

# Salus Healthcare Resources: The Talent Sourcing Partner for Healthcare Industry

By CR Team

**H**ealthcare is a sunrise industry in South Asia and other emerging markets of the world. The demand for high quality healthcare services is growing exponentially and this has created a huge demand for highly skilled medical and life sciences professionals in healthcare industry. However there are not many organizations in this part of world that are catering to that need. Salus Healthcare Resources (SHR) is an organization specializing in reducing that gap. Based in Gurgaon, the company was founded in 2010, under the tutelage of its dynamic CEO, Dr. Sachin Gupta.

## Catering To Industry Needs

Having recognized the prospect of the healthcare industry, Dr. Sachin floated SHR with the motto of being a crucial player in liaising between the demand and the supply chain of human resources in the field. With both Government and private organizations lining up numerous healthcare delivery projects over the next decade the demand for skilled healthcare manpower including doctors, nurses, paramedical professionals and healthcare managers is going to grow exponentially. Hence, talent acquisition is a challenging prospect for new ventures.

This is the area SHR specializes in. "Today, countries across the globe are facing acute shortage of trained healthcare manpower. Specifically in India, the number of physicians per thousand populations in India is 0.6 approximately as compared to 2.7 per thousand in USA and 2.1 per thousand in UK," elucidated Dr. Sachin.

Being a first mover in a market with a niche service offering is a blessing and also poses some challenges. Moreover, the Indian healthcare sector being highly fragmented and unlike the more organized spaces like InfoTech, Telecom or Banking, the initial

challenge was penetrating the market, especially in smaller cities. It took time but SHR is finally starting to strike the right chord with the smaller organizations both in urban and rural areas.

## Arsenal of Services

SHR has recognized three core service areas which they specialize in. Firstly, the Leadership Advisory Services which encapsulate helping organizations in recognizing and/or recruiting senior leadership personnel, like CEOs, Medical Directors, Heads of Departments etc. The second in line is the Physician Recruitment Service that enables sourcing of Senior Physicians and Surgeons in various clinical specialties and super specialties. Lastly, the Clinical & Managerial Talent Sourcing deals with identification of suitable candidates for middle level clinical roles in medical, paramedical, nursing and managerial functions. In addition, they have recently expanded their spectrum of services by launching a highly specialized Healthcare Mergers and Acquisition Consulting Practice. The M&A practice is expected to grow exponentially over the next few years. SHR's leadership managerial team and advisors have a vast experience of working closely with some of the biggest names in the healthcare space, and it's this pool of experience that set SHR apart from others in this rather nascent field. Their unique and holistic understanding of the industry helps them to offer one of the shortest recruitment cycles in healthcare industry in this part of the world, thereby ascertaining financial savings, revenue maximization and better asset utilization. The company has worked with a number of bigwigs across Fortune 500 and NSE/BSE enlistments. Currently they are focusing on developing organ transplant program teams and also advising some overseas players on identification of leadership team for their healthcare vertical.

"We aim to establish our company as a globally integrated platform for recruitment of physician and healthcare professionals. Going forward, we want to expand to South Asia, Africa, Middle East and Far East. And, also annex and consolidate our position in India especially tier 2 cities," says Dr. Sachin, while elaborating on the roadmap ahead for SHR. The company aims to replicate the mode of operation and success of the IT industry, in the long run. **CR**



Dr. Sachin Gupta,  
CEO