

Telemedicine Market in India 2012

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Abstracts

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Continual improvement in the field of Information and Communications Technology (ICT) coupled with favorable demographics prevailing in India is predominantly driving the telemedicine market in India. The market receives plenty of government attention which in turn further proves to be a boon for growth. Competition in the market is healthy wherein most of the players are focusing on the rural sections of India.

The report begins with an introduction section, featuring an illustration defining the concept of telemedicine. It depicts all the components that actually build up telemedicine system.

Market overview section of the report talks about the Indian market as a whole and highlights crucial aspect of the market such as factors driving the market, government participation, proportion of telemedicine within the overall healthcare sector and the preferred business model by vendors in the market. The section features forecasted market figures (2011-2015e) as well. Telemedicine snapshot portion has been derived after a thorough research, wherein key strategic insights about the market has been mentioned so as to provide a clear cut idea about the market scenario in India in current times.

SWOT analysis of the overall telemedicine market has been done and presented in the report, which further provides readers with the relevant strength, weakness, opportunities and threats for the market in India. The section features a detailed analysis of each SWOT point.

Telemedicine technology of the report talks about the various technological concepts that currently prevail in the market. The technological models that have been mentioned

in the report include Point to Point, Point to Multipoint and Multipoint to Multipoint models. Each individual model has been represented graphically in order to give the reader a visual point of reference and make the concept easier to understand. The section is immediately followed by Major Application Area section which talks about the various healthcare areas within which telemedicine has gained a significant amount of traction over the years. Players operating in these areas are witnessing a steady growth and a strong boost is further anticipated in the ensuing years.

Government Initiative section talks about all the major steps taken so far by the Government of India (GoI). The key steps identified so far includes the formation of departments and organization such as Department of Information Technology, Indian Space Research Organization, Ministry of External Affairs and Ministry of Health and Family Welfare. The report features a comprehensive list of all the major initiatives taken by these fundamental bodies. The section will be useful in figuring out the key incentives or the benefits that players in the market are subjected to.

Drivers and Challenges section in the report provides a comprehensive set of factors which boosts and hinders the growth in the market. An analysis of the drivers and challenges brings forth the key drivers fueling growth in the market including favorable demographics, continual improvement in connectivity, shortage of healthcare professionals and increasing ageing population. While the challenges identified comprises of weak ecosystem for stakeholders and implementation issues.

The report houses a section on strategic insight for new entrant which has been designed especially to help prospective new players in the industry to garner insights and relevant information about the rural market in particular. The report features a detailed information list about the healthcare infrastructure prevailing in the rural areas of the country. Primarily, data pertaining to the sub centres, primary health centres and community health centres has been compiled. Factors such as the coverage of each healthcare entity, total number of established entities during 2007-12 and the functional entities currently have been tabulated to provide the actual market scope for new players. The information will be useful for players who are in the phase of decision making and want to enter the rural market in India.

Telemedicine players have been profiled in details within the report which enables readers to get a clear picture of the current competitive scenario. The section lists the basic details of the players such as corporate information, business highlights and key members. The section also features financial analysis of key vendors which in turn provides us with the financial health of players.

The section strategic recommendations contain an analysis of the growth strategies of the storage market in India. "Gearing up for the arrival of 4G spectrum and taking initiatives to acquire skilled human resources will be the key strategy for better market positioning," noted Kalyan.

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