

April 2022

NEWS

LETTER



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What's inside the...

NEWS

LETTER

Impact in the last 30 days

Unified stance & Collaboration with GoI: NATHEALTH's unified role further enhanced through a cross-federation participation in NHA's stakeholder consultation on Provider Payment and Pricing Paper under AB PM-JAY

Infrastructure, Financing & Collaboration with GoI: To boost infrastructure, financing & more in the MedTech sector, NATHEALTH submitted a position paper to Department of Pharmaceuticals on MedTech 2.0 Policy

MVT & Collaboration with GoI: NATHEALTH's MVT agenda of Heal in India was taken a step further through the participation in Chintan Shivir on MVT organized by MOHFW

Improving access & Collaboration with GoI: To strengthen the private sector's role in India's healthcare policies, a cross-federation initiative is in progress called Strategizing a 'Roadmap for improved access to quality healthcare services under PM-JAY'

Skilling & affordable care: To drive the agenda of accessible and affordable healthcare for all in India, NATHEALTH & ADL have launched an initiative to boost skilling, capacity building, and medical education in the sector

GST Rationalization: A Study of Embedded Taxes in the Healthcare Sector of India was launched

Supporting Digital Health Mission: In support of Government's Digital Health Mission, a Study on India's Fast-evolving Digital Health Revolution was released

VBP: To globalize Indian healthcare systems, a Study on Value Based Procurement in MedTech was unveiled, and a Roundtable organized

Home Healthcare: To further the cause of establishing Home Healthcare in India, a Study on Indian Home Healthcare 2.0, and a Roundtable organized

CSR Agenda: NATHEALTH's CSR Agenda moved higher with the launch of NATHEALTH's 1st CSR Healthcare Awards

Start-ups & Innovation: To enable a platform for growth & innovation, Start-up Innovation Hub & Business Pavilion organized during the 8th Annual Summit

Infrastructure development: NATHEALTH is supporting India's infrastructure development through its initiative on 'Healthcare Expansion in Tier II-IV'

Internal resource mobilizations: Achieved through the announcement of new Leadership Team and Regional & Forum Leaders; as also RFPs for various initiatives

President's Message

The pandemic moved the needle in favor of collaborative healthcare. It taught us the value of resilience but more importantly, the need to be 'resilient together'. As a unified voice of the industry, at NATHEALTH, we take pride in steering meaningful conversations for the future of healthcare. From constructive dialogues on policies that matter to helping develop healthcare infrastructure, we strive to share a collective voice on healthcare's most pressing issues.

As I take on this responsibility, I wish to applaud the terrific work that has been done, and the depth of impact that has been created by the NATHEALTH leadership in the recent years. I would also like to extend my gratitude to Dr. Harsh Mahajan for steering the vision and driving NATHEALTH to become the voice of healthcare in India. This has been a collective journey for the sector as a whole, with immense contribution by the forum leaders and the NATHEALTH secretariat in expanding the coverage and collaboration with other industry forums.

As the entire healthcare ecosystem has entered the recovery mode in the post-pandemic era, it's time to shift our gears and expand the overall health capacity through advanced technologies to improve healthcare access, efficiency, and quality. To be future ready, the 'New Normal' will rest on the foundations of innovation, digitalization, and collaboration. To transform into an institution of excellence in tandem with 3.0's strategic agenda, 2022 will be a landmark year for NATHEALTH. Three years into advocating for causes that promise accessible healthcare, we are now looking at the next leg of progress - exponentially growing our circle of influence through breadth and depth of collaborations and committed engagement from our members.

Stakeholders in the healthcare ecosystem are now looking to us to lead with technical depth and accelerate innovation and cross-industry collaboration efforts. It's important for industry to develop its own vision and communicate directly with top stakeholders on the critical issues. To make this a reality, we need sharp, and incisive sustained communication is required to strengthen advocacy efforts.

We are walking into the future of healthcare with massive policy action is in progress. The policy makers and regulators recognize the value of NATHEALTH in building this agenda. We will continue to collaborate with stakeholders across the spectrum and build alliances required for shifting the orbit.

Dr. Shravan Subramanyam

President, NATHEALTH

President & CEO, GE Healthcare India & South Asia and

Managing Director, Wipro GE Healthcare

Building and enhancing public & Government trust

NATHEALTH part of NHA's stakeholder consultation on Provider Payment and Pricing Paper under AB PM JAY

National Health Authority (NHA) recently held a crucial industry-wide stakeholder virtual consultation for its paper on "Provider Payment and Pricing under AB PM-JAY". NATHEALTH was a vital part of these discussions. Through a previous cross federation meeting, NATHEALTH gathered inputs from various stakeholders of the healthcare industry, which were then collated and presented at this meeting.

In the same context, NATHEALTH has also shared a letter including recommendations with Dr. R S Sharma, CEO, National Health Authority (NHA). The joint unified position was submitted with AHPI, AHEI, FICCI, FHA, ICC, MTal, and PHANA, for improving efficiency, acceptability, quality & sustainability.

