



# CRESCENDO CORPORATION



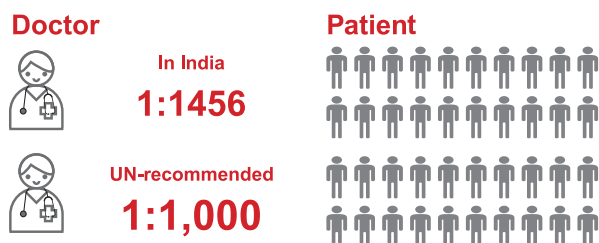
**CRESCENDO** healthcare vans

# About us

Crescendo Corporation began in 2010, with the aim of bringing to the Indian market socially relevant applications of niche technologies in a financially viable and sustainable manner.

To this end, our firm undertakes international business, with a focus on infusing the best technologies of the world into the field of healthcare in India.

## Why healthcare?



As per the Planning Commission's recommended high-level expert group, it would take India until 2028 to reach the desired doctor-to patient ratio, if the population were to remain constant.

The situation is worse because about 70% of our nation's population lives in its rural areas, sometimes completely cut off from the possibilities of cure for the deadliest of diseases like cancer or even the debilitating ones like diabetes or psychiatric problems.

At Crescendo Corporation, we believe that bridging this gap is one of the most urgent calls of the day. So we used our technological prowess to bridge the geographical gap between patients and healthcare providers, and let our passion lead us into bringing about the change we hope for in the world.

We set off to build virtual healthcare vans that take diagnostics and medicine to the lesser-privileged.

What's more, our mobile units enable skill development among the local population, thus helping in bringing about the much needed scope of employment for them too.

And since we began, we have, with our virtual healthcare vans, positively affected over 5 lakh lives across the country.

## What's virtual healthcare and how different is it from tele-medicine?

Tele-medicine generates, stores, and transmits electronic medical records and patient data to obtain consultation from doctors located far away.

Virtual healthcare, on the other hand, comprises of various technologies, like tele-medicine and tele-consultation, as well as digital diagnostics fitted in mobile and static platforms to bridge the geographical distances between the patient and the healthcare provider, often in real time. It enables paramedics to physically inspect patients in the vans or static platforms and undertake diagnostics under the guidance of doctors through video conferencing, sometimes even live, using special software and hardware.

## BUILDING CRESCENDO VIRTUAL HEALTHCARE VANS

Crescendo Corporation builds customised mobile or static virtual healthcare units for clients interested in increasing the reach and scale of providing healthcare. The healthcare offerings could be in general medicine or any specific mission objective in specialized fields of medicine, like cardiology, mammography, radiology, and ophthalmology. These vans are custom-made to meet the requirements of our client's mission, and are fitted with apt state-of-the-art equipment.

The infographic below gives a basic step-by-step progression to the deployment of our healthcare units.



*Understanding the stakeholders' mission objective and customers' requirements*



*Creation of a suitable design with enabling medical equipment*



*Finalizing specifications of the order*



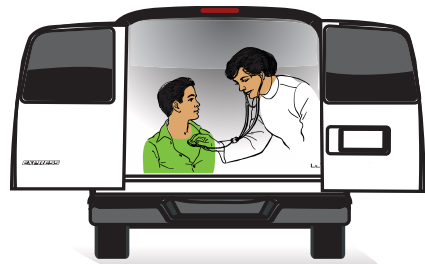
*Order from the client*



*Ready-to-operate vans, fitted with medical equipment, Computer software, hardware & is handed over to the client*



*Training of drivers, support staff, and paramedics*



*Vans deployed for treating patients, with doctors and specialists offering online support*

Crescendo Corporation has also been able to utilize the large network of NGOs in every part of the country to operate these medical vans for its clients.

## SPECIAL FEATURES OF THE CRESCENDO VIRTUAL HEALTHCARE VANS

- Digital diagnostic tools
- Specialized hardware and software
- Air-conditioned ambience
- Special Telemedicine software to help doctors provide online consultancy
- Web-based solutions
- Real-time / Store and forward of wave forms and images from digital medical devices integrated with electronic medical records.
- Independent database system
- Simultaneous connectivity with multiple remote and specialist users
- Integration possible with PC-based digital ECG, ECHO, digital stethoscope, and digital pulmonary kit with real-time streaming of 12-lead ECG, HR, SpO2, and NIBP even on low bandwidth
- Digital camera, digitizers, and frame grabber cards for interface and image storage
- Capture and transmission of static images (jpeg, tiff, bmp, png, dicom, etc.) & dynamic images (.avi, mpg, dicom, etc.)
- Capture & storage of patient demographics and health information using unique identity
- Additional system for RFID contactless cards for patients' access and security
- PC integrated with hardware, medical devices, and software to be fitted on board
- Software suite for PCs of allocated doctors in town/districts/city hospitals or the static virtual health studio (SVHS)
- 3G/4G solutions through mobile sim cards for ease of execution, faster time frames, maintainability, and good signal strength
- Ergonomic designs for space allocation in vans for PCs, uninterrupted power supply, patient bed / inspection table with plug points and wires
- Establishing connectivity and integrated testing done between the healthcare platform and SVHS on all wave-forms and medical data
- Live streaming and consultation between patients and doctors

