

We Care WITH LOVE

Impacts made at all levels



BMRC
HOSPITAL

হৃদয়ের কাছে | হৃদয়ের পাশে

LEADING IN THE HEALTHCARE SECTOR

HOW BMRC STARTED THE JOURNEY



BMRC Hospital, one of the eminent Private Hospitals of Kolkata has reached in a transition point to expand the BMRC Brand and services throughout West Bengal in the PPP format in addition to expand BMRC Hospital in other campus / branches in Hospital and Diagnostic format. On our steady progress of BMRC Hospital over more than a decade and yet on the other the challenges are huge and call for a strategically different approach. While a lot of internal challenges have been overcome, the external environment has changed drastically and calls for a paradigm shift. With the right Strategic actions, the hospital can make much progress and be on the target of achieving the status of providing optimum health care in an expansive manner.

In this scenario, it was important that we pause and take stock of the situation and take a careful look at the vision we have and the path we are going to traverse in order to achieve it. With the right Strategic actions, the hospital can make much progress and be on the target of achieving 400 Crore by 2030. On the other hand, without concerted actions, we can be swamped by the competition. The Strategic initiatives have finally taken the shape of a project which would enable the hospital to grow to the next level.

‘BMRC Hospital Revitalization Project’ – the document presented here is a result of the exercise that was undertaken with this backdrop. The objectives of the Project are:

- To Revitalize the Institution
- To make it – ‘self sustaining’
- To take it to the next level
- To explore the services towards need based community by serving health and education services to the Orphan & Slum area.
- At the same time to ensure that the Institution stays wedded to its ethics as a Faith based Institution

However, the overarching vision of this Project is not just the revitalization of this Hospital but the set-up of an ethical and self sustaining model which is important for the Health Care services of India. This model can play a vital part in laying a wide foundation for Health Care in India.

ABOUT BMRC

KNOW US BETTER

BMRC Hospitals Ltd was established in 2005, based on Kolkata in BT Road at Barrackpore, the heart of the district North 24 Parganas, with a mission to cater our improved healthcare services to the common people in neighboring districts too. BMRC Hospital started its journey as a Multi-Specialty Hospital at Barrackpore to grow into a state of the art 100 bedded Multi Specialty Hospital with Super Specialty facilities offering total medical solutions to its patients. Although the socio-economic standing of the areas from where the patients are drawn is comparatively backward, which affects the commercial prospects of the Hospital considerably, the Management preferred to take the challenge in order to provide super specialty service to the people to whom such service was, hitherto, out of reach. Thus, commercial considerations never overtook the commitment for providing quality service.

Out of this commitment, BMRC Hospital Ltd. have entered into Public Private Partnership with the Government of West Bengal to serve more than 3500 dialysis patients at different units located in 20 Govt Hospitals across the length and breadth of the State. In spite of all the hurdles associated with operating and maintaining so many establishments at far corners of the State, the Management felt it necessary to shoulder such hurdles so that the ailing souls at remote areas may have access to the latest healthcare facilities.

16	100	600	2.2L	80K	30K	200	2K	4K
Specialized Departments	Consultants	Skilled Staff	OPD Patients	Patients IP Services	Surgical Procedures	Dialysis Machines	Dialysis Patients	Procedures done in CATHLAB PPP mode



ACHIEVEMENT

OVER THE YEARS

Since inception BMRC Hospital has been serving all strata of people. From Child to Elderly people; from Rich to Poor every one can get the facility at BMRC for its 4As. Acceptability, Availability, Affordability and Accessibility are the main 4As which drive the organization to cater its services to all sectors of society.

- BMRC is the 1st Hospital started Dialysis Services in this area on 2006.
- BMRC is the 1st Hospital who started Surgical Procedure in Modular OT in this area on 2013.
- BMRC is the 1st Hospital establishing AI controlled 5th Generation CATHLAB in this area on 2022.
- BMRC is the 1st Hospital establishing Thoracoscopy & Bronchoscopy in this area on 2022
- BMRC is the 1st Hospital establishing Rehabilitation Unit in this area on 2022
- BMRC is the 1st Hospital in this area having ISO and NABH both accreditations.
- BMRC has already completed almost 5000 procedures in CATHLAB in PPP mode in last two years.
- BMRC has been doing almost 500 surgical procedure per month.
- BMRC has been doing 66000 X Ray per month.
- BMRC has been doing 2000 MRI per month.
- BMRC has been doing 16000 Dialysis per month.

