




# HEALTH WRAP

September-October 2021

The background of the image is a vibrant, multi-colored surface made of small grains of rice. The colors transition from green at the top, through red and orange, to yellow and blue at the bottom. On the right side, a traditional Indian oil lamp (diya) is lit, with a bright yellow flame. The diya is decorated with intricate patterns in red, yellow, and green. A watermark 'dreamstime' is visible across the center of the image.

Wishing our readers, a very Happy  
and Prosperous Deepawali

FICCI Health Services Team

# *Key Sectoral Highlights*

**PM Modi launches Ayushman Bharat Digital Mission, says it can bring revolutionary changes- [Click here](#)**

The initiative, he said, is designed to benefit the poor and middle class, specifically in finding the right doctor and a hospital.

**PM Modi launches Ayushman Bharat Health Infrastructure Mission- [Click here](#)**

The Ayushman Bharat Scheme has also provided free treatment to more than 2 crore poor people in hospitals.

**India crosses 1 billion Covid vaccination mark, govt hails 'vaccine century'- [Click here](#)**

The inoculation programme recorded 25 million vaccinations in a day on September 17, which translated to 15.62 lakh doses per hour, or 26,000 doses per minute or 434 doses every second.

ONE BILLION DOSES: INDIA'S LEADERSHIP IN THE WORLD- Mr Amitabh Kant- [Click here](#)

**Government launches 'One Health' consortium for surveillance of bacterial, viral infections- [Click here](#)**

The Department of Biotechnology has launched a 'One Health' consortium that envisages carrying out surveillance of important bacterial, viral and parasitic infections of zoonotic as well as transboundary pathogens in the country.

**WHO approves the world's first-ever vaccine against malaria- [Click here](#)**

The vaccine is set to be rolled out across countries with a high incidence of malaria. It is 40% effective against one strain - the deadliest one - of malaria. Which means it can prevent death in four in 10 cases of malaria and three in 10 severe cases.

**Union Health Minister released guidelines on dealing with post-Covid health challenges- [Click here](#)**

These will help doctors and healthcare workers to deal with long-term effects of the coronavirus infection among patients.



# Leadership Quotes

## Launch of Ayushman Bharat Health Infrastructure Mission



**Dr Alok Roy**

Chair-FICCI Health Services Committee  
& Chairman, Medica Group of Hospitals

*“Creation and upgradation of healthcare infrastructure at district & block level is critical for attaining affordable, accessible and equitable healthcare for all. We ensure private sector's support in achieving country's healthcare goals”*

*“The launch of [#AyushmanBharat](#) Health Infrastructure Mission worth Rs 64,000 cr by the PM is another testimony of government's intent towards transforming our Healthcare ecosystem, making it future-ready.”*

[On Twitter](#)



**Mr Gautam Khanna**

Co-Chair-FICCI Health Services  
Committee & CEO, P D Hinduja  
Hospital & MRC

*“We are glad that the government is looking at healthcare holistically and welcome the initiatives under AB-HIM to strengthen the infrastructure, primary care, diagnostics, disease surveillance and efforts to improve accessibility”*

*“The acid test here would be how quickly the government is able to implement these. PPPs can help in speedy implementation as has been demonstrated during the pandemic”*

[On Twitter](#)

FICCI WEBINAR

# “INDIA’S MEGA HEALTHCARE REFORMS: SHIFTING THE PARADIGM”

WED, SEP 29, 2021 | 12:30 PM – 1:30 PM



**DR ALOK ROY**

Chair, FICCI Health Services Committee & Chairman, Medica Group of Hospitals



**(HONY) BRIG DR  
ARVIND LAL**

Chair, FICCI Swasth Bharat Task Force; Executive Chairman, Dr Lal PathLabs and Chairman, ALVL Foundation



**MR RAJESH  
BHUSHAN**

Secretary, Health and Family Welfare, Government of India



**MR GAUTAM  
KHANNA**

Co-Chair, FICCI Health Services Committee & CEO, P D Hinduja Hospital & MRC

## Key Highlights

Overarching reforms like National Health Policy 2017 & National Health Mission transformed Indian healthcare status:

Mr Rajesh Bhushan, Health Secretary, GoI

Reforms in healthcare education, financing of healthcare as well as digital technologies have shifted the paradigm for Indian Healthcare

- Governance reforms for Nursing and Dental education in pipeline
- District residency scheme to augment Specialist Doctors
- Health grants for local governments under 15<sup>th</sup> Finance Commission to give a boost to healthcare delivery







Webinar on  
Infectious Diseases  
Beyond Covid -19



**FICCI-Elsevier Webinar on  
Infectious Diseases beyond COVID-19  
and White Paper Release  
held on October 1, 2021**

ELSEVIER - FICCI Whitepaper  
on

**Infectious Diseases Beyond  
COVID-19**



**Whitepaper Highlights**

1. Introductory Background to COVID-19
2. Epidemiology of COVID-19
3. COVID-19 and Infectious Diseases
4. Infectious Diseases Post-COVID-19 in Children
  - Vaccine Preventable Diseases (Diphtheria, Polio, Measles, *Haemophilus influenza B*, etc.)
  - Other Infectious Diseases such as Seasonal Flu, Chicken Pox
  - Vector Borne Diseases (Dengue, Malaria, Chikungunya, Japanese Encephalitis)
  - Overarching Factors (Malnutrition and Poverty Compounded by Overcrowding)
5. Infectious Diseases Post-COVID-19 in the Elderly
6. Infectious Diseases Post-COVID-19 in Individuals with Comorbidities
7. Preventive strategies
  - Role of Primary Care Physicians in Early Diagnosis and Management of COVID-19
  - COVID-19 Vaccines
8. The Way Forward



Dr. Arvind Lal



Infectious Diseases  
Beyond COVID-19



Khemariya, Arun (ELS-DEL)



Dr. Suneela Garg



Dr. Dilip Mathai



Kaul, Shankar (ELS-DEL)



Prof. Pankaja Raghav



Dr. Sanjeev Singh



Jagota, Hema (ELS-DEL)



Ministry of Health & Family Welfare  
Government of India



NITI Aayog

75  
Azadi Ka  
Amrit Mahotsav



# 'TRANSFORMING HEALTHCARE BEYOND COVID'

**Oct 20-22, 2021**  
(Virtual Platform)

**An Update**





# 'Transforming Healthcare beyond COVID'

October 20-22, 2021

**The 15<sup>th</sup> edition of FICCI HEAL on the theme, "Transforming Healthcare beyond COVID"** was organised from October 20<sup>th</sup> to 22<sup>nd</sup>, 2021. The conference was supported by Ministry of Health & Family Welfare and NITI Aayog, Government of India.

The COVID-19 pandemic has created unprecedented disruption for the global health ecosystem. While it has highlighted the weaknesses in public policies and healthcare infrastructures, it also brought in the urgency to discover new approaches to respond to the pandemic and subsequent crisis. For Indian healthcare system, the pandemic has also triggered much needed radical reforms. Today, Healthcare is at the center-stage like never before- whether it is through our increased public spend focus on health or the game-changing innovations and collaborations seen amongst all the stakeholders.

While we work towards our collective capacities for short term health challenges, it is also imperative that we work collaboratively towards pandemic prevention as well as preparedness, and create a definitive roadmap for transformation of future healthcare system beyond the pandemic. This includes enhanced public health measures and communication strategies, better usage of telemedicine and remote patient management, augmented digital technologies, new concepts for healthcare facilities, optimization of operations and costs as well as expanding indigenous production capacities etc.

FICCI HEAL 2021 converged all stakeholders and provided a forum for sharing of learnings and experiences as well as deliberate on the opportunities for transforming our healthcare system beyond COVID. The conference would be a conglomeration of CEO's, policy makers, national and international leaders from healthcare and allied industries.