### Enhanced value-adds

- Excellent platform to attend to emergencies during disasters
- Compatible to integration with hospital information management systems
- Compatible and adaptable to forward technologies, integrated solutions, mobile apps, and others
- Possibility of integrating with smart cards and medical records
- Pathological laboratories
- Critical care units
- Platform for education
- Flood relief management



## FACILITIES IN THE CRESCENDO VIRTUAL HEALTHCARE VANS

Staffed by three to four paramedics, these vans are equipped with state-of-the-art medical facilities and can be used in lieu of a hospital in case of emergencies. Some of the regular features in these vans are

- Provision for oxygen cylinders, regulators, and medical equipment
- LED TV fitted with mic and speakers for displaying health-related and socially relevant documentaries and awareness programmes.
- Power supply with generator and inverter, refrigerator when van is static.
- Awnings that open out for patients awaiting their turn to meet the healthcare professional
- Medical dispensing window, in addition to the patient compartment
- Seating arrangements for pharmacists
- Medicine cabinets for storage
- Examination tables for check-ups
- AC/DC power sockets
- Water storage tanks
- Wash basin
- Foldable stretcher
- Nano-technology-based fire extinguisher blanket.



Crescendo Corporation has thus far designed customized medical vans for commercial entities and NGOs, including what was then known as Hewlett Packard (now DXC Technology), Sai Retina Foundation, Samragini Swa Udyog Trust, The Hans Foundation for Uttarakhand Government, and Shri Mata Vaishno Devi Narayana Superspeciality Hospital and MVR Cancer Centre & Research Institute.



## The following are our key differentiators

- A research-driven approach to understanding both regulatory and customer requirements of our clients
- Proven technical expertise in both mobile and static virtual healthcare platforms
- A suite of packages designed for every need, from general medicine to rapid emergency response
- A dense network of dealers and support staff throughout India and abroad to serve customers in both rural and urban areas



## Case Studies

### CANCER DETECTION VANS MVR Cancer Centre & Research



MVRCCRI is a unit of Cancer and Allied Ailments Research (CARE) Foundation, an initiative of Calicut City Service Cooperative Bank, located in Vellalasseri, Kozhikode Dist. The INR 350 crore project hospital revolutionized the Co-operative Sector in Kerala and ensured its active participation in the healthcare segment. In the hospital's efforts to provide the best cancer care in the country at reasonable cost, the management planned to set up a well-equipped mobile cancer screening unit to extend its outreach to provide cancer detection facilities for women's health in the rural areas of the state.

To achieve this dream, Crescendo Corporation was tasked to deliver a state-of-the-art Mammography cum Gynaecological mobile detection unit capable of travelling across the state and provide the necessary cancer detection facilities. The Mammography van has been conceived, designed and constructed by our engineers on a bare chassis within four months.

**This mobile cancer detection van has the following features:**

- Mammogram
- Motorized Gynaecological Examination room
- CR System with server
- Doctor's Consultation Room
- Fully Automated Path Lab
- Digital touch free Marine Grade Toilet
- Crescendo Care Telemedicine Software
- Fully Integrated LAN
- Internal & External WiFi CCTV
- Independent AC in all compartments
- 20 KVA Generator
- Pneumatically operated push button patient entry system



- 20KVA UPS
- AERB Certified
- All round Air suspension with kneel down feature
- Integrated Multimedia System for information Dissemination
- Monogrammed interiors & exterior graphics
- Deluxe AC cabin for Doctors/Staff
- 200 ltr water tank with pressure pump
- Complete anti-microbial flooring & walls
- Korean anti-fungal table tops with sinks
- Imported high class doors



## PALLIATIVE AND MENTAL HEALTHCARE VANS

Hewlett Packard India



When the Healthcare and Life Sciences unit of Hewlett Packard India required a fully equipped mobile healthcare unit to offer Tele Psychiatry care to the underprivileged of the society, Crescendo Corporation swung into action and in close collaboration with the client built the van ground up.

The Mental Healthcare van was flagged off in about 4 months, and is operated by the M.S. Chellamuthu Trust, an NGO in Madurai, Tamilnadu.

This project was undertaken under the first Tele-Psychiatry Project “Ananya” in our country. We also made a Palliative Care Van for Suffering Cancer Patient of Kerala.

Since then, the vans have effected a positive change in the lives of close to 2 lacs people.

