

HEALTHCARE CSR WORLD

Re-imagining, Re-building
healthcare through CSR

VOL. 1 ISSUE 1

A Healthcare Federation of India (NATHEALTH) Initiative

In association with



&



Introduction

CSR is a powerful tool to re-build, re-structure and re-imagine resilient healthcare systems in India. CSR initiatives are known to have driven a major impact on India's social sector - right from education to sanitation to poverty to hunger to healthcare. CSR initiatives have the power to transform the nation for the better.

Volume 1 Issue 1 of “CSR Health World”, will explore these very aspects, as it dives deep into the vision behind driving healthcare CSR in India, the stakeholders, their roles, some noteworthy initiatives, the possible challenges, way forward and the next steps.

This edition also features NATHEALTH's 1st Healthcare CSR awards and the results of NATHEALTH & Bridgespan's CSR Best Practices Survey. All culminating into a beautiful congregated reference resource for the entire healthcare sector and for other stakeholders who wish to enter the world of healthcare CSR.

There is no other feeling to match the one, which evokes from saving and enriching lives. Healthcare CSR is all about that and more...



The genesis & vision of NATHEALTH's CSR Charter

In the fiscal year 2021, India's total CSR expenditure was estimated in the tune of Rs. 20,000 crore. The pandemic and the ensuing emergency led to more Indian corporates shifting the CSR focus towards healthcare over other sectors. This response saw approximately 26% of the overall CSR money spent, moving towards healthcare in 2021. While, this trend helped with monetary prowess in supporting healthcare, it is still not sufficient. There remain gaps and the need to collaborate, to create capacity and capability to effectively allocate and manage these resources.

The vision of NATHEALTH's CSR Charter, Awards & Best Practices

Healthcare Federation of India (NATHEALTH) has put together a CSR Charter. NATHEALTH's initiative is of building a collaborative and thought leader platform to enable important levers to channel CSR funds for delivering outsized returns to the nation's healthcare sector. Among the important areas of work that are being undertaken by NATHEALTH include:

- Advocacy for enabling legislation
- Awareness among all the stakeholders
- Capability building
- Helping democratize product creation
- Access in the healthcare domain
- Collaborative CSR as a collective agenda

In line with this initiative, NATHEALTH, along with Bridgespan and Sahamanthran, has put together a well-curated program around CSR that will help get a ringside perspective of the best practices in healthcare CSR, CSR as a pivot driving innovation in healthcare and ways to prioritize opportunities and engagement models in the healthcare sector through CSR funding.

Stakeholders are aligned & the wheels are in motion for CSR bold bets

In a survey held by Bridgespan & NATHEALTH with more than 25 members of NATHEALTH, and interviews of 50+ CEOs, HNIs, and business leaders, strengthening primary & preventive healthcare has emerged as the highest frequency bold bet. Bold bets are CSR initiatives with a commitment of over \$5M over 3-5 years and consume >80% capital & effort of the giving entities.

Areas of big bets:

- Develop primary preventive healthcare infrastructure in aspirational districts
- Capacity building in Tier 2 cities to bridge lack of healthcare professionals
- Skill development for healthcare professional through initiatives like phlebotomy training



“Even with CSR healthcare funds of **Rs. 20,000 crore,** from across sectors, it is essentially just a drop in the ocean”

Why does CSR in healthcare need sectoral support?

India is among the countries with the highest global burden of diseases like TB, cancer, etc., with a disproportionate impact on women and vulnerable groups.

- 116 out of 1000 Indians suffer from the top 3 NCDs i.e. hypertension, diabetes and cancer; Cancer is among the top causes of adult death in urban and rural India.
- 27% of the 10 million cases of TB globally are borne by India; TB accounts for a 0.4 million deaths in India annually.

The situation is less than optimal

One look at the statistics gives a clear picture of the less than optimal situation in India.

- 30% expert doctors live in rural areas where 70% of the population resides.
- Even so, 80% disease conditions can be addressed at the primary/preventive care level, but frontline medical practitioners do not have the requisite knowledge and expertise to deliver care effectively.

Sub-size grants are the norm, creating limitations

- ~80% of grants are less than 50 lakh.
- ~70% of CSR program tenure is <3 years.

NATHEALTH & Bridgespan has initiated the support process

For taking the responsibility of driving the CSR agenda, Bridgespan, NATHEALTH's Knowledge Partner in the CSR Initiative, has sourced inputs from a wide range of healthcare leaders, CSR leaders and other sector champions for gaining an insight into the current healthcare CSR situation in India.

Interviews and surveys were conducted for identifying barriers and big bet opportunities in healthcare CSR. The limitations in both duration and scale, which makes it hard for bolder longer term bets, were identified and are under analysis.

The panel on the side gives an overview of the findings in terms of the advantages and challenges right now in pushing the CSR agenda ahead amongst stakeholders.

The advantages & challenges in providing support

CEOs' & Managements' intent is available

As per the Bridgespan survey (mentioned on the side panel), CEOs have the right intent, but are unable to spend the bare minimum time to review and provide high quality inputs.

- ~90% CEOs are involved in CSR activities.
- >60% of CEOs spend <10 hours in a quarter on CSR.

CSR leads are hugely motivated, however, they are uniformly paid lower than business counterparts making it harder to drive impact.

- >60% of companies have >10% difference in CSR head salary vs. another business unit head.

There is a clear alignment

- ~90% of the firms are willing to pool CSR capital to create larger & meaningful impact.
- Majority of firms have >5 member dedicated team for handling CSR.
- ~95% of the firms want to be involved in operational side of initiatives as well.

Removal of the blockages presented below is the need of the hour:



Who are the stakeholders in this process?

The various stake holders and their roles in making CSR transformative and impactful in healthcare are:

The Corporates [Providers]

They can make the resources available – in cash, kind and thought leadership

The Government [Backbone]

Pivotal in making favourable policies and providing access. Any player with an intent to make an impact in public health cannot work without the Government as the backbone.

The NGOs working in healthcare [Implementors]

The NGOs bring the experience, reality and expertise in designing realistic programs/solutions and making implementation happen on ground level.

The healthcare workers [Actors]

Healthcare workers like the doctors, medical officers, nurses, ASHA workers, etc. are the real actors through whom the implementation can happen.

Healthcare underserved populations [Beneficiaries]

The healthcare underserved populations are the ones to whom the initiatives will serve. Their voice and need is critical in both problem identification, problem solving, program design and implementation.

These, along with other funding organizations/individuals, HNIs, business leaders & multi-sectoral CEOs are also prominent stakeholders.

