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## Insight Tribe and VPRO join forces to address India's cardiac imaging expertise gap

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Enabling diagnostic centres to confidently establish and scale cardiac imaging services



The Insight Tribe, a boutique healthcare strategy and market intelligence firm, has partnered with VPRO Cardiac Imaging Solutions, a specialist group cardiothoracic imaging service. The partnership extends RadioActiv, Insight Tribe's growth

strategy practice for diagnostic centres, beyond the strategy table and into delivery — pairing the roadmap for entering or scaling a cardiac imaging service with the specialist expertise required to run one.

The move addresses a pattern playing out across India's diagnostic sector. Centres have been investing in cardiac MRI and CT platforms with confidence in the equipment and the market opportunity, only to find that the harder problem was never the hardware. It has been finding someone who can read a complex cardiac study to a sub-specialist standard, defend that reading in a multidisciplinary heart team discussion, and do so consistently enough to build a referring physician's trust. For most centres outside the metros, that gap has been the real barrier to entering cardiac imaging at all.

Diagnostic centres evaluating cardiac imaging as their next growth category, or looking to strengthen an existing service, can now access both the strategic roadmap and the clinical expertise behind it through Insight Tribe and VPRO.

RadioActiv is Insight Tribe's growth strategy practice for diagnostic centres, built to identify where the next opportunity lies and to build the plan to capture it. VPRO brings the specialist clinical delivery behind that plan — sub-specialist reporting on cardiac MRI, cardiac CT, and vascular imaging, planning support for TAVI and TMVR cases, and the protocols and training needed to get a unit running properly.