

Dr. Raman Singh, Chief Minister of Chhattisgarh & HMRI (Piramal Foundation) inaugurates 104 Health Information Helpline in Raipur

- ***HMRI, an initiative under Piramal Foundation, has served over 66 million callers till date***
- ***Raipur Health Helpline can handle 2,500 calls per day***
- ***Employs the use of Piramal HMRI's innovative algorithm and disease summary software***

Raipur, Chattisgarh, September 23, 2013: Piramal Foundation's primary healthcare initiative, **Health Management and Research Institute (HMRI)** and Dr. Raman Singh, the Chief Minister of Chhattisgarh inaugurated the **104 Health Information Helpline**. The ceremony witnessed the presence of Shri. Amar Agarwal - Health Minister, Shri Ramesh Bias, MP - Raipur, Shri Brij Mohan Agarwal - Minister of Education, Smt Kiranmayee Nayak -Raipur Mayor, Shri M.K Raut (IAS) - Prl.Secretary - Health, Shri Pratap Singh (IFS) - Commissioner HM & FW, Dr. K.P.Singh - DHS.

The 30 seater Health Information Helpline would operate on 24 x7, throughout the year. The call centre is located in Raipur and can handle a call volume of 2,500 calls a day.

The call center is equipped with well trained paramedics, counselors, doctors, specialists and uses HMRI's algorithm and disease summary. The paramedics aid in providing basic medical advice whereas the doctors provide expert advice at the call centre. Advice is also provided for long-term illness conditions such as diabetes, heart issues, cancer, common ailments and chronic & acute medical issues.

The team also shares much needed information during local epidemics and health scares, rehab counseling (*alcohol, drugs, smoking*) and psychological counseling (*anxiety, depression, suicidal tendencies, chronic diseases like cancer etc.*). Experts address issues related to family planning, stigmatized diseases (*HIV, AIDS, and leprosy*), birth disorders like cleft lip and club foot among the new born, childcare, pregnancy and safe birth practices as well as sickle cell anemia.

In the future, the Raipur health helpline can be connected further to telemedicine node that would access and be connected to medical colleges and district hospitals.

Other services offered by the Piramal Foundation led HMRI initiative are 104 health helplines in Assam, Rajasthan, Maharashtra and Karnataka in partnership with the respective state Governments and has served over 66 million callers till date. Recently, HMRI has won the bid for the helpline in the state of Jharkhand. HMRI is poised for a growth with ambitious footprint plans across States.

About HMRI:

HMRI is the primary healthcare initiative of the Piramal Foundation. Through this initiative the Piramal Foundation endeavours to leverage the latest technologies along with modern management expertise to augment and complement existing public healthcare delivery systems with the ultimate goal of bringing healthcare to the last mile. HMRI strives for equity in healthcare, especially for the rural poor, and plans to spread its Health Information Helplines, Mobile Health Services and Telemedicine initiatives throughout India. Currently HMRI provides services to the citizens of Andhra Pradesh, Orissa, Assam, Rajasthan, Maharashtra and Karnataka in public not-for-profit private partnership.

About Piramal Foundation:

Piramal Foundation strongly believes that there are several untapped innovative solutions that can address India's most pressing problems. Piramal Foundation plays an impactful role in implementing and facilitating such projects. Each social project that is chosen to be funded and nurtured by the Piramal Foundation fits into one of the four broad areas – **healthcare, education, livelihood creation and youth empowerment.** The Foundation strives to develop transformative, scalable and replicable solutions to address issues that are critical roadblocks towards unlocking India's economic potential.

For media queries:

Piramal Group:	MSL Group:
Akansha Pradhan - 33514040	Janhavi Bellare - 9322854508
akansha.pradhan@piramal.com	janhavi.bellare@mslgroup.com
Riddhi Goradia - 33514040	Mahak Brahmawar - 9167620302
riddhi.goradia@piramal.com	Mahak.brahmawar@mslgroup.com