Where should the stakeholders focus - Healthcare innovation opportunities

Domestic CSR in India is in the tune of about Rs. 14,000 crore a year. While individual philanthropy and others contributions in India, across all sectors combined is about Rs. 64,000 crore. A third of that is currently being applied in healthcare (around Rs. 20,000 crore); while the Government spending in public health is about Rs. 3,00,000 crore, and out-of-pocket spending by individuals is about Rs. 6,00,000 crore. If this is benchmarked with the CSR funds of Rs. 20,000 crore, it is essentially just a drop in the ocean. The real question that stakeholders need to address is: What can CSR and philanthropy do to healthcare to become a pivot for driving healthcare innovation?

The areas where CSR and philanthropy funding can become an interesting lever for driving innovation in healthcare are divided into three major groups:

Innovation & Pilot Programs:

- **Support healthcare research & development** especially in areas, which are underserved by private players e.g. tropical diseases, oral cancer.
- **Conduct pilot for new healthcare programs**, which can eventually be taken up by public sector e.g. nutrition programs.

Capacity Building:

- Partner with academic institutions to **establish strong programs in health innovation** e.g. healthcare informatics.
- Provide **training/capacity building for grass root adoption of health innovation** e.g. for doctors, hospitals.

Regulatory/Industry initiatives:

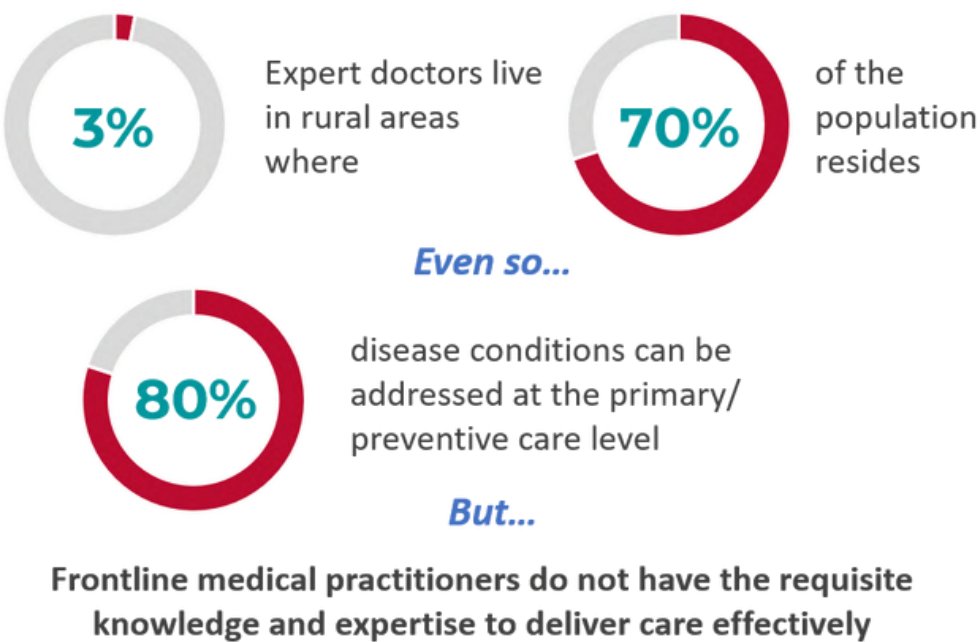
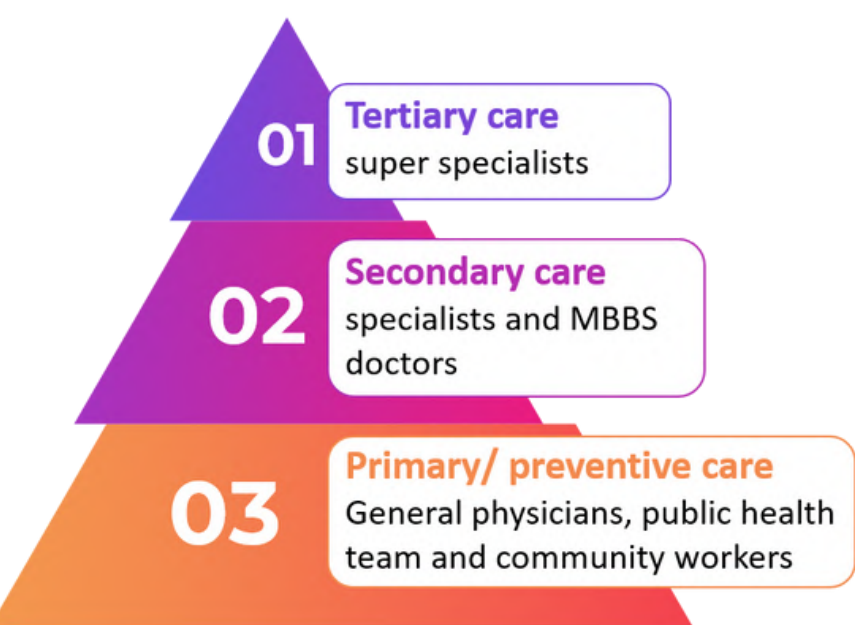
- Support Government in developing **guidelines/standards and financial incentives** to drive healthcare innovation.
- Provide monitoring and tracking of healthcare to (a) **highlight gaps in service delivery** (b) **roll-out of specific initiatives** e.g. Ayushman Bharat Digital Mission (ABDM).
- Drive **collaboration across academic institutions and healthcare organizations** e.g. hospitals, health insurance, **tech companies**, etc.

Project ECHO - A successful healthcare CSR case study

The Challenge

The Indian Public Health system faces a serious lack of resources, especially trained resources at the frontline leading otherwise preventable casualties

The Indian Healthcare System



The ECHO Solution - The ECHO Model™

ECHO is a low-cost, scalable solution to facilitate seamless transfer of knowledge from centers of expertise to the community

The ECHO Model™



ECHO's hub and spoke approach to reach patients



The ECHO Solution - The ECHO Model™

ECHO connects frontline health workers to experts and builds capacity for last-mile delivery of quality healthcare to vulnerable population



