

Piramal Swasthya crosses 5 million beneficiary benchmark in Assam

The program aims at reaching out with healthcare solutions to the underprivileged, has served 55,63,794 beneficiaries in the past three and half yrs

September 25, 2014: Piramal Swasthya, (formally known as 'Health Management and Research Institute' -HMRI) the non-profit organization supported by the Piramal Foundation today announced that they have crossed the 5 million beneficiary benchmark in Assam, reaching out with healthcare solutions to the underprivileged within the region in a time frame of three and half years. This accomplishment comes within 40 months of starting the operations and is a milestone in the primary healthcare sector in India.

Piramal Swasthya is a not-for-profit organization working to make healthcare accessible, affordable and available to all segments of population, especially the most vulnerable. It was launched in Assam in November, 2010, where they worked in association with the National Rural Health Mission (NRHM) of Assam to set up a call centre for pregnant women. Through this initiative, their efforts were focused on reducing the Maternity Mortality Rate (MMR) and Infant Mortality Rate (IMR). Initially, only the 104 - Health Information Helpline (Sarathi 104 Call Centre) was launched and subsequently more projects were added to the Piramal Swasthya service lines - such as the Village Health Outreach Program (Sanjeevani Services), Mother and Child Tracking System (MCTS) Outgoing call center, Mobile Medical Units (MMUs), World Diabetes Foundation (Denmark) initiative and an upcoming Telemedicine Project (NRHM).

Piramal Swasthya projects in the state of Assam –

- | | |
|--|-----------|
| • 104 Health Information Helpline (Sarathi 104 Call Centre) - | Ongoing |
| • Village Health Outreach Programme (Sanjeevani services) - | Ongoing |
| • Mother and Child Tracking System (MCTS) Outgoing Call Centre - | Ongoing |
| • Mobile Medical Units (MMU) services – | Ongoing |
| • World Diabetes Foundation, Denmark – | Completed |
| • NRHM Telemedicine Project – | To start |

Commenting on the success, **Dr Balaji Ulla, Chief Executive Officer of Piramal Swasthya** said, "As we celebrate this national landmark for Piramal Swasthya and for Assam, we are grateful to the Assam government for trusting us and thankful for the people of Assam for the opportunity we were given to serve. The credit for this achievement goes entirely to people who have fully participated in the initiatives and made all our efforts worthwhile. While we rejoice in this success, we dedicate to further serve the people of Assam in every way in the future".



About Piramal Swasthya

Piramal Swasthya (formerly known as Health Management and Research Institute (HMRI)) is part of Piramal Foundation, is a registered society based in Hyderabad, Telangana. Piramal Swasthya with more than 6 years of experience works towards making healthcare accessible, affordable and available to all the segments of population, especially to the most vulnerable. In order to achieve this goal, Piramal Swasthya leverages cutting edge information and communication technologies to cut costs without compromising quality as well as partnerships to scale its solutions throughout India. Piramal Swasthya strives for equity in healthcare, especially for the rural poor, and plans to spread its 104 Health Information Helplines, Mobile Health Services and Telemedicine initiatives throughout India. Piramal Swasthya is currently present in 10 states in partnership with State Governments, NHM, corporates etc. with a 1400 +strong force including 150+ Doctors & specialists.

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 enquiries, please contact:

| | |
|--|---|
| PIRAMAL ENTERPRISES Akansha Pradhan / Riddhi Goradia Corporate Communications, Piramal Group Contact: +91 22 3351 4082 / 4083 | PUBLIC RELATIONS CONSULTANT Flovie Martins MSLGROUP Tel: +91-22- 33557500 Mobile: + 9167406137 |
|--|---|

Annexure

Piramal Swasthya provides the following key services through various health initiatives in Assam.