The meeting was led by Dr. Shankar Prinja, Executive Director, HP&QA Division, NHA & Dr. Sudha Chandrashekar, Executive Director, Health Policy & Hospital Management, NHA. The meeting solicited fruitful discussions on the said Paper.

25 April 2022

Dr R S Sharma
CEO
National Health Authority
New Delhi

Sub: - Joint Healthcare Industry Comments on the Consultation Paper

Dear Respected Sir,

Greetings from AHPI, AHEI, FICCI, FHA, ICC, MTal, PHANA and NATHEALTH!

We thank you for providing the opportunity to share the detailed inputs on the PROVIDER PAYMENTS AND PRICE SETTING UNDER AYUSHMAN BHARAT PRADHAN MANTRI JAN AROGYA YOJANA SCHEME (PM-JAY) IN INDIA: IMPROVING EFFICIENCY, ACCEPTABILITY, QUALITY & SUSTAINABILITY.

We are attaching the detailed member inputs on the approach paper for your kind consideration.



AHEI
Association of Hospitals of Eastern India



Building and enhancing public & Government trust

Position submitted to Department of Pharmaceuticals on MedTech 2.0 Policy

In a recent written communication to Shri Arvind Kumar, Under Secretary (Medical Device), Department of Pharmaceuticals, Government of India, NATHEALTH shared a collective industry position on the MedTech Policy 2.0.

NATHEALTH communicated with the DoP, detailed member inputs on the NMDP, on behalf of the MedTech industry as well as the broader health ecosystem. The feedback included certain feedback points too for the DoP's consideration.

Some of the broader areas covered:

- Catalysing New Medical Infra Creation
- Boost short term health infra-availability and productivity
- Unlock Working Capital
- Health Financing
- Building Rural/Peri-Urban Pandemic Resilience
- Ease of doing business

NATHEALTH[®]
Healthcare Federation of India

Annexure A

NATHEALTH Inputs for Approach Paper
on
Draft National Medical Devices Policy-2022

Background:-

1. As the Draft NMDP intends to achieve the key values of NHP 2017 i.e. good quality, affordability & comprehensive healthcare to all; it is expected that NMDP will have clearly defined guidelines for good quality and affordable medical devices that could be used for all areas of healthcare management viz preventive, diagnostic, therapeutic and palliative care (as applicable).

2. Orderly growth of MedTech sector with objectives of accessibility, affordability, safety & quality and focus on self-sustainability & innovation.

Section Number	Current Text	Suggested Text	Rationale
1.1	The medical device is a multi-product sector, with the following broad classifications: (a) Electronics Equipment; (b) Implants; (c) Consumables and Disposables; (d) IVD reagents; and (e) Surgical Instruments	As Surgical Instruments are also a subset of Electronics Equipment, we should have five major categories i.e., Consumables/Disposables, Implants, IVDs, Medical Electronics & Assistive Devices	
1.2	The current market size of the medical devices sector in India is estimated to be \$11 bn [1] and	The current market size of the medical devices sector in India is estimated to be \$11 bn [1] and	Statement is very confusing. How a country with just 1.5% global share be in top 20 largest in

NATHEALTH's participation in Chintan Shivir on MVT organised by MOHFW

NATHEALTH's MVT initiatives are going stronger by the day. Along with submitting a detailed note and presentation on 'Strengthening India's Medical Value Travel' to the Government & industry stakeholders, NATHEALTH was also a part of the "Chintan Shivir: Heal in India" organized by National Health Authority (NHA). The two-day event included discussions on policy options for promoting Medical Value Travel to India, Indian systems of medicines & wellness, and potential of health insurance and digital health in MVT.

The event was chaired by the Hon'ble Union Minister Dr. Mansukh Mandaviya in the presence of Hon'ble Minister of State Dr. Bharati Pravin Pawar, and was attended by senior dignitaries and officials from different ministries, states, industries & more.

Building and enhancing public & Government trust

Strategizing a 'Roadmap for improved access to quality healthcare services under PM-JAY'

A cross-federation initiative, along with PwC, this initiative is closely linked to the Government's paper on Provider Payment and Pricing under AB PM-JAY by NHA. This initiative is launched to kick-start a roadmap for ensuring improved access to quality healthcare services under the flagship health insurance scheme - PM-JAY. To provide complete support of the private sector in making PM-JAY a further success, the Federation has started work on this roadmap.

Along with price comparison studies, this initiative will also shed light on the proposed reforms in PM-JAY in collation with the industry response on the same. The Federation has started planning further industry and Government meets to elevate the agenda for the betterment of India's healthcare delivery system.