Experts at premier medical and academic institutions



Doctors and medical officers at public and private facilities



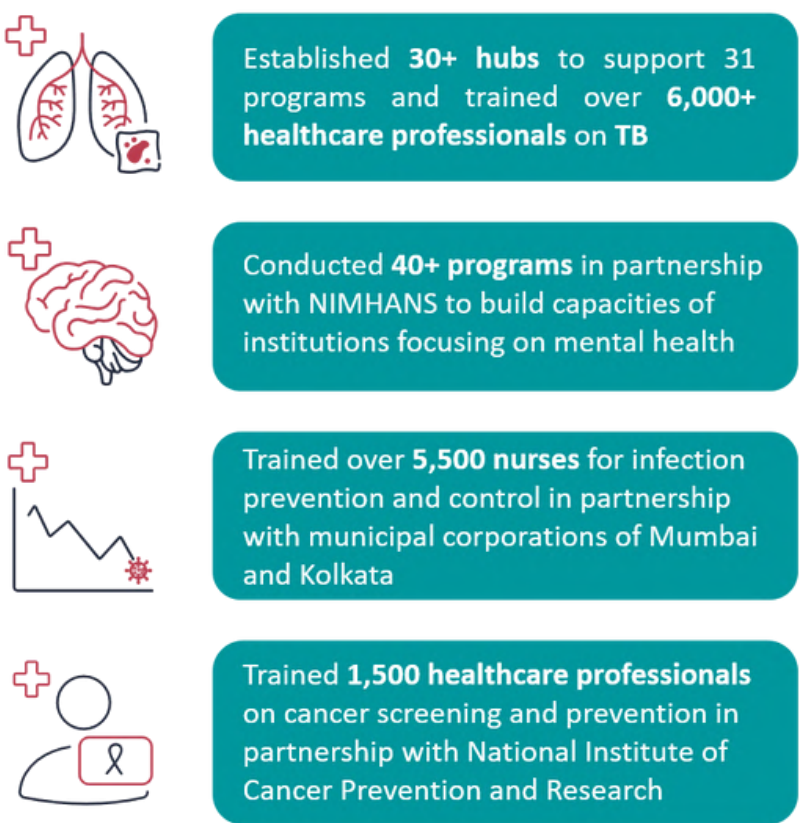
Nurses and frontline health workers serving patients in the community

- Medical professionals obtain the knowledge and expertise they need to treat diseases from tuberculosis and HIV to cancer
- Experts and local providers learn together, as expert knowledge is refined and tested by local experience through an ongoing feedback loop
- Communities are formed for mutual support and to arrive at collaborative solutions for local health priorities

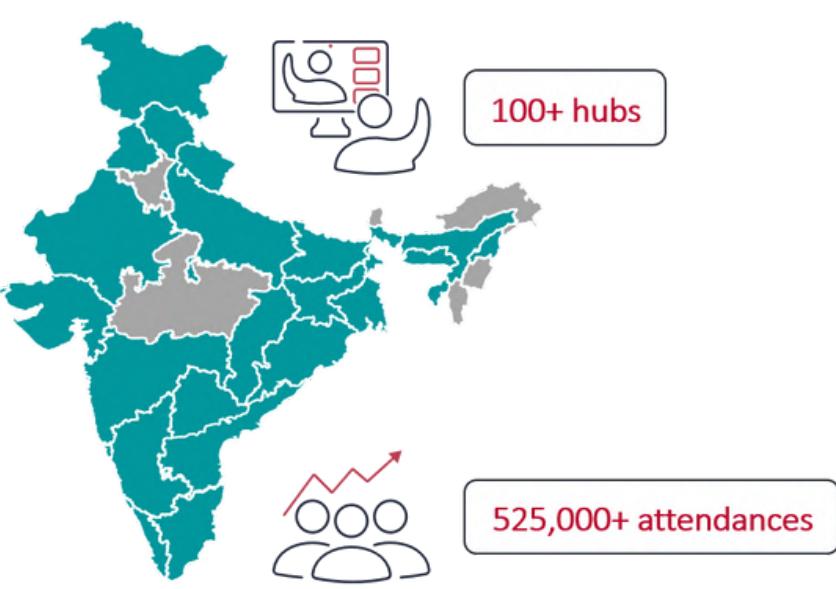
The ECHO Solution - Impact achieved

To-date, ECHO has conducted 250+ programs across 8+ disease areas and 23 states by building strong government partnerships.

The ECHO Model™



ECHO's Reach



"I believe it (ECHO) has both credibility and unparalleled potential for impact and scale to address health problems in the developing world."
- Dr. Soumya Swaminathan, Chief Scientist, WHO

The ECHO Solution

The ECHO model is disease agnostic and can be plugged in to transfer knowledge and expertise where the level of protocolization is high in areas like: Covid, Nursing education, Cancer screening, Liver diseases, Mental health, Respiratory diseases, Palliative care, Ophthalmology, Maternal and Child Health Cardiology.

Top 5 Transformative CSR Best Practices - your guide in the CSR journey

A NATHEALTH & Bridgespan survey

To further the cause of healthcare CSR in India, NATHEALTH & Bridgespan conducted a survey to identify the best CSR practices in the healthcare space. This is an essential step in the way ahead for developing healthcare CSR. With Best Practices in place, corporate organizations will have a reference charter, which can be utilized for optimized fund utilization and for best care outcomes.

Major findings of the survey were through the data collected in the survey, which was kept completely anonymized and the results have been published at an aggregate level, as NATHEALTH's CSR Best Practices Guidelines, with the Bridgespan Group as the partner for this initiative.

The survey was filled by: Top Industry Leaders, Industry corporate foundation CSR heads, Companies aspiring to set up CSR practices, Partners looking at participating in the CSR programs, Knowledge partners associated with CSR programs, Academia/Technical partners doing impact assessment, Capacity building partners, Donors/Co-funders of CSR programs, Independent experts.

Best Practices

Why this is important to move from good to great in Transformative CSR

1	Objective metrics publicly shared and co-owned by CEOs	<ul style="list-style-type: none">• CEO and Board regularly review clearly defined success metrics• Ensures adequate focus and accountability on CSR, given it would be under the radar of top leadership• Metrics defined and shared publicly esp. with shareholders
2	Focus on new long term big bets, max. 2-3 bets consume	<ul style="list-style-type: none">• Being focused on specific areas enables a higher impact to be created• Defragmentation of resources enables corporate entities to back bolder, large scale and long term programs
3	Strategic collaborations with like minded partners (e.g. PPPs, Pooled CSR, Coalitions)	<ul style="list-style-type: none">• Large scale initiatives, especially ones aiming for a systemic change, are complicated and expensive for one corporate to support & require collaboration across firms• Sectoral collaborations allow corporates to pool their funds and expertise to support programs• Provides NGOs with higher pool of funds and hedges risk of drying out of funds
4	Leverage core business capabilities, expertise in people and platforms	<ul style="list-style-type: none">• Corporates need to move beyond capital and leverage their core capabilities & expertise to solve social problems e.g.: technological capability etc.• Use influence to bring in capital from other corporates for additional capital aligned to the cause
5	Innovate towards sustainable financial models with CSR acting as seed capital	<ul style="list-style-type: none">• CSR capital should be utilized as a seed fund clubbed with capabilities to create sustainable revenue streams• Business should be able to sustain itself after initial few years to ensure minimum leakages and long term impact

The journey has already started...

NATHEALTH's 1st Healthcare CSR Awards

Recognition of good work is as much a necessity as the good work itself. NATHEALTH achieved this through its 1st Healthcare CSR Awards conducted recently. The idea being to not only highlight and appreciate the present initiatives, but to also encourage other corporate entities to step up and become a part of the macro healthcare CSR agenda.

