIIMS) in every state is creating substantial opportunities.

We are very excited about the rapidly growing healthcare infrastructure in India, particularly driven by the government's efforts. This will help India catch up to global norms on average bed capacity. We have worked with about 10,000 hospitals and clinics in tier I and tier II cities to create world-class infrastructure.

Another major trend is the increasing adoption of digital solutions, essential not only to address cost pressures but also to manage the shortage of trained clinical staff. Our digital health solutions and modular operating room enable hospitals to optimise workflows, including patient management, hospital operations, and central sterile service department (CSSD) workflows. This allows healthcare providers to get more out of their existing infrastructure.

Additionally, our Innovation Center in Bengaluru has recently supported the development of software called Twin View. It replicates the interface of our ventilator screen and allows clinicians to monitor parameters remotely, even outside the ICU. This software not only supports better patient monitoring but also acts as a valuable training tool for clinicians to be more efficient.

We find clinicians in India are highly supportive and eager to adopt newer technologies. For example, we have introduced advanced technologies like Fluoptics, NAVA, advanced hemodynamic monitoring, which address key challenges in the patient treatments and helps in decision making and improving clinical outcomes.

Right next to our Mumbai Experience Center, we have a dedicated training room where we will conduct sessions for healthcare professionals on cardiovascular and critical care. We also have an Experience Center in Chennai where we organise numerous training sessions. We also offer hands-on training for the technicians and clinicians directly in their hospitals. For government hospitals, we typically conduct on-site training sessions. We have organised programmes at AIIMS, R&R (rest and recuperation) and other prominent government hospitals.

In India, we have around 250 employees, a combination of sales and service teams. We have one of the largest service teams based throughout India, with coverage across the country. Our sales team operates nationwide, primarily covering metro cities and tier-1 cities. We work with about 150 distributors who help cover the entire country.

What is the company's current share within the Indian market?

***Aruna Nayak*:** We have a 90 per cent market share for Endoscopic Vessel Harvesting (EVH), 85 per cent for Extra Corporeal Membrane Oxygenation (ECMO), 70 per cent for Intra-aortic Balloon Counterpulsation and 30 per cent for Advanced Ventilation in India. We have a very broad portfolio across Critical Care, Cardiovascular Surgical Workplaces, Infection Control, and Life Sciences. We have a large portfolio, and we face competition from around 5 to 10 major manufacturers, but the competition overlaps in specific areas only. We provide equipment used in the research and production of sterile injectables including biosimilars and vaccines. Specifically, we supply GMP sterilisers, GMP washers, sterile transfer equipment, isolators, and bioreactors. We work with leading sterile manufacturers in India, both in the biologics and small molecules sectors, particularly for injectables.

What are some of the challenges within the healthcare settings that Getinge is addressing through its innovative products?

***Philippe Rocher*:** Getinge is a leading player in Infection Control worldwide. In India, however, the focus and the budget allocated to central sterile service departments (CSSD) are currently limited. While we would be happy to equip more hospitals, there has been limited investment in this area so far. That said, we are committed to expanding our presence and have developed more affordable products for the mid-segment to help address this issue.

Our offering includes a large range of washers, sterilisers and consumables designed to improve hospital standards and reduce cross-contamination. Our washer and steriliser systems are user-friendly, featuring two doors: one for the loading and one for the unloading. The dirty instruments enter through the loading door and undergo the washing cycle, and the clean instruments exit through the other door, creating a single flow to avoid cross-contamination. After washing, the instruments are moved to the steriliser, where they pass through a similar process. This design ensures that no instrument skips any step in the cycle. We have designed these systems to be foolproof and guarantee the complete cycle of washing and sterilisation is followed.

Given that India is such a vast country, another big challenge that we face is geographical coverage. But there is a strong motivation among many clinicians in India to adopt newer technology. This is very encouraging for us. We have a portfolio of innovative products, and our focus is on continuing to provide the necessary training to ensure that they can be used safely and effectively on patients.

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