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## Apollo Hospitals receives Golden Peacock Award in Dubai

Healthcare major Apollo Hospitals Enterprise which views the Middle East as an important part of its global strategy, has been bestowed with the 'Golden Peacock' Award here for their business excellence in healthcare.

The Award was given by the Institute of Directors, in partnership with the Department of Industry Policy & Promotion, Government of India.

C. Natarajan, Vice President of Apollo Hospitals Group received the award at a function held at the 25th World Congress on 'Leadership for Business Excellence and Innovation' held here recently.

The award for business excellence in healthcare is considered a benchmark in corporate excellence awards.

The hospital which has touched 39 million lives so far from across 120 countries, has received and successfully treated over 60,000 foreign patients from across the world, including the UAE in the last five years alone and the numbers are looking up every year.

"Innovation, creativity and excellence in healthcare are important for the healthcare industry and the most important one in the recent past has been robotic surgeries.

"We have been associated with the patients from this region for several decades and the Middle East forms an important part of our global strategy," Natarajan said.



Apollo is a major referral center for minimally invasive surgeries and receives a large number of patients from all over the world.

"The Middle East forms an integral part of Apollo Hospital's global strategy and the various Apollo Hospitals across the country see a lot of patients from the Middle East coming to them for critical and cutting edge tertiary healthcare," Natarajan said.

Rapid advances in robot-assisted surgery are offering new options for cancer patients and in the coming years it would have a greater role in tackling the cancer challenge in the Gulf region.

Apollo Hospitals is the world's largest private cancer care provider and runs the world's leading solid organ transplant programme.

Last year, Apollo Hospitals teamed up with Emirates Airline to connect international patients with quality healthcare services in India.

As part of the joint venture, the patients and their attendants from 19 countries across Middle East and Africa can visit the hospital's locations in Chennai, Hyderabad, New Delhi, Kolkata, Ahmadabad and Bangalore to avail specially formulated fares for round-trip flights on Emirates.