A 3-stage selection process

NATHEALTH adopted a clear three-stage process to evaluate the CSR awards as against the **six criteria of relevance, impact, affordability, replicability, its scalability with a special focus on sustainability, and the intent of the organization.**

Phase 1: Digital evaluation of nominations

Phase 2: Evaluation of scores to identify top scorers

Phase 3: Evaluation through presentation by top scorers

After the three-stage process to evaluate 46 nominations, the jury members shortlisted 9 nominations and 4 were finally selected as the winners.

Eminent Jury panel

Jury members selected are known in the country for their impeccable integrity and professional excellence, like:

- Dr. R Chandrashekhar, Chairman IGBC Healthcare Rating, Ex Chief of Planning Ministry of Health and Family Welfare, Consultant IUIH (Indo UK Institute of Health), Consultant, World Bank, Visiting Prof. London South Bank University
- Dr. Narottam Puri, Medical Advisor - Fortis Healthcare, Advisor (Health Services) - FICCI and Chairman - NABH Emeritus consultant (ENT) - Fortis Healthcare - Indian sports journalist and broadcaster
- Air Marshal (Dr) Pawan Kapoor, VC Lincoln American University, Former Director General of Medical Services (IAF), One of the founder members of NABH
- Maj. Gen. (Dr.) Jagtar Singh, Ex Additional Director General Armed Forces Medical Services
- Dr. Narendra Saini, Microbiologist, Ex General Secretary, IMA. Hospital Board of India
- Dr. Santosh Mathew, Country Lead Public Policy and Finance at Bill & Melinda Gates Foundation
- Dr. Shankar Aggarwal, Ex Additional Secretary, GoI
- Dr. Sundararajan Srinivasan Gopalan, Lead Health Specialist, World Bank

Up ahead...

An insight into the NATHEALTH Healthcare CSR Award Winners

Inspiring case studies that evoke
positivity towards healthcare CSR

NATHEALTH's Healthcare CSR Awards Ceremony

NATHEALTH launched its 1st Healthcare CSR Awards during its 8th Annual Summit 2022. The Chief Guest at the ceremony was Hon. Smt. Smriti Irani, Minister of Women and Child Development, Government of India. The winners were selected after a thorough process of nominations and an esteemed Jury screening.



CSR Champion Award: Total Health by Apollo Hospitals Group



CSR 1st Runner Up Award: LPL Academy for Laboratory Medicine by Dr. Lal PathLabs. Ltd.



CSR 2nd Runner Up Award: Project Roshni by Roche Diagnostics India



CSR 3rd Runner Up Award: DeepTek Genki Solution for Public Health Screening using AI by DeepTek Medical Imaging Private Limited

TOTAL HEALTH

Funding Organization: Apollo Hospitals Group

Impact areas: Primary, Secondary & Tertiary care; Covid 19; Pandemic resilience; Anti-Microbial Stewardship
Non-Communicable Diseases

Project details

The Total Health programme promotes a healthy and happy life of both the individual and the community. The focus is prevention of disease and protection against its complications in Thavanampalle mandal, Andhra Pradesh.

Impact

- Regularly impacting a population of approximately 50,000.
- Local residents are able to access quality equipment at Government treatment rates, it reduces costs for the patients & reduces travel and transport costs.
- Quality care is offered at the satellite clinics at the nominal charge of Rs. 5.
- Quality medical services are available at the doorstep of 189 villages via the mobile clinics at the nominal charge of Rs 5.
- There is a 30% concession on in-patient and treatment bills for all residents of the Thavanampalle Mandal in all Apollo Hospitals across the country.
- Medicines are provided at a 30% discount in Thavanampalle Mandal.
- Conducts free periodic general and special free health screening camps, comprehensive cancer screening camps, eye & ear screening camps, diabetes and NCD camps in the community. Provides follow-up, management, treatment free of cost.
- Trained more than 350 women in making garments and jute bags, provided employment to 90 women (regular salary Rs. 8,000- Rs. 10,000/month), giving them a sense of financial wellbeing, linked to mental and emotional health.
- Refrigeration and Air conditioning skill training course, in collaboration with Blue Star India, has impacted 130 rural youth (class 10 pass) from its 3 month course across 10 batches. More than 31 candidates started their own venture, have got hired in cities, or locally. They earn an average of Rs. 10,000 per month.
- Through the Preventive Health Yoga Programme, 64 community students have obtained YIC from Vyasa, Bengaluru, with 9 employed at Total Health. Up to 2900 students across 62 Government schools have benefited from twice weekly classes. Communities in 32 villages have also been benefited, with 250+ people doing Yoga daily.

In the years gone by, Total Health has received the following awards:

- GNE Award 2021
- Health Impact Award 2020
- Clinical Excellence Award 2019
- BSNL Dainik Jagaran CSR 2019
- Hospital Management Asia 2019
- Mahatma Award 2019
- Six Sigma Award 2019
- ACEF Asian Leadership Award 2018
- INDIA CLEN Award 2018
- Modi Award 2017
- INDYWOOD Award 2016
- ISV Award 2016

Champion



TOTAL HEALTH

Statistics Speak

General health screening: 9,795 patients have been screened by medicine, ob-gyn, ortho, ophthal, paediatrics specialists and managed appropriately with tracked referrals.

RNTCP-DMC: 1,185 patients underwent investigation for sputum AFB at DMC AAH, out of which 1,095 cases were negative and 86 were positive; 4 cases detected as HIV+. These were referred to a higher healthcare centre.

School health camps: School health screening has been carried out for 6,906 students in all Government schools and Anganwadi centres in Thavanampalle Mandal. 8 students with ASD/VSD were detected and appropriate interventions were carried out free of cost at Apollo Hospitals in Chennai and Nellore.

Cancer screening: 5,391 rural women were screened for oral, breast and cervical cancer and 18 early cancer cases (cervix and breast) were diagnosed and managed with appropriate health intervention services, free of cost.

Nutritional centres: In Total Health's 6 maternal nutrition centres with 485 mothers getting supplementary nutritious food along with healthcare services, institutional deliveries went up by 99%, to reduce MMR and IMR. In the 3 geriatric nutrition centres, 149 people have benefitted with nutritious food and periodical healthcare services. There has been considerable evidence based increase in Hb levels and decrease in morbidity.

AYUSH: 14,299 patients have benefitted through the AYUSH clinic. Panchakarma and personal care of patients has tackled arthritis, osteoarthritis, sciatica, cervical spondylitis, diabetic neuropathy, psychosomatic disorders, paralytic conditions, eczema, psoriasis and weight management.