## CONFERENCE SESSIONS

- **COVID Pandemic-** What could be India's winning strategy?
- **Contributions of healthcare sector during pandemic**
- **Healthcare delivery-** Balancing COVID and Non-COVID
- **Healthcare concerns:** COVID aftermath
- **The Future Hospital**
- **Health of Health Insurance**
- **COVID Vaccination:** The current and future scenario
- **Digital Health Technologies-** Lessons learnt from COVID
- **Politics and COVID healthcare-** the experience so far
- **Healthcare at your doorstep-** Future Possibilities
- **Seeing the World of Diagnostics through Various Lenses:** Is the landscape changing?
- **MedTech Vision 2030:** Self-reliant Today & Global Leaders Tomorrow
- **Capacity Building for the next decade**
- **Transformational Leadership**



65+  
Speakers

950+  
Delegates

35  
Countries

[Click Here >](#)

**For Viewing the Sessions**

Day 1: [https://youtu.be/OLyB4UtU\\_YU](https://youtu.be/OLyB4UtU_YU) *(includes Awards Ceremony)*

Day 2: <https://youtu.be/uPEQ2bCDJWU>

Day 3: <https://youtu.be/HybBYwk7wml>

# Inaugural Session



## *Welcome Address*

**Dr Sangita Reddy**, Immd. Past President FICCI and Joint MD, Apollo Hospitals Group

## *Theme Address*

**Dr Alok Roy**, Chair, FICCI Health Services Committee & Chairman, Medica Group of Hospitals

## *Inaugural Address*

**Dr V K Paul**, Member, NITI Aayog, Government of India

**Release of FICCI-KPMG Knowledge Paper on 'COVID Induced Healthcare Transformation in India'**

## *Concluding Remarks and Vote of Thanks*

**Mr Gautam Khanna**, Co-Chair-FICCI Health Services Committee & CEO, P D Hinduja Hospital & MRC

## *On Dais*

**Dr Harsh Mahajan**, Co-Chair, FICCI Health Services Committee and Founder & Chief Radiologist, Mahajan Imaging

**(Hony) Brig Dr Arvind Lal**, Chair, FICCI Swasth Bharat Task Force; Executive Chairman, Dr Lal PathLabs and Managing Trustee, ALVL Foundation

## *Session Moderator*

**Dr Arati Verma**, Co-Chair FICCI HEAL and Senior Vice President- Medical Quality, Max Healthcare





## FICCI-KPMG Report on

### **‘COVID-19 induced Healthcare Transformation in India’,**

released during the Inaugural Session of FICCI HEAL 2021, on Oct 20, 2021

The COVID-19 pandemic has created unprecedented disruption for the global health ecosystem. While it has highlighted the weaknesses in public policies and healthcare infrastructures, it also brought in the urgency to discover new approaches to respond to the pandemic and subsequent crisis. FICCI - KPMG in India report, on ‘COVID-19 induced healthcare transformation in India’, highlights the primary areas that underwent transformation as a result of the pandemic and underlines strategic recommendations with respect to key focus areas that require immediate deliberation and action to accelerate the transformation triggered by the pandemic.

The key recommendations listed out by the report include setting up mechanisms for financing “Healthy India”, accelerating health systems strengthening, augmenting capacities for national surveillance and pandemic management, creating a battalion of future health workforce, encouraging greater private sector participation and support and lastly, embedding digital health to bridge systemic gaps. The report emphasizes on the need for increasing public health spending on healthcare and fostering innovative health financing models, exploring make-shift and need-based alternative healthcare infrastructure models, investing in more dynamic and efficient pandemic management systems, among others.

Download





# FICCI HEAL 2021 - Glimpses







# 13<sup>th</sup> FICCI

## Healthcare Excellence Awards

October 20, 2021



### Awards Categories 2021:

- ⇒ Excellence in Service
- ⇒ Excellence in Patient Safety
- ⇒ Excellence in Home Healthcare
- ⇒ Excellence in Capacity Building
- ⇒ Excellence in Social Initiatives
- ⇒ Digital Innovation in Healthcare

### ⇒ Individual Categories

- Lifetime Achievement Award
- Healthcare Personality of the Year
- Healthcare Humanitarian Award
- Special Award for COVID-19

**138**  
Applications  
Received

**52**  
Shortlisted

**12 Awards**  
General  
Category

**6 Awards**  
Individual  
Category

Official Tabulator



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**HEALTHCARE  
EXCELLENCE  
AWARDS 2021  
13TH EDITION**

**INSPIRE • CHANGE • TOGETHER**

**20<sup>TH</sup> OCTOBER 2021**



# FICCI HEALTHCARE EXCELLENCE AWARDS 2021

## 20<sup>TH</sup> OCTOBER 2021

### INTERIM JURY



**Dr Arati Verma**  
Senior Vice President  
Medical Quality, Max  
Healthcare



**Dr Sanjeev Singh**  
Medical Director, Amrita Hospital  
Faridabad & Chief Medical  
Superintendent, Amrita Institute  
of Medical Sciences &  
Research Centre, Kochi



**Mr Ayanabh  
Debgupta**  
Co-Founder & Jt. MD,  
Medica Group of Hospitals



**Dr Ravi Gaur**  
Principal Advisor  
Spice Health  
& Founder  
Dr Gaur Path Labs



**Dr Y P Bhatia**  
Managing Director  
Astron Hospital & Healthcare  
Consultants Pvt Ltd



**Mr A Vijaysimha**  
CEO, Audicor  
Cardiometrics  
Pvt. Ltd.



**Mr Raj Gore**  
CEO, Healthcare Global  
Enterprises Ltd.



**Dr SB Bhattacharyya**  
Founder & CEO at  
Bhattacharyyas Clinical  
Records Research  
& Informatics



**Mr Karthik Rajagopal**  
COO, Manipal Health  
Enterprises Pvt. Ltd.



**Dr J L Meena**  
Joint Director-HN&QA,  
National Health Authority, GoI



**Dr Punam Beja**  
Director, NABH



**Ms Richa Singh Debgupta**  
Senior Vice President,  
Fortis Healthcare, Kolkata



**Dr Vikas Malhotra**  
Professor- Department of ENT,  
Maulana Azad Medical College



**Dr Vidur Mahajan**  
Associate Director,  
Mahajan Imaging &  
Head (R&D), CARING



**Mr Mohammad Ameer**  
Head- Primary Healthcare,  
Technology & Innovations, PATH



**Mr Jagdeep Chauhan**  
Director- HR, PD Hinduja  
Hospital & MRC





# FICCI HEALTHCARE EXCELLENCE AWARDS 2021

## 20<sup>TH</sup> OCTOBER 2021

### AWARDS JURY 2021



#### Jury Chairman

##### Mr CK Mishra

Former Secretary, Ministry of Environment, Forest and Climate Change, GoI



#### Jury Co-Chair

##### Dr Alok Roy

Chair, FICCI Health Services Committee & Chairman, Medica Group of Hospitals

### FINAL JURY



##### Dr Y P Bhatia

Managing Director, Astron Hospital & Healthcare Consultants Pvt Ltd



##### Dr Narottam Puri

Advisor- FICCI Health Services & MVT; Board Member & Former Chairman- NABH; Advisor- Medical Operations, Fortis Healthcare Ltd, Hony. Prof & Advisor- IMA



##### Mr Gautam Khanna

Co-Chair, FICCI Health Services Committee; CEO, PD Hinduja Hospital & MRC



##### (Hony) Brig Dr Arvind Lal

Chair-FICCI Swasth Bharat TF, Executive Chairman, Dr Lal PathLabs Ltd & Managing Trustee, ALVL Foundation



##### Dr Nandakumar Jairam

Advisor- Manipal Education & Medical Group; Independent Healthcare Consultant and Former Chairman NABH & Columbia Asia Hospitals India



##### Dr Shравan Subramanyam

Co-Chair, FICCI Medical Devices Committee; President & CEO, GE Healthcare South Asia



##### Dr Atul Kochhar

CEO, NABH



##### Ms Maiti Jaswal

Advisor, National Health Authority, GoI



##### Dr Jitender Sharma

Managing Director, AMTZ



##### Mr Kiran Anandam Pillai

Advisor (Technology), National Health Authority, GoI



##### Dr Ravi Gaur

Principal Advisor- Spice Health & Founder- Dr Gaur Path Labs



##### Prof Arnab K Laha

Chairperson, Center for Management of Health Services, IIM Ahmedabad





*Chief Guest*

**Dr Bharati Pravin Pawar**, Hon'ble Minister of State, Ministry of Health and Family Welfare, Government of India



*Guest of Honor*

**Mr C K Mishra**, Former Secretary, Ministry of Environment, Forest and Climate Change, Government of India



*Welcome Remarks*

**Mr Subhrakant Panda**, Vice President, FICCI



*Moderation*

**Dr Narottam Puri**, Advisor, FICCI Health Services





**LIFETIME ACHIEVEMENT AWARD**








**Dr Nandakumar Jairam**

Advisor- Manipal Education & Medical Group; Independent Healthcare Consultant; Former Chairman – NABH & Columbia Asia Hospitals