Proposed Reform	Response <small>DRAFT</small>
<ul style="list-style-type: none"> • Topic: Move to DRG (Diagnosis related Group) • Details: Reflect the resource intensity being used for treating a patient (and not necessarily based as per speciality or procedure being performed) Need for <ul style="list-style-type: none"> ➢ Quantity and price of drugs, consumables, implants and diagnostics consumed in each patient during the treatment ➢ Length of stay of the patient (both for ICU and Non-ICU admissions) Dependencies <ul style="list-style-type: none"> ➢ ABDM roll out ➢ Collection of data from empaneled hospitals 	<ul style="list-style-type: none"> • Welcome the proposed move to DRG • Concerns: <ul style="list-style-type: none"> ➢ Data dependencies likely to delay the process ➢ Data from empaneled hospitals may not be reflective of Non – Empaneled Hospitals • Suggestion: Use existing data sets to expedite shift towards DRG <ul style="list-style-type: none"> ➢ Bill of Materials shared to Insurance companies during claim process. Leverage data with IRDAI ➢ Previous costing studies done <ul style="list-style-type: none"> ✓ FICCI study: Demystifying healthcare Costs: A scientific Approach (10 high frequency procedures, 150+ parameters) ➢ GIPSA pricing

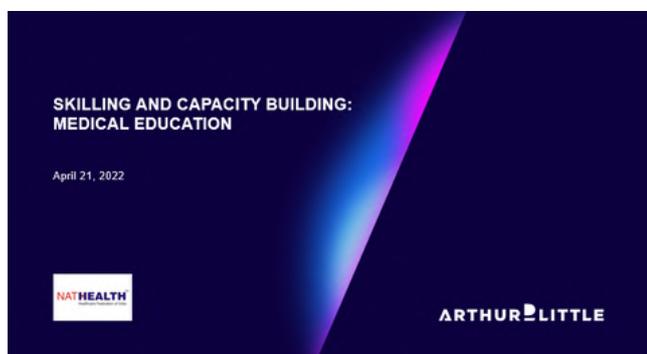
Thought Leadership Initiatives

Initiative towards skilling, capacity building, medical education

To drive the agenda of accessible and affordable healthcare for all in India, NATHEALTH and ADL have launched an initiative to boost skilling, capacity building, and medical education in the sector.

NATHEALTH's major role through this initiative will be:

- To understand prevailing challenges in skill development and capacity building of specialists, practitioners and other allied workers in Indian healthcare sector.
- To identify major gaps, analyze critical needs and immediate interventions, gauge undercurrents and insights from Subject Matter Experts and Industry Leaders.
- Recommend actionable and other necessary adaptations to bridge the gaps, help create more conducive frameworks, which should help to further develop DNB courses, tech-enabled skilling for nurses, training of allied health workers, launching more medical colleges and forming PPPs.



Challenges towards capacity building and skill development can be categorized in 3 major sections

Medical and Nursing colleges	Scaling-Up of specialists	Skill Development
		
Scarce infrastructure	Poorly leveraged Private Sector	Low Awareness
Entry Barriers for private players	Cost Dynamics of existing specialisation programs	Poor Access and Affordability
Cumbersome processes	Promotion of DNB programs	Evolving customer needs and demands
Shortage of qualified professors	<ul style="list-style-type: none"> • Inferior recognition • Systematic reluctance 	Lack of use of digital technology
Unmet Healthcare needs in Rural		

Thought Leadership Initiatives

Launched: Study of Embedded Taxes in the Healthcare Sector of India



NATHEALTH, in association with E&Y, launched a detailed GST study titled "Embedded Taxes in the Healthcare Sector of India", in the presence of Shri. Rajesh Bhushan, Secretary, Ministry of Health and Family Welfare, during NATHEALTH's 8th Annual Summit.

Key focus areas include:

- Impact of GST Rate structure employable in Healthcare Sector
- Analysis & Scrutiny of gathered tax data
- Key findings for Hospitals, Testing Labs
- Comparison with Pre-GST taxes
- Recommendations & Future Steps

The vision

The GST Council had created a Committee of Group of Ministers (GOMs) under the chairmanship of the Chief Minister of Karnataka, Shri Basavaraj Bommai to look at various GST rates for making suggestions on rate rationalization.

In this context, NATHEALTH and E&Y established a collaboration and conducted a study of embedded taxes in the healthcare sector to identify the optimal GST rate for the healthcare sector which would help to pass through the embedded taxes on the inputs including pharmaceuticals, medical devices and other services flowing into the healthcare sector.

Thought Leadership Initiatives

Launched: Study on India's Fast-evolving Digital Health Revolution



NATHEALTH, in association with Arthur D. Little, launched a study titled "India's fast-evolving healthcare industry on the cusp of a digital revolution driven by the Indian consumer", in the presence of Shri. Amitabh Kant, CEO, NITI Aayog, during NATHEALTH's 8th Annual Summit.