BMRC Hospital is all set to introduce a bunch of healthcare services, most of which were not hitherto available in this area:

1. Artificial Intelligence Enabled **Cathlab** with 5th Generation Technology; where radiation being controlled by technology to keep patient and Doctor free from extra radiation hazardous. **CAG, PTCA, PACEMAKER** and all other related procedure will be done here.
2. **CTVS surgery:** Open heart Bypass Surgery; Valve replacement and all other **CTVS surgical** procedure will be done here.
3. **Bronchoscopy and Thoracoscopy:** A complete solution for respiratory unit was long demanding and now are available in BMRC.
4. Rehabilitation Unit for Neurology, Orthopedic and Respiratory Patients.





Specialty clinic

Cardiology,
Nephrology,
Diabetology, Gediatric,
Oncology,
Gastroenterology,
Fertility, Eye, Ent, Dental,
Physiotherapy, Sports
medicine.

24 hours services

Emergency, Pharmacy,
Laoratory, Critical care
ambulance, Digital
X-ray, CT scan, Dialysis.
CAG , PTCA

Other diagnostics

ECHO, TMT, Halter
monitoring, ECG, PFT, USG,
colonoscopy, Doppler
study, Upper GI Endoscopy,
Sigmoidoscopy, EEG etc.
Bronchoscopy,
Thorascopy, Pathology,
Radiology



- + BMRC is accredited by NABH & ISO
- + This is Grade-A hospital to treat Swastha Sathi patient
- + This is Class-I hospital for WBHS
- + This is NABH accredited CGHS empaneled hospital

CORPORATES

BMRC empaneled by most of major Corporates. Few names are as follows:

- 1) Eastern Railway
- 2) SE Railway
- 3) COAL INDIA
- 4) ESI
- 5) DVC
- 6) BIS
- 7) Airport Authority of India
- 8) CESC
- 9) BANKS & Other Corporates
- 10) All Major TPA & Insurance

PPP

BMRC Services are available in West Bengal through 26 PPP units. The pivotal ones are enumerated as

- 1) Siliguri Subdivision Hospital
- 2) Jalpaiguri District Hospital & Superspeciality Hospital
- 3) Alipurduar District Hospital
- 3) Coochbehar Medical College Hospital
- 4) Darjeeling Subdivision Hospital
- 5) Rampurhat Medical College Hospital
- 6) Seuri Subdivision Hospital
- 7) Bardhaman Medical College Hospital
- 8) Asansol District Hospital
- 9) Purulia Medical College Hospital
- 10) BISHNUPUR Subdivision Hospital
- 11) Arambag Subdivision Hospital
- 12) Contai Subdivision Hospital
- 13) Uluberia Subdivision Hospital
- 14) MR BANGUR

LOOKING AHEAD

BMRC HOSPITAL: An Opportunity

- As stated earlier, the country would need 12000 hospitals in the near future; and almost 80 per cent of this would be fulfilled by the private players.
- The opportunity is mainly driven by the increased burden of NCDs, Increasing Affordability, Accelerated awareness of disease and its prevention, upgradation in the medical services
- The current trends state that a major share of these beds would be coming from the corporate sector, which leads us to a challenge of balancing out a proper proportion of Profit and Humanity.

Opportunities for leadership development

As the medical community is concerned regarding the dearth of manpower in the healthcare industry BMRC Hospital has come up with an opportunity of meeting this dearth through a proposed model which ends at creating not only medical leadership but also ethical leadership. This model is supposed to be applicable in the nursing, clinical as well as executive personnel appointment. The leaders shall be appointed mainly on the basis of their exemplary exposure in the respective fields.

