

POSTGRADUATE (MD) IN LABORATORY MEDICINE

THE ACADEMIC BUSINESS ANALYSIS

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POINTS HIGHLIGHTED

- Product Analysis
- Uniqueness of the Product
- Market Analysis
- Beneficiaries
- Areas Indirectly Regulated
- Analysis of the Product-Source
- The Final Vibe

PRODUCT ANALYSIS: WHAT MAKES THE PRODUCT UNIQUE?

They are the **Laboratory Physician of First Contact**, who can handle (Test selection, Test operation, and Test interpretation) almost 70% of all laboratory investigations required in a hospital. At present, this area is of NO Laboratory Physician's Land, which EVERY Laboratory Physician's Claim, but practically is left over to Technicians and Machines

According to the Clinical Establishment Act of India, an MD in Laboratory Medicine can put their signature on most of the Biochemical, Hematological, and Microbiological investigations done on blood and body fluids on a microscope, or on an autoanalyzer

MD Lab Med Professional is the Quality Manager of the Lab. Quality management of a clinical laboratory constitutes 25% of the curriculum already published by NMC

No other Laboratory-related Dept, such as Pathology, Biochemistry and Microbiology is producing such Product

PRODUCT ANALYSIS

- COST-EFFECTIVE IN PRODUCTION
- HIGHLY ECONOMICAL IN PLACEMENT
 - MAN-POWER ECONOMY (FOUR-IN-ONE EXPERT)
 - KNOWLEDGE ECONOMY
 - INFRASTRUCTURE ECONOMY (SPACE, INSTRUMENTS, BUDGET ETC.)
- THE PRODUCT IS A JACK OF ALL TRADES, WITH A POTENTIAL TO BE THE MASTER IN ANY LABORATORY SUPERSPECIALTY

THE MARKET ANALYSIS

- They are the **most-wanted** product in clinical laboratories of most of the **non-teaching hospitals** situated in metros, cities, towns, districts, and countryside, irrespective of whether the hospitals are being run by the Govt., or the Private sector. **This is a huge area demanding improvement in the National Health Mission Project of the Hon'ble Prime Minister of India**
- **Best for 24x7 Emergency Laboratories of all hospitals; Teaching or non-Teaching**
- **Besides, most of the stand-alone Super-specialty Hospitals prefer MD in Laboratory Medicine for their Lab-support service**
- **Army** needs the Product most, especially because the product is economical, and is most useful in difficult terrains. **Indian Army have been preparing for starting this course in eight of their postgraduate Teaching Centres including AFMC.**

THE MARKET ANALYSIS (CONT.....)

- They are specially required in **combating Pandemic** with the help of Inflatable Lab, or a Lab-on-wheel
- MD in Laboratory Medicine would be the best-preferred **Faculty** to teach Laboratory investigations in **BDS and MDS courses** of Dental colleges in India
- After 5-10 years, MD in Laboratory Medicine candidates might get employed as **Faculty in the Dept. of Laboratory Medicine** to Teach and pursue Research in their career

WHO ALL ARE THE BENEFICIARIES?

- MILLIONS OF PATIENTS

 - One Window Solution to Patients

 - Quality Results

 - Minimum Turn-Around-Time (TAT)

 - Integrated Report Analysis

- THOUSANDS OF POSTGRADUATE ASPIRANTS OF INDIA

- THE NATIONAL HEALTH MISSION PROJECT OF THE HON'BLE PM OF INDIA

WHO ALL ARE INDIRECTLY REGULATED?

- Several diagnostic laboratories mushrooming in every corner of the street with doubtful reliability of their report
- Unauthorized Signatories of the Clinical Investigation Report
- Non-Accredited Govt. Hospital Laboratories

ANALYSIS OF THE PRODUCTION SOURCE

Paradoxically, the Source of this Expert are the NMC-recognized Medical Colleges in India

- Till 2022, the only source of such a product is AIIMS, Delhi (since 2000)
- Following NMC approval, NMC recognized Teaching Institutions like CNCI, Kolkata and Mahatma Gandhi Medical College, Jaipur have started the course in 2022.
- What all Medical Institutions are willing to start the Course in 2023-2024?

Indian Army (communicated to NMC). AFMC and their total Eight centres which offer Postgraduate training and Degree

Sri Ramchandra Medical College (SRMC), Chennai

Many colleges are Fence-sitting, waiting for the opportunity to surface, such as School of Tropical Medicine, Kolkata

