

CSR at Fortis Health Care Limited

As a responsible corporate citizen and a member of the Indian healthcare ecosystem, we at Fortis Healthcare strongly believe that we can meaningfully alleviate the problem of inequitable access to quality healthcare. By creating and supporting social sector programmes linked to health and well-being, we seek to leverage our skills, experience, capabilities, technologies and facilities to address a critical social need for the vulnerable sections of society. We have continuously enabled programmes and initiatives, based on rigorous needs assessment, leading to not just improvement in healthcare service delivery but also creating social awareness and change. We believe this is the best way to have the greatest impact, because our interventions are capable of transforming lives, building aware communities and protecting the environment.

We also have specific programs to protect the environment through our work, like taking care of our biomedical waste, X-ray exposure, and so on which ensures cleaner environment and safety for our patients, attendants and employees.

The CSR initiatives are executed through multiple channels:

- The Fortis Foundation – SAVERA Program (Section 135 Contribution)
- The Fortis Foundation – Acid Attack Survivors
- The hospitals across the country – Community health access (Beyond Section 135 compliance)
- Organ Donation Drive

The work of Fortis Foundation is supported and executed by two entities: The Fortis Charitable Foundation (FCF) - a Trust set up in 2005 and The Fortis Foundation (FF) - a Section 8 Company set up in 2013. Working through a dedicated team of employees and volunteers, their work focuses on three programmes that work towards:

- The health and well-being of the Mother and Child (AANCHAL)
- The provision of timely medical support in the event of a disaster and enabling Charitable Medical Infrastructure (SEWA)
- Creating and supporting open platforms for Healthcare Information (SAVERA)

Fortis Healthcare Limited supports the SAVERA program.

ABOUT SAVERA PROGRAM

SAVERA focuses on developing, collating and providing access to healthcare information. It leverages different channels of communication – children’s books, audio-visuals, posters, and social media to create awareness on nutrition, health and hygiene. SAVERA seeks to provide a platform to initiate and share research to create awareness on critical health issues and work towards driving opinion & public policy around viable options. SAVERA will create a credible knowledge repository of disease related information under an open platform for sharing.

The program is also a platform to communicate about the foundation's work, ideas, finances and partner ecosystem.

SAVERA has identified target intervention areas focusing on:

- Tobacco Control
- Skill Development - First Aid/ Basic Life Support(BLS) Training
- E-Learning Platform for Health Information

In the past year SAVERA has promoted awareness through the distribution of 59950 health publications, initiated the process of behavioural change through distribution of 19709 illustrative books to children focusing on hygiene and nutrition through 90 NGOs.

Tobacco Control

SAVERA collaborated with Sambandh Health Foundation to launch a campaign on Tobacco Control in Haryana. In the past year, over 2000 police officials from 7 districts, 1800 officials from the education department have been made aware about COTPA (Cigarettes and Other Tobacco Products Act) together with over 1000 challans in Gurugram

Skill Development in First Aid/Basic Life Support (BLS) Training

To provide technical assistance in terms of training and raising awareness through various collaborations (Private and Government) to improve the efficiency and efficacy of emergency management operations at the local and national level. The Vision is to create an eco- system of trained healthcare providers who can save lives in event of a disaster.

Preventive Health Awareness

Everyone should have the right to a healthy life. To achieve this goal there is an increasing need not only to provide remedial healthcare services but to educate people and generate awareness and bring focus to preventive health awareness, especially to those who have limited financial resources.

These initiatives range from communication targeted at individual members of society helping them maintain a healthy lifestyle and to those who are susceptible to unique health issues, helping them manage these risks in a more informed manner. Making information and data available in an easy-to-understand manner would not only help address these issues but also reduce misconceptions and myths created through ignorance.

E-Learning information platform:

Over the years, our network of Fortis Hospitals, diagnostic labs and retail pharmacies has generated a vast quantum of information on preventive health and cure. The SAVERA programme aims to develop a platform for collating, hosting and sharing this data, publications, and audio visual content that will be easily accessible. The idea is to create a credible data repository that can be utilised for health research including activities such as analysing emerging health trends and shifts that can serve as an early warning system to help initiate meaningful policy interventions.

A better understanding of disease terminology, symptoms and medicine usage norms can also help facilitate better administration of treatment pathways and reducing chances of error and risks.

In collaboration with our partners, SAVERA seeks to create a library of such literature which is simple to understand, in multiple languages and address the literacy and understanding levels of all audiences. While created with medical inputs, the objective is to demystify the content and convert the same into a language and style which ensures clarity in understanding.

Fortis Foundation – Acid Attack Survivors

In the last decade, statistics in India are showing an increase in the number of Acid Attacks against women. There is a lack of understanding of the complex aftermaths of trauma that an acid attack survivor faces – which goes beyond physical pain. There is limited medical expertise in providing plastic and reconstructive surgeries which may carry on for years depending upon the extent of damage caused to the body.

Over the years 14 Acid Attack Survivors have been treated. They have undergone 32 procedures including surgeries and laser treatments. In addition to this, they have also been provided with psychological counsel and ongoing consultations. Their treatment still continues.

