

Integrating homeopathy with mainstream medicine

Dr. Mukesh Batra, Founder & Chairman-Dr Batra's™, elaborates how homeopathy can help the overburdened healthcare industry

By 2024, India will become the most populous nation in the world. An exploding population will magnify India's continuing problems in healthcare delivery. Currently, there is just one doctor available for 11,082 people, versus the recommended ratio of 1:1000. India has only 7 beds for every 10,000 patients, which is well below the prescribed standard of 35 beds per 10,000 people.

The scarcity of proper healthcare is widening the gap between 'need' and 'feed' in rural India. The lack of proper facilities and low wages in rural India has made doctors reluctant to practise there. As Homeopathy is relatively inexpensive due to the government subsidies provided by The Department of Indian System of Medicine and Homeopathy [created in November 2003 and renamed Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in November 2003], the primary healthcare centers in rural India should also have homeopaths, who should be incentivized to make up for the disparity in healthcare provisions.

While on a global scale, antibiotic misuse, side-effects of chemical medicines and skyrocketing cost of diagnosis and treatment are concerns affecting a majority of people. More deaths have occurred due to prescription drugs than due to heroin and cocaine combined. Also, according to L.A. Times, in US, more deaths were caused by pharmaceutical drugs than traffic accidents. Homeopathic treatment reduces antibiotic dependency and brings down the cost of hospitalization and surgeries. With the adoption of an integrated system of medicine and a homeopathy department in all hospitals, patients will be given a choice to select safe and cost-effective treatment methods.

An example of a successfully integrated system of medicine is that of leading Healthcare brand, Dr Batra's™ Multi-Specialty Homeopathy that has successfully pioneered an integrated system of medicine through its partnership with KBMC (KIMS Bahrain Medical Centre), a large multispecialty hospital in Bahrain and with The Clover Medical Center, a

chain of dental clinics in Dubai. Already present in 5 countries globally, Dr Batra's™ Multi-Specialty Homeopathy is an Indian-made Multinational Company (MNC) that aims to promote the concept of integrated homeopathy in mainstream medicine in all 86 countries where homeopathy is legalized.

Having introduced blister packaging of homeopathic medicines and electronic case records over 35 years ago, Dr Batra's™ Multi-Specialty Homeopathy is at the forefront of innovation and technology and stands out amongst its competitors. They have also pioneered tele-homeopathy and the use of internet to treat people across geographies for smooth doctor-patient interaction and enhanced quality of service. Dr Batra's™ Multi-Specialty Homeopathy has also revolutionized the future of healing by launching Dr Batra's™ Geno Homeopathy, a breakthrough treatment, launched for the first time in India, based on gene analysis for treating ailments across all age groups.

Today, Dr Batra's™ is a household name reaching out to over 3 lakh consumers every month through its treatments and products. As a proud Indian multinational, the brand intends to continue spreading the benefits of homeopathy to the world.