**HEALTHCARE PERSONALITY OF THE YEAR**








**Mr Adar Poonawalla**

CEO, Serum Institute of India



**HEALTHCARE HUMANITARIAN AWARD**








**Dr Hanumappa Sudarshan**

Founder, Vivekananda Girijana Kalyana Kendra & Founder and Hony. Secretary, Karuna Trust, Bangalore

**HEALTHCARE HUMANITARIAN AWARD**








**Dr Kshama Metre**

Rural Development Leader and Paediatrician, Chinmaya Organization of Rural Development (CORD)

**SPECIAL AWARD FOR DOCTOR FOR COVID-19**








**Dr Munisha Agarwal**

Director Professor, Department of Anesthesiology, Maulana Azad Medical College & Lok Nayak Hospital, Delhi

**SPECIAL AWARD FOR DOCTOR FOR COVID-19**








**Dr Rahul Pandit**

Director- Critical Care, Fortis Mumbai

# INDIVIDUAL AWARD WINNERS





# GENERAL CATEGORY AWARD WINNERS



**WINNER: EXCELLENCE IN SERVICE (PRIVATE HOSPITAL)**

**Initiative and its implementation**

**Healthcare Digital Dispensaries**

**Problems identified:** Lack of Medical & Clinical staff at PHOs, increasing load of Primary Care workers at tertiary care hospitals, unavailability of proper infrastructure, improper monitoring of health programs being implemented at Point of Care.

**Details of the Initiative:** Apollo's Digital Dispensaries is a 100% beta in collaboration with Govt of Jharkhand electronically supporting DR PHOs with teleconsultation services with doctors connected virtually.

**Methodology adopted:** Teleconsultation platform for doctor consultation, Specialist clinics with virtual digital doctors, Specialist consultation virtually from 1000. Availability of essential diagnostics with connected devices, Pharmacy and shipping services through AI-enabled fulfillment management system to ensure continuity.

**Availability of eGP:** Assured through biometric authentication mechanism, Performance monitoring through live Dashboard, e-reference.

**Challenges faced & steps taken to overcome:** All integrated content by provision of Data card for backup & data not lost and placed in Secure Web browser directly by provision of their geographic data implementation & new working with Govt for provision of visa power backup. Lack of digital management by engaging with paramedics, efforts to recruit manpower and ensuring financial sustainability with extensive ethics of digital knowledge Govt involved - digital signature of this change management and testing cost of \$10L.

**Time taken for setup:** 10-12 months from launch from October to 31<sup>st</sup> March 2020th commencement of services at all 300 dispensaries.

**Apollo Telehealth Services Private Limited**  
Jharkhand Digital Dispensaries

**WINNER: EXCELLENCE IN SERVICE (OTHER HEALTHCARE PROVIDERS)**

**Initiative and its implementation**

**Mission Restore**

**Problems identified:** We have identified operational inefficiencies in our laboratory services. The primary challenge was the lack of a unified platform for our customers to interact with us. This led to a fragmented experience across different touchpoints, resulting in inefficiencies and delays in service delivery.

**Methodology adopted:** We aimed to create a unified digital platform for our customers. This involved a comprehensive redesign of our customer journey, from appointment scheduling to test results delivery. We leveraged cloud-based technologies to ensure scalability and security.

**Details of the Initiative:** We launched 'Mission Restore', a digital platform that provides a seamless and secure experience for our customers. The platform includes features for appointment booking, test ordering, result delivery, and secure communication with healthcare providers. We also implemented robust security measures to protect patient data.

**Challenges faced during implementation:** Integrating legacy systems with the new platform was a significant challenge. Additionally, ensuring compliance with healthcare regulations and maintaining high standards of data security were ongoing concerns.

**Steps taken to overcome the challenge:** We adopted a phased approach to the implementation, allowing us to address integration issues and security concerns incrementally. We also engaged external experts for specialized support and conducted extensive testing to ensure a smooth launch.

**Time taken for setup:** 18 months.

**Dr Lal PathLabs**  
Mission Restore

**WINNER: EXCELLENCE IN PATIENT SAFETY (PRIVATE HOSPITAL)**

**Initiative and its implementation**

**Locking the errors - A Strategic approach for Medication error prevention**

Methodology adopted	Challenges faced during implementation
<ul style="list-style-type: none"> <li>Appointment scheduling via SMS, WhatsApp, and other digital channels.</li> <li>Integration of the platform with existing hospital systems.</li> <li>Implementation of the program in a phased manner to ensure smooth adoption.</li> <li>Regular monitoring and evaluation of the program's impact on medication errors.</li> <li>Continuous training and support for healthcare staff.</li> </ul>	<ul style="list-style-type: none"> <li>Integration with existing hospital systems.</li> <li>Change management and staff training.</li> <li>Ensuring data security and privacy.</li> <li>Addressing patient concerns and feedback.</li> </ul>

**Time taken for setup:** 18 months.

**Aster Medcity, Kochi**  
Locking the errors - A Strategic approach for Medication error prevention

**WINNER: EXCELLENCE IN PATIENT SAFETY (OTHER HEALTHCARE PROVIDERS)**

**Initiative and its implementation**

**Implementation of EuCiID Software**

**Problems identified:** Lack of a unified platform for patient data across different departments and providers, leading to fragmented care and potential safety risks.

**Methodology adopted:** Implementation of EuCiID (European Union Critical Incident Database) software to centralize patient data and improve safety.

**Details of the Initiative:** EuCiID is a data base management system which will directly capture the patient treatment data directly from machines. It has a capability to generate the reports summary which will help the physicians to review the patient clinical history and identify the patient safety risks.

**Challenges faced during implementation:** Integrating EuCiID with existing hospital systems and ensuring data security were key challenges.

**Steps taken to overcome the challenge:** We conducted thorough testing and provided comprehensive training to healthcare staff.

**Time taken for setup:** 12 months.

**Fresenius Medical Care (India) Private Limited**  
Implementation of EuCiID Software

**WINNER: DIGITAL INNOVATION IN HEALTHCARE (HEALTHCARE PROVIDERS)**

**Initiative and its implementation**

**Teladoc Health Robots**

**Problems identified:** Limited availability of specialist doctors in rural areas, leading to delayed diagnosis and treatment.

**Methodology adopted:** Implementation of Teladoc Health Robots for remote patient monitoring and teleconsultation.

**Details of the Initiative:** Teladoc Health Robots are AI-powered devices that monitor vital signs and provide real-time feedback to healthcare providers.

**Challenges faced during implementation:** Ensuring reliable internet connectivity and training healthcare staff on the technology.

**Steps taken to overcome the challenge:** We established a robust network infrastructure and provided hands-on training to staff.

**Time taken for setup:** 18 months.

**Meenakshi Mission Hospital and Research Centre**  
Teladoc Health Robots

**WINNER: DIGITAL INNOVATION IN HEALTHCARE (MEDTECH/ HEALTHCARE RESEARCH/ STARTUPS)**

**Initiative and its implementation**

**The Healthcare Artificial Catalyst (HAIC) project**

**Problems identified:** Fragmented healthcare data and lack of interoperability between different systems.

**Methodology adopted:** Development of HAIC (Healthcare Artificial Catalyst) project to create a unified digital ecosystem.

**Details of the Initiative:** HAIC is a digital ecosystem that enables seamless data exchange and collaboration between healthcare providers, researchers, and patients.

**Challenges faced during implementation:** Overcoming data silos and ensuring privacy and security.

**Steps taken to overcome the challenge:** We established a governance framework and implemented robust security protocols.

**Time taken for setup:** 24 months.

**Elsevier**  
The Healthcare Artificial Catalyst (HAIC) project





# GENERAL CATEGORY AWARD WINNERS



**WINNER: EXCELLENCE IN CAPACITY BUILDING**

**ARTIST**  
 (Asian Research and Training Institute for Skill Transfer)  
 Skill development of Healthcare Providers Pan India for women healthcare and safe delivery during covid pandemic and beyond through Digital media

**Initiative and its implementation**

Skill development of Healthcare Providers Pan India for women healthcare and safe delivery during covid pandemic and beyond through Digital media

**Problem identified:** COVID-19 pandemic has impacted the health and well-being of women across the globe. The need for women's health and safe delivery during COVID-19 pandemic is a global challenge. The need for women's health and safe delivery during COVID-19 pandemic is a global challenge. The need for women's health and safe delivery during COVID-19 pandemic is a global challenge.