Key focus areas include:

- Global Trends & Learnings on Scaling Health-Tech Adoption & Innovation
- Digital Enablement of Healthcare
- Impact of Digital on Healthcare Operations from Select Global Case Studies
- Demystifying the Indian Digital Health Consumer
- Digital Health Opportunities in India
- Innovation & Digital Imperatives for the Indian Healthcare Ecosystem

The vision

To sync its efforts with the Government of India's National Digital Health Mission, the study shall help to usher India into a new era of technology enabled healthcare delivery. According to the Government of India-NITI Aayog, India envisions having a robust digital health technology ecosystem. It recognizes the integral role of technology such as e-health, m-health, cloud, internet of things, wearables, in health delivery. It also visualizes the National Digital Health Authority to regulate, develop and deploy digital health across the continuum of care.

Thought Leadership Initiatives

Launched: Study on Value Based Procurement in MedTech



NATHEALTH, in association with APACMED, launched a study titled "Value Based Procurement in MedTech", in the presence of Smt. S Aparna, Secretary, Department of Pharmaceuticals, during NATHEALTH's 8th Annual Summit.

Key focus areas include:

- Concept & VBP in the global landscape
- Procurement in the Indian healthcare ecosystem
- Challenges for implementing VBP in India
- Broad contours for VBP framework in India

The vision

Value-based procurement focuses on the long-term outcome of the treatment, rather than looking at the upfront cost. It essentially ensures that the patients have the access to innovation, affordability, and long-term outcomes. VBP can put in line some of the futuristic trends like digital health and AI. Just as the world, India should be a part of a VBP culture, as the country progresses confidentially into its vision of achieving a proactive healthcare system.

Thought Leadership Initiatives

Value Based Procurement in MedTech Roundtable



NATHEALTH, in association with APACMED & PwC organized a Roundtable discussion on "Value Based Procurement in MedTech", during NATHEALTH's 8th Annual Summit.

The discussion

The roundtable session shed light on the much-needed evolving of value-based procurement (VBP) in India. It is high time that VBP is made an integral part of the healthcare discourse, especially to help build trust on India's healthcare systems. Studies show that 50% of the reasons behind people going into poverty in India, is a healthcare episode. While, 30% of the healthcare budget is spent by the Government. This missing link indicates inefficiencies in healthcare investment management and VBP is a possible solution. Along with better outcomes, it will ensure the right spending & investments and a level-playing field to providers.

Experts at the Roundtable

- Dr. K Madan Gopal, Sr. Consultant (Health), NITI Aayog
- Dr. Jitendra Sharma, MD & CEO, AMTZ, Executive Director, KIHT
- Air Cmde (Dr.) Ranjan Kumar Choudhury, VSM, Advisor NHSRC
- Mr. Pavan Mocherla, Chair, APACMed India & MD, India & South Asia, BD
- Mr. Pavan Choudary, Director General & Chairman, MTAI
- Dr. K Hari Prasad, President, Hospitals Division, Apollo Hospitals
- Dr. Rana Mehta, Healthcare Industry Leader & Partner, PwC
- Mr. Ashish Rampuria, Associate Director, Management Consulting-Healthcare, PwC

Thought Leadership Initiatives

Launched: Study on Indian Home Healthcare 2.0



NATHEALTH, in association with PwC, launched a study titled "Indian Home Healthcare 2.0 Redefining the Modern Care Continuum", in the presence of Dr. VK Paul, Hon'ble Member (Health), NITI Aayog, during NATHEALTH's 8th Annual Summit.

Key focus areas include:

- Enabling Care Delivery Innovations Across the Globe - The Big Shift
- Home Healthcare Innovations - Bridging the Supply
- Demand Gaps in Current Care Continuum
- Tomorrow of Home Healthcare in India - Building Blocks and Enablers

The vision

Indian Home Healthcare has evolved and grown to a USD 5.4 Bn market today. This segment is expected to grow to a USD 19.9 Bn market by 2025. With advanced digital care seamlessly integrated to provide cutting edge care at the health seekers' fingertips, this segment holds the latent power to provide integrated, personalized care at scale to the most peripheral areas.

Homecare has become a norm in the wake of Covid-19 pandemic. Home healthcare can be seen as the possibility of providing continuum of care in a safe manner supported by digital health tools and health professionals. The study sheds light on the current challenges, roadblocks, need for fruitful partnerships and more. Homecare is the necessity of modern Indian healthcare delivery.

Thought Leadership Initiatives

Roundtable on Home Care with PwC



To further the cause of improving home healthcare in India, NATHEALTH, in association with PwC, organized a Roundtable discussion on Home Care, during NATHEALTH's 8th Annual Summit.

The discussion

It is time that concentrated efforts should be made to organize the home care sector on a larger scale, and build a model of care outside hospitals. Such innovative solutions will help handle the infrastructure deficit in India. Key areas that need focus on include: Registration & licensing, Quality clinical standards, Innovative financing models, Technology-enabled solutions, Capacity building, Higher investments.

