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CRITICAL ANALYSIS OF TRICHOLOGY IN HEALTHCARE INDUSTRY AS AN UPCOMING MARKET

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Statement of the Problem: Is trichology an emerging facet of the healthcare industry today, transforming the industry as a whole? To answer this a few analytical facts must be considered. As an industry, healthcare follows some parameters which form its core system. These parameters when scrutinized by the healthcare analytics tools help in generating accurate business and clinical insight. This is what consequently paves the way towards achieving the desired outcome, in this case, trichology as an emerging market for the industry. Currently on whether trichology makes the cut for a promising market for healthcare industry, will be answered with clarity on close analysis of three vital parameters: quality, performance and safety facets.

Methodology & Theoretical Orientation: Employing an analytics system framework, a fairly good inference may be drawn about if trichology is ready to be the next big thing in the healthcare industry. The traditional SWOT analysis will further filter the information and add to the process of evaluating if the healthcare industry can afford to let trichology become its part.

Findings: Quality analytics, data mining or accumulation and processing of the same and human resource are the essential elements that make any segment a force to reckon with. The same applies to trichology too. For quality analytics, the goals of the trichology industry along with the strategies that are engaged in to achieve the same must be measurable.

Conclusion & Significance: For trichology to become a significant business arm of the healthcare industry it must be

recognized that today sustainability is the biggest challenge. To meet the expected quality, work out the finance part and comply with the regulatory requirements, both the healthcare industry and the trichology segment must work hand in hand. Data must be optimized and used effectively, analytical tools need to be adopted for effective real-time decision making and innovation and trial and error must have its own space if this evolution of trichology into an integral part healthcare industry has to happen.

Biography

Aditya V Tandle has completed his Doctorate in Trichology. He is the second person to hold this degree worldwide and the first in India. He is the Founder and Chairman of his companies, Insta Hair and Hair Labs Pvt. Ltd and Vinci Trichology in India, which caters to both domestic and international clientele. He has completed his Graduation in Engineering and Law along with a dual MBA in Finance and Human Resource. His foundation in engineering helps him to understand the nuances of medical technology especially related to trichology, while his grounding in finance and human resource helps him get his footing in business and networking precise. In India, his Insta Hair and Hair Labs Pvt Ltd is listed amongst the top five most successful hair transplant companies. His company is also ranked amongst the top three companies, in terms of association with the most number of experienced doctors and nursing staff employed in the hair transplant industry. With a widespread reach and client base, expansion plans for the company is in the pipeline. He dreams of a flourishing trichology industry. He believes that hair transplant often acts as a vital psychological boost that restores confidence in people again.

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