

2022  
**SEPTEMBER**  
**HALF**  
**YEARLY**  
**REPORT**

**Accelerating Momentum**

Shaping India's health system by owning and contributing to strategic healthcare agenda





# President's Message



Success is best when shared.

This stands true for NATHEALTH, which is a collaborative and unified voice of the sector, whose vision is to shape India's health system by owning and contributing to strategic healthcare agenda.

I am happy to share that taking a leap from our first quarter, in the second quarter, we have accomplished a large number of the goals that we had set out to achieve. We have accelerated the momentum, and we have done so collaboratively.

In the half year that passed, NATHEALTH has strategically shifted its focus towards more converging issues, which are seen as affecting the entire industry. We have pushed more boundaries, created more partnerships, and have stayed focused on our five-tier 3.0 Agenda of:

1. Infrastructure expansion
2. Digital health
3. Healthcare innovation
4. Globalizing India's healthcare
5. Facilitating health system evolution

I am glad that our initiatives towards engagement and advocacy with the Government are going strong, with NATHEALTH's inclusion in positioned issues like the TB Mukta Abhiyan, GST in healthcare, PCPNDT Act, MedTech 2.0 Policy, DNB priorities, and more.

Our CSR Charter has accelerated momentum as well, with the successful One Nation One Dialysis project, and with the ground work kicked-off for the Win with VX campaign. Very recently, we have also formalized the plan for our next CSR campaign, which is a Quality Movement focused on Patient Awareness.

Our thought leadership projects have taken a flight off with various enterprising movements like a digital conclave with NASSCOM, an event on primary healthcare with the Government of India and FICCI, our Expert Speak Series that has now completed 7 successful sessions, as also the Southern Region Healthcare Dialogue.

NATHEALTH has placed special attention on internal engagements as well, and we have not only paced up our regional hiring, but also have involved members through regular interactions and a specialized team building session.

Our partnerships have expanded to include various industry associations, Government bodies, along with extended stakeholder organizations.

NATHEALTH's website is ready to be launched and the membership portal is coming along well. We have given impetus to fund raising and membership increments. As a result, we have been able to grow our membership base by an average run rate of 10-15 new members per month; plus, a growth in our sponsorship base.

As we move ahead towards the second half of the year, we are also drawing close to our Annual Event. Consciously, our efforts are converging towards the event, with a culmination of numerous activities in sync with the 3.0 agenda.

While we are ready to step into the second half of 2022-23, I would request our members and all stakeholders to stay united with NATHEALTH. Together, we have achieved a multitude of milestones, and we have to keep the momentum up.

I would request you all to join hands with NATHEALTH and raise the bar further in the next two quarters, with a strong focus on:

- Endowment to Fund & institutionalize Thought Leadership Charter
- CSR Support behind the quality campaign
- Broad based participation towards NATHEALTH 3.0

Read ahead for a detailed report on our half yearly progress. I would also like to take this opportunity to thank the Secretariat team, the Regional teams, NATHEALTH members, and all our stakeholders for the continued support and hard work.

Looking forward to growing Faster, Stronger, Together.

**Dr. Shravan Subramanyam**

President, NATHEALTH

President & CEO, GE Healthcare India & South Asia and

Managing Director, Wipro GE Healthcare

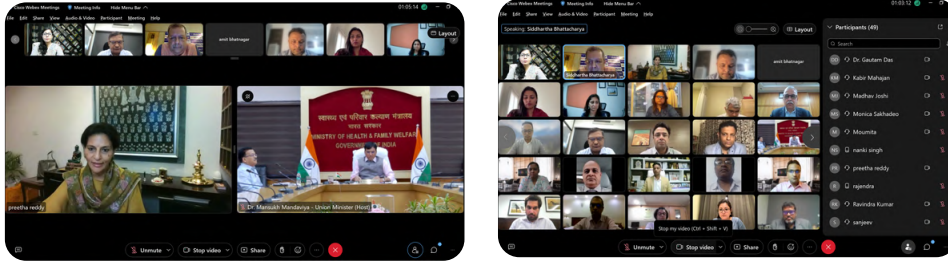
# LAST 180 DAYS KEY OUTCOMES DELIVERED

## SECTION HIGHLIGHTS

- TB Mukt Abhiyan meeting with the Health Minister Dr. Mansukh Mandaviya
- Major work stream on PCPNDT initiated
- Industry-wide GST Advocacy
- Position on GST Room Rent Charges
- NITI Aayog meeting with Dr. VK Paul on DNB priorities & GST
- One Nation One Dialysis project movement
- Chintan Shivir deliberations: recommendations on PMJAY  
Provider Payment Whitepaper to NHA
- Position paper to DoP on MedTech 2.0 Policy
- Eastern India Digital Health Conclave with NASSCOM
- Event on "Transforming Primary Healthcare in India through AB-HWCs"  
with FICCI & Government of India
- Southern Region Healthcare Dialogue: Healthcare Priorities of Telangana
- Scope document circulation on MVT Heal in India
- Expert Speak Series going strong
- NATHEALTH website revamping
- Kickstarting Regional Charters, Hiring Regional teams & Team building
- Active role in India's Digital Organ Allocation platform
- Strong Regional Membership Drive initiated