Opportunities for Skill & knowledge development

The modern lifestyle has given rise to new challenges and the Health Sector has to gear up for the same. While many battles have been won on the communicable diseases front, the non-communicable diseases are yet to be defeated. The proposed model aims at collaborating with the surgeons and doctors to grow the knowledge as well as the necessary skills to contribute to the health sector.

Impacts – Regional, National & International

The success of the Project through which we hope to create a replicable model would have wide ramifications.

The proposed model would also help in developing leadership at the national level allowing the Mission Hospitals to follow the suit and become self-sustaining.

Finally, this can be a replicable international model in Health Care which would be very relevant for developing countries where public sector health care is weak and even in Developed countries for the deprived sections which can ill afford the treatment costs in the corporate chain hospitals.



ALLIED SERVICES

PPP SERVICE

Patient care through 'PPP' model A pathfinder policy of Govt. of West Bengal.

Besides our main hospital we are also serving 26 PPP units at different Government Hospitals throughout West Bengal maintaining a state wise network for serving patients with best care. Government of West Bengal and BMRC hospital jointly have taken initiative to run High End Kidney care Unit in the municipal hospital at different locations in West Bengal towards serving the poor patients for dialysis, DR X-ray and OPD clinic.

We have already covered areas like Alipurduar, Coochbehar, Bishunupur, Medinipur, Siliguri, Balurghat, Kolkata, Barrackpore, Jalpaiguri, Contai and many more such as Kamarhati, Budge Budge & Manicktala ESI hospital. In fact at Manicktala ESI hospital 50 critically ill patients are getting the treatment on a regular basis along with 2500 interventional procedures being performed at the CATHLAB Unit.

HOME CARE SERVICE

The range of home health care services a patient can receive at home is limitless. Depending on the individual patient's situation, care can range from nursing care to specialized medical services, such as laboratory workups. At-home care services may include:



Doctor care

A doctor may visit a patient at home to diagnose and treat the illness(es). He or she may also periodically review the home health care needs.



Nursing care

Nursing care may include wound dressing, ostomy care, intravenous therapy, administering medication, monitoring the general health of the patient, pain control, and other health support.



Physical, occupational, and/or speech therapy

A physical therapist will put together a plan of care to help a patient regain or strengthen use of muscles and joints whereas an occupational therapist will help a patient with physical, developmental, social, or emotional disabilities relearn how to perform such daily functions as eating, bathing, dressing. Speech therapist will help a patient with impaired speech regain the ability to communicate clearly.



Medical social services

Medical social workers provide various services to the patient, including counseling and locating community resources to help the patient in his or her recovery. Home health aides can help the patient with his or her basic personal needs such as getting out of bed, walking, bathing, and dressing. Some aides have received specialized training to assist with more specialized care under the supervision of a nurse.



Homemaker or basic assistance care

While a patient is being medically cared for in the home, a homemaker or person who helps with chores or tasks can maintain the household with meal preparation, laundry, groceries and other housekeeping items.

Sr. No	License Name	Issuing Authority	License No./ Agreement	Date of issue
1	Clinical Establishment Certificate	DOHFW Govt. of India	33724387/1	30-06-2022
2	Trade License	West Bengal Municipal A	0917P2199222185965	25-05-2022
3	Pollution Control /BMW License	West Bengal Pollution Control Board	123-43/BMW/02E/2022	07-04-2022
4	Pollution Control /Air & Water License	West Bengal Pollution Control Board	118 -54/CFO/WPB/02E/2022	07-04-2022
5	Fire NOC	Govt. of WB office of the Divisional Fire Officer	IND/WB/FES/20182019/49163	17-06-2022
6	PNDT License	District Magistrate	PNDT/BKP/117/2005	04-09-2020
7	FSSAI License	Food safety and standard authority of India	12818013000677	24-07-2022
8	RSO certificate	AERB	21-RSO-656060	16-08-2021
9	CT Scan license	AERB	21-LOP-656537	17-08-2021
10	C-Arm License	AERB	16-LOEE -97223 21-LOP-594917	11/01/2021 26/02/2021
11	Mobile XRay	AERB	16-LOEE -82436 21-LOP-653440	11/01/2021 10/08/2021
12	X-RAY (Fixed)	AERB	16-LOEE -97278	11-01-2021
13	Lift License1	Govt. of West Bengal	20221710604833	20-01-2022
14	Lift License2	Govt. of West Bengal	20221710604834	13-01-2022
15	NDPD License	Collector of excise, North parganas	01/BKPED/1M - 157/MD5/20212022	19-04-2022
16	Drugs & Cosmetics Rule 1945	Govt. of West Bengal, Directorate of Drug Cont	WB/NPG/857SB, WB/NPG/857S	17-03-2022
17	NABH	QCI	PEH-2021-1459	16-04-2021
18	Employee Provident Fund		WBTLO0038325000	06-03-2015
19	Employee State Insurance		40000382990001400	
20	PAN		AABCB1147K	