**Details of the initiative:** ARTIST (Asian Research and Training Institute for Skill Transfer) has initiated a skill development program for women healthcare providers across India. The program focuses on digital media and e-learning to provide women healthcare providers with the necessary skills to deliver safe and healthy pregnancies and babies during the COVID-19 pandemic.

**Methodology adopted:** The program uses a blended learning approach, combining online e-learning modules with offline hands-on training. The program is delivered through a digital platform, ensuring that women healthcare providers can access the program from anywhere and at any time.

**Challenges faced during implementation:** The program faced several challenges, including limited internet connectivity in rural areas and a lack of digital literacy skills among some participants. However, the program was successful in reaching a large number of women healthcare providers across India.

**Steps taken to overcome the challenge:** The program team provided offline training materials and support to participants who faced internet connectivity issues. They also provided digital literacy training to help participants access the program more effectively.

**Outcomes achieved:** The program successfully trained over 10,000 women healthcare providers across India. Participants reported improved confidence and skills in delivering safe and healthy pregnancies and babies during the COVID-19 pandemic.

**Key learnings from the initiative:** The program demonstrated the importance of digital media and e-learning in providing healthcare services during a pandemic. It also highlighted the need for continuous skill development and training for healthcare providers.

**How to scale up the initiative:** The program can be scaled up by expanding to more countries and regions. It can also be used as a model for other skill development programs in the healthcare sector.

**How to sustain the initiative:** The program can be sustained by continuing to provide digital media and e-learning resources to participants. It can also be used as a platform for ongoing training and support.

**WINNER: EXCELLENCE IN SOCIAL INITIATIVE (NGOs)**

**MSD For Mothers**  
 Project Manyata

**Initiative and its implementation**

Project Manyata

**Problem identified:** Many women in India, especially in rural areas, lack access to essential maternal and child health services. This leads to high rates of maternal and child mortality. The need for maternal and child health services is a global challenge. The need for maternal and child health services is a global challenge. The need for maternal and child health services is a global challenge.

**Details of the initiative:** MSD For Mothers is a social initiative that provides essential maternal and child health services to women in rural India. The program focuses on antenatal care, safe delivery, and postnatal care. The program is delivered through a network of community health workers and health centers.

**Methodology adopted:** The program uses a community-based approach, involving local health workers and community members. The program is delivered through a network of health centers and mobile health units.

**Challenges faced during implementation:** The program faced several challenges, including limited resources and a lack of infrastructure in rural areas. However, the program was successful in providing essential services to women in rural India.

**Steps taken to overcome the challenge:** The program team sought external funding and support to expand the program. They also worked to improve the infrastructure and resources of the health centers.

**Outcomes achieved:** The program successfully provided essential maternal and child health services to over 100,000 women in rural India. This led to a significant reduction in maternal and child mortality.

**Key learnings from the initiative:** The program demonstrated the importance of community-based approaches in providing healthcare services in rural areas. It also highlighted the need for continuous support and funding for such initiatives.

**How to scale up the initiative:** The program can be scaled up by expanding to more rural areas and countries. It can also be used as a model for other social initiatives in the healthcare sector.

**How to sustain the initiative:** The program can be sustained by continuing to provide essential services to women in rural India. It can also be used as a platform for ongoing training and support.

**WINNER: EXCELLENCE IN SOCIAL INITIATIVE (CORPORATES AND OTHER HEALTHCARE SERVICE PROVIDERS)**

**Johnson & Johnson Private Limited**  
 Putting our Purpose in Action towards COVID-19 Response

**Initiative and its implementation**

Putting our Purpose in Action towards COVID-19 Response

**Problem identified:** The COVID-19 pandemic has caused a global health crisis, leading to a significant loss of lives and economic damage. The need for COVID-19 response is a global challenge. The need for COVID-19 response is a global challenge. The need for COVID-19 response is a global challenge.

**Details of the initiative:** Johnson & Johnson Private Limited has initiated a COVID-19 response program across India. The program focuses on providing essential services, including testing, treatment, and vaccination. The program is delivered through a network of health centers and mobile health units.

**Methodology adopted:** The program uses a multi-pronged approach, involving government partners, private healthcare providers, and community members. The program is delivered through a network of health centers and mobile health units.

**Challenges faced during implementation:** The program faced several challenges, including limited resources and a lack of infrastructure in rural areas. However, the program was successful in providing essential services to people across India.

**Steps taken to overcome the challenge:** The program team sought external funding and support to expand the program. They also worked to improve the infrastructure and resources of the health centers.

**Outcomes achieved:** The program successfully provided essential COVID-19 response services to over 100,000 people across India. This led to a significant reduction in the impact of the pandemic.

**Key learnings from the initiative:** The program demonstrated the importance of multi-pronged approaches in providing healthcare services during a pandemic. It also highlighted the need for continuous support and funding for such initiatives.

**How to scale up the initiative:** The program can be scaled up by expanding to more countries and regions. It can also be used as a model for other COVID-19 response programs in the healthcare sector.

**How to sustain the initiative:** The program can be sustained by continuing to provide essential services to people across India. It can also be used as a platform for ongoing training and support.

**WINNER: EXCELLENCE IN SOCIAL INITIATIVE (CORPORATES AND OTHER HEALTHCARE SERVICE PROVIDERS)**

**Chettinad Hospital and Research Institute**  
 Chettinad Free Community Hospital (CFCH)- Revisiting the health care needs of rural poor

**Initiative and its implementation**

Chettinad Free Community Hospital (CFCH) - Revisiting the health care needs of rural poor

**Problem identified:** Rural areas in India lack access to essential healthcare services, leading to high rates of morbidity and mortality. The need for rural healthcare is a global challenge. The need for rural healthcare is a global challenge. The need for rural healthcare is a global challenge.

**Details of the initiative:** Chettinad Free Community Hospital (CFCH) is a social initiative that provides essential healthcare services to people in rural India. The program focuses on primary care, maternal and child health, and infectious diseases. The program is delivered through a network of health centers and mobile health units.

**Methodology adopted:** The program uses a community-based approach, involving local health workers and community members. The program is delivered through a network of health centers and mobile health units.

**Challenges faced during implementation:** The program faced several challenges, including limited resources and a lack of infrastructure in rural areas. However, the program was successful in providing essential services to people in rural India.

**Steps taken to overcome the challenge:** The program team sought external funding and support to expand the program. They also worked to improve the infrastructure and resources of the health centers.

**Outcomes achieved:** The program successfully provided essential healthcare services to over 100,000 people in rural India. This led to a significant reduction in morbidity and mortality.

**Key learnings from the initiative:** The program demonstrated the importance of community-based approaches in providing healthcare services in rural areas. It also highlighted the need for continuous support and funding for such initiatives.

**How to scale up the initiative:** The program can be scaled up by expanding to more rural areas and countries. It can also be used as a model for other social initiatives in the healthcare sector.

**How to sustain the initiative:** The program can be sustained by continuing to provide essential services to people in rural India. It can also be used as a platform for ongoing training and support.

**WINNER: EXCELLENCE IN HOME HEALTHCARE**

**Apollo Home Health Care Limited**  
 Apollo STAY | AT home

**Initiative and its implementation**

Apollo STAY | AT home

**Problem identified:** Many people in India, especially in urban areas, lack access to essential home healthcare services. This leads to high rates of morbidity and mortality. The need for home healthcare is a global challenge. The need for home healthcare is a global challenge. The need for home healthcare is a global challenge.

**Details of the initiative:** Apollo Home Health Care Limited has initiated a home healthcare program across India. The program focuses on providing essential services, including testing, treatment, and vaccination. The program is delivered through a network of health centers and mobile health units.

**Methodology adopted:** The program uses a community-based approach, involving local health workers and community members. The program is delivered through a network of health centers and mobile health units.

**Challenges faced during implementation:** The program faced several challenges, including limited resources and a lack of infrastructure in rural areas. However, the program was successful in providing essential services to people across India.

**Steps taken to overcome the challenge:** The program team sought external funding and support to expand the program. They also worked to improve the infrastructure and resources of the health centers.

**Outcomes achieved:** The program successfully provided essential home healthcare services to over 100,000 people across India. This led to a significant reduction in morbidity and mortality.

**Key learnings from the initiative:** The program demonstrated the importance of community-based approaches in providing healthcare services in rural areas. It also highlighted the need for continuous support and funding for such initiatives.