Experts at the Roundtable

Dr. Mahesh Joshi, President & CEO, Apollo Home Healthcare; Mr. Vivek Shrivastava, Co-Founder and CEO, HCAH India; Mr. Rajiv Mathur, Founder & Executive Chairman, Critical Care Unified; Ms. Preetha Reddy, Executive Vice Chairperson, Apollo Hospitals; Ms. Meena Ganesh, MD & Chairperson Portea Medical; Mr. Vipin Pathak, Co-founder & CEO, Care 24; Dr. K Madan Gopal, Senior Consultant Health, NITI Aayog; Dr. Ranjan Kr Choudhury, Advisor-Healthcare Technology Div, NHSRC; Mr. Mayank Bathwal, CEO, Aditya Birla Health Insurance; Dr. S. Prakash, MD, Star Health and Allied Insurance Company Ltd.; Mr. Amitabh Jain, Head – Health & Motor Underwriting & Claims, ICICI Lombard; Dr. Sameer Gupta, Group Cardiac Cathlab Director, Metro hospital and Director, Umkal Hospital; Dr. Rishubh Gupta, Director Commercial, Baxter India Pvt Ltd; Dr. Navin Dang, Director, Dr. Dangs Lab Pvt. Ltd.

Thought Leadership Initiatives

NATHEALTH's 1st Healthcare CSR Awards held

NATHEALTH launched its 1st Healthcare CSR Awards during the 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.



Hon. Smt. Smriti Irani, Minister of Women and Child Development at the ceremony



The CSR Awards Ceremony in process



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

Thought Leadership Initiatives

NATHEALTH organizes Start-up Innovation Hub & Business Opportunity Pavilion

NATHEALTH arranged a platform for healthcare start-ups and businesses alike during the 8th Annual Summit 2022. The opportunity offered owners of unique business opportunities related to healthcare from around the world and India to showcase and exhibit themselves to all the participants of the Annual Summit.



Annual Meetings

NATHEALTH organizes its AGM & GC meeting

Under the aegis of the 8th Annual Summit, NATHEALTH organized its Annual General Meeting and General Council Meeting. The meeting introduced the new Leadership Team for the year 2022-23 and discussed the way forward for the Federation.



Important Announcements & Resource Mobilization Initiatives

NATHEALTH announces new Leadership Team

NATHEALTH has announced its new Leadership Team for the year 2022-23. The Federation welcomes its new office bearers with enhanced roles & responsibilities.

Dr. Shravan Subramanyam, President, NATHEALTH (President & CEO, GE Healthcare India & South Asia and Managing Director, Wipro GE Healthcare)

Dr. Ashutosh Raghuvanshi, Senior Vice President, NATHEALTH (Managing Director & CEO, Fortis Healthcare)

Ms. Ameera Shah, Vice President, NATHEALTH (Managing Director, Metropolis Healthcare)

Mr. Sunil Thakur, Treasurer, NATHEALTH (Partner, Quadria Capital)

Ms. Vrinda Mathur, Secretary, NATHEALTH (Head - Services, Management Consulting, PI/RWI, IQVIA South Asia)

	Mentors	Chairs	Co-Chairs
North Chapter Regional Leaders	<p>Dr. Ashutosh Raghuvanshi Vice President, NATHEALTH and MD & CEO, Fortis Healthcare</p>	<p>Mr. Ashwajit Singh Founder & Managing Director, IPE Global</p>	<p>Mr. Harish Natarajan, HxCo India Private Limited Mr. Narendra Varde, Roche Diagnostics Mr. Parveen Jain, Fresenius Medical Care Dr. Anil Vinayak, Fortis Healthcare Dr. Anand K, SRL Diagnostics</p>
South Chapter Regional Leaders	<p>Dr. Shravan Subramanyam Senior VP, NATHEALTH & President & CEO, GE Healthcare India & South Asia & Managing Director, Wipro GE Healthcare</p>	<p>Dr. S Prakash Managing Director Star Health and Allied Insurance Co. Ltd</p>	<p>Mr. Srikant Srinivasan, Gehc Mr. Dinesh Madhavan, Apollo Hospitals Ms. Anitha Niranjana, Global Healthcare Academy Ms. Mansi Wadhwa, India Medtronic</p>
East Chapter Regional Leaders	<p>Ms. Preetha Reddy Former President, NATHEALTH and Executive Vice Chairperson, Apollo Hospitals</p>	<p>Dr. Alok Roy Chairman & Managing Director, Medica Synergie Pvt. Ltd.</p>	<p>Mr. Sanjay Prasad, Mission of Mercy Hospital & Research Centre Mr. Prashant Sharma, Charnock Hospital Dr. Rana Das Gupta, Apollo Hospitals Group Mr. Gagan Kapoor, Qube Health Mr. Suyash Borar, CMRI, B.M. Birla Heart Research Centre</p>
West Chapter Regional Leaders	<p>Dr. Harsh Mahajan President, NATHEALTH and Founder and Chief Radiologist, Mahajan Imaging</p>	<p>Mr. Gautam Khanna CEO, PD Hinduja Hospital & Medical Research Centre</p>	<p>Mr. Santosh Marathe, Apollo Hospitals Dr. Vivek Desai, HOSMAC India Private Limited Ms. Visalakshi Chandramouli, Healthcare Fund at Tata Capital</p>

Important Announcements & Resource Mobilization Initiatives

RFPs floated for Knowledge Partners and CSR Implementation Partners

NATHEALTH has circulated the RFPs and call for nominations on two of its major initiatives: 1) Knowledge Partners for NATHEALTH 3.0 Agenda 2) CSR Implementation Partner for the Vaccine Hesitancy Campaign and 3) CSR auditor. Partnerships are vital for NATHEALTH's towards collaborative growth of Indian healthcare. The Federation is receiving nominations from leading healthcare entities for both the categories.

