

World Heart Day 29th September 2016

Speaking about the battle against the rising burden of CVD, Dr. Prathap C Reddy, Chairman, Apollo Hospitals said, “Heart disease is no longer an ailment of the elderly and battling it demands that we stand united against it and also take charge of our own heart health and also that of others. Increasingly across our hospitals, we are witnessing a transition in the age group of people being affected by heart disease. Quite evidently as an impact of sedentary lifestyles; it is now striking even the youth in their most productive age and this trend is disrupting families as well as corporate India. A silver lining around this dark cloud of CVD is that by controlling risk factors such as usage of tobacco, physical inactivity and unhealthy diet, over 75 percent of premature fatalities can be prevented.

India is blessed with a demographic advantage - 40 percent of its population being under the age of 25 years and we need to leverage this strength. So, the community and work places need to actively educate and encourage heart - healthy lifestyles and nurture a healthier and happier India. Furthermore, a regular health checkup will empower the individual about their health status and risk factors. On World Heart Day 2016, I do urge my countrymen to come together in this war against non-communicable diseases – diabetes, CVD and cancer and cherish their priceless bodies and enjoy a healthy life.”

Mr. Rahul Khosla, President, Max Group, Chairman, Max India, Max Life & Max Healthcare

“Cardio vascular diseases account for nearly one in four deaths in India now, becoming the leading cause of mortality. We need to address multiple dimensions simultaneously from increased awareness of preventive measures and detection mechanisms to enhancing accessibility to cardiac care, while improving affordability of cardiac procedures without compromising quality. Healthcare institutions and the Government need to make a collaborative effort in finding

innovative and India relevant solutions, if we are to reverse this worrying situation.”

Mr. Varun Khanna, Managing Director- BD India

“Heart matters! I compliment Nathealth for taking this initiative of supporting heart-healthy environments! I strongly believe that healthy hearts can beat better and make any workplace much more productive. Now is our responsibility to make more people aware of the risks of unhealthy heart and transform our knowledge into action. In our purpose of *advancing the world of health*, I encourage you to indulge in physical activity to begin this task; perhaps walking could be a smart start to adopting a healthy heart behavior. Live a hearty life and give your heart the necessary care it deserves as all matters flow out from your heart”. -

Dr. Harish Pillai, CEO Aster Medcity & Cluster Head Kerala for Aster DM Healthcare

“As per current trends, India is poised to become the number one obese country in the world by 2022. This ticking time bomb can be reversed or delayed by adopting a sensible lifestyle involving a balanced diet and moderate exercise. Cardiac fitness is at the core of having a healthy lifestyle.”

Mr. Antony Jacob, CEO, Apollo Munich Health Insurance Co. Ltd.

“Cardiovascular diseases are the most common cause of fatalities globally and increasingly so in India. Today Indians are falling prey to lifestyle diseases that are directly related to our hearts as a result of fast paced lifestyles, addiction to vices such as alcohol and cigarettes, lack of exercise and improper diets. It is imperative and prudent that each of us slow down our hectic lives to be able to enjoy long lasting experiences.

On World Heart Day, I urge people to change their lives with small, simple steps to become more healthier and happier. Preventive care such as regular exercise and a move towards eating healthier food will go a long way in making people just that much more healthier citizens. Many industries are working towards enabling people to lead a better and healthier life for example, wellness programs today are bundled with insurance policies and these aid people to take the simple step ahead to get healthy. Health insurance is no longer just a tool to mitigate medical expenses, but a partner that helps one stay fit."

Mr. Suyash Borar | Director | Xceptional Health & Wellness P Ltd.

"We should stand together and join the global movement for better heart-healthy choices, wherever we live, work and play. The success of World Heart Day depends on the proactiveness of every individual and organization from around the world in helping and spreading awareness in this regard.

Let's create heart-healthy environment and celebrate World Heart Day!"