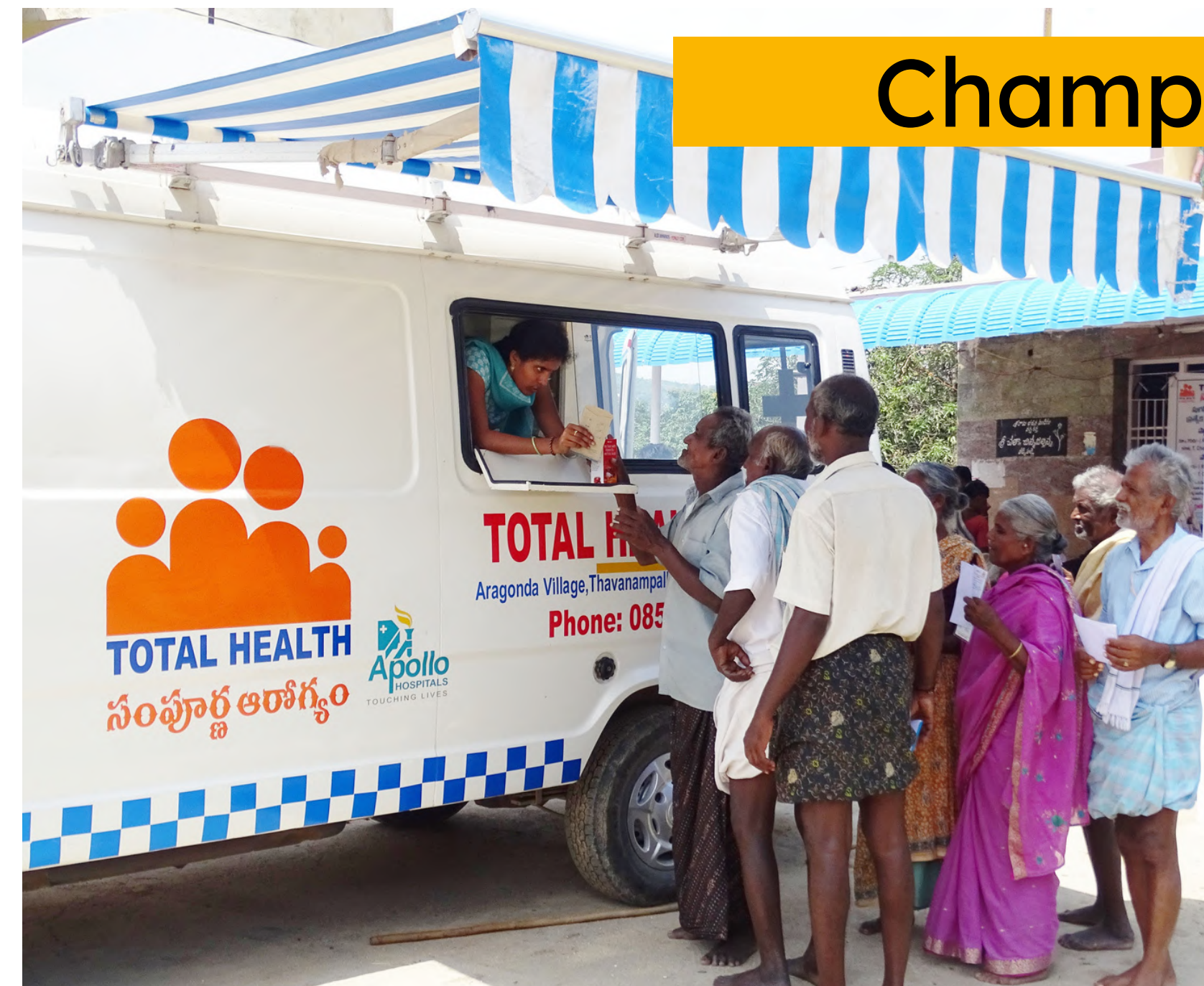
Eye screening: 3,583 patients have been screened, 1,459 patients have been issued spectacles free of cost, IOL surgeries have been arranged for 334 beneficiaries.

School sanitation: Supported the building of 8 urinals and 4 WCs for ZPH school (Boys) Aragonda, and supported renovation work for existing toilets in ZPH school (Girls) Aragonda. Providing continuous housekeeping support to the school sanitation in both ZPH school boys and girls Aragonda. Supported renovation works for existing toilets in MPP School, Aragonda and Thodathara. All this benefitted about 2,000 school children.

Potable water plants: 30,000 people benefitted in 50 habitations with 13 potable Rapid Sand Filter water plants supporting considerable decrease in water borne diseases and positively impacting women who often had to cart water long distances.

Individual sanitation latrines (ISL) and dustbins: Supported 817 families to construct individual sanitation latrines in 34 villages, thus mitigating open defecation. This caused Aragonda village to be declared an ODF village by the Government. 1,400 households got dustbins (2 dustbins each) for wet and dry household waste collection with a system put in place with the village Panchayats for proper disposable mechanism.

Champion



Above: Mobile clinic medicine distribution

Below (R): Household health surveys by Total Health

Below (L): One of the Water Plants installed by Total Health



An International Honour

In 2019 the Harvard School of Public Health carried out a case study documentation on Total Health for their students pursuing a Masters degree in Public Health

LPL ACADEMY FOR LABORATORY MEDICINE

Funding Organization: Dr. Lal PathLabs. Ltd.

Impact areas: Skill Development & Training; Primary, Secondary & Tertiary care; Covid 19; Pandemic Resilience; Anti-Microbial stewardship Non-Communicable Diseases

Project details

LPL Academy for Laboratory Medicine tackles the acute shortage of trained healthcare professionals in India. It focuses on the area of skill development of healthcare professionals through its CSR initiatives.

Impact

- Trained & certified over 3000 candidates with a more than 80% placement record.
- Currently imparting impact through 17 Phlebotomist and 2 DMLT training centers covering 10 states and 19 cities in the country.
- The geographical areas covered are Delhi, Meerut, Lucknow, Varanasi, Gorakhpur (UP), Jaipur, Udaipur (Rajasthan), Bhopal, Jabalpur, Indore, Gwalior (MP), Kolhapur, Nagpur (Maharashtra), Panipat, Gurugram (Haryana), Dehradun (Uttarakhand), Kolkata (West Bengal), Vishakhapatnam (AP) and Karimnagar (Telangana).
- LPL Academy for Laboratory Medicine is a flagship program focusing on two important points: a) Imparting a skillset to unemployed rural youth, training them to be phlebotomists and earn sustainable livelihood b) Bridging the gap of trained workforce that the healthcare industry in India currently faces.
- The average salary of the Program's phlebotomist is in the range of Rs. 8,000-Rs. 10,000 per month, while for DMLT candidate the average salary is Rs. 15,000 per month.
- Average salary of phlebotomists during Covid-19 emergency duty was Rs. 15,000-Rs.20,000, while in some cases it went up to Rs. 30,000-35,000 per month.
- Some of the trained phlebotomists, after doing a job for one or two years and after gaining required experience and skillsets, have started their own blood sample collection centers.
- A few more ambitious young phlebotomists are exploring the possibilities to set up their own diagnostic centers in small towns and in remote areas.
- Almost 5-7 phlebotomist candidates have already started their own collection centers in collaboration with many diagnostic companies/hospitals, with an average turnover of Rs. 1-2 lakh/month.
- Achieving women empowerment: Almost 50% of the beneficiaries are females, many of them were either homemakers, divorced or widows with children who were struggling financially. After getting enrolled with the Program, many of the women candidates re-started their higher education along with securing jobs. Their children and siblings also gain advantage of this, as they can continue their education.