Community Health Access

At Fortis, we believe that it's our duty to be our service of the community. The organisation is committed to creating robust mechanisms to implement, record, review and measure outcomes of the initiatives for the community at large. This not only ensures the efficacy of our programmes but goes a long way in guaranteeing that they continue to be significant, relevant and sustainable so that the beneficiaries derive maximum benefit from our effort and equally importantly, we become proud of our contributions to the community. Each of our hospitals conducts multi-specialty **health camps** and **health talks**, in their vicinity as well as out-reach areas, to provide access to basic health care to as many as possible.

Organ Donation

Five lakh Indians lose their lives every year waiting for an organ. Last year, only 450 plus Cadaveric donations took place which represents an organ donation rate of 0.5 person/ million individuals. As a leading healthcare service provider in India, Fortis decided to take up the cause of organ donation in an effort to positively impact the well-being of the nation. The idea was to drive systemic change in the perceptions and the behaviour surrounding organ donation and increase the number of organ donation pledges. This was not an easy task - existing negative perceptions and a general lack of actionable concern were the biggest challenges. **Fortis's More to Give campaign** was conceived to prick the nation's conscience by sharing stories of disabled war veterans who have actually pledged to donate organs. By enlisting war veterans into the cause of organ donation and making them the ambassadors for this cause, the campaign aimed to hit a nerve with the Indians who are complacent about registering for organ donation and make them take action towards it. If people who have already lost a part of their body in the service of the country, can step up and say "I have #MoreToGive", then what stops the rest of India from doing so?

The organ donation message reached out to a million television viewers across the country (thanks to NDTV - our media partner). The on-ground arm of the campaign, that included 50 plus talks and events like the More to Give Walkathon managed to touch a lakh individuals. The digital arm of the campaign too saw significant engagement and reached out to over 2.3 million individuals. All this effort has led to 20,000 individuals taking the pledge to donate their organs. Across the Fortis network, 5 of our hospitals saw their first cadaver organ donation taking place. The organ donation rate within the Fortis network has increased from 0.7 per month to 2.1 per month. More than 90% of heart transplants in the country have been done in Fortis Hospitals including more than 150 in Chennai, 41 in Mumbai and 7 in NCR. The country's organ donation rate also increase to 0.8 per million population in the same period. The More to Give campaign has already won the 'Best Content in Digital Marketing Campaign' category of the Masters of Modern Marketing 2017 awards. The campaign was also one of the top 6 finalist (in the healthcare domain) in Effie India 2016. On the eve of India's Organ Donation Day, Nov 29, 2016 – #MoreToGive trended on the number 1 position on twitter across India..

Fortis's More to Give campaign was promoted across print, television, radio, on-ground activities, company's website, Facebook, YouTube and twitter. NDTV was the television partner for the campaign and 104 Fever FM was the radio partner. Actor Irfan Khan was roped in as the campaign ambassador. Other celebrities like Priyanka Chopra, Neha Dupia, Deepa Malik, Sonal Mansingh also joined the cause during the course of the campaign. An Organ Donation Anthem (Lyricist & singer Swanand Kirkire, Composed by Sandesh Shandilya) was also released. The campaign also saw the first ever nationally televised session where All Faith Leaders dispelled myths about organ donation. The on-ground component of campaign saw activation across a major mall in 4 cities on the eve of World Organ Donor Day as well a 5 city walkathon organized on the eve of India Organ Donor Day. The campaign also saw participation from various schools and colleges like Blue Bells School, Rotary School, The Millennium School, Navodaya Vidyalaya, MCM DAV College and Chandigarh University also participated. The campaign also saw participation from with the National Cadet Corps (NCC) and the Association for International Exchange of Students in Economics and Commerce (AIESEC), NGOs like Runn Foundation, Bhumi Foundation, Organ, Mohan Foundation and The Rotary club, Corporate like Lanco, Taj Vivanta, Edelweiss Financial Securities, Sash Digital Advertising Private Limited

Organ donation is an organization priority for Fortis. Fortis is amongst the leading healthcare service providers that helps facilitate Cadaver Organ Donation via establish systems and processes. Fortis Organ Donation, Retrieval and Transplant (FORT) is a centralized department that helps provide direction and the necessary support to all hospitals to help facilitate donations. FORT in partnership with MOHAN Foundation has been conducting workshops on transplant coordination so that no organs goes waste. 168 delegates including doctors, transplant coordinators, ICU nurses and medical-social workers from 11 states in the country have benefitted from the last workshop itself. These trainings has been conducted under the aegis of NOTTO. Fortis also has an establish SOP (Standard Operating Procedure) to handle suspected brain death cases and their family member. All

of this has led to 50 donations in 12 hospitals since Jan 2012 leading to transplantation of 147 organs. In addition we have had 131 cornea donations.

When an individual pledges to donate their organs, Fortis representative calls back the individual to confirm the details of his/her pledge. Post the confirmation, Fortis send across the pledge cards placed in organ donation pledge kit to such individuals. Fortis has already distributed over 25 K cards in the last year.