**How to scale up the initiative:** The program can be scaled up by expanding to more rural areas and countries. It can also be used as a model for other social initiatives in the healthcare sector.

**How to sustain the initiative:** The program can be sustained by continuing to provide essential services to people across India. It can also be used as a platform for ongoing training and support.

**WINNER: EXCELLENCE IN HOME HEALTHCARE**

**Sir Ganga Ram Trust Society**  
 Reach out - Care at your doorstep

**Initiative and its implementation**

Reach out - Care at your doorstep

**Problem identified:** Many people in India, especially in urban areas, lack access to essential home healthcare services. This leads to high rates of morbidity and mortality. The need for home healthcare is a global challenge. The need for home healthcare is a global challenge. The need for home healthcare is a global challenge.

**Details of the initiative:** Sir Ganga Ram Trust Society has initiated a home healthcare program across India. The program focuses on providing essential services, including testing, treatment, and vaccination. The program is delivered through a network of health centers and mobile health units.

**Methodology adopted:** The program uses a community-based approach, involving local health workers and community members. The program is delivered through a network of health centers and mobile health units.

**Challenges faced during implementation:** The program faced several challenges, including limited resources and a lack of infrastructure in rural areas. However, the program was successful in providing essential services to people across India.

**Steps taken to overcome the challenge:** The program team sought external funding and support to expand the program. They also worked to improve the infrastructure and resources of the health centers.

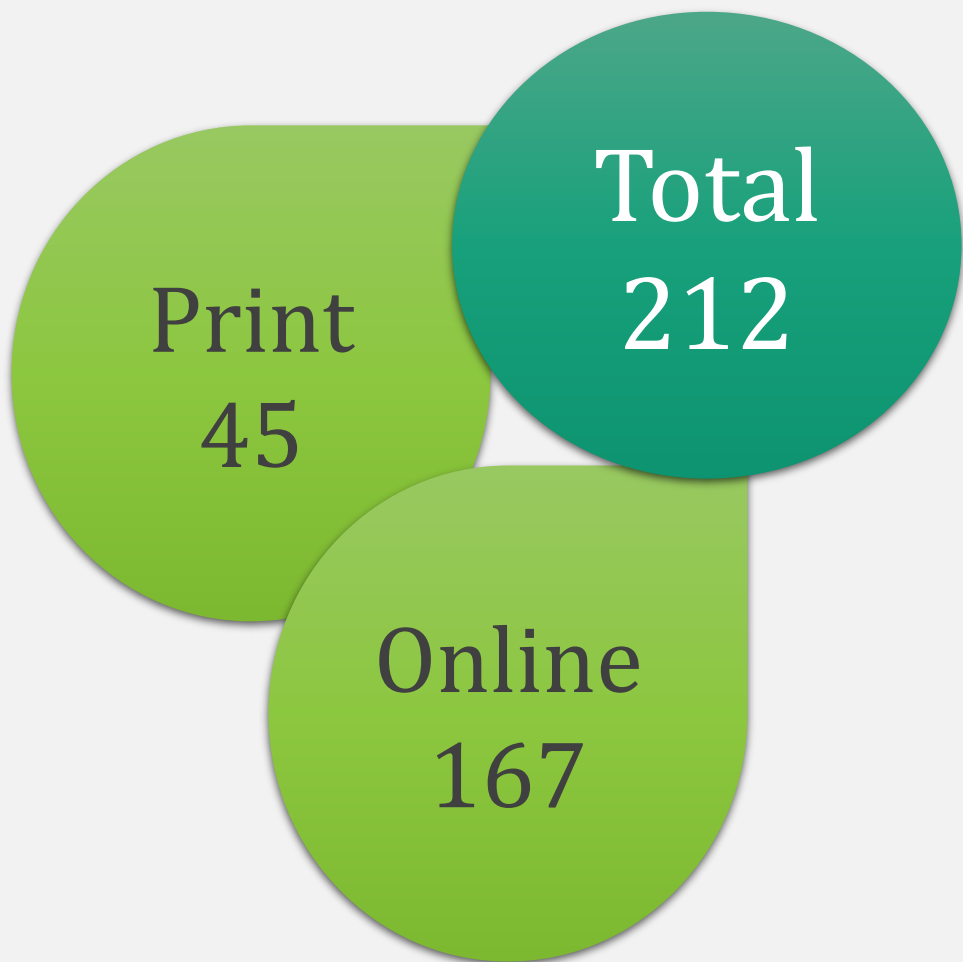
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**Key learnings from the initiative:** The program demonstrated the importance of community-based approaches in providing healthcare services in rural areas. It also highlighted the need for continuous support and funding for such initiatives.

**How to scale up the initiative:** The program can be scaled up by expanding to more rural areas and countries. It can also be used as a model for other social initiatives in the healthcare sector.

**How to sustain the initiative:** The program can be sustained by continuing to provide essential services to people across India. It can also be used as a platform for ongoing training and support.

# MEDIA COVERAGE



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Total Post	Impressions	Clicks
94	21,016	888



Total Post	Impressions	Reach
94	3,281	3,145



# MEDIA COVERAGE



PPP crucial to address gaps in, to transform healthcare system: MoS health Pawar



Union minister of state for health and family welfare Dr Bharati Pravin Pawar said that in the last seven years every policy intervention of the central government aims at providing good quality, accessible and affordable healthcare facilities to the poor and middle class. (ANI/ PIB)

1 min read . Updated: 20 Oct 2021, 06:00 PM IST

Livemint

Minister of state for health and family welfare Dr Bharati Pravin Pawar said PPP in healthcare has the potential to resolve the issues and ensure healthcare inclusion for the Indian masses and create a sustainable long-term model

Covid-19 pandemic has highlighted gaps in the Indian healthcare system which offers a distinctive opportunity to transform it through the private-public partnership, Dr Bharati Pravin Pawar, Minister of State, Ministry of Health and Family Welfare said on Wednesday.

Addressing the Ficci Healthcare Excellence Awards, Dr Pawar said, PPP in healthcare has the potential to resolve the issues and ensure healthcare inclusion for the Indian masses and create a sustainable long-term model. "The way India has shown its capability in running the world's largest immunization campaign and manufacturing the vaccine, makes us believe that a new era in the cooperation of private-private partnership is about to start in healthcare sector to build a stronger healthcare ecosystem," she added.

## State budgets on healthcare to be increased to 8 per cent: Govt

STATESMAN NEWS SERVICE  
NEW DELHI, 20 OCTOBER

The Centre's Pradhan Mantri Jan Arogya Yojana (PM JAY) that focuses on secondary and tertiary care, will expand further and states planning to increase their budgets on healthcare from current 4-4.5 percent to almost 8 percent, said Dr VK Paul (*file photo*), Member, NITI Aayog here today.

Addressing the inaugural session of "FICCI HEAL 2021", organised jointly with the Ministry of Health and Family Welfare, GoI and NITI Aayog, Dr Paul stated that the government will continue to refine PMJAY and all those who are not yet part of it should partner with it. "We



must work to include the remaining hospitals into the PMJAY paradigm. We have to work on the high volume and modest return model in this," he added.

State governments, he said, are planning to increase their budgets on healthcare from current 4-4.5 percent to almost 8 percent in order to give req-

uisite focus on enhancing the healthcare status.

"As critical medicine and emergency medicine remain a weak area as far as public health is concerned, we need to strengthen the critical care of the nation," Dr Paul said

Exhorting private hospitals and stakeholders, he said "The PM Atmanirbhar Swasth Bharat Yojana also includes critical care infrastructure augmentation and it's a spontaneous area where we can work together. There is a need for building a National Network of Excellent Emergency and Trauma System."

More district hospitals should be converted into medical colleges to help augment our human resources,

Dr Paul said as he urged the private sector to increase focus on DNB education for enhancing the specialist doctors in the country. "A large volume of beds is not being used for education. Every bed has to be used and the pathway is the DNB program," he added.

Dr Sangita Reddy, former president, FICCI and Joint MD, Apollo Hospitals Group said, "The rate revision by the government of Pradhan Mantri Jan Arogya Yojana will surely aid in more private hospitals joining hands with the government.

"I urge the government to come up with out-patient packages under the PMJAY," she added.

### MoS Dr. Bharati Pawar addresses Annual FICCI Healthcare Excellence Awards Ceremony

Minister of State for Health and Family Welfare Dr. Bharati Pravin Pawar today said, relentless efforts of the Central Government have resulted in the launching of various nationwide programs for prevention, control and eradication of communicable and non-communicable diseases.

