



SELECT

Premier Health Center

An Exceptional Diagnostic Centre offering Holistic Human Development

Established 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. PHC provides Pathology & Radiology to all private medical facilities, public hospitals, and community centers and also operates a series of standalone Hospitals across Chennai. It has a world-class team that provides access to high-quality, cost-effective, best practice diagnostics 24/7, 365 days of the year across different locations. PHC's uncompromising service spectrum includes Pathology, Radiology, Medical Imaging, Digital X-rays, PCR-based Tests, CR-Digitizer, Cutting Edge Lab Tech, Clinical Assistance, and providing Support Staff. The company is recognized by the Government of Tamil Nadu, various hospitals for precision diagnostics, and is accredited by NABH and NABL and ICMR.



Pradeep Chakravarthy J
Managing Director

An Exemplary Leadership

"Leadership is the art of achieving more than what the science of management says possible".

A diligent personality, Pradeep Chakravarthy J is the Managing Director at PHC. With a humble beginning in 2000 when Pradeep's father handed over the administration

to him, he has been tirelessly working and established tie-ups with several medical establishments. As a result, PHC now stands as one of the finest diagnostic facilities catering to over 45 locations in Tamilnadu. Amidst the rigid industry competition, he has managed to position PHC on the healthcare map by providing quality medical technology.

With a vision to make healthcare accessible and affordable, his

determination and futuristic approach enabled the common man to access quality diagnosis, which was once unaffordable for people of all classes. All of his corporate ventures are aligned with one goal – improving access and affordability of healthcare. In recognition of his outstanding leadership qualities, he was adjudged as the "Pioneering Med-Tech Savant" by Silicon India.



The Intelligent Mind behind the Centre

A compassionate humanitarian, Mr. Janardhanan, Chairman, Premier Group is dedicated to bringing world-class healthcare within the economic and geographic reach of millions of patients. His professional journey started in the year 1974 worked for 12 years before he started Premier

Health Center. With a dream of making world-class medical facilities and services available in Chennai spurred him to set up the Premier Health Center in Chennai at a time when private healthcare institutions were virtually unknown in the country.

Premier Health Center attracted the best medical talent including eminent doctors in the city and has continuously excelled and maintained

leadership in medical innovation, clinical services, and cutting edge research. With a network of 45 branches across culturally diverse locations in Tamilnadu, over 300 top-class clinicians, a certified team of 20 senior pathologists, and employee strength, Premier Health Center is one of the largest Diagnostic centers that have served over 10 million patients.

A Customer-Driven Approach

Our vision for the future is a disease-free society through better diagnosis for the cure and timely prevention through health screening.

One of the pioneering diagnostic centers of Tamilnadu offers diagnostic services with brand new and cutting-edge technology providing results of uncompromising quality in a transparent and customer-focused manner. PHC started with a mission to become the most trusted and reliable healthcare service provider in Tamilnadu. This today is reflected by the number of more than 2000+ footfalls that the company has daily. The organization is constantly looking for new ways to transform the lives of others using high-end technology.

"I take this opportunity to thank all the doctors who placed absolute trust in us. I also thank all our employees, customers, associates, stakeholders, well-wishers, and others. Without their unstinted support, we wouldn't have achieved what we are today", acknowledges Pradeep.

Tamilnadu's First State-of-the-Art Premier-Select at Anna Nagar-Shanthi Colony is the latest accomplishment. It is bringing in advanced facilities in 'Select' to serve the customers better. It is creating a new phenomenon in the diagnostic landscape of the city. Spread across a fully furnished 3,000 sq. ft. space, PHC SELECT has a soothing ambiance to make patients feel refreshed, happy, and relaxed. In addition to a wide range of world-class testing equipment, PHC SELECT has some of the first-of-its-kind facilities such as Veineux, Drive-in Collection, Lounge Access, Pleasant Interiors, and No Extra Charges. Its sole purpose is to have better insights into the health of its patients, ensuring the best health outcomes and turning their anxiety into assurance. It fosters growth and supports a culture that is open, synergistic, progressive, and scientific.

Kanchipuram's First State-of-the-Art Premier-Select at Kanchipuram is the latest accomplishment. It is bringing in advanced facilities in 'Select' to serve the customers better. It is creating a new phenomenon in the diagnostic landscape of the city. Spread across a fully furnished 13,500 sq. ft. space, PHC SELECT has a soothing ambiance

to make patients feel refreshed, happy, and relaxed. In addition to a wide range of world-class testing equipment, PHC SELECT has some of the first-of-its-kind facilities such as Veineux, Drive-in Collection, Lounge Access, Pleasant Interiors, and No Extra Charges. Its sole purpose is to have better insights into the health of its patients, ensuring the best health outcomes and turning their anxiety into assurance. It fosters growth and supports a culture that is open, synergistic, progressive, and scientific.

The core values of the organization have laid its foundation for success which is:

- Patients First: Patients are at the heart of everything we do.
 - Medical Leadership: Improving outcomes through evidence-based care.
 - Everyone Counts: We work safely, inclusively, and respect each other.
 - Create Value: Deliver sustainable value to all Stakeholders.
- Embrace Change: Strive for excellence and have the courage to Innovate.



A Wide-Ranging Service Provider

With a mission statement of Trusted by Doctors and Preferred by Patients, PHC offers comprehensive services to cater to various needs of its customers by making consistent initiatives to widen the scope of the services. To name a few of the services are Lab Departments, Imaging Section, Health Packages, Cardiac & Neuro, Doppler Study, Contrast Study, and Home Services.