The training centers focus on

- Entrepreneurship development
- Community-connect, to generate awareness on health issues, and on the importance of early diagnosis and mobilizing community for testing and diagnosis
- Covid-19 management
- Soft skills and personality development

1st Runner Up



PROJECT ROSHNI

Funding Organization: Roche Diagnostics India

Impact areas: Mother & Child Health, Food & Nutrition, Environmental Health, Air pollution, Safe water, Sanitation & Hygiene

Project details

Project Roshni is a story about impacting lives in Palghar district of Maharashtra, through improving mother and children health, nutrition, access to quality healthcare and economic development.

Impact

- When Project Roshni was initiated in 2015, women in Palghar district of Maharashtra had their hemoglobin (HB) count as low as 6-7. Roche Diagnostics team along with local doctors and clinics conducted an extensive survey to understand the situation better and recognized the gaps in basic cleanliness, sanitation & healthcare.
- Today, most women under this program have HB count around 12 and 13 (according to WHO, the normal HB count in a woman should be 12). Over the last 6 years, from nearly 700 women who were severely anemic, 220 women now have maintained their HB level above 12 for over 2 years.
- Due to the primary care initiatives, the percentage of women having moderate HB levels increased from 31% to 37% in 2022.
- Women falling in normal HB level range in 2022 increased by 14.2% over 2021 numbers.
- Severe HB category percentage of women decreased from 5.7% to 4.52% in 2022.
- In 2021, the percentage increased to 37% women having normal range of HB count. Also, in the mild category, there has been an improvement of 6% over the period. The number of women with severely low HB status has reduced to a mere 1%. There have been overall measurable and positive changes in women's health of the area.
- As a result of this, infant health at birth has also improved significantly with the number of full-term deliveries of children with average weight rising by 64% over 2015 numbers. Women who were aware about thyroid disease and were skeptical for screening, today take their regular treatment and live a healthy life.
- More than 5000 women have benefitted from regular blood testing, doctor visits with free medicines, nutritional supplement, financial literacy and various social awareness sessions, foodgrain and regular nutritional supplements.
- During the pandemic, awareness sessions focusing on vaccination resulted in 85% of the population is vaccinated in 2021.
- Conducts awareness programs through puppet shows, street play, post exhibition on subjects such as rural development, children education, health and sanitation, irritation and rights of girl child.
- Three years ago, Roshni began training and skill development programs for women in beautician courses, handicraft creation, tailoring and kitchen garden produce to ensure a decent livelihood for their families.
- These programs have resulted in a 30-35% increase in standard of living and financial stability.

Benefited more than **5000** women's health & nutrition

Project Roshni's skilling programmes have resulted in a **30-35%** increase in standard of living and financial stability

2nd Runner Up



DEEPTeK GENKI SOLUTION FOR PUBLIC HEALTH SCREENING USING AI

Funding Organization: DeepTek Medical Imaging Private Limited

Impact areas: Community based solutions, including urban health, Innovation in health technology, Innovation in health technology in diagnostics, Treatment & monitoring

Project details

DeepTek's mission is to make quality radiology services more affordable and accessible by leveraging the power of AI. To create clear and quantifiable value for patients, hospitals, and radiologists.

Impact

- Services over 200+ hospitals & imaging centers; helps governments (India and APAC region) in TB, Covid & other public health screening programs.
- DeepTek has been focussing on TB screening missions in India since 2018. It launched Genki solution for TB screening in India and the product has since been used for TB screening extensively.
- The TB screening as a part of CSR at the Greater Chennai Corporation is completely free of cost.
- Free AI screening for TB from digital chest X-rays has been done for the last one year.
- DeepTek AI screening solution for TB has been deployed in the mobile vans, which go to the peripheral location and high population density areas with limited & low resource setting and vulnerable population groups to screen individuals for TB using digital chest radiographs.
- Approximately 50,000 patients have been scanned free of cost using the Genki Solution with the total proposed scanned patients to be around 1,50,000 over the coming days.

Making TB screening process simplified

The DeepTek Mobile App

The platform has its mobile application, which allows users to use the solution easily and make it easy for healthcare workers to share clinical history and download, save and share radiology reports to physicians and patients.

DeepTek Smart RIS

A simple to use customizable Radiology Information System (RIS) allows clients to connect to existing hospital infrastructure and add vital clinical information to patient studies.

DeepTek Mobile Bot for Triage

The DeepTek Mobile Bot component of the platform ensures last mile access to healthcare workers to do instant triage for X-rays and refer critical studies to higher centers.

DeepTek TeleRadiology Services

It ensures affordable reads of X-ray, CT and MRI for Government and private centers spread across the country to more than 200 centers as an affordable service ensuring report delivery for X-rays in 15 min and CT and MRI in 45 min 24x7, 365 days a year.

3rd Runner Up



How can the journey move ahead?

Collaborative CSR - the way forward

NATHEALTH recently held a CSR Summit under the aegis of its 8th Annual Summit. During the CSR discussions, it was highlighted that CSR in healthcare has been transactional and piecemeal till date, limiting its capacity to bring about systematic change. There is a need for a collaborative approach for using CSR funds to bring about transformative impact in improving healthcare delivery in India. It is now up to the stakeholders to find ways to work together and bring this initiative to life.

NATHEALTH invites you all to provide suggestions and feedback to improve India's CSR agenda in healthcare.

The potential for NATHEALTH to play an anchoring role

A common consensus is to anchor NATHEALTH as a pivot, which can bring all the stakeholders together for sustainable transformation in public health through Collaborative CSR. NATHEALTH can:

- Serve as a motivator for corporate entities to enter the CSR world.
- Act as a scout: Identify the plausible, valuable opportunities for support.
- Advise other contributing groups on the best areas in CSR resources to invest in.
- Be an enabler by building the right kind of partnerships.
- Act as an independent assessor of how the actual programs' functioning.
- Amplify the knowledge gathered by disseminating and bringing the best of CSR contributions on one platform.
- Focus on capacity building with a gender equity focus on women.
- Enable Government linkages with CSR organizations & the private sector; Bridge the gap between the Government, the people needing healthcare, and the funding agencies.
- Ensure favourable regulatory mechanisms to encourage CSR contributions.

