

Transforming healthcare through constant innovation at Optum India



Harish Gudi, Senior Vice
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The Global Capability Centres (GCCs) of today have transitioned from traditional cost optimisation back offices into prominent innovation hubs that drive industries forward. Optum India is one such GCC that consistently pushes innovative boundaries and leverages sophisticated technologies and strategies to improve the healthcare system for everyone. To analyse the evolving role of GCCs and Optum India's critical contributions to revolutionising healthcare, Harish Gudi, Senior Vice President-Technology at Optum India, shares some eye-opening insights.

Recognising how GCCs are now vital elements of global

enterprises, Gudi says, "Gone are the days 10 or 15 years ago when it was about cost arbitrage. Today, GCCs are front-end centres fully integrated into the enterprise, innovating across various industries." Elaborating on how Optum India is utilising technology to revolutionise healthcare, Gudi explains the potential of mobile phones, IoT, wearables and data platforms that empower consumers with insights into their health.

Gudi emphasises the need for customer-centric approaches and quality

outcomes, saying that Optum India ensures patient centrality by aligning the company with a common objective: enhancing accessibility, affordability and quality of

care. This customer-centric focus is further strengthened via innovative development initiatives such as the 'Learn Anywhere' system and 'WeTV,' which offer associates bite-sized learning modules.

What's more, Optum India even provides associates involved in clinical decision-making with the opportunity to experience a two-week programme where they work

with elderly patients, helping them build empathy. Gudi also highlights the necessity of collaboration in ensuring high-quality outcomes, mentioning startups and academic institutes as the most critical sectors that GCCs must embrace.

Optum India exemplifies how GCCs can become powerful innovation hubs that advance industries and improve lives. And as Gudi says, the organisation is reshaping the healthcare ecosystem through technological solutions, meaningful collaborations, patient-centric approaches and innovative training initiatives.



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