Bankers: HDFC, PUNJAB NATIONAL BANK

Auditors:

Website: www.bmrchospital.com

BMRC HOSPITAL ACTIVITIES

Hospital Activities

Our 100 Bed Hospital has a variety of services which complies of complete cardiological as well as surgical facility, along with three critical care centres an emergency centre and a general medical surgical centre. Complete diagnostic, laboratory, and pharmacy facilities enable patients to receive most services on site. Besides, the hospital has also panelled some of the renowned consulting doctors from different disciplines.

An affiliation with SKB school of nurse allows a better nurse patient ratio, providing the patient with extra one-on-one care. Additionally, a support staff, dietician, patient care assistants and special care is provided for infants.

Charitable Contributions

Since the hospital's inauguration in 2005, its management have dedicated at least 10% of their resources to provide free healthcare to poverty-stricken men, women, and children who could not otherwise afford medical treatment. To date, this has amounted to over 100,000 people receiving free healthcare services. All expenses of 20 orphan children having their organization at Medinipur are sponsored by BMRC Hospital.

BMRC Network, an arm of BMRC Hospital is dedicated to provide free healthcare services to individuals who could not otherwise afford their medical expenses. For instance:

- + Developing 20 BMRC Clinics to provide healthcare to rural communities outside Calcutta.
- + Providing free medical services to 100 patients per month. All embarking upon the motto "Compassion with Excellence"

Volunteering at BMRC Hospital

Every Year, BMRC Hospital partners with skilled professional volunteers that venture to serve the needy people in the BMRC hospital. They are also engaged in serving the children in our Medinipur Orphanage, ensuring a wonderful opportunity for the kids to get involved in a practical manner showcasing their talents. This program is cumulatively called as BMRC humanitarian tour. The tour addresses the areas of childcare, construction, medical services, administration, plantation, as well as multimedia services.

Health Education & Nutrition Facility (Project Sunrise)

Project Sunrise provides free education to the under privileged children of the slum area.

Food, Healthcare and other necessary requirements are also looked after.

Presently BMRC has 3 such slum area in the suburbs of West Bengal.

MANAGEMENT

Governing Board

BMRC Hospital is run by an experienced & professional team, overseen by an independent Governing Board.

BOARD COMPOSITION



Sri Anjan Das
Managing Director



Smt. Mita Das
Managing Director



Sri Rajarshi Das
Director



Dr. Dulal Mozumder
Medical Director



Dr. Rajib Mondal
Research Director



Dr. Mousumi Roy
Quality & Clinical Training Director



Dr. Partha Sarathi Modak
Chief Executive Officer



Sri Sumit Chakraborty
Project Director



Sri Jayanta Kr Ghosh
Administrator



Sri Alok Maity
Chief Financial Officer

UPCOMING PROJECT

BMRC is setting up

- + Medical College
- + 250 Bed Multi speciality Hospital
- + Dedicated Nursing College
- + Old age Home where residents will be part of Hospital service
- + Solar Power Plant
- + Oncology Unit
- + Organ replacement unit



LOCATION:

6/6, B.T. Road, (Talpukur)
Kolkata, West Bengal 700 123

24/7 HELPLINE:

1800-3455-500

BOARDLINE:

033-3503 6300

BMRC ENQUIRY SERVICES:

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