



Women
Entrepreneurs
Review
MATERNITY & GYNECOLOGY
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DR POOJA S. RAO

STRENGTHENING HEALTHCARE
THROUGH INNOVATION AND
EMPATHY

**DR POOJA S. RAO,
CO-FOUNDER & EXECUTIVE DIRECTOR,
DR. KAMINI RAO HOSPITALS & MEDLINE
ACADEMICS**

A distinguished healthcare leader, Dr Pooja S. Rao serves as Co-Founder and Executive Director of Dr. Kamini Rao Hospitals & Medline Academics, driving patient-centric innovation, expanding reproductive healthcare access, and advancing medical education with a strong focus on empathy, ethics, and excellence.



The Kamini Kares Foundation reflects the organization's commitment to inclusivity by ensuring quality care reaches those with limited access

India's healthcare landscape has evolved into a sophisticated ecosystem, with maternity hospitals and IVF centers setting new benchmarks in women's care. These institutions combine advanced reproductive technologies with personalized treatment, ensuring safer pregnancies, fertility solutions, and holistic support for modern families navigating increasingly complex healthcare needs. At the forefront of this evolving narrative stands Dr Pooja S. Rao, Co-Founder and Executive Director of Dr. Kamini Rao Hospitals & Medline Academics. The institution was built on a clear and meaningful vision: to provide comprehensive, compassionate, and high-quality care for women across every stage of life. Rather than establishing just another healthcare facility, the objective was to create a center where clinical excellence seamlessly integrates with empathy.

Rooted in over four decades of pioneering work by Dr Kamini A. Rao, a Padma Shri awardee in reproductive medicine, the hospital reflects a legacy of innovation and accessibility. Conceived as an extension of her life's work, it brings together expertise, advanced technology, and a deeply patient-centric philosophy. From menarche to menopause and beyond, the institution is designed to deliver holistic care under one roof, ensuring that every woman receives not only medical attention but also dignity, understanding, and unwavering support throughout her healthcare journey. Let's hear from her.

Tell us about the hospital's core services, key specializations, and its approach to delivering patient-centric care.

Dr. Kamini Rao Hospitals focuses on women's healthcare, particularly reproductive medicine and fertility treatments. Our services include advanced IVF and ART procedures, gynaecological care, fertility preservation, and menopause management. The approach emphasizes personalized treatment plans, recognizing each patient's unique journey. By combining advanced clinical protocols with compassionate counselling, the hospital ensures both medical and emotional support. Rooted in ethics, transparency, and continuity of care, every interaction is designed to make patients feel heard, informed, and confident throughout their treatment journey.

In a competitive healthcare landscape, how does the organization differentiate itself in terms of patient experience?

At Dr. Kamini Rao Hospitals, differentiation lies in delivering a seamless, transparent, and reassuring patient journey from consultation to post-treatment care. Our focus is on building trust at every touchpoint while combining clinical excellence with genuine human connection. Patients are treated as individuals with unique needs and emotions, not just medical cases. Additionally, the strong academic foundation through Medline Academics ensures continuous learning and adoption of the latest advancements, enhancing overall care quality.

The healthcare sector comes with complex operational and regulatory challenges. What have been the most pressing challenges in building and scaling Dr. Kamini Rao Hospitals?

Building and scaling Dr. Kamini Rao Hospitals has involved maintaining consistent clinical standards while expanding, where even minor deviations can have serious implications. Navigating an evolving regulatory landscape, especially in reproductive medicine, has also been critical, with a strong emphasis on compliance and ethics. Another key challenge for us has been building and retaining a team aligned with the organization's values of empathy and responsibility. Each challenge, however, has strengthened systems, improved processes, and contributed to a more resilient and efficient organization.

As a rising healthcare institution, what are the management's key focus areas for long-term strategic expansion?

Our organization's long-term growth strategy is both purposeful and forward-looking. A key priority is expanding access to advanced reproductive care beyond metropolitan areas and into underserved regions, without compromising on quality. There is also a strong emphasis on integrating technology to enhance diagnostics, treatment planning, and overall patient experience. Additionally, investment in talent development, supported by Medline Academics, ensures a steady pipeline of skilled specialists. At the heart of all expansion efforts lies a clear principle: growth must always uphold and strengthen patient trust while building a sustainable and future-ready healthcare ecosystem.

Since its inception, what key milestones have marked the growth journey of Dr. Kamini Rao Hospitals?

The journey of Dr. Kamini Rao Hospitals has been defined by meaningful milestones beyond numbers. A key achievement has been the establishment of a comprehensive center for women's healthcare under one roof, spanning adolescence to advanced reproductive care. Building lasting patient trust has been another significant milestone, reflecting consistent, high-quality care. The integration with Medline Academics has further strengthened the institution by bridging education with clinical excellence. Additionally, impactful outreach programs and patient support initiatives have expanded its reach and deepened community engagement, reinforcing its commitment to holistic, accessible, and patient-centric healthcare.

The organization further extends its impact through Kamini Kares Foundation. How does this initiative integrate with the hospital's broader vision of inclusive and accessible healthcare?

The Kamini Kares Foundation reflects the organization's commitment to inclusivity by ensuring quality care reaches those with limited access. While Dr. Kamini Rao Hospitals delivers clinical excellence, the Foundation bridges gaps through financial assistance, outreach programs, and patient support. Our vision also extends to education via Medline Academics, offering scholarships, mentorship, and accessible learning opportunities for medical professionals. Together, these efforts create a holistic ecosystem that not only treats patients but empowers future caregivers, reinforcing the belief that healthcare must remain accessible, equitable, and sustainable for all. [WER](#)