

# INNERREVIEW

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*Accelerating Businesses*



THE 10 MOST  
*TRUSTED*  
Diagnostic  
Centres  
TO WATCH IN 2022

**Pradeep  
Chakravarthy**

**Managing Director**

*Premier Health Center*



## POST-PANDEMIC STRATEGY

Because of COVID, Premier hasn't changed its business strategy; instead, it has stayed true to its promise to patients and doctors: "When you come to Premier, you can expect to be treated with the utmost compassion and kindness and you can fully rely on our diagnostic results to make health assessments". This strategy has enabled them to grow Before COVID, During COVID, and Now after COVID. Their only goal is to keep that promise every day-every hour-of every year, and they do so by hiring the best talent, the best equipment, and treating every person they work with like family.

## FUTURE STEPS

The company plans to expand its network of 100 branches into Tamil Nadu by 2024 and 200 branches in South India by 2027. In its efforts to become future-ready, PHC is expanding its capabilities to perform more than 2500 types of tests. These tests will facilitate early diagnosis and prevent health problems from occurring.







his determination and futuristic approach enabled the common man to access a quality diagnosis, which was once unaffordable for people of all classes. The Premier Health Center now stands as one of the finest diagnostic facilities in the state, offering over 60 different locations through his tireless work establishing tie-ups with several medical establishments. Amidst the tough industry competition, the company has managed to position PHC on the healthcare map by providing quality medical technology. All of his corporate ventures are aligned with one goal of improving access and affordability of healthcare. He has been deemed the "Pioneering Med-Tech Savant" for his outstanding leadership skills by Silicon India.

### ARRAY OF SERVICES

PHC's uncompromising service spectrum includes Pathology, Radiology, Medical Imaging, Digital X-rays, PCR-based Tests, CR-Digitiz-

### UNIQUE FEATURES

*"Health care spending is high, and it is ultimately unsustainable." -Martin Gaynor, an economics professor at Carnegie Mellon University*

Alongside rigid industry competition over the years with harnessing Advanced Health Technology, other significant external challenges include market disruption, healthcare regulatory changes, rising healthcare costs, and staffing shortages. Technology advances have enabled them to use the latest technology, where results of a patient's tests can be sent via API-integrated WhatsApp reports. Currently, the brand is trusted by more than 3000 doctors.

Their Hospital Lab Management service involves outsourcing the entire lab from 30 bedded hospitals to 300 bedded hospitals, where they take over the lab and run it on their behalf on a revenue-sharing basis. This was an



# PREMIER HEALTH CENTER



**Pradeep Chakravarthy**  
Managing Director

**E**stablished in 1980, Premier Health Center (PHC) was the first diagnostic facility providing an entire spectrum of imaging and lab services under one roof that year. Featuring state-of-the-art testing machines and experienced professionals in the field, today PHC is recognized by 100 plus hospitals across the state for Hospital Lab Management, 250 plus clinics for clinical lab management, and 2000 plus referral doctors. Their motto of never compromising on the quality of results and customer service management has made them one of the leading diagnostic services companies in the state. Premier Health Center is an official COVID testing center for Chennai and Kanchipuram approved by the ICMR (Indian Council of Medical Research).

#### JOURNEY SO FAR

Starting with one center initially, today PHC has 60 plus centers across the state, with two processing centers in Chennai & one in Kanchipuram. Through the establishment of many brands under one roof, with the help and support of doctors, employees, customers, associates, stakeholders, and well-wishers, they have been recognized by both government agencies (NABH - National Accreditation Board for Hospitals & Healthcare Providers, NABL (National Accreditation Board for Testing and Calibration Laboratories) alongside various hospitals for their successful ventures and diagnostic services.

#### EARLY ROOTS

In 1980, Mr. Chakravarthy's parents started Premier Health Center with a 250-square-foot space despite receiving a lot of criticism about their capabilities at the time. His parents' dedication and hard work broke down the barriers, allowing common people to have quality diagnostics at an affordable price. His parents built a highly skilled technical team that made a tremendous output which is maintained even today and grew the business from one to five centers before he took over in 2000.

#### FOUNDING TITAN

Pradeep Chakravarthy J was appointed Managing Director of Premier Health Center in 2000 when his father handed over the administration with mere 5 healthcare centers in Chennai. At a humble beginning,

