

# Sanitas: Keeping Africa Healthy

Access to medical services is one of the major challenges to the government of Tanzania. But the involvement of private sector has helped to mitigate the problem. **Business Times Reporter** spoke to the Chief Executive Officer of the private owned Sanitas Medics and Diagnostics Limited, **Murthy Venkateswaran** on how to improve medical services in Tanzanian population;



Murthy Venkateswaran

**QUESTION: Can you please briefly tell our readers what SANITAS is all about?**

**A:** SANITAS Medics & Diagnostics is a limited liability company, whose sole occupation is to provide quality health care to the people of Africa. Sanitas in Latin, literally means "Good Health"

Established first here in Tanzania, SANITAS is the brain child of local and international entrepreneurs who perceived a change in the desires and expectations of Tanzanians for their medical services.

Increasing exposure to international facilities and technology has led to higher expectations in the people of Tanzania. SANITAS has been created to meet those expectations, to provide treatment environments that are welcoming and consumer friendly; to provide first class customer service, excellence in health care treatment, the latest technologies and treatment methods.

SANITAS' first Medical Centre is located in Mikocheni inside the newly constructed Baraka Plaza. It is a modern facility, easily accessible with plenty of parking and elevator access. Our team is the cream of qualified medical professionals from both national and international schools. We offer a full suite of medical and diagnostic services from consultation, laboratory investigations, surgical solutions, radiology imaging, rehabilitation and physiotherapy, dialysis treatment and a well stocked pharmacy.

**Q: What is the philosophy of the Institution?**

**A:** SANITAS believes it is the right of every individual to expect

their health care provider to meet their needs, to be up to date in their knowledge and to provide access to the latest technology and scientific disciplines to cure their ailments. SANITAS endeavors to be that provider. Our aim is to be the people's number one choice for medical care throughout Africa in the near future.

As a modern facility promoting international operation standards, SANITAS seeks also to be an example in the business community for human resource management, facility maintenance, environmental responsibility and community involvement.

SANITAS operates as a family, recognizing the contribution made by staff encouraging input from every level of employment, providing opportunities for staff development and financial incentives.

**Q: Being new in this country what new service are you offering to our people**

**A:** SANITAS Medical Centre is a one-stop-shop for the treatment of virtually all medical conditions. We have spared no effort or expense in creating a spacious modern facility, designed and constructed with patient care in mind.

Ease of access to all services and a central reception reduces the need for patients to be shuffled around. Waiting areas are air conditioned and comfortable with refreshments available. There are also designated waiting areas

for women and children and patients requiring an extra degree of privacy.

SANITAS Medical Centre has 13 consulting rooms that house nine full time general practitioners, a paediatrician, a physician, gynaecologist, nutritionist, dentist and physiotherapist employed full-time.

In addition we have visiting specialist consultants that include an orthopedic surgeon, two general surgeons, two ENT specialists, two dermatologists, two pediatricians, an ophthalmologist and an IVF specialist.

**Q: What are your strategies to achieve your goals and objectives?**

**A:** The first strategy has already been achieved - that of establishing a world class medical centre combining the best talents with the best technologies.

The next steps would be ensuring delivery of the best quality medical care to every patient who walks into SANITAS and also to create awareness among the people, particularly the corporate world and insurance companies. Already Strategis and Resolution Health are with us and each month their volumes have been steadily growing.

**Q: How is your experience going to be of productive importance to the country?**

**A:** In every nation, the three most important concerns are health, education and the economy. We are

addressing the needs in one of those sectors - health - by establishing a state-of-the-art medical and diagnostic centre and making it affordable to the majority of the population.

SANITAS has a Women's Health unit that provides a full range of health assessments for women of all ages. We provide diagnostic evaluation, clinical care and education for all women's health needs. Our full range of medical care for women is provided by doctors specializing in general obstetrics and gynecology services as well as areas such as high - risk pregnancy, infertility, family planning services, gynecologic cancer screening, pelvic pain and reproductive tract infections.

Likewise, SANITAS' resident nutritionists from the Lifestyle and Nutrition Consult Centre are available for health

consultations related to food and nutrition. Nutritional advice is recommended for people of all ages and life styles for the general maintenance of good health at different stages of life particularly during juvenile development and during pregnancy. Nutritional counseling is also important for people with certain life styles that are particularly sedentary or particularly active, such as sports people. Nutritional counseling is also essential for the prevention of illness and the management and successful treatment of many medical conditions such as diabetes, hypertension and obesity.

**Q: With new innovations and technologies in the modern world, do you see SANITAS moving to beat the competition in the market?**

**A:** No. SANITAS only seeks to work

in cooperation with others. The need far exceeds supply in this country and there is room for every medical service provider already present and those yet to come. Therefore, there is no question of beating anyone! The market is big and no one institution can fill its demands.

In accordance to the technology changes most companies have introduced a variety of services and products.