## Outcomes Delivered

### NATHEALTH's participation in meeting on Pradhan Mantri TB Mukht Bharat Abhiyaan with MoHFW



The Health Ministry recently conducted a meeting to discuss the healthcare stakeholder's role in the Pradhan Mantri TB Mukht Bharat Abhiyaan. NATHEALTH was the active participant in the meeting, and is also a key member of the initiative. The meeting with Dr. Mansukh Mandaviya, Minister of Health and Family Welfare, Gol, discussed NI-KSHAY 2.0, a digital platform for community support for the persons with TB.

The Ministry spoke about how the private sector and NATHEALTH can extend support to the Pradhan Mantri TB Mukht Bharat Abhiyan. Earlier, a separate orientation meeting was also held on the same lines, under the Chair of Joint Secretary (NTEP) MoHFW.

#### The Pradhan Mantri TB Mukht Bharat Abhiyaan will:

- Provide additional support to improve treatment outcome of TB patients
- Augment community involvement in meeting India's commitment to end TB by 2025
- Leverage Corporate Social Responsibility (CSR) opportunities
- Provide diagnostics
- Conduct vocational training
- Provide additional nutritional supplements

#### Organizations & Business Chambers can support:

- By joining as Ni-Kshay Mitra & supporting persons living with TB
- Conducting IEC campaigns
- Identifying mechanisms to deliver food basket to the beneficiaries

## Outcomes Delivered

### NATHEALTH participated in the Orientation Meeting with NTEP on Pradhan Mantri TB MukT Bharat Abhiyaan

The Central TB Division recently arranged an Orientation Meeting under the Chair of Dr. Ashok Babu, Joint Secretary, NTEP, MoHFW, in which NATHEALTH was a participant. The meeting was to interact with business leaders, Chambers of Commerce and their member industries, who are willing to be Ni-kshay Mitra - to brief them on the processes involved. The Ni-kshay Mitra is a part of the Pradhan Mantri TB MukT Bharat Abhiyaan.

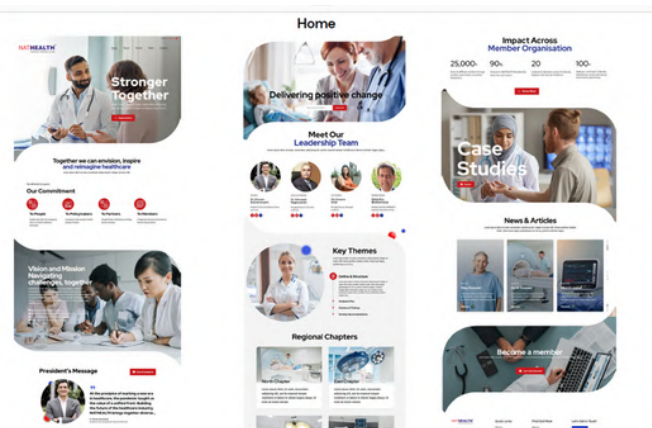
Many of NATHEALTH's members and extended stakeholders have shown interest in the initiative and NATHEALTH has been actively supporting the project. The orientation meeting was an extension of an earlier discussion, which was held with Shri Rajesh Bhushan, Secretary, Ministry of Health & Family Welfare, Gol.



### NATHEALTH's revamped website to be launched in September

NATHEALTH is glad to share that the revamped website is almost complete and will be launched in the Governing Council meeting to be held in September. NATHEALTH had kicked started the re-design and development of a mobile responsive website on the lines of its 3.0

Agenda. The project is being implemented through curation of content with an updated library to make it more attractive and user friendly, ultimately resulting in increased audience engagement and easier navigation for the end user.



## Outcomes Delivered

### First Meeting of the Reconstituted NMDPC held with Secretary DoP

NATHEALTH participated in the first meeting of the reconstituted National Medical Devices Promotion Council, under the chairpersonship of Ms. S Aparna, Secretary, Department of Pharmaceuticals. NATHEALTH's MedTech Forum members were active participants in the meeting.

#### Discussion points:

- Public