

The rear view

Ojus and Arth also in Bangalore have put some back issues frontward

OJUS Healthcare's strong focus on IT professionals shouldn't surprise. After all, it's based in India's own 'Silicon Valley' - Bangalore. Run by medical professionals from the armed forces, Ojus has tied up with several IT companies to offer holistic corporate wellness programmes, especially for neck and back strain, carpal tunnel syndrome, hypertension, diabetes and stress.

Says Air Vice Marshal D K Gupta (retd), executive director, Ojus Healthcare Pvt Ltd, "Normally a doctor is sought out only when one is sick. But Ojus Healthcare is wellness-oriented rather than illness-oriented." It has state-of-the-art, IT-enabled healthcare system management centres in ITPL (Bangalore) and Techpark (Thiruvanthapuram), besides upmarket residential areas. Wellness management here includes ayurveda, homoeopathy, pranic healing and even reiki if the patient so desires. Programmes include exercising, ayurvedic herbal oil massages, yoga and meditation at their Devadaru farm.

In Bangalore's Arth too, the backache seems to be a big area



COMFORT STATIONS: Ojus Healthcare (left) and Arth

of specialisation. Dr Prashanth S Acharya, medical director, at this ayurvedic spa has treated 1,000 of his 6,000 patients for backache. The package includes an intensive detoxification process. Medicated oil massages and various steam treatments too help loosen toxins for subsequent elimination therapies. Yoga or meditation classes, cooking demonstrations, even a light meal is something that patients can opt for. Patients, he says, are advised on an appropriate diet and encouraged to make lifestyle changes. A simple low back ache programme could cost Rs 17,000-Rs 21,000, and a more complicated one Rs 21,000-Rs 30,000. A weight-loss programme could cost Rs 20,000-Rs 35,000.