Dr Pawar said, there is a great responsibility on her ministry to achieve the Prime Minister's dream of achieving affordable, accessible, safe and modern healthcare in the country. Addressing the Annual FICCI Healthcare Excellence Awards Ceremony, the Minister highlighted that in working towards the goal of achieving universal health coverage, the government launched the world's largest public-funded healthcare program, the Ayushman Bharat Mission. She said that the scheme has been expanded to include the Digital Health Mission that aims to converge the various components of healthcare ecosystem on one platform for seamless integration and better healthcare outcomes.

Dr Pawar informed that the government has also launched numerous financial support schemes over the past couple of years for creating the appropriate environment for growth as well as augmenting public-private infrastructure of hospitals, public-funded labs across the country. The minister said, the National Medical Commission and the Paramedics Council have been key achievements in the field of medical education.



'Infuse funds for capacity creation in health sector' (02:50)

New Delhi, Oct 23 (IANS) While we have to infuse lots of funds into infrastructure, we also have to infuse more efforts and activities for capacity creation - both from public as well as the private sector, said Dr K Madan Gopal, Senior Consultant, NITI Aayog, on Friday here. Talking about capacity building, he expressed concern on the present health infrastructure in the country.

### Govt Planning To Develop Ambit Of Pradhan Mantri Jan Arogya Yojana, Says NITI Aayog's VK Paul

By indiatimes.in October 20, 2021



New Delhi: Calling it to be the primary automobile of secondary and tertiary medical care, Niti Aayog's VK Paul on Wednesday mentioned that PM-JAY (Pradhan Mantri Jan Arogya Yojana) has begun to soak up different authorities schemes and the Centre is planning to increase its scope on the initiatives of the state governments.

Whereas talking on the inaugural session of "FICCI HEAL 2021", organized collectively with the Ministry of Well being and Household Welfare, Authorities of India and NITI Aayog, Dr Paul mentioned that the federal government will proceed to refine PMJAY and all those that aren't but a part of it ought to accomplice with it.

"The central authorities can be keen to extend its ambit. PM-JAY is right here to remain, and it's the major automobile for secondary and tertiary care and subsequently we've to reposition ourselves to align with this," information company ANI quoted him as saying.

Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY) is a nationwide public medical insurance fund of the Authorities of India that goals to offer free entry to medical insurance protection for low earnings earners within the nation.

Dr Paul additional pressured on working to incorporate the remaining hospitals into the PMJAY's ambit with efforts on the excessive quantity and modest return mannequin.

He additionally said that the realm of vital medication and extension in emergency medication must be leveraged by the nation.



'Infuse funds for capacity creation in health sector'

While we have to infuse lots of funds into infrastructure, we also have to infuse more efforts and activities for capacity creation - both from public as well as the private sector, said Dr K Madan Gopal, Senior Consultant, NITI Aayog, on Friday here. Talking about capacity building, he expressed concern on the present health infrastructure in the country.

Dr Gopal was speaking on the third consecutive day at 15th edition of Annual Healthcare Physical & Virtual Conference FICCI HEAL 2021: Transforming Healthcare beyond COVID, held from October 20 to 22. The healthcare conference was held on how to bring healthcare at everybody's doorstep and the future of med-tech industry in India.

While talking about the changing landscapes of Diagnostics, Dr Om Manchanda, MD, Dr Lal PathLabs shared that India market is larger as compared to many other countries and there is a huge potential for organized players and a shift from sector which faced many challenges during the pandemic, has benefited quite a bit through production linked incentives and various other schemes.

Speaking on the event, Dr Shrawan Subramanyam, FICCI Medical Devices Committee and President & CEO, GE Healthcare South Asia said, "The med-tech industry today could not be in a better place to address the needs of the market, patients and communities. The mandate from our government to be self-reliant is very critical, and med-tech sector which faced many challenges during the pandemic, has benefited quite a bit through production linked incentives and various other schemes."

Madan Krishna, Vice President and Managing Director, India Medtronic shared his view on infrastructure, "Today we need a single window clearance system so that there is an ease of expansion of health infrastructure."

Dr Akshay Chauhan, FICCI Health Services Committee, closed the conference saying that the three-day conference was organized with a view to cover all healthcare stakeholders and provide a forum for sharing of learnings and experiences as well as deliberate on the opportunities for transforming Indian healthcare system beyond COVID.

FICCI-KPMG Knowledge Paper on COVID Induced Healthcare Transformation, was released during the inaugural session of the conference. The conference was supported by Ministry of Health and Family Welfare and NITI Aayog.

IANS is a group



# FICCI Conference To Discuss Healthcare Beyond COVID Next Week

FICCI has announced its 15th edition of the annual healthcare conference FICCI HEAL 2021 on the theme "Transforming Healthcare beyond COVID".

Written By Press Trust Of India



PTI

Industry body FICCI has announced its 15th edition of the annual healthcare conference FICCI HEAL 2021 on the theme "Transforming Healthcare beyond COVID".

According to a statement, the FICCI HEAL, supported by NITI Aayog will be held from Wednesday to Friday.

The 15th edition of FICCI HEAL on the theme "Transforming Healthcare beyond COVID will be scheduled on a virtual platform and will include keynote addresses, thought leadership and plenary sessions, panel discussions as well as talks covering the entire spectrum of healthcare delivery-public health, capacity building, insurance, digital health, diagnostics, medical technologies, home healthcare as well as vaccines, the statement said.

# FICCI HEAL: "PM-JAY here to stay, industry must reposition to align with it"

As per Dr VK, Paul, member, NITI Aayog, the state budgets on healthcare would be increased to 8 percent from current 4-4.5 percent

By BioVoice Correspondent - October 21, 2021

40 0



**New Delhi:** Dr VK Paul, Member, NITI Aayog has said that PM JAY (Pradhan Mantri Jan Arogya Yojana) has started to absorb other government schemes and expanding its scope on the initiatives of the state governments. "The central government is also willing to increase its ambit. PM JAY is here to stay, and it is the main vehicle for secondary and tertiary care and therefore we have to reposition ourselves to align with this," he added.

Addressing the inaugural session of 'FICCI HEAL 2021', organized jointly with the Ministry of Health and Family Welfare, GoI and NITI Aayog on October 20, 2021, Dr Paul stated that the government will continue to refine PMJAY and all those who are not yet part of it should partner with it. "We must work to include the remaining hospitals into the PMJAY paradigm. We have to work on the high volume and modest return model in this," he added.



# Dr VK Paul stresses on to build national network of excellent emergency and trauma system

IMT News Desk - October 20, 2021

525 2 minutes read

## प्रधानमंत्री जन आरोग्य योजना का दायरा बढ़ा रही केंद्र सरकार, हेल्थकेयर बजट को भी बढ़ाया जाएगा: डॉ. वी के पॉल

डॉ. पॉल ने कहा कि सरकार हेल्थकेयर का बजट बढ़ाने की योजना बना रही है. इसे मौजूदा 4.5 प्रतिशत से तकरीबन 8 प्रतिशत करने की योजना है. इससे हेल्थकेयर की स्थिति को और बेहतर किया जा सकेगा.

TV9 Hindi Publish Date - 5:40 pm, Thu, 21 October 21

Edited By: Abhishek Panchal



# FICCI HEAL 2021 deliberated on home healthcare and transformation to digital care models during pandemic

FICCI HEAL 2021 was a conglomeration of CEOs, policy makers, national and international leaders from healthcare and allied industries.

By FE Online October 23, 2021 2:56 PM



# FICCI HEAL 2021 on the conclusive day discussed the possibilities on bringing healthcare at doorstep & future of diagnostics, med-Tech

By: EH News Bureau - Oct 23, 2021

NEWS COVID-19 UPDATES LAB DIAGNOSTICS



1 0

Read Article

The three-day conference was themed on, "Transforming Healthcare beyond COVID" and was organised from 20th-22nd Oct 2021

# Immunodeficient people may require booster dose, priority to give 2 doses to everyone, says Dr NK Arora

"The whole discussion about administering booster dose has picked up steam in India, but I think our priority of administering two doses to all is an appropriate policy," Arora said.





