

# WELLBEEING, A POTENTIAL VENTURE

Hospital is a place where you can hardly see a happy face, and one dreads to visit here. Visiting a hospital and waiting for an attention of a doctor who is busy with many patients, is a moment of anxiety, frustrating and matter of concern. Hospital visits can be minimized by creating holistic healthcare ecosystem, giving attention to promote prevention, modify lifestyles and provide intervention in a more positive setting that you enjoy being in without any apprehensions or fear. Understanding the need and ensuring that this delivery platform addresses the gaps in the conventional medical ecosystem, Roopa Mahender, Founder and MD with a team of professionals and doctors established Wellbeeing. In an exclusive conversation, Roopa Mahender enlightens Deepankar Hemmani about the concept and the potential it has to benefits the people of this country

## What according to you is the USP of WELLBEEING?

Wellbeeing is a Multi specialty & Integrated Health Centre that promotes proactive lifestyle, the primary health care centre has special focus on lifestyle disorders like diabetes, overweight, thyroid, high cholesterol, migraine, back ache, etc. that cannot be effectively treated with medication alone. The root cause of all these disorders being deviations in lifestyles, the effective reversal of these ailments need to be attempted with lifestyle modifications and correcting these deviations, by combing the strengths of more than one system of medicine. However, integrative medicine as a model is being widely accepted and practiced in the west.

## What makes Wellbeeing successful?

The healthcare system adapted by Wellbeeing has strengths of both modern system and traditional system of medicine, backed by evidence and proven by science which is gaining popularity and confidence amongst people. It involves an end-to-end solution to health problems that involves consultative, diagnostic, creating awareness, educative dimension and hand holding of individuals under the guidance of doctors and specialists, all under one roof. This in turn provides the benefit of saving the cost on unavoidable hospitalization, reduces long term risks,

dependency of long term medication, by protecting the health of individuals. With rising awareness among Corporates and educational institutes, Wellbeeing is finding its acceptability among a wider consumer segment.

## How Wellbeeing wants to move forward?

Wellbeeing aims to impact many lives positively by creating many such lifestyle health centers across the country by duplicating the successful evidence based model with cohesive team of doctors. After observing the benefits accruing to people, Wellbeeing has now proposed to go forward with like minded people with a team approach to reach people under its expansion plan.

## What are the future plans of Wellbeeing?

Wellbeeing believes that Franchisee system is one of the potential models for its expansion plan, as it is the collective approach to reach people faster. Wellbeeing can provide all the professional support for the franchisees to implement their business plans. Wellbeeing's effort on building its brand recognition across the state and the country will be a strength for Franchisees in the long run. ●●



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