NATHEALTH's Hiring Drive Going Strong

NATHEALTH had recently floated its requirements regarding the Regional Hiring being conducted by the Federation. Artworks and posts with job description details and other information are being posted regularly at various social platforms.

The process is swiftly moving forward with various interviews and meetings taking place, to select the right candidates for the roles offered.



REGIONAL LEAD (WEST, SOUTH AND EAST) No. of positions-3
Location: Bangalore/Hyderabad/Chennai , Mumbai/Pune and Kolkata

ROLE DESCRIPTION
 The Regional Lead is responsible for maintaining a close and effective relationship with all regional members and expansion of NATHEALTH footprint in the designated territory through new member acquisition and partnerships. The position is responsible for the strategic implementation of the Regional Work. The Regional Lead supports the work of NATHEALTH Secretariat and facilitates meetings and information exchange with regional members and authorities. He/she serves as focal point of contact to all regional specific issues -to all relevant government bodies, regional members. He/she will be initially co located at the office of regional members. He/She will be working closely with the secretariat to develop the regional agenda

NATHEALTH's continuous internal member engagement

Cross Federation meeting held

A cross federation meeting was held recently by NATHEALTH to discuss pertinent issues regarding the healthcare industry. Mr. Sunil Thakur, Treasurer, NATHEALTH, shared the challenges and possible solutions on the 'Investible models for new health capacity creation'.

While a presentation on 'Skilling & Capacity Building' was given by the team at ADL. A presentation on 'PM-JAY - Reimbursement, payment reforms and packages' was also a part of the meeting, which was given by PwC's team. The meeting planned important next steps and aligning of outcomes and responsibilities.



NATHEALTH's Task Force Forum Mobilizations

Supporting India's Infrastructure through Healthcare Expansion in Tier II-IV



To improve healthcare delivery in India and support the Government in the same, NATHEALTH is working on a project for Healthcare Expansion in Tier II-IV geographies, along with its partners and members.

An initial scope document created for this initiative, by NATHEALTH & Bain & Co., highlights some key areas of opportunities and challenges for such an expansion.

The scope document sheds light on:

- Key Challenges: Tier 2+ Delivery Models (pricing, investments, operational costs, financing, demand uncertainty, PPP issues, talent shortages).
- Solution framework showing how to: Achieve quality & efficient care at optimized capital investment with high asset utilization/demand and viable revenue realization.
- Path forward including: A joint group to engage and create solutions & recommendations to address challenges, engage with key stakeholders on solution framework, present recommendations to senior Government stakeholders.

NATHEALTH's Task Force Forum Mobilizations

Promoting MVT Heal in India initiative

NATHEALTH has circulated a scope document amongst its members & forums on Medical Value Travel Heal in India initiative to work on strengthening India's MVT.

The vision & scope

Positioning India as the global healthcare destination of choice, and strongly cement a leadership position for several decades to come. Especially with the synergies offered by Integrated healing - Ayurveda, Yoga and Rejuvenation - India offers a unique value proposition to the world. India can deliver an outstanding experience, and truly invite the world to "Heal in India".

Suggestions & way forward

- Importance Heal in India campaign launch
- The economic benefits of Heal in India
- Major challenges & possible solutions for strengthening India's MVT proposition
- MVT Visa reforms & MVT Help Desk at all major airports
- Facilitation by Indian Embassies abroad
- Partnerships with the Indian medical diaspora
- Income Tax Exemption for Foreign Exchange earnings



Upcoming Initiatives

NATHEALTH Expert Series - Up Next

- Building Supply Chain Resilience: Diversifying channels, strategic stockpiling and addressing key barriers
- HIS: Critical role in mapping disease trends, treatment adherence, increasing process and billing efficiency
- Sustainable best practices for maximum efficiency in hospital operations

Proactive Communications & PR Campaigns

THE WEEK MAGAZINE

HOME INDIA WORLD BUSINESS SPORTS SCI/TECH LEISURE ENTERTAINMENT HEALTH

NATHEALTH 8th Annual Summit 2022 Call For Re-Building Re-Structuring and Re-Imagining Resilient Healthcare Systems in India

PTI | Updated: March 29, 2022 09:13 IST

(Eds: Disclaimer: The following press release comes to you under an arrangement with Business Wire India. PTI takes no editorial responsibility for the same.)
New Delhi, India – Business Wire India

