

PRESS RELEASE

Piramal Swasthya launches '104' Arogya Sahayavani Health Helpline in Bengaluru

- Additional 100 seater 24x7 helpline in Bengaluru aims to reduce the minor ailment load on the public health system
- Toll-free Health Helpline number to make healthcare services available to remote areas, virtually
- Public Private Partnership with Government of Karnataka to cater to the Healthcare needs of the State more efficiently

Bengaluru, India, February 7, 2018: Piramal Swasthya, an initiative under the aegis of Piramal Foundation, the philanthropic arm of the Piramal Group, today announced the launch of its '104' Arogya Sahayavani Health Helpline in Bengaluru. As the implementation and strategic partner of the Government of Karnataka, Piramal Swasthya has been providing affordable and accessible healthcare to the most vulnerable sections of the community in Karnataka through the Helpline since 2013.

Honorable Health Minister, Shri. K R Ramesh Kumar and Mr. Vishal Phanse - CEO, Piramal Swasthya, today inaugurated the '104' Arogya Sahayavani Call Centre at Sir. C.V. Raman General Hospital, Indiranagar, Bengaluru.

Need for Health Helpline in Karnataka:

Karnataka, India's eighth largest State in terms of geographical area is home to over six crore people. It has made significant progress in improving the health status of its people over the last few decades. However, the State has a long way to go in achieving the desired health goals. Inequity in health outcomes and access to healthcare services continues.

'104' Arogyavani Toll Free Health Helpline:

Operational since 2013, 104 Arogyavani has received over 20 million calls, and has provided round-the-clock health and medical advice to 8.1 million cases. The rate of repeat calls is over 59%. The helpline has served around 19.1% cases pertaining to communicable diseases and around 80.8% non-communicable disease cases. More than one lakh calls were provided counselling services. Approximately 73,000 calls were catered to, and around 10,000 calls were grievance calls.

Impact Highlights

- Nearly 840 suicidal deaths averted by our counsellors, since 2013
- Value added 'Blood on Call' service has saved crucial time for over 11 Thousand beneficiaries during emergencies

100-seater extension to cater to healthcare needs efficiently:

In view of the expanding healthcare needs of the State, and the highly positive response from the beneficiaries towards this initiative, Piramal Swasthya and the Government of Karnataka have decided to launch an additional 100 seater Helpline to address the community needs more efficiently. A beneficiary, anywhere from Karnataka, can dial the '104' toll-free number to connect with a Health Advisor and/or doctor, who can address their queries by using advanced medical algorithms and disease summaries. Patients can also avail counselling, request for contact details of hospitals and services offered, and lodge a complaint against any Public Health system facility.

Commenting on the initiative, **Honorable Health Minister Shri K R Ramesh Kumar** said, "104 Health Helpline has been serving the vulnerable sections of the State by providing validated health/medical advice at the time of need. It has significantly improved community access and awareness towards health information. We wish to continue the successful collaboration between Piramal Swasthya and the Government of Karnataka to help transform healthcare status of the State."

Mr. Vishal Phanse – CEO, Piramal Swasthya added, *“Piramal Swasthya envisions transforming the health ecosystem of India through high impact solutions, thought leadership and partnerships, and the 104 Health Helpline is supporting this vision in Karnataka. The Helpline has successfully demonstrated its high scale impact in the last five years. The Government of Karnataka has been one of the proactive States, and our partnership would definitely help in positively improving the State’s health outcomes.”*

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About Piramal Swasthya:

Piramal Swasthya endeavours to bridge the last mile gap in primary healthcare service delivery through its innovative solutions. It is one of the largest implementer of Public Private Partnerships (PPP) programmes in India and has a presence across 13 states with a 3,600+ strong workforce that comprises 450+ Doctors and specialists. The existing collaboration with various corporates and public sector organisations is increasing the reach and deepening the traction within communities, thereby impacting beneficiaries on a large scale. Such collaborations enable Piramal Swasthya to complement and supplement the government’s healthcare delivery efforts while empowering communities. The team believes in the highest standards of ethical conduct in dealing with partners, stakeholders and influencers. The solutions provided mitigate issues of accessibility, availability and affordability in remote areas, and also serve as a platform through which IT-enabled quality healthcare services can be rendered and customised to fulfil specific needs of the society.

About Piramal Foundation:

Piramal Foundation is the philanthropic arm of the Piramal Group. It develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. The Group's core values of Knowledge, Action Care and Impact guide the organisation in carrying out its responsibilities towards society. It believes that considerable positive change can occur when we collaborate with like-minded partners and nurture projects that are scalable, ensuring a long-term impact. In line with the Strategic Development Goals, we are focused on universal primary education, empowering women, reducing child mortality rates, improving maternal health and improving access to safe drinking water.

The Foundation currently works across 21 states and has impacted over 89 million lives, mostly in partnership with state governments. It has developed innovative approaches and programmes in every vertical and has built strong partnerships with governments, technology partners and international organisations, including with Michael & Susan Dell Foundation, Harvard Graduate School of Education and World Diabetes Foundation. The projects are implemented through Piramal Swasthya, Piramal Sarvajal and Piramal Foundation of Education Leadership.

For more information:

For Media Queries:

Dimple Kapur/Niyati Vora | Corporate Communications

Contact: +91 22 3351 4269 / 4124

Email: dimple.kapur@piramal.com / niyati.vora@piramal.com