REHABILITATION HOSPITALS—ISSUES AND OPPORTUNITIES
– A CASE STUDY OF HYDERABAD CITY

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ABSTRACT
Rehabilitation Hospital services are specifically concerned with the rehabilitation needs of individuals who suffer complex or catastrophic injuries or illnesses such as Brain Injury, Spinal Cord Injury, Stroke, Amputation, General Debilitation, Neurological Disorders, Orthopaedic Injury and Multiple Trauma. As the cases are different from one patient to others, rehab hospitals take care of the patient on a case to case basis. A major illness or injury can have a significant impact on a person’s ability to care for themselves and live independently. The rehab hospitals provide 24 hours care and provide personalised treatment. These hospitals appoint highly experience and expertise doctors in the field of relevant medicine, qualified nurses, and therapists. This specialized team evaluates and develops a personalized treatment plan designed to help each individual recover and develop the skills needed to return home or to live as independently as possible. These hospital offer advanced treatment and state-of-the-art technologies, all of which are tailored to each patient’s unique needs and goals. These hospitals are unique in nature and very new to India. The present paper focuses on the need of such hospitals and also on the demand potential for such hospitals in Hyderabad city. It also takes into account the cost aspects and comfort and convenience levels of the patients besides doctors response.

KEY WORDS: Rehabilitation, Hospital, Amputation, Neurological, Orthopaedic, Demand Potential, State-of-the-art technologies.
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4. www.rehabhospital.org