NATHEALTH, today held its 8th Annual Summit on the theme, "Re-building, Re-structuring and Re-imagining resilient healthcare systems in India in a post pandemic era". The summit was designed to bring industry and the government together to discuss, deliberate and lay the roadmap for a stronger, resilient India which is future ready for any uncertainties. Shri. M. Venkiah Naidu, Hon'ble Vice President, Government of India inaugurated the summit while addressing the participants and the guests. Eminent dignitaries - Shri Amitabh Kant, CEO, NITI Aayog, Shri. Rajesh Bhushan, Secretary, Ministry of Health and Family Welfare, Dr. VK Paul,

FORTUNE INDIA

India 40 Under 40 Most Powerful Women The Next 500 Budget 2022 Employers of the Future

MACRO

GST increased tax burden on hospitals, diagnostics

A study shows that essential medicines and life-saving drugs account for a major proportion of embedded taxes for hospitals.

By **JOE MATHEW**, Mar 30, 2022 | 3 min read

Business Standard

HOME MARKETS COMPANIES OPINION SPECIALS TECH PF PORTFOLIO THIS CORONAVIRUS SPORTS ELECTIONS

Today's Paper: Latest News Economy Finance Current Affairs International Management Strategist Weekend Data Stories BS Reads

JUST IN India got 65% more FDI during Modi regime against 10 years of UPA rule: FM

You are here: Home > Economy & Policy > News

Indian home healthcare market to grow 2.5x to \$19.9 bn by 2025: Nathealth

The study estimated that the market has a potential to grow an additional \$5 bn with the right impetus

Topics: healthcare | Home Healthcare

Spring Day | Mumbai
Last Updated on March 29, 2022 17:27:07

ANI South Asia's Leading Multimedia News Agency

THU, MAR 31, 2022 | UPDATED 17:06 IST

National World Business Sports Lifestyle Entertainment Health

Smriti Irani, Minister of Women and Child Development, Government of India at the 8th NATHEALTH Annual Summit.

NATHEALTH Summit - industry and government representatives call for stronger PPP models for a resilient healthcare ecosystem

ANI | Updated: Mar 30, 2022 14:21 IST

BusinessLine

BY INVITATION Made-in-India medtech

Why it's time to cut imports and make medical devices right here at home

SHRAVAN SUBRAMANYAM

The Indian medtech sector is at an inflection point, poised to "aspire" and ready to make a quantum leap.

The government is paving a new path for accessibility of medical devices by placing the sector on an accelerated growth path, as envisioned in the approach paper on the draft National Medical Devices Policy 2022.

We are looking at the future of medtech with a holistic policy, giving the sunrise sector the much-needed impetus. These developments will strengthen India's domestic and global medtech value, as it is already among the top 20 markets for medical devices worldwide.

ance, and ability to handle patient volumes without compromising on quality, enabling broader access to care, and focus on prevention with improved diagnostics, higher imaging intelligence and reducing radiation risk.

Providing incentive

In 2020, the government announced incentivisation plans worth nearly ₹3,420 crore over five years for manufacturers who invest in key medical devices.

The production-linked incentive (PLI) scheme for medical devices provides the much-needed boost to domestic manufacturing, making it globally competitive.



A case in point: At GE Healthcare we recently launched a ₹100-crore unit, under the government's PLI scheme, for local manufacturing of CT machines, cath lab equipment, ultrasound scanners, patient monitoring solutions, ECG machines and ventilators.

We are aspiring for a tomorrow that promises quality healthcare to the last mile. The question is: How do we make it a reality?

Dependent on imports

The market is expected to increase at a 37 per cent CAGR (compounded annual growth rate). While the numbers paint a promising picture, India still relies on imports (70 per cent) for medical devices.

For a country where the medtech sector is a combination of large multinationals and small and mid-sized companies, the dependence on imports presents an opportunity in crisis.

Strengthening the Indian medtech market calls for addressing the fundamentals – building better resilience for future contagions, self-re-

The writer is Managing Director, Wipro GE Healthcare, and President, NATHEALTH. Views are personal

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News

NATHEALTH elects a new team at the helm

Our Bureau | Updated On: Apr 01, 2022

To be future ready, the 'new normal' will rest on the foundations of innovation, digitalisation and collaboration, says Shравan Subramanyam

Wipro GE Healthcare chief

BusinessToday.In

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COVID-19: RT-PCR tests see dip in demand as cases decline

Private diagnostic chains claim the revenues are expected to die down for COVID testing as majority of people are looking at home-based tests.

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Profit-driven sector crucial for effective healthcare system: NATHEALTH president

The apex body of private healthcare companies in India recently held its annual summit where stakeholders pitched for reforms to take healthcare delivery to the next level.

SUMI SUKANYA DUTTA | APRIL 15, 2022 | 06:04 AM IST

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NATHEALTH names Dr Shравan Subramanyam as president; elects new leadership team

COVID-19 taught us the value of not just rethinking healthcare but also rebuilding healthcare infrastructure. We will have to move outside the four walls of healthcare delivery systems and work towards making healthcare accessible to all by using technological innovations, said Dr Shравan Subramanyam, Managing Director, Wipro GE Healthcare Pvt. Ltd and new president of NATHEALTH.

