

Healthy Jeena Sikho Sees Medical Equipment Rentals Reshaping Home Healthcare

After serving 1.2 Lac families at home healthcare company says access, service and flexibility are helping families choose medical equipment for home recovery.

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/EINPresswire.com/ -- For a family preparing to bring a patient home from hospital, the list of requirements can quickly become overwhelming: a hospital bed, oxygen support, a wheelchair, a BiPAP machine or other equipment that may be needed for only a few weeks or months.



The infographic illustrates the 'Win-Win-Win' proposition of medical equipment rental. It shows a cycle: 'SANITISED' (a worker in PPE cleaning a machine) → 'DELIVERED & IN USE AT HOME' (a patient using a machine at home) → '24x7 SERVICE' (a worker in a van). A central section titled 'A WIN-WIN-WIN FOR EVERYONE' lists three benefits: **HOSPITALS** (Beds & equipment freed up for critical patients), **FAMILIES** (Quality care at home, with peace of mind), and **ENVIRONMENT** (Sustainable use through reuse & reconditioning). A quote on the left states: 'Our mission is simple — make advanced medical equipment accessible, reliable and affordable for every home.'

Yet many families still approach these requirements assuming that expensive medical equipment must be purchased.

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Making Medical Equipment Rentals in organised manner has helped Hospitals, Patients and Environment - a classic Win-Win-Win preposition for all stakeholders without compromising on the quality Care.”

Saket has over three Decades of professional & Investment experience.

[Healthy Jeena Sikho](#) (HJS), a home healthcare company serving families across North India, believes that is beginning to change. Based on its experience of serving more than 120,000 families, the company says organized medical equipment rentals are increasingly becoming an important part of the home healthcare ecosystem.

The shift is particularly visible in equipment used during post-hospital recovery, elderly care, respiratory support and rehabilitation, where the duration of need can often be uncertain.

“The question families should be able to ask is not simply, ‘Which machine should I buy?’ but ‘What does the patient need right now, and for how long?’” said Saket Agarwal, Co-

founder of Healthy Jeena Sikho. “A hospital bed may be required for six weeks, an oxygen

concentrator for a few months, or a BiPAP machine may need to be tried before a family makes a long-term purchase decision. Rental gives families another option.”

From Ownership to Access

Medical equipment differs from most consumer purchases because the requirement is often triggered suddenly.

A hospital discharge, surgery, accident, deterioration in mobility or respiratory episode can leave caregivers making decisions within hours. At the same time, the patient's needs may change substantially during recovery.

HJS's rental portfolio has consequently expanded over the years from basic patient-care equipment to include manual and electric hospital beds, ICU beds, [oxygen concentrators](#), oxygen cylinders, CPAP and BiPAP devices, wheelchairs, ventilatory support equipment and other mobility and rehabilitation products.

For shorter-duration requirements, rental can reduce the upfront financial commitment. For longer-term users, it can allow families to experience an equipment category or model before deciding whether ownership makes more sense.

The company says the model is also evolving beyond simply supplying a machine.

The Equipment Is Only Part of the Service

As home medical equipment becomes more sophisticated, installation, demonstration, maintenance and rapid replacement have become increasingly important.

An electric hospital bed needs to be installed correctly. A respiratory device needs appropriate guidance. Equipment being used by an elderly or dependent patient cannot simply stop working without a support mechanism behind it.

HJS has therefore invested in ready inventory, trained service engineers, centralized customer support, technology-led operations and multi-city service infrastructure.

“Rental without service is incomplete,” Agarwal said. “When a family takes equipment home, they are also depending on the provider for installation, guidance, maintenance and support. In



Oxygen Setup at Home

healthcare, reliability matters far more than simply delivering a product.”

The company provides 24×7 customer support and operates its own service infrastructure for installation, repair and maintenance across its network.

Scale Is Helping Make Organized Rentals More Affordable

HJS believes scale can help solve another challenge in organized home healthcare: delivering better service without making it prohibitively expensive.

The company combines equipment from established global and Indian manufacturers with products developed through its own manufacturing capabilities. Its portfolio includes brands such as ResMed, Oxymed, Paramount, Esleh, Frido alongside a broader range of home healthcare equipment.

Centralized operations, technology investment, equipment refurbishment and in-house technical capabilities allow assets to be maintained and redeployed across multiple rental cycles.

This changes the economics of equipment that might otherwise remain unused in a patient's home once recovery is complete.

“Affordability does not have to mean compromising on quality,” said Jatinder Verma. “If equipment is professionally maintained, sanitized, serviced and efficiently utilized across its life cycle, scale can actually help bring better-quality products within reach of more families.”

Home Healthcare Is Moving Beyond Equipment

The rental trend is part of a larger transformation HJS sees taking place in healthcare.

Patients are increasingly recovering at home after hospitalization, while ageing, chronic respiratory conditions and mobility challenges are creating longer-term requirements for support outside hospitals.

HJS has consequently expanded beyond medical equipment into home sleep diagnostics, [CPAP/BiPAP therapy](#) support and physiotherapy and rehabilitation services.

Its flagship Experience Center and corporate hub in Mohali brings these capabilities together, allowing families to physically examine equipment, compare alternatives, speak with trained teams and access rehabilitation services in one location.

Its a WIN-WIN-WIN business model, where

a. Hospitals burden comes down on non critical patient management, freeing up resources for next patient

- b. Patient care & recovery among loved ones at home is much better, faster and significantly Cheaper
- c. Repeated re-use of equipment after sanitisation and recalibration Lowers the Medical Waste payload (consider Uber moment in medical equipments)

The company sees such centers as an important bridge between digital convenience and the trust still required in healthcare.

Building the Next Layer of Home Healthcare

Having built operations across North India, HJS is now focused on strengthening its model around physical Experience Centers, technology-enabled operations, respiratory care and rehabilitation.

The long-term opportunity, the company believes, lies not merely in renting more equipment but in making the transition from hospital to home significantly easier for families.

“Healthcare at home shouldn't begin with ownership of equipment,” Verma said. “It should begin with access — access to the right equipment, the right guidance and dependable support for however long the patient needs it. That is the change we believe organized rentals can bring to Indian home healthcare.”

About Healthy Jeena Sikho

Healthy Jeena Sikho (HJS) (www.healthyjeenasikho.com) is a North India-based home healthcare company providing medical equipment on rent and sale, respiratory and sleep-care solutions, diagnostics and rehabilitation services. The company has served more than 120,000 families and operates through a multi-city network across North India.

Its equipment portfolio includes hospital beds, oxygen concentrators, oxygen cylinders, CPAP and BiPAP devices, wheelchairs, mobility aids, ventilatory support and other home patient-care equipment. HJS supports customers through equipment installation, demonstrations, service engineers and 24×7 assistance, alongside sleep diagnostics and physiotherapy services..

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