

Expert Talk on Building HealthCare Brands in the Digital Age

On 19th July 2024

Speakers:

Dr. N. Krishna Reddy, CEO, ACCESS Health International
Moderator- Prof Venu Gopal Rao
Director, IBS Hyderabad

No. of Participants: 70

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We extend our heartfelt thanks to Dr. N. Krishna Reddy, CEO of [ACCESS Health International](#), for sharing his invaluable insights on Health Care Brand Building in the Digital Age at Digital Transformation Colloquium organised by [Centre of Excellence for Digital Transformation](#) at [ICFAI Foundation for Higher Education, Hyderabad](#).

Dr Reddy's experience in building [CARE Hospitals, Quality CARE India Limited](#) and [Relisys Medical Devices Limited](#) offered a wealth of knowledge to our MBA students and faculty. The session underscored the critical role of digital transformation in healthcare branding and provided practical strategies for success in the digital age.

Thanks to [Dr. Venu Gopal Rao K.S](#), Director [IBS Hyderabad Official](#) for sharing his insights and facilitating the discussion.

Thank you [Uma Aysola](#) and Sanjay Fuloria Ph.D. for making it happen.

Event Report:

The Centre of Excellence for Digital Transformation's colloquium, "*Digital Transformation of Healthcare*," featured key insights from Mr. Krishna Reddy, CEO of ACCESS Health International, on healthcare branding in the digital age. He emphasized that a brand represents an organization's identity and founding purpose, advocating for consistent values to foster trust. Highlighting the ethical challenges in healthcare, he shared experiences of maintaining patient-centric care, underlining the importance of balancing business goals with medical ethics.

Addressing healthcare challenges such as population growth, strained systems, and consumerization, Mr. Reddy discussed the pivotal role of digital technologies. Initiatives like Ayushman Bharat, supported by digital health infrastructure, are driving universal healthcare access by enabling telemedicine and community-based care. He stressed the importance of standardized health information systems to connect stakeholders and improve care delivery.

On reducing pricing barriers and information asymmetry, Mr. Reddy outlined the shift from fee-for-service to pay-for-performance models, ensuring accountability and quality. Digital tools enhance health literacy, counter misinformation, and improve patient engagement. Ethical branding in healthcare, he noted, relies on prioritizing trust, delivering credible information, and leveraging digital solutions to democratize access, ensuring both inclusive care and organizational integrity.