ETHealthWorld • April 01, 2022, 11:50 IST

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Home / Forbes India Blogs / Health / Time to bring the focus back on India's R&D

Time to bring the focus back on India's R&D

As we envision the coming decade with tech that is transformational and will change the face of health care, we must look at investing in future needs

PREVBY DR SHRAVAN SUBRAMANYAM FOLLOW ON: Twitter Email Full Bio

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UPDATED: Mar 15, 2022 06:41:27 PM UTC

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Home / Health Files / Dr Preetha Reddy

Health Files Fresh takes, in-depth analysis and opinions from our esteemed panel of industry leaders

Women are important pillars of society, yet continue to have poorer health outcomes

Going forward, as a responsible nation, we should strive to see female working professionals and homemakers making their own health a priority. This would be a leap towards 'Breaking the Bias' and nurturing equality.

Dr Preetha Reddy * Mar 03, 2022, 12:04 PM IST

Dr Preetha Reddy
Vice Chairperson, Apollo Hospitals

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Indian healthcare sector should tap emerging opportunity in health tech: Amitabh Kant

The Indian healthcare industry has a sturdy digital backbone through Ayushman Bharat Digital Health Mission.

ETHealthWorld * March 28, 2022, 17:42 IST

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New Delhi : The Indian healthcare industry is innovating and the Government of India is creating new opportunities via digital healthcare platforms, which are being developed. The Ayushman Bharat Digital Health

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Covid-19 vaccination drive: 12-14-year-olds to get Corbevax shots

Union Health Ministry also opened up vaccination for all those above 60 years, removes the precondition of co-morbidity

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Analysis: Co-morbidity clause removed for 60-plus to get COVID-19 booster shots. Will it draw more people to vax centres?

The highest number of 60-plus population is in Uttar Pradesh, followed by Maharashtra and Tamil Nadu. In these three states, there are over 1 crore people above 60 years. All other states and UTs have below 1-crore population in this age group.

SUMI SUKANYA DUTTA | MARCH 19, 2022 | 04:13 PM IST

THE TIMES OF INDIA

NEWS / BLOGS / TECH / Breaching the digital frontier for Indian healthcare

Breaching the digital frontier for Indian healthcare

March 26, 2022, 3:01 PM IST / Dr Shraavan Subramanyam and Barnik Chitransu Mahtia in Voices, Tech, TOI

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Digital is the future in all sectors of the economy and society and healthcare is no exception. Digital delivery will become integral to healthcare provision, and something that people have embraced after being driven indoors by the pandemic. For India, this is a solution to the vexed problem of providing healthcare to a massive population confronted by inadequate hospital beds, doctor and nurse coverage ratios.

Digital adoption is a powerful engine for healthcare providers as they gear up to meet the growing requirements of India's population. Providers need to consider fundamental shifts in care delivery, focusing on personalized care, efficiency and resilience of health systems. The standalone/facility-driven approach healthcare needs to be replaced with integrated care.

Dr Shraavan Subramanyam and Barnik Chitransu Mahtia
Dr Subramanyam is president & CEO, CE Healthcare India & South Asia and MD, Virologi CE Healthcare, and Mahtia is managing partner & CEO of Aarun D. Little India Sam. -MCOE

The Statesman INDIA WORLD BUSINESS SPORTS ENTERTAINMENT OPINION LAW LIFESTYLE

Home / India / VP Naidu calls for reinventing health systems post Covid

VP Naidu calls for reinventing health systems post Covid

Talking about the need to bring down high out-of-pocket expenditure on health in India, he appreciated various government programmes

Statesman News Service | New Delhi | March 28, 2022 4:59 pm

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The 8th Annual Summit by NATHEALTH Poised to Provide Solutions for Healthcare Sector in the Area of Digital Healthcare, Supply Chain, Homecare, CSR, and Innovation

NATHEALTH
2022-03-25 8:10PM Hrs. IST

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CSR: The Emerging Frontier Driving Innovation in Healthcare

Corporate Social Responsibility (CSR) initiatives are driving a major impact in the social sector of the Indian economy. From education to sanitation, and from poverty to hunger, CSR initiatives have the power to transform the nation for the better, by uplifting its people, fortifying infrastructural capabilities, and enabling innovation through private sector funding.

ETHealthWorld * March 22, 2022, 12:16 IST

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By Sumi Thakur

Corporate Social Responsibility (CSR) initiatives are driving a major impact in the social sector of the Indian economy. From education to sanitation, and from poverty to hunger, CSR initiatives have the power to transform the nation for the better, by uplifting its people, fortifying infrastructural capabilities, and enabling innovation through private sector funding. In FY 2020-21 alone, India's total CSR expenditures were estimated to be above Rs 22,000 crore.