HEALTH INFORMATION HELPLINE-SARATHI 104: 104 Sarathi is the round-the-clock free of cost health contact center. It provides four key services –

- Medical advice using triage (classifying the caller's condition into 'critical', 'serious', or 'stable' states) and providing appropriate advice
- Counseling services (including but not limited to HIV/AIDS, matrimonial discord, depression, chronic diseases, psychological distress, and suicide prevention)
- Directory information (information about health service providers)
- Complaint registry (citizens can register complaints against any public health provider)

Within the Sarathi 104 Helpline, the following additional services are also provided in under the same umbrella of Sarathi 104 services

- *ARSH Helpline:* The Sarathi 104 call Centre has also been chosen as the official ARSH Helpline which is currently functioning as the Adolescent Helpline where all kind of adolescent related problems are discussed with the callers and the necessary advice are subsequently provided.
- *ASHA Helpline Service:* The calls made to this dedicated service under Sarathi 104 number can be regarding any kind of issues the ASHA workers are facing on a day to day and regular basis.
- *HEALTH INFORMATION DIRECTORIES:* Beneficiaries get health related information pertaining to any Govt. health institutions and facility. eg Hospital contact numbers along with location and specialty, Ambulance services, 24 hrs. Pharmacy, Blood bank contacts and locations, etc,
- *COMPLAINT LOGGING SYSTEM:* This system provides a closed-loop mechanism that allows public health administration of the state of Assam to implement effective and timely resolutions and service issues in the field of health and family welfare. eg Medical Supplies, Drinking Water, Medical Equipment, Infrastructure etc
- *RASTRIYA SWASTHYA BIMA YOJNA (RSBY) HELPLINE:* Under this initiative, the 104 call center of HMRI acts as the centralized platform for the registration of grievances of RSBY beneficiaries.

VILLAGE HEALTH OUTREACH PROGRAMME – SANJEEVANI SERVICES: Sanjeevani scheme was formally launched on 16th of February 2011 by the Hon'ble Chief Minister of Assam Shri Tarun Gogoi in the presence of the Hon'ble Health Minister Shri Himanta Biswa Sarma. The objective of this scheme is to spread education and awareness, detect, screen, and do continuous disease management of the seven major chronic disease which is damaging our society namely Diabetes, Hypertension, Asthma, Malaria, Tuberculosis, Defective vision and Epilepsy. Sanjeevani scheme is being implemented in the whole of Assam covering 27 districts and a population of over 65 lakhs which is 1/4th of the total rural population of Assam; out of a total of 2.4 crore rural population in Assam. The Sanjeevani services are covering a total of 3744 villages in Assam using 80 ambulance vans as supplied by the Ministry of Health And Family Welfare, Govt. Of Assam. Sanjeevani services are covering a total of 91 BPHS, 127 Development Blocks and 1670 Sub Centre's and these services are assisted through a network of over 4800 ASHA workers. These 4800 ASHA workers are helping in each of the Sanjeevani service points in mobilizing and referral management of the Sanjeevani beneficiaries.



ASSAM MOTHER & CHILD TRACKING SYSTEM OUTGOING CALL CENTRE: Mother & Child Tracking System (MCTS) has been implemented in the State to avoid drop out and to ensure complete service delivery to pregnant women and children in order to reduce maternal and infant mortality. The Phone numbers of beneficiaries along with other information are collected through MCTS portal.

MOBILE MEDICAL UNITS: The objective of Mobile Medical Units (MMM) is to operationalize Mobile Medical Units in every district for improved access to health care services and to make health care services available in underserved areas. MMU consists of three vehicles – two vehicles are equipped with inbuilt OPD, laboratory facility and other essential diagnostic accessories fitted with power generators and one Mahindra Scorpio for the Medical team.

WORLD DIABETES FOUNDATION: Piramal Swasthya Assam in association with NRHM was chosen by World Diabetes Foundation – Denmark as the implementing partner of a diabetes specific programme using the Sanjeevani VHOP platform as the implementing tool for this project. It has associated with the Piramal Swasthya in order to spread mass awareness about Diabetes and its effects among the people of the state and share useful means to manage and mitigate the risk of this health hazard. The programme has designed interesting initiatives like the Ankiya Naat and School Health Programme in order to achieve the desired milestones.

TELE MEDICINE: Piramal Swasthya has been awarded the tender to run Telemedicine operation in three districts of Assam namely in the Civil Hospital of Chirang, Lakhimpur and GMCH, Guwahati. NRHM, Assam has decided to implement the National Rural Tele-Medicine Network during the Financial Year 2012-13. The initiative was envisioned mainly to address the critical shortage of human resources for health and clinical services in the state.