

Shri Hemant Soren, Hon'ble Chief Minister & Piramal Swasthya inaugurate '104 Health Information Helpline' in Jharkhand

- **Piramal Swasthya, formerly known as Health Management & Research Institute (HMRI), has served over 68 million callers till date through its primary healthcare initiative**
- **Ranchi Health Helpline can handle 2,500 calls per day**
- **Helpline to use Piramal Swasthya's innovative algorithm and disease summary software**

Ranchi, Jharkhand, March 3, 2014: Piramal Swasthya [formerly known as Health Management & Research Institute (HMRI)] and Hon'ble Chief Minister Shri Hemant Soren inaugurated the '104 Health Information Helpline' in Ranchi. The ceremony witnessed the presence of Shri Rajendra Prasad Singh – Hon'ble Minister for Health, Medical Education & Family Welfare, Shri B. K. Tripathi (IAS) - Principal Secretary, Health & Family Welfare, Dr. Sumant Mishra Director in Chief Health Services, Dr. Sudhir Prasad (IAS) - Development Secretary, Dr Manish Ranjan (IAS) - Mission Director NRHM, Shri Subodh Kant Sahay - Member of Parliament, Shri Navin Jaiswal - Member of Legislative Assembly, Hatia, Shri Ram Sewak Sharma (IAS) - Chief Secretary & other senior officials.

This 20-seater Health Information Helpline would operate on 24 x 7, throughout the year for patient utility. The call centre is located in Ranchi and can handle a call volume of 2500 calls a day. Citizens of Jharkhand can dial the number 104 from any of the 24 districts from their mobile or landline.

"We shall provide the best possible medical counsel through the call center. We have well-trained paramedics, counselors, doctors and specialists on-call and shall be using Piramal Swasthya's award winning algorithm and disease summary," said **Dr. Balaji Utlia, Head, Piramal Swasthya** adding, "Important to note is that through this platform, patients would be able to address their grievances against any public hospitals and health facilities as well."

The Helpline service aims to support patients with information related to public health service providers, institutions, diagnostic services, hospitals etc. in Jharkhand. The Helpline will provide health & medical advice, support callers with information for most common ailments to chronic and acute medical issues. The team will also give psychological counseling to patients for dealing with stress, anxiety, depression, suicidal tendencies, stigmatized diseases (HIV, AIDS, and leprosy) etc.

Mr. Paresh Parasnis, Head, Piramal Foundation said, "The helpline service is a robust real-time mechanism which ensures that people get basic information on their health conditions and the available medical facilities at the right time. Even at a remote and rural location all one needs to do is pick up the phone and dial 104. It helps to address a crucial knowledge gap for those people who

have no reliable source for assistance and could go undiagnosed beyond a reasonable period. The provision of quick, correct and easily accessible information is key here.”

Piramal Swasthya is active through their 104 helpline in Assam, Rajasthan, Maharashtra Karnataka and Chhattisgarh in partnership with the respective State Governments and has served over 68 million callers till date.

About Piramal Swasthya:

Piramal Swasthya, formerly known as Health Management and Research Institute (HMRI) is the primary healthcare initiative of the Piramal Foundation. Through this initiative the Piramal Foundation endeavors 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. Piramal Swasthya 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 Piramal Swasthya provides services to the citizens of Assam, Rajasthan, Maharashtra, Karnataka & Chhattisgarh 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.

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