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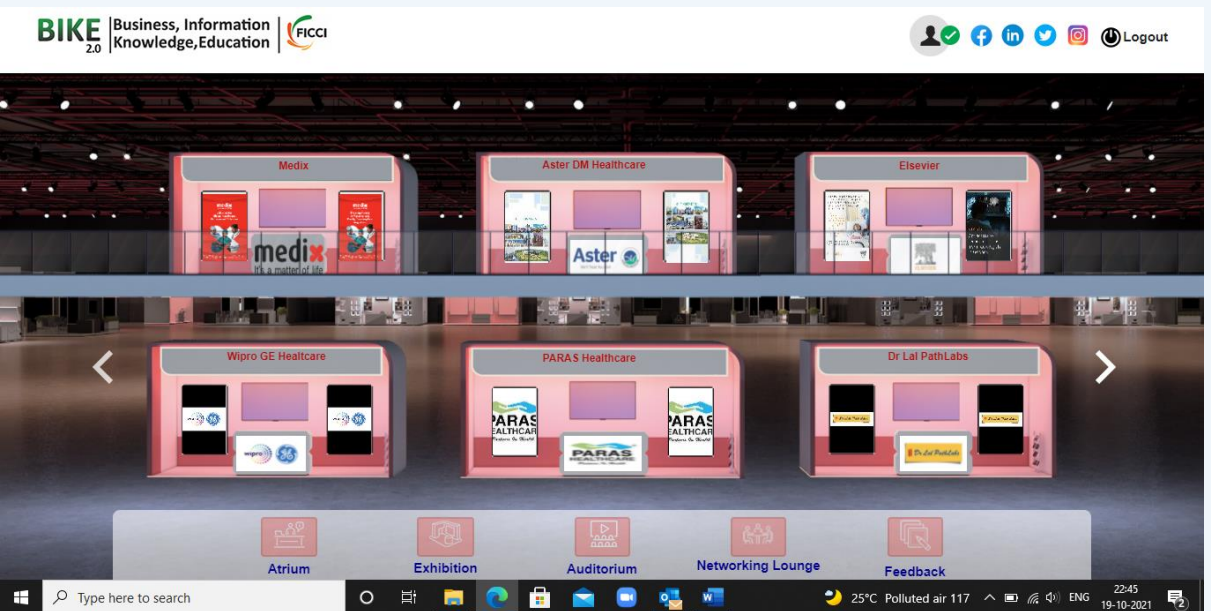
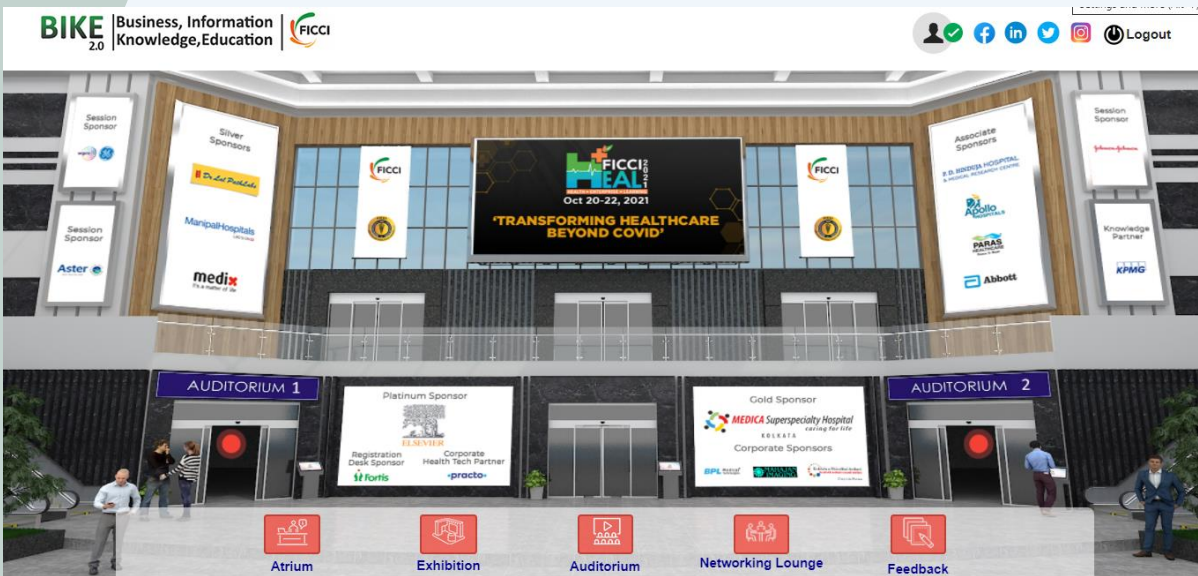
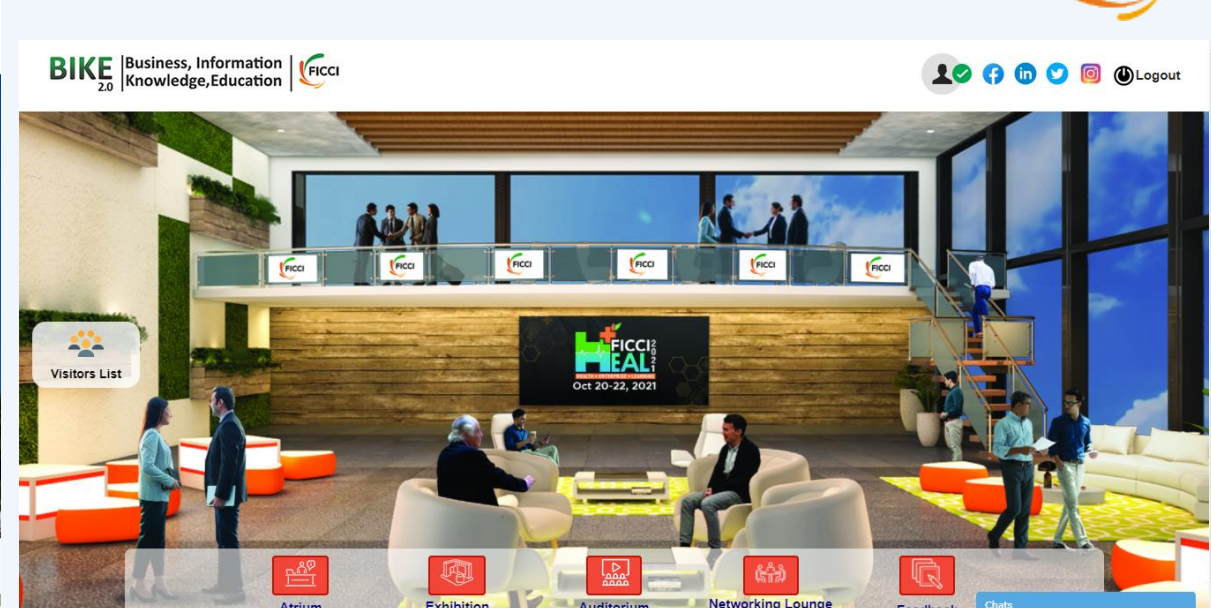
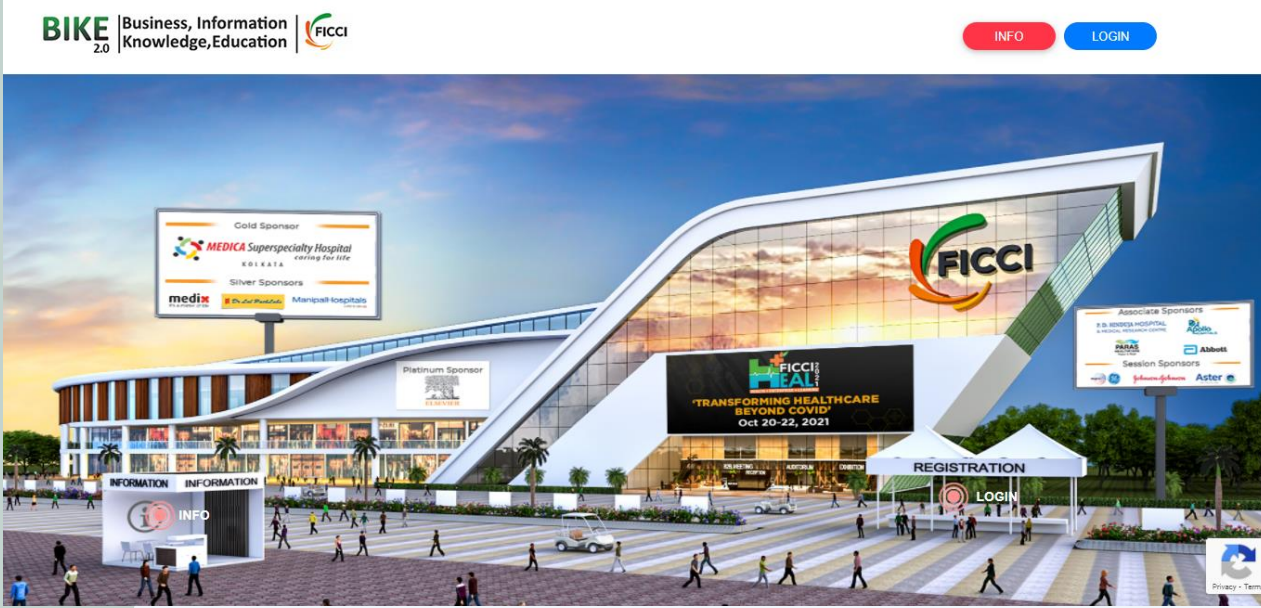
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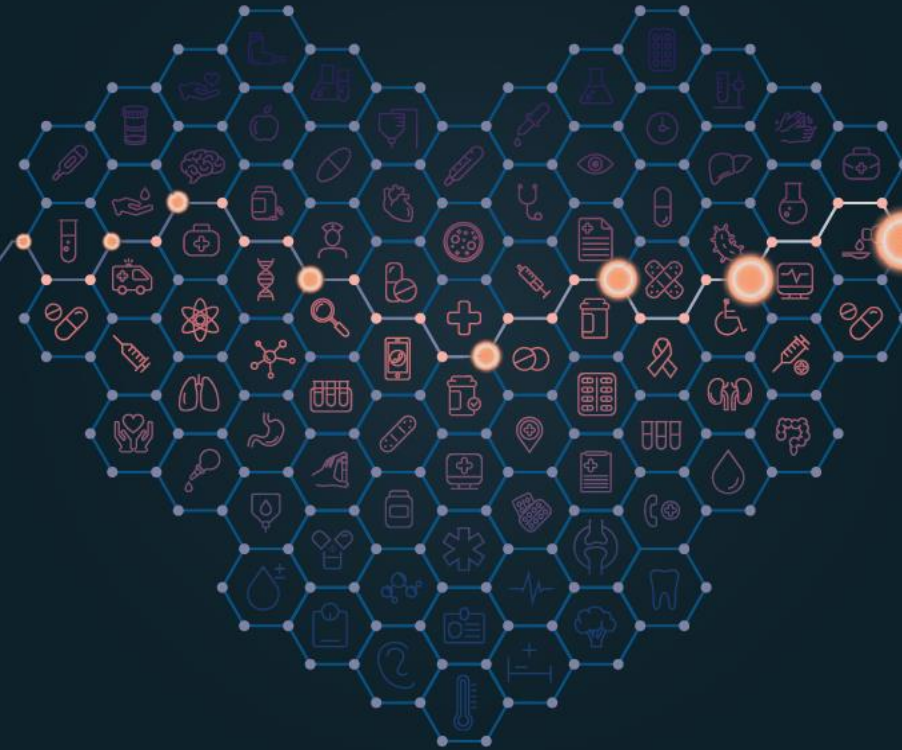


