



Get Job Ready. Get Certified.

Prospectus



Introduction

Digitex Academy (DA) is India's leading training & education academy for healthcare professionals. The organization vision is to *incubate health professionals* for New India to help them actively participate in Nation Building and Personal Empowerment. With India being on forefront of International Geo-political arena, residing world's largest population and house fastest growing economy; a need for *skilled manpower* is a must. Moreover, India's insatiable requirement for skilled health professionals for primary & advanced patient care needs further adds to our mission of developing skilled health professionals across various clinical disciplines so as to *build better lives*.

DA is committed to design, develop and train accredited speciality programs for healthcare professionals to enable them *get job ready*. All our programs are scientifically and academically developed to provide young professionals with requisite skills needed for better employability.

DA is a division of Digitex Medical Systems (P) Limited which has a 25 Years old legacy in import, marketing and distribution of world-class healthcare products & services in India and abroad. The organization has strategic tie-ups with top multinational corporations involved in manufacturing and marketing of healthcare products and services. Digitex complies with ISO 9001:2008 and EN ISO 13485:2012 quality standards. The customer base includes AIIMS Delhi, PGIMER Chandigarh, PGIMS Rohtak, Safdarjung Hospital Delhi, Max Healthcare Institute, Fortis Vasant Kunj, Maharaja Agrasen Hospital, Dharamshila Cancer Institute, Sitaram Bhartiya Hospital, Dickoya Hospital Srilanka etcetera.

Healthcare in India

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment.

The overall Indian healthcare market today is worth US\$ 100 billion and is expected to grow to US\$ 280 billion by 2020, a Compound Annual Growth Rate (CAGR) of 22.9 per cent. Healthcare delivery, which includes hospitals, nursing homes and diagnostics centres, and pharmaceuticals, constitutes 65 per cent of the overall market.

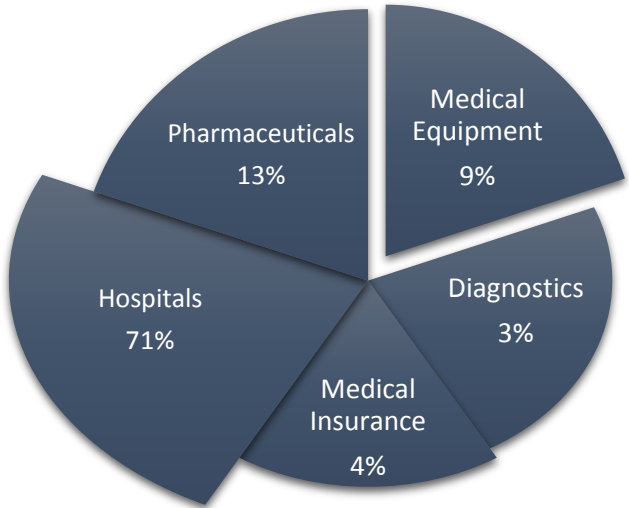
Deloitte Touche Tohmatsu India has predicted that with increased digital adoption, the Indian healthcare market, which is worth US\$ 100 billion, will likely to

grow at a CAGR of 23 per cent to US\$ 280 billion by 2020.

India requires 600,000 to 700,000 additional beds over the next five to six years, indicative of an investment opportunity of US\$ 25-30 billion. The average investment size by private equity funds in healthcare chains has already increased to US\$ 20-30 million from US\$ 5-15 million, as per PWC.

The Indian medical tourism industry is pegged at US\$ 3 billion per annum, with tourist arrivals estimated at 230,000. The Indian medical tourism industry is expected to reach US\$ 6 billion by 2018, with the number of people arriving in the country for medical treatment set to double over the next four years.

Industry Classification



Growth Drivers



Programs

Job Seeker Program (JSP)- is focused on BE/BTech/Diploma and Post Graduate holders in Bio-medical, Electronics and Telecommunication fields who are interested in starting or up-scaling their career in healthcare. The program covers in-depth training on Cardiology, Anesthesia, Respiration, Obs-Gynae and Hospital Lighting products and technologies. Products include Multi-parameter patient monitors, Bi-phasic defibrillators, Automatic External Defibrillators, Spirometry Systems, TMT Systems, Ambulatory BP Monitors, Digital BP Monitors, Cardiac Monitors, Multi-channel Electrocardiographs, Major OT Lights, Examination Lights, CPAP-BiPAP, Nebulisers, Fetal Monitors, LED Phototherapy, Autoclaves, ECG Holters, Ventilators, etcetera.

Course

Duration	1 Month
Session	16 Hours
Mode	Class-room Program
Tools	Audio-Video
Training	Hands-On
Award	Certificate
Validity	Lifetime

Products



Learnings

- Knowledge about latest medical products used in all major hospitals in India.
- Knowledge about latest technology being used in medical products.
- Knowledge about clinical fundamentals.
- PESTEL Analysis of Indian Healthcare Industry.
- Information on Indian Market Landscape- Companies & Competition Analysis.

- Global trends in Healthcare.
- Resume Building & Interview Cracking Strategy.

Health E-Commerce Program (HEP) - Are you tired looking for job? Do you want to start your e-commerce business full time or part time?

These are the questions we must ask you if you are excited about starting your own business in healthcare or outside healthcare.

HEP program is designed for professionals- young and seasoned who are interested in starting off their own e-commerce business. Under the program, we will train you to build and run an online product sales website.

You will learn about the basics of website designing and understand the networking concept required for running an e-store. The program is focused on ensuring you learn the tricks of trade and start selling your products of choice online.



Learnings

- Knowledge about website design and hosting fundamentals.
- Knowledge about site security, analytics and digital platform integrations.
- Knowledge about leveraging of 3rd party development platforms.
- Knowledge about Mail Exchange Servers and FTP tools.
- Knowledge about design tools.
- Knowledge on Google tools for corporate automation.
- Case presentations on E-Commerce in India & US.
- Steps for starting your own dotcom company in e-commerce.

Brand Development Program (BDP) -

“Eighty percent of success is showing up.” – Woody Allen

BDP program does just that! We all by now understand the power of brand and advertising in this age of information and web 2.0. The BDP program focuses on the art of building *envious brands*. The program runs through series of case study discussions that will establish concept and evolution of brand development.

The program will cover brand marketing, brand tools and your business (job) strategy for the future. This program is focused on young & seasoned professionals inside and outside healthcare industry who are interested in Brands & Advertising as a career option.

This program is your invite to insight on the world of Brand Development covering-How, When & Why we make brands.



Learnings

- Knowledge about Brand Concept & Evolution.
- Brand Transitioning from Image to Rage for Corporates.
- Brand DNA- The Culture Mix
- Brand & Business- The Mocktail.
- Brand & Norms- The Legal Frameworks
- Brand in Web 2.0- The Digital Age
- Future of Advertising

To learn more about our programs, write to us on info@digitexmedical.com. Visit: www.digitexacademy.in

Enrolment Procedure

Option 1 Register Online

• You may visit our website and submit your contact details along with program selection online. We will get in touch with you.

Option 2 Visit Us

• You may visit our office- Corporate Office: 2/6 IIIrd Floor, Patel Road, West Patel Nagar, New Delhi-110008, India. Landmark- ICICI Bank Building. Opposite Metro Pillar # 193.

Option 3 Call Now

• You may call us now for registration assistance- +91-9818755585

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Corporate Office: 2/6, IIIrd Floor, Patel Road, West Patel Nagar, New Delhi-110008, India; Tel: +91-11-42484234-4235-4237; Fax: +91-11-42484201; Quick Call: +919818755585

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