Sai Retina Foundation had already been serving the unmet ophthalmic care needs of patients in the National Capital Region (NCR). It regularly organized free health camps as well as awareness and screening programmes among the weaker sections of the society, with a special emphasis on diabetic retinopathy, hypertensive retinopathy, & age-related macular degeneration, all of which are showing an alarming rise in India.

To further its endeavours, Sai Retina Foundation decided to procure a fully equipped ophthalmological van.

Crescendo Corporation understood that the requirement was for a healthcare unit equipped with multiple medical devices and equipment in a compact space. Intelligent design had to be the key to success. After extensive research and analysis, a custom-built, sophisticated eye care van was manufactured, with the following cutting-edge features :

- Fundoscope
- Keratometer
- Refractometer
- Glucometer
- Stethoscope
- BP apparatus
- Vision chart

## HIGH-END OPHTHALMOLOGICAL HEALTHCARE VANS Sai Retina Foundation



## GENERAL MEDICINE HEALTHCARE VANS The Hans Foundation for the Uttarakhand Government



Crescendo Corporation supplied five healthcare vans to The Hans Foundation, the philanthropic arm of billionaire Manoj Bhargava. These general medicine vans were donated by the Foundation to the Uttarakhand government to benefit the underprivileged and the millions of pilgrims undertaking the Char Dham Yatra.

## CANCER DETECTION AND GENERAL MEDICINE VANS

### The Infosys Foundation for Shri Mata Vaishno Devi Narayana Superspeciality Hospital

The 230-bed Shri Mata Vaishno Devi Narayana Superspeciality Hospital offers a full suite of tertiary-care services, playing a vital role in catering to medical needs spanning across over 20 specialties. Oncology and cardiac sciences have emerged as the focus areas of the hospital in the recent years. Funded by The Infosys Foundation, the hospital ordered for mobile medical units to reach out to people living in remote regions of Jammu and Kashmir, which could take affordable oncology and general medicine services to their doorsteps.



The cancer detection van was built to make cancer detection and diagnosis accessible to those living in far-flung areas in Jammu and Kashmir, benefitting close to 30,000 lives.

The general medicine van has been designed to provide seamless medical facilities to residents living in the harshest of terrain.

It is equipped with the following:

- Mammography machine
- CR system
- Ultrasound
- Pap smear

Crescendo Corporation had to deliver two different mobile medical vans—one equipped with state-of-the-art cancer detection equipment and the other with equipment for general medicine including X-Ray.

The mobile medical units are currently operated by Shri Mata Vaishno Devi Narayana Hrudayalaya Super Speciality Hospital, in Katra, in J&K. Which was inaugurated by our honourable Prime Minister Shri Narendra Modi Ji, in April 2016.



The ultra-modern medical equipment fitted in the cancer detection van includes the following:

- X-ray
- Pulmonary function test
- Ultrasound
- Biochemistry analyser
- Chemical toilet



## Accolades for making it happen:



*".....We are happy to let you know that the mobile platform custom made by your organization with all facilities for our foundation is being utilized to provide **ophthalmic care** to thousands of patients since its commissioning in September 2013..... and have thereafter **conducted approximately 92 camps benefitting over 12,000 people.....**"*

**- Dr.J.S.Guha, COO & Sr. Vitreo-Retinal Surgeon,  
Sai Retina Foundation – New Delhi**



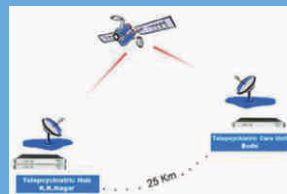
*"....The platforms you developed met our special requirements and we are happy that these are **helping the needy in Kerala for palliative care and in Tamil Nadu for Tele Psychiatry**. We appreciate your commitment to the work involved and for ) timely and quality delivery of the platforms with all the equipment."*

**Girish Kumar, Country Practice Head, Healthcare & Life Sciences, HP India**



*"....We have **conducted 65 camps** all across utilizing the vehicle and we have **been able to connect all our residential psychiatric care centres using this platform saving time and resources...** appreciate your efforts for making the special technology mobile platforms and solutions for this project...."*

**-Dr. C.Ramasubramanian, M.S.Chellamuthu Trust & Research Foundation, Madurai, Tamil Nadu**



*"The platform developed by Crescendo Corporation doesn't only meet our expectations in accomplishment of our objectives but also has enabled us to deliver hope to these underprivileged that doesn't have any access to the mainstream hospitals."*

**-Secretary, MVR Cancer Centre & Research Institute**



The state-of-the-art Crescendo virtual healthcare vans offer customized solutions not only for imparting high-quality medical attention to those in need, but also to create Training, Educational as well as Disaster Management Platforms . Crescendo Corporation has joined hands with Solas Marine to co-develop and manufacture medical boats to bring much-needed healthcare to the population living in islands and offshore areas.

Contact us to know how you can be associated in this wonderful venture to achieve the vision to percolate healthcare into the grassroots of our society.

We are at

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