Mr. Sanjay Bhutani, MD, Bausch & Lomb Eyecare (I) Pvt. Ltd

"Your healthy heart matters"

"Live the happy life with a happy & healthy heart"

"Eat well, Live well, after all it's your heart"

"Gift your HEART a HEALTHY Lifestyle"

"Eat well, Move daily & Take good care of your heart if you really love your loved ones"

Ms. Vinoo S Hinduja, Co-Chairperson - Healthcare Hinduja Group, Managing Trustee - P.D.Hinduja National Hospital & Medical Research

"Being healthy is not a matter of time, it's a matter of opportunity - live your passion and resign yourself to the force of wellness because life is as beautiful as the heart we nurture."

Ms. Meena Ganesh, MD & CEO, Portea Medical

"World Heart Day is a unique opportunity to draw the spotlight on the huge CVD (cardiovascular disease) burden confronting India, and to highlight the heart-healthy behaviours and environments that are imperative to avoiding and combating heart disease."

"Portea looks forward to working with NATHEALTH members to ease the overburdened healthcare infrastructure in the country by playing a decisive role in building awareness, timely diagnosis and management of heart disease through the use technology and home-based therapies. This can be pivotal in assisting both healthcare providers and patients." heart we nurture."

Mr. Vivek Srivastava , Co- Founder & CEO HealthCare at HOME.

"Cardiovascular disease (CVD) is currently one of the ruling causes of death in the world, killing 17.5 million people a year. That's a third of all deaths on the planet and half of all non-communicable-disease-related deaths. The burden of CVD and its co-related risk factors in India thus calls for a sound disease management approach to stem the epidemic."

Mr. Rajit Mehta, Managing Director and Chief Executive Officer of Max Healthcare

"While the World Heart Day brings special focus and attention to the cardiac risk burden, I believe every day should be Heart Day. It's important that we become aware and take daily steps to a better lifestyle, correct our eating habits, incorporate exercising or walking into our schedule and introduce healthy snacking into our daily routine. Also, it is imperative that we take out time to do things beyond our regular work - things that interest us and energise us, things that energise our heart and mind and help us unwind."

Mr. Prabal Chakraborty, VP & MD, Boston Scientific India

"In India, coronary artery disease remains one of the leading causes of mortality. It cuts across all age groups, geographies and socio-economic classes. World Heart Day is an opportunity to spread awareness on prevention of heart diseases and educating the patients on the broad suite of innovative solutions that are available today for treatment. "

Mr. Ashish Mehrotra, MD & CEO, Max Bupa Health Insurance Co. Ltd.

"According to World Health Organization, 17.5 million people die each year from CVDs, an estimated 31% of all deaths worldwide. India has also seen a rapid spike in its heart disease burden over the past decade. We have seen a significant rise of claims for heart diseases from 27% in 2013 to 38% last year. The data further indicates that over the last two years, Delhi tops the list of cities with the highest percentage of claims at 17% in 2015, followed by Mumbai and Bangalore at 10% and 7% respectively. The growing incidence of heart ailments and the corresponding increasing costs of treatment for such diseases is prompting consumers to purchase health insurance policies. It is advisable for customers to opt for comprehensive health insurance plan which provide safety net for the

entire family. It is also the prerogative of health insurers to go beyond indemnity covers and promote heart healthy behaviours. The recent regulations by the health insurers encourage insurers to pilot wellness linked products which will help bring about this transformation. ”

Dr Rupali Basu, President and CEO ER, Apollo Hospitals Group, India

“According to the World Health Organization, cardiovascular diseases alone account for a third of all global deaths annually. However, most of these fatalities can be avoided by taking a proactive approach and adopting a balanced diet regimen; evaluating the risk from enhanced blood pressure, blood sugar and cholesterol levels and a heightened BMI; and incorporating an effective exercise schedule in our daily routine.

On the occasion of World Health day, 2016, let us therefore promise to empower our heart - the ever faithful and tireless organ that powers our lives.”