

PROFILE

Medic Aid

INDIRITTA D'MELLO'S INITIATIVE HOSPITAL GUIDE CONNECTS YOU TO THE BEST DOCTORS IN YOUR CITY

Finding a doctor at a time when your body, or that of a loved one, is battling against itself can be confusing. Even if you find what you are looking for, you are likely to be preoccupied with thoughts of whether you are being prescribed the best treatment possible or being overcharged. This is where Hospital Guide, a nonprofit service that is currently available online, helps. Since they do not charge for their service, they are unbiased in their recommendations to patients.

Started in 2010 by Indiritta Singh D'mello, the initiative is active and has a visible component on Facebook. Their forum on the social networking website with currently more than 20,000 members, is meant to serve as a guide with the vision to revolutionise healthcare in India. Apart from being a platform for people to share their experiences with hospitals and doctors, Hospital Guide is useful if you are looking for a doctor to help you find aid for a specific ailment. The guide helps a patient connect with reputed doctors who have been chosen for maintaining a stellar record and offer support in cases of negligence.

Indiritta Singh D'mello is the daughter of Rajkumari Priti Singh Kuchaman and the late Rodolf D'mello. She pursued a bachelor's degree in philosophy at Delhi University after which she went to Oxford University for higher studies. "I was always interested in social development," she says. She soon realised that India was home to the best doctors but it did not always translate to the best health services. She also realised that healthcare was a goldmine as it was immune to recession as a result of which, quality was an element that was often compromised upon. Moreover, with super speciality setups emerging in the medical sector,



HOSPITAL GUIDE
India's Healthcare Intel

Indiritta Singh D'mello
talks about her social
venture and its future

many patients were becoming skeptical of doctors, a situation that some doctors would take advantage of. With a desire to learn more about this sector, Indiritta began working with hospitals in Delhi and Bangalore. "When I started Hospital Guide, it was built with the intention of enhancing the services of healthcare in the country," says Indiritta. This allied service, which is free of cost, is meant to start a movement through engaging people online and discussing their experiences with doctors.

Indiritta relates the story of a man based in the United States who needed care for his mother in India who had breast cancer. "A hospital that his mother consulted in India recommended chemotherapy and radiation therapies, both of which are expensive procedures and have drastic side effects. However, when

they came to Hospital Guide, we made sure they got a second opinion from a top hospital in Delhi which stated that just radiation would be sufficient." Therefore Hospital guide was able to lower the medical cost of the patient as well as avoid unpleasant health repercussions. Her long-term vision is to make Hospital Guide available to all sections of society with a point based system instating rewards and recognition for good doctors. "I would also like to establish an R&D division and perhaps open a hospital someday," she shares, Hospital Guide has over 300 doctors across India registered in its database and is active in Delhi and Bangalore, although it functions on an emergency basis in cities including Mumbai, Jaipur and Hyderabad among others.

by Ayesha Aleem