

KanHealthcare, Clinical Diagnostics Foray



KanHealthcare is the brainchild of the ex-chief of Wipro BioMed, Vinod Wahi. A healthcare company currently focused on the clinical diagnostics segment, it was incorporated on November 9, 2005. And just the day earlier, Vinod had bid adieu at Wipro BioMed. Revealing that with a smile, he hastened to add that the setting up of the company was definitely not a knee-jerk reaction but something that he had been contemplating, planning and working upon since two years. Assisting Wahi is his son Anuj, who has imbibed business management knowledge from one of the best business schools in the US and honed it further by gaining experience in world class companies. The company is engaged in the marketing, selling and servicing of clinical diagnostic range of products. It has a tie-up with The Binding Site, a UK-based company, which specializes in the research, development and production of immunodiagnostic kits and reagents for use in the investigation of human and veterinary diseases. The entire range of The Binding Site products are available for clinical and research markets across the country, exclusively through KanHealthcare. Having invested in the company substantially, the combo Wahi team aims to establish their presence firmly in the trendsetting referral laboratories, hospitals and the public and private sector research institutions on the merits of their strong products and infrastructure.

Vinod Wahi, President and CEO, KanHealthcare, speaks about his plans for the company.

How did you decide to turn into an Entrepreneur?

I have been associated with the clinical diagnostics arena much before it became an organized business segment. I have practically seen this area growing in front of me, right from the initial days when, only select routine laboratory investigations were performed by using conventional methodologies and advancements in diagnostics were not heard of. Lot of time was, therefore, invested in creat-

ing awareness of advancement in clinical diagnostics supported by a strong infrastructure for their optimum utilization. Having worked for about three decades in this industry, I had gathered enough learning and wanted to set out on my own.

In the meantime, my son, Anuj Wahi who is assisting me in this venture did his MBA from Gannon University at Pennsylvania and subsequently worked for about two years in the US at B.Braun — Aesculap and GE, to gather hands-on expe-

rience in this business arena. We decided that it was the right time to set out on our own by synthesizing my understanding about the Indian healthcare market and the business management skills of Anuj to develop KanHealthcare as one of the premium organizations in this domain.

In what respect is KanHealthcare different from the other companies operating in this segment?

We have created an organization that is very distinct and uniquely different from the other companies operating in this space. Our concern is not only the top lines but how our customers perceive us.

We have not only set high standards for customer satisfaction but also have equally high standards for employee satisfaction.

We also place a lot of emphasis on the relationship between the Indian partner and the foreign principals. There has to be mutual respect, transparency and excellent understanding between the two partners which are critical ingredients for achieving success in the long run. We share a very strong bond with The Binding Site, our foreign partners, and in a short span of six months, high level board members of the company have visited India twice along with their export manager. This move will continue and is essential for their understanding of Indian market leading to speedy actions, ultimately, to the satisfaction of our customers.

Another distinct feature is that we do not believe in the arithmetic formula of compounding the revenue by representing large clutch of companies and products. We will lead the market and generate the volumes by focused selling, through select quality foreign principals, on exclusive basis, as a lot of time and energy is spent in satisfying a single customer.

What are your growth plans?

We are currently under investment mode. We plan to diversify our product range and add select world class companies to complete our product portfolio but the nucleus of our growth plans will continue to be our customers. ■