**Q: What new products and services should your customers expect?**

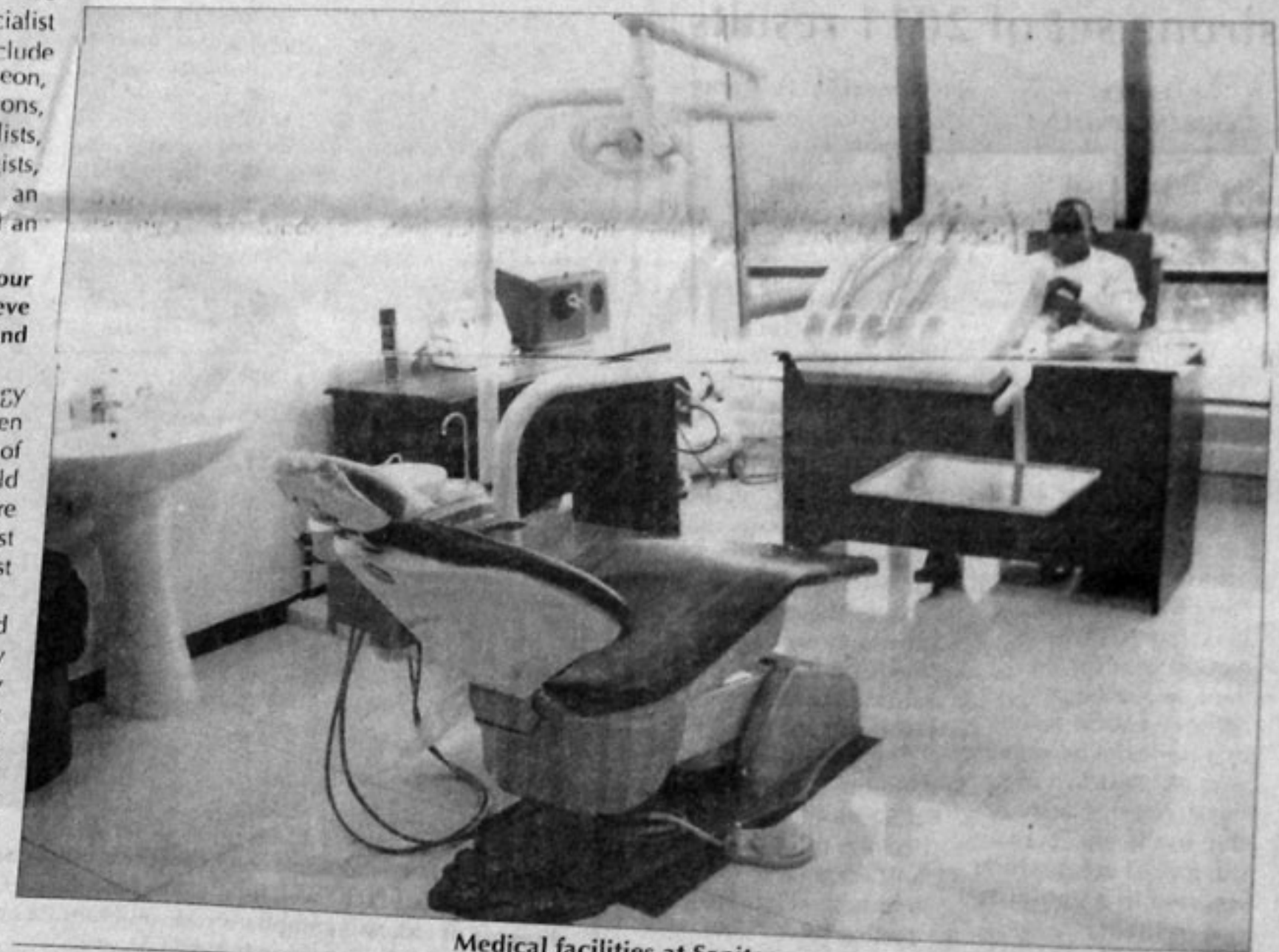
**A:** SANITAS is perhaps the first outpatient center that has most of the services one would only find in a major hospital.

In addition to general practitioners and specialist doctors, we have a dental facility, a cardiac center, an x-ray and mammogram with a CR system, a decidedly

sophisticated laboratory, the latest technology dialysis centre, a minor theatre and a well stocked pharmacy.

Therefore, we provide almost every service that one can only get in major hospitals at fair prices.

Under an arrangement with AMI, SANITAS surgeons perform procedures at AMI using their theatre and wards. Recently we entered into an arrangement with a super specialty chain of hospitals in India such that their super specialist surgeons would visit Sanitas regularly and conduct procedures that are presently being exported, largely to India. Local surgeons would be invited to be present for these procedures thus raising the local standards and saving costs for the patients and insurance companies.



Medical facilities at Sanitas

**Diplomas, Advanced Diplomas, BA, AMBA**

**TRAIN FOR SUCCESSFUL CAREERS**

Gain international qualifications to earn top pay, promotions and respect.

Quickly gain the skills and awards you need to get ahead of others with this professional College, at affordable Fee and at your own pace.

**STUDY FOR DIPLOMAS, ADVANCED DIPLOMAS, BAs, AMBA**

\* Accounting, Finance, Corporate Strategy, Economics, International Trade  
\* Hotels, Tourism & Travel, Hospitality, Event Management  
\* Sales, Marketing, Human Resources, Business Law

Calling for contributors for various economic...