

India's Missing Middle in Healthcare Isn't a Problem - It's an Opportunity

Founder's Piece • Leadership Perspective

India has built world-class tertiary hospitals and produced globally recognised clinicians. Yet quality care remains out of reach for millions not because it doesn't exist, but because it is too far away. Patients travel long distances, navigate fragmented systems and postpone treatment until their condition becomes severe.

Pacific OneHealth was founded with the belief that healthcare should travel to patients not the other way around.



Mr. Saket Bansal
Founder
Pacific OneHealth



Dr. Swadeep Srivastava
Co-founder & President,
Pacific OneHealth

Our three Centres of Excellence — Neurotology & Vertigo, Orthopaedics & Joint Replacement, and Minimal Access & Robotic Surgery bring consultation, diagnostics, treatment and follow-up under one coordinated ecosystem, close to where you live. India's next healthcare revolution will be defined by how effectively we decentralise specialist care.

Understanding Vertigo Beyond "Just Dizziness"

Q. Is vertigo just a temporary dizzy feeling?

A. Vertigo creates a false or distorted sense of movement — it is not merely dizziness. It can have sinister causes such as stroke or a brain tumour and must never be taken lightly. Most patients spend months seeing multiple doctors without benefit simply because symptoms are misunderstood.

Q. What should patients remember?

A. Vertigo is controllable in all cases and curable in most. Persistent or recurrent dizziness should never be accepted as a passing phase or a normal part of ageing. Early specialist evaluation dramatically



improves chances of recovery and quality of life.

Why do patients with vertigo often struggle to find the right treatment?

The balance system is complex, involving the inner ear, brain, spine, and nervous system. Patients consult specialists before diagnosis. Accurate evaluation requires tools, trained technicians, and a neurotologist. Early diagnosis improves outcomes and prevents distress.

Dr. Anirban Biswas
Principal Director,
Institute of
Neurotology & Centre
of Excellence for
Vertigo & Balance
Disorders



Helping India Move Better Through Advanced Joint Replacement

Q. What is driving the sharp rise in orthopaedic problems?

A. Longer life expectancy, increasing obesity, sedentary lifestyles and sports injuries are all contributing. Arthritis and degenerative joint diseases now affect not only senior citizens but increasingly younger adults as well.

Q. What distinguishes Pacific OneHealth's Centre of Excellence?

A. Our approach extends well beyond surgery. Every patient receives a comprehensive evaluation, personalised treatment planning, advanced surgical care where necessary and structured rehabilitation — all under one coordinated ecosystem. Surgery is



recommended only when it offers the best long-term outcome.

What advice do you have for patients with chronic joint pain?

A. Persistent joint pain should never be accepted as a normal part of ageing. Timely intervention can preserve joint function, improve mobility and enhance quality of life. The sooner patients seek specialist advice, the greater their chances of staying active and independent.

Dr. Naval Bhatia
Principal Director,
Institute of
Orthopaedics & Joint
Replacement



The Future of Surgery Is Smaller Incisions, Faster Recovery

Q. What are the biggest changes patients should know about?

A. The biggest transformation has been the shift to minimally invasive surgery — laparoscopic, laser and robotic — performed through very small openings. This reduces pain, minimises blood loss and allows patients to return to normal life much sooner.

Q. What makes Pacific OneHealth's Centre of Excellence different?

A. We have brought General Surgery, GI, Bariatric, Laser and Robotic Surgery under one integrated programme. Patients receive comprehensive consultation, diagnosis, surgery and follow-up



care within the same ecosystem — safe, evidence-based and patient-centred.

Q. How do you help patients overcome surgery anxiety?

A. Education is key. Once patients understand their diagnosis, the available treatment options and the expected recovery process, much of their anxiety disappears. We encourage detailed discussions with patients and families so they can make informed decisions with confidence.

Dr. (Prof.) Dinesh Kumar
Director,
General, Minimal
Access, GI, Bariatric,
Laser & Robotic
Surgery



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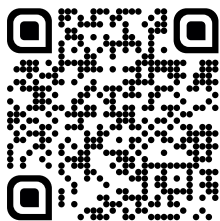
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