# FICCI BIKE Platform – FICCI HEAL - Glimpses





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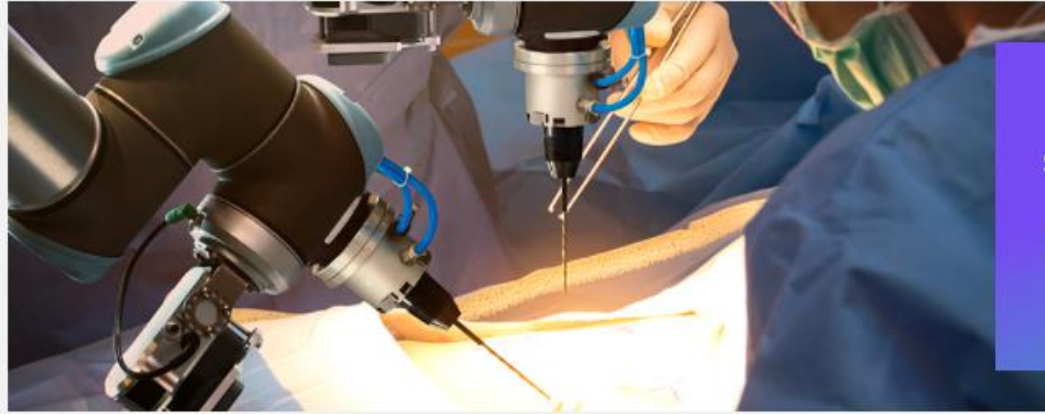


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**30 JANUARY-  
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Contact- Mr Ishan Pandita  
[ishan.pandita@ficci.com](mailto:ishan.pandita@ficci.com)



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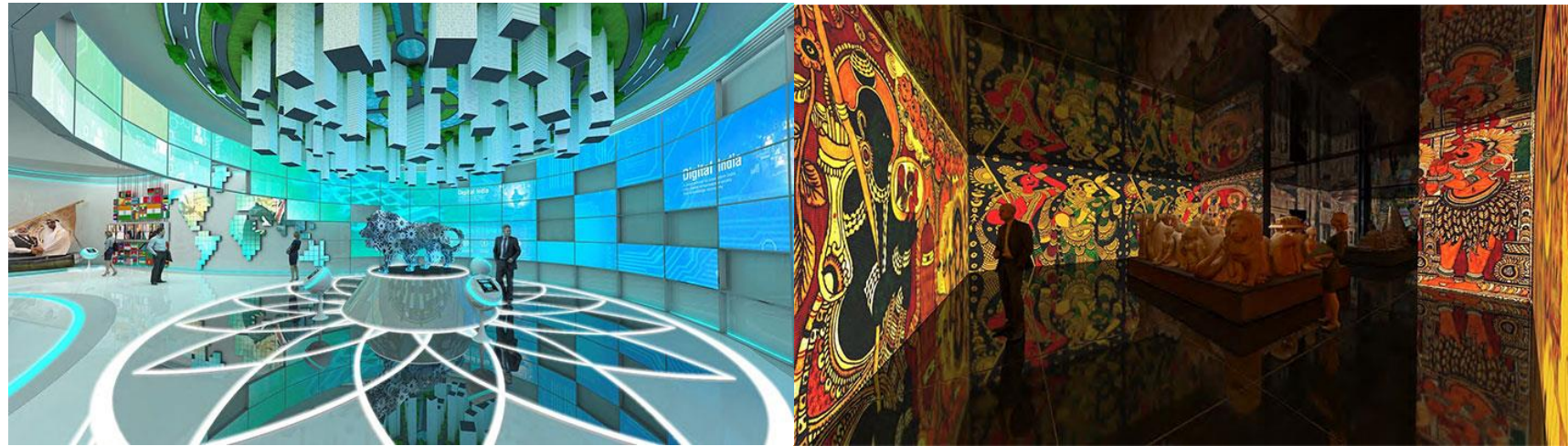
### WELLNESS AND LONGEVITY

The Indian Healthcare Sector Is Projected To Reach US\$ 372 Billion By 2022

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## About FICCI Health Services

**FICCI Health Services Committee constituted in 2006**, has been pivotal in facilitating interaction among stakeholders to jointly work towards creating the building blocks for achieving quality healthcare through initiatives like:

- Standard Treatment Guidelines (STGs) for tertiary, secondary and primary care
- National Costing Guidelines
- Categorization of healthcare providers
- National Electronic Health Records
- Innovations in Healthcare
- Tackling Non-communicable diseases
- Bridging the skill gaps and augmenting healthcare workforce
- Recommendations on recent programs and policies include **National Health Policy 2017, Ayushman Bharat, Digital Health Mission, Personal Data Protection Bill, National Medical Commission etc.**

**For COVID-19, FICCI has been actively engaged with various Ministries, NITI Aayog, WHO as well as the Empowered Groups under the Disaster Management Act 2005 at multiple levels through:**

- **Policy intervention-** submitted 100+ recommendations for strengthening Number of Specialist Doctors in India, COVID care infrastructure, testing, pricing of COVID treatment, fiscal and non-fiscal representations, public health strategies etc.
- **Strategic interventions-** mapping of isolations and ICU beds, ventilators, PPEs, testing kits, oxygen; support for logistics; facilitation for government-industry tie ups
- **Information Education Communication** material and eLearning modules on COVID care

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