



CLOSING THE GAP

MR DINESH VERMA V2U Healthcare Pte Ltd

Trained as a clinical physiotherapist, Mr Dinesh Verma spent years observing the gap between medical professionals and sales personnel, finding that the latter often had difficulties in communicating the applications of the very healthcare products they were selling. In 1997, whilst working for a local distribution company, he was given a unique opportunity to pioneer a new division within the company that could resolve such an issue.

"After 3 years, the company gave me the option of establishing it as a separate business entity in partnership," he recalls, going on to establish Rehab Asia Pte Ltd in 2002. Eventually going independent and diversifying with Rehad Sdn Bhd (Malaysia) in 2004 and Physio Asia Therapy Centre (PATC) in 2006 – consolidating all these subsidiaries under V2U Healthcare Pte Ltd in 2010 – he has also made inroads into Vietnam and Philippines with representative offices. "We are also exporting our products to the entire Southeast Asian region, along with Hong Kong, India, and Korea," continues Mr Verma.

Specialising in sales and marketing activities for physiotherapy and rehabilitation products under Rehad Asia Pte Ltd and focusing on clinical services under PATC, V2U Healthcare has grown to become a stellar example of vertical integration. The former is today highly reputed as one of the leading suppliers in Singapore, with their reach extending to almost all hospitals and numerous physiotherapists and chiropractors, whilst the latter has been established as one of the key private practices in the area of Pain Management and Musculo-Skeletal Rehabilitation.

With these 2 arms, the company's brand presence in the region is all but ubiquitously positive, maintaining a steady growth and profitability

"Winners don't do different things, they do things differently."
- Shiv Khera

Up Close & Personal

What made you pursue a business in this field?

Having worked as a clinical Physiotherapist from 1989 – 1993, I felt the gap between professionals and sales personnel, who had limited abilities to communicate about the product and its applications. Finding this gap, I decided to fit in, and over a period of time this effort grew into a company after starting as a sales manager with a local distribution company and with whom I started the first venture Rehab Asia Pte Ltd.

Were there any notable challenges that you had to overcome?

As a start-up entrepreneur, we faced the following challenges:

- 1) Lack of resources: there was limited capital; with several expenses we had to manage the right balance. It is very important to be able to multitask yourself and lead by example to create a team that is also able to multitask.
- 2) Managing the business growth: putting up the processes and controlling the mechanisms are crucial, so that the system can become more automated in terms of its functioning.
- 3) Managing the changes: the only constant thing is change. Hence, long-term success will depend on how one is able to adapt to environmental changes.

What is the main driving force and motivation for you?

My desire is to excel in what I do and to continue with my contributions to the

society I have my strength in, especially in the field of rehabilitation medicine. It feels very satisfying and motivating that I'm directly or indirectly involved in the process which helps people to improve their functional independence and pain relief. This is possible because I always have the support and understanding of my family too.

What advice would you give to aspiring entrepreneurs?

In theory you could list down many traits, but the most important to me are:

- 1) Believing in yourself
- 2) Planning and proper execution
- 3) Be a quick learner – learn from your mistakes
- 4) Managing the changes; changes are inevitable. What may work today may fail tomorrow, hence one must find innovative ways to survive the change and thrive out of change.

How do you measure success in life?

Success to me will be the impact our business will make on the health and fitness of the society by bringing new and effective clinical solutions in the field of rehabilitation medicine. With the new projects we are incorporating our proprietary technologies and techniques to be able to provide these solutions to help relieve pain and improve function of people who need these locally and globally.

over the years. "Creating innovative clinical solutions, our strength firstly comes from understanding the business in-depth that we are dealing with," Mr Verma explains, leveraging on their extensive clinical expertise. "One example is our SCORES back care program that combines our proprietary technology with clinical education and training."

Coupled with their control over every aspect of their products and services – from manufacturing to wholesale and retail – these innovations give them the edge over the competition. Aiming to become a regional solution provider for physiotherapy and rehabilitation medicine by focusing on developing high-quality clinical applications and services, V2U Healthcare Pte Ltd is undoubtedly growing rapidly into a world-class one-stop healthcare solution provider.