The proposed next steps...

While NATHEALTH can play an anchoring role, it is the joint responsibility of each stakeholder to strategically grow the CSR agenda in healthcare. To attain this vision & goal, following are the proposed next steps that can be undertaken collaboratively amongst multiple stakeholders:

- Define short term and long term milestones for healthcare CSR's future.
- Shortlist projects to support through collaborations.
- Align each stakeholder's role to make this happen.
- Drive thought leadership in healthcare CSR.
- Support bold and innovative interventions in healthcare CSR by supporting members and NGOS active in the public health & CSR space.
- Develop white papers; create supporting documents that help in analytics & big data in healthcare CSR.
- Liaison with the Government on policy framework.
- Support NGOs with resources and guidance.
- Continue to recognize corporate organizations, NGOs & other health sector members, who make lasting and impactful contribution for strengthening the healthcare system through CSR interventions.



An invitation to collaborate

NATHEALTH would like to hear from you on ways to create a collaborative structure to initiate the process of elevating the agenda of healthcare CSR.

Kindly reach out to us with your feedback & suggestions.

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Leaders Speak

A reaffirmation of collaborative CSR approach

During the pandemic, the corporate healthcare sector went beyond the call of duty. If one can call it CSR, one should. The Government has gratitude towards the frontline healthcare workers for their diligent services during the dreadful Covid times. CSR is a tool that helps administrative leaders in hospitals to serve the entire nation, and it helps those who invest in the healthcare systems of India. CSR also includes the selfless service of doctors, nurses, and every healthcare worker; which especially shone during the pandemic times.

Government's own 'social responsibility'

- While the Government is not a private entity, it completes its "social responsibility" with the help of 6.6 million Indian women working as doctors, nurses, and grass-root healthcare workers who work as ASHA workers and Anganwadi workers to ensure a robust healthcare system.
- The Government's endeavor is to strengthen healthcare through the enhanced Health Budget of 16.5% and by spending over Rs. 80,000 crore to make every district/rural area robust.
- Through the PM-JAY, currently functional in 33 states and union territories, the Government has issued over 17 crore 90 lakh health cards & 3 crore 26 lakh Indians have found admissions in over 25,000 hospitals in the country. With 42% of empanelment in private hospitals.
- Every second of the minute, 20 beneficiaries are identified under PM-JAY & 27 hospital admissions are made every minute; every day close to 40 grievances are resolved.
- More than 5 crore elderly citizens received care; 47% of the overall beneficiaries are women.
- In 1 lakh wellness centers across the country, over 7 crore 20 lakh women benefitted from free screening facilities for breast and cervical cancer, especially in the rural areas.

The private sector & Government's unified social responsibility

The pandemic has proved that the private sector and the Government can successfully work in collaboration with positive outcomes. By re-orienting India's manufacturing capacity, and flying in 30-100 machines from all over the world, India became the second-largest exporter of PPE suits in the world, during the pandemic. It was the largest exercise of partnership India ever saw, where the needs of the country were met by the intent and contribution of the private sector and those in the Government.

It is now time to keep the momentum up and encourage both sections of India to explore and implement outcome- & value-based PPPs to raise the level, access & affordability of healthcare.



"India's private sector & the Government can complete their 'social responsibility' through the implementation of outcome- & value-based PPPs"

Hon. Smt. Smriti Irani

Minister of Women and Child Development, Government of India
Speaking during NATHEALTH's 1st CSR Healthcare Awards

"People respond to care positively, no matter what the location or context, because it is an act of reaching out. It draws communities closer together to improve physical, emotional, mental & spiritual health."

Dr. K. Hari Prasad, President - Hospitals Division, Apollo Hospitals

What is your ultimate vision & mission behind Project Total Health?

The ultimate vision is to take the Total Health womb-to-tomb ideology across India. People respond to care positively, no matter the location or context, because it is an act of reaching out. It draws communities closer together when provided physically, on-ground. As we see a happy life through the lens of physical, emotional, mental, and spiritual health, our focus is clear and concentrated and possible to replicate.

How do you locate the geographies that need catering to?

In India so far, we have begun with the geographies we have some familiarity with, in terms of community needs and cultural understanding. They are also in close proximity to an Apollo Hospitals branch, so that advanced medical help is accessible. We then expand to geographies that are both underserved and vulnerable. These areas too have proximity to Apollo Hospitals.



Do you have any plans to widen your reach?

Yes, our immediate plan is to expand in the adjacent mandals of Chittoor district in Andhra Pradesh. We also intent to expand in the Sundarbans in West Bengal, Pelling/Khangchendzonga National Park in Sikkim, and Kaziranga National Park in Assam, since we already work in the Amrabad Tiger Reserve and have some experience with forested areas and tribes that live within. We are also cognizant of the fact that CSR funds do not reach the North-East of India as much as they should. For example, a recent news report stated that only .006% of CSR funds are spent in Nagaland.

Healthcare delivery in India still faces last-mile issues. How do you think our country can improve this status?

Use CSR funds for reaching to the community whether it is urban, rural, or tribal by engaging the local community with health volunteers who can be trained in basic health and first aids, and do the referrals to the nearest health centres to ensure tracking the health outcomes with local level support and co-ordination facilitated by the local CSR team working closely with the Government health systems and private health institutions working for a good cause.

Kindly share the impact achieved through Project Total Health.

Since Total Health's inception, we have impacted the following number of people:

- In Aragonda: 58,000
- In Amrabad: 15,000

- In Krishnapatnam (where we have signed with the Adani Foundation to replicate the health vertical): 17,000 (projected)

How do you measure the impact of Total Health's programs?

We mainly use 3 parameters to measure impact.

Improvement in health: Through our satellite clinics and mobile clinics, we have brought 2,200 people with non-communicable lifestyle diseases under management; 70% of those identified as being at high risk for diabetes and hypertension, were converted into low risk and near normal, and 30% were converted into moderate risk, through counselling, regular follow ups and lifestyle modification. Our nutrition centres provided food for pregnant and lactating mothers, controlling anemia in women. Institutional deliveries have gone up to 99% to reduce the infant mortality rate.

Improvement in quality of life: In Aragonda, our 9 water plants ensure clean drinking water is easily accessible to people; 817 families have been supported in the construction of ISLs (Individual Sanitary Latrines). In collaboration with Isha Foundation, the Apollo Isha Vidhya Niketan has taken students from Aragonda under its wing since its establishment in 2019. We have also supported 5 government schools in maintenance activities such as whitewashing walls, toilet repair and electrification.

