

Mission	To be the leading health care provider delivering high-quality, affordable core maternal health care to low-income mothers across India.
	LifeSpring offers an alternative to resource-constrained government hospitals and higher priced private hospitals. With 80 percent of all health care expenditures in India being out-of-pocket, LifeSpring will significantly lessen the burden of rising health costs on the nation's low-income communities, increasing their disposable income.
Business Nature	Formed as a Private Ltd. Company in February 2008, LifeSpring is a 50-50 joint venture owned by HLL Lifecare Ltd. (a Government of India enterprise) and Acumen Fund (a US-based social venture capital fund). LifeSpring is formally registered in Kerala, India.
Board	The Board consists of 6 Directors (including the Chairman), with 2 Directors each from HLL Lifecare and Acumen Fund, and 2 Independent Directors with extensive industry experience.
Management	LifeSpring's management team consists of professionals with a blend of different backgrounds and expertise, recruited from India and the US. The company's corporate headquarters is located in Hyderabad.
Mandate of the company	<ul style="list-style-type: none"> • To operate small sized (20 bed) maternity hospitals in the proximity of urban slums, catering to pregnant women whose husbands work in the informal sector and who have no health coverage. • To provide core maternal healthcare (antenatal and postnatal, normal and caesarian deliveries, and family planning services) at an affordable price. LifeSpring's prices are 30 to 50 percent lower than market rates). A normal delivery at LifeSpring costs Rs. 4,000. LifeSpring also provides pediatric care (including immunizations), diagnostic and pharmacy services, and health care education to the communities in which its hospitals are located. • To maintain a very high level of quality control (clinical and operations), continuously benchmarked with the best health systems in the world. • To serve its "patients" as customers, and treat them with respect and dignity.
Network	LifeSpring currently operates 12 hospitals in the city of Hyderabad.
Business Model	<p>LifeSpring's twin focus on reducing costs and improving volumes help its hospitals become profitable in two years.</p> <p>HIGH THROUGHPUT LifeSpring operates at a much higher volume (outpatient and deliveries) than traditional players, which spreads its fixed costs over a larger number of customers (LifeSpring hospitals complete 100-120 deliveries per month compared to 30-40 in similarly sized hospitals)</p> <p>NO FRILLS MODEL LifeSpring provides services that are required by most of its customers while refraining from making investments in infrastructure required by very few of its customers (for eg. LifeSpring partners with pediatric hospitals for treating neonate requiring intensive care (2-3% of all deliveries) instead of building this infrastructure in-house). This helps LifeSpring in not only keeping its initial capital cost low, but also in reducing operating expenses</p>

related with hiring full time pediatricians and pediatric nurses.

LifeSpring hospitals operate in leased premises to keep project costs lower than traditional hospital models.

SERVICE SPECIALIZATION LifeSpring's specialization in core maternal healthcare allows its processes to become standardized and repeatedly performed by its clinical staff. These processes are replicated across all hospitals, facilitating LifeSpring's expansion.

MAXIMISING ASSET UTILISATION LifeSpring hospitals operate in clusters. By setting multiple hospitals in a city, some of the expensive resources (ambulances, back-end operations) may be shared across hospitals

Impact

LifeSpring is bringing down the cost of healthcare in the market by forcing other private players to remain competitive.

It works as a catalyst to improve the quality of healthcare being delivered by other providers in the market.

LifeSpring also brings out substantial saving to its customers, as they pay a much lower price for their healthcare than they would otherwise have been forced to pay.

Its chain of hospitals is reducing the burden on resource-constrained government hospitals.

Awards and Recognitions

LifeSpring was honoured to be a recipient of this year's World and Business Development Awards. These awards are organized by the UN Development Program, the International Business Leaders Forum and the International Chamber of Commerce. The purpose of these awards is to raise awareness among governments, donors and other stakeholders, of the positive impact that inclusive business models can have on the progress towards the MDGs. The awards ceremony was part of the special focus on the Millennium Development Goals (MDGs) during the opening week of the United Nations' General Assembly in New York.

LifeSpring has also received an award from Frost & Sullivan, a business research and consulting firm, for the "Mother and Child Healthcare Provider of the Year" and from ET Now "leap of faith award" under the healthcare category.

LifeSpring has also received 3 major awards for our work in IT over the past couple of months, bringing both national and international recognition to our company, due to our innovative use of open-source applications.

LifeSpring hospital chain has been written extensively in some of the leading national & international magazines and journals like The Economist, Harvard Business Review, Outlook, India Today, etc.

Long term Plan

LifeSpring plans to set up 100 hospitals across India in the next 5 years.

More Information

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