

## Crystal ball Gazing 2015: CREDI Health

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The healthcare sector is picking up on the 'Google-Doctor-Google' trend. People are busy and they want instant solutions to their medical problems. Research indicates that people between the ages of 25 to 44 follow this trend where people first Google their symptoms, then consult a doctor, following which they turn to Google again to understand their diagnosis.

Credihealth is in this 'Google-Doctor-Google' phase. The year 2014 has been overwhelming for Credihealth. Within months, we have served over 20,000 patients for their hospital needs. Such a response have given us tremendous encouragement. Credihealth aims to cover the entire Indian geography. We are planning to launch in 15 major cities across the nation in 2015. With this reach, we would be the only company in the pure hospitalization digital health care space.

Our primary area of focus is to help people deal with all non-clinical pain points during their hospital journey. The idea is to set the benchmark for all healthcare services providers. People want transparency in healthcare now more than ever. There is a dire need to be educated on medical issues. Meanwhile, the industry wants to increase their reach to potential patients as well as continue transition towards evidence-based patient care.

All stakeholders want healthcare cost containment and Credihealth wants to enhance medical experiences in India - one patient at a time. There is a 17 to 18 percent rise of CAGR in the healthcare industry. We see a 40 percent increase in the number of people making informed decisions in the digital healthcare space. We are confident of seeing these numbers increase by many folds in the next year.