Improvement in financial status: We have trained more than 350 women in making garments and jute bags, of which 90 women have been employed with us on a regular salary. The Refrigeration and Air Conditioning repair training course, is running its 13th batch, generally school-dropouts above the age of 16. 31 graduates from this course have so far started their own ventures, or got hired in repair shops.

Leaders Speak

"Shortage of trained healthcare professionals is one of the biggest hurdles to deliver health services to rural and remote areas in the country, which requires concerted efforts from all stakeholders."

(Hony) Brig. Dr. Arvind Lal, Padma Shri
Executive Chairman, Dr. Lal PathLabs Ltd.

What is your ultimate vision & mission behind LPL Foundation?

The larger vision of Dr Lal PathLabs Foundation is "to build a healthy nation and improve lives of the community through high quality and preventive healthcare initiatives". In modern evidence based medicine, more than 70% of clinical decisions are made on the basis of lab reports. In India, there are more than three lakh labs, but there is a dearth of qualified and trained Pathologists, Lab Technicians and Phlebotomists. To provide quality diagnostics services across the length and breadth of the country, a hub and spoke model for diagnostic services has proven to be successful. Therefore, we need to train a large number of laboratory personnel especially phlebotomists - who are the first point of contact for a patient.

What are your objectives?

The objectives of LPL Academy for Laboratory Medicine include: i) To provide a sustainable and dignified livelihood to unemployed youths by training and certifying

them as Phlebotomists. ii) To develop a pool of trained workforce that can be employed by diagnostic service providers to assist medical laboratory technologists/pathologists to supplement & strengthen the ecosystem of diagnostic investigation, as it makes the base for any medical treatment to start. iii) Bridging the gap of trained workforce and industry need in healthcare in India. iv) Skilling the workforce to become a backup workforce, especially during Covid or such other medical emergencies.

How do you locate the geographies & people that need catering to?

We identify the project locations based on certain indicators that include level of unemployment, availability of health service providers, focusing on neglected rural/remote areas and also inputs from our team.

To identify the targeted beneficiaries, we have a team of community mobilizers, equipped with IEC (Information Education and Communication) materials, who visit small towns, villages, schools, colleges, tuition and coaching centers to reach out to the genuine and needy candidates for the Phlebotomist Training Program. We also organize various mobilization activities like setting up canopies, influencer meetings, pamphlets distribution, one to one contact, home visits etc. to make sure to spread the message and attract eligible candidates.

Since 2019, 'word of mouth' has become the most powerful means of communication and mobilization. As a result, our alumni Phlebotomists are now referring their friends and relatives and encouraging them to join the course.



Healthcare delivery in India still faces last-mile issues. How do you think our country can improve this status?

Shortage of trained healthcare professionals is one of the biggest hurdles to deliver health services to rural and remote areas in the country. With concerted efforts from all stakeholders - Government, private sector and training institutions, a large number of rural youth can be trained as healthcare workers to serve their community.

Leaders Speak

"Sustainability is paramount. Roche's CSR activities' focus is to build a sustainable world & ensure access to health, education and financial empowerment for the communities who we serve."

Ms. Manjira Sharma, Head - CSR, Roche Diagnostics India

What is Roche's ultimate vision & mission behind Project Roshni?

Our efforts through all CSR activities is to build a sustainable world and ensure access to health, education and financial empowerment for the communities who we serve. The aim of Project Roshni is to create a sustainable model that improves access to healthcare and creates long-term impact on targetted beneficiaries.

How did the project initiate in Palghar region?

When we started Project Roshni in 2015, we were made aware of the precarious health status of tribal women in Palghar district of Maharashtra by some clinicians in the nearby PHCs and municipal hospitals. We collaborated with the Society for Human and Environmental Development (SHED) to understand the problems and needs of the local people and discovered that tribal women in the region suffered from very low levels of hemoglobin (HB) that was causing other health complications such as menstrual problems, poor maternal and infant health, thyroid disorders, etc. Hence, we started Project Roshni as an anemia management program in 2015.

Do you have any plans to widen your reach?

Yes, we do. Each year we try to expand our CSR activity based on the medical outcomes and healthcare gaps within the state of Maharashtra. In fact, we are also looking to expand/replicate Project Roshni in other remote tribal clusters of Palghar district, where there is a need to empower, uplift and promote a healthy life among communities.

Healthcare delivery in India still faces last-mile issues. How do you think our country can improve this status?

The Covid-19 pandemic exposed many vulnerabilities in India's healthcare system that pre-existed and received limited attention. Having said that this also gave us an opportunity to bridge the need gap. It highlighted the need for a collaborative approach, wherein both the private and the Government sector would work together to build, expand and strengthen healthcare infrastructure and services within the country.

However, the need for India to adopt innovative, sustainable and scalable healthcare technologies and models of caregiving is now even more pressing. It is extremely crucial to understand that healthcare services across the value chain - be it general medical practitioners, tertiary care hospitals, diagnostics centers or Government-run facilities, are still working on an incremental access model, leaving a significant portion of the country's population underserved. Especially from a diagnostics and screening perspective, the gap is huge.



Roche Diagnostics' Skill Development Program & Self Help Group Programs have resulted in a **30-35% increase in standard of living** and financial stability over 2018 levels, when these initiatives were introduced.

Leaders Speak

"To ensure scalability of healthcare delivery across the country, we will adopt new technological innovations and create transformative workflows."

Dr. Amit Kharat, Co-Founder, DeepTek Genki Solution

What is your ultimate vision & mission behind DeepTek Genki Solution for Public Health Screening using AI?

The vision and mission of DeepTek is to provide equitable access and ensure last mile delivery of scarce healthcare and medical imaging resources through meaningful use of technology and powered by AI.

Where are you deployed currently?

We have deployed our solutions and service offerings in India, APAC, and the Africa region. We will be expanding our reach to the US and European market in January 2023.

Why the plans to go global?

We see a global demand and huge potential to provide transformative healthcare to ensure inclusivity through technological SaaS and enterprise version of the platform, which allows patients, imaging clinics, and hospitals to seamlessly onboard themselves and use the pay per use model to ensure efficient care delivery without compromising on quality and avoid paying high upfront costs.

Healthcare delivery in India still faces last-mile issues. How do you think our country can improve this status?

To ensure scalability of healthcare delivery across the country, we will need to adopt new technological innovations and create transformative workflows, embed this in the national and global strategy. In short, we need to plan at least 10 years ahead of time.

What kind of transformative workflow can DeepTek handle?

DeepTek AI Platform (Augmento) has handled medical imaging workflow for 500,000 patients and more than 480 imaging clinics and hospitals across the country. The AI powered TB Screening Solution (Genki) has screened more than 200,000 individuals in the vulnerable population since the inception of the program across 4 states of the country.



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