One of the key features of PHC is that it offers affordable and customizable home collection service PREMIER HOME CARE, which is a one-stop solution for patients. A convenient and technology-driven platform offering patients the convenience of making their choice based on time, comfort, location, and turnaround time. The

patients have the added luxury of getting samples collected in the comforts of their home by a trained phlebotomist.

The patients have a process that is designed to fit ideally according to one's convenience. They can install/use the HOME CARE Service by calling the 24/7 patient care number and get info on specific tests and profiles that need to be conducted. PHC shares all the relevant details, including price, quality, certifications, and typical turnaround time. Patients can then choose the time of Home Care they would like to engage with. When PHC's PREMIER HOME CARE team is contacted, patients can schedule home sample collection requests at a convenient date and time. The request gets transmitted to phlebotomists operating in the area. Phlebotomist accepts the request based on their availability. Further, the phlebotomist

will go to the patient's home at the scheduled time to collect the sample in a safe and hygienic method and deliver it to the nearest PHC. The technology-driven sample collection process and transportation of samples in a specially designed box with bar-coded tubes ensure superior sample quality and enable accurate results.

Also, living in this digital era and leveraging the virtual space, PHC reports are accessible via Mobile App and Websites. The customers can download complete reports as soon as a report is uploaded online. Once the Billing is done the patient will receive an SMS with id and password to access the report, which is available for 24/7 preview. The patients don't have to worry about downloading an online report, an SMS update is sent to you once the report is uploaded on the Website / Mobile app.

A Well-Equipped Infrastructure

The head processing center is spread through an 8000 sq. ft. area with two floors- a separate lounge dedicated to corporate and association clients. The lab is conveniently located in the heart of the city which is well connected with the other 27 centers around the town through online reporting and is run by an efficient team of 220 technicians.

At PHC, the continued investment in quality equipment ensures patients

receive access to services equivalent to those provided at leading international medical facilities. It continues to review the needs of the medical equipment and invest in new technology when it perceives a need for advanced modalities or newer and better equipment. The company ensures that all staff have the necessary education and operating knowledge so that the best process outcomes can be achieved by patients.

At PHC staff training goes hand-in-hand with technology implementation. Significant investment in staff

education is a core value within the practice. The company regularly reviews the equipment portfolio and discovers the latest equipment to maintain a competitive edge. Future planning includes assessing and expanding service locations to meet the needs of any expected population growth. Some of the advanced equipment that PHC has is ADVIA CENTAUR XP, D-10 HEMOGLOBIN TESTING SYSTEM, DIASYS 400, DIMENSION EXL 200 INTEGRATED CHEMISTRY SYSTEM, MINI VIDAS, SWELAB, VITEK 2 COMPACT, and YUMIZEN H500.



An Excellent Assistance for All-Inclusive Human Improvement

At PHC, we enable corporations through Health Screening; the consultants can customize packages according to a respective company's requirements to increase efficiency and quality of life. Understanding the need of the hour, PHC delivers competitive rates and tailored corporate accounts with different payment modes and wellness packages for corporates for a minimum of 10 employees up to 1000 employees. The check-up program can be personalized to suit the organizational and employee needs. This is inclusive of premium diagnostic services, a corporate level report for the Human Resources (HR) division that captures the health status of their employees and also highlights special cases that may require immediate attention or supervision.

The individual reports to employees detail their general wellness, including their physical, social, and mental wellbeing. Based on the reports, PHC arranges talks by industry experts to create awareness and counsel employees. With a wide array of corporate healthcare initiatives, the company is committed to ensuring staff and children remain in the pink of health for enhanced productivity. In addition to the wellness programs, it also offers ECG, PFT, and eye testing

as an on-site service to corporations. Nurturing the minds and bodies of future generations, PHC also offers health check-ups at schools/colleges, where the focus is on conducting routine check-ups and recording health issues specific to the needs of growing children.

Under the comprehensive Hospital Lab Management (HLM) model, PHC has set up clinical laboratories in newly established hospitals as well as manage "in-hospital" clinical laboratories in existing hospitals, to conduct onsite testing as per the hospital's requirements. It adopts a 360-degree approach in laboratory services. PHC's extensive experience has equipped it with prerequisite expertise to upgrade and operate existing laboratories to maximize productivity and efficiency for a superior quality in-house diagnostic service and ensure better returns on investment.

In all aspects of PHC's services are underpinned by quality principles like:

- To be the provider of choice for patients and health care providers, offering a patient-centered service, continuing to meet the demands of local and hospital-based clinicians, our healthcare partners, and all patients.
- To build strengths of rapid access and result in communication by providing immediate diagnostics.
- To utilize assets effectively, making the most of patient care environments, optimizing the patient and referring

doctor experience while simultaneously improving the access to the availability of services.

- To maintain a culture of clinical best practice throughout the organization, ensuring the personal and professional development of all team members.

The Future Strides

In PHC's long career and development forefront, it has bagged many honors under its name. To name two of its recent award are Silicon India 2019, where it was appalled for its outstanding performance. The success achieved in these four decades will continue to play a major role in the expansion in the upcoming times. With the best-in-class 45+ laboratories from across Tamilnadu, PHC plans expansion of 100 branches by 2023 across Tamil Nadu. Gearing up to become future-ready, PHC is widening its capabilities to perform over 2500+ varieties of investigations to enable early diagnosis and prevention of health issues.

Premier has a great vision to expand its services far and beyond by forming new alliances and partnerships. It is keen on establishing a presence through partnerships across Tamilnadu and plays a pivotal role in raising the bar of diagnostic accuracy, technological equipment, customer experience, and research-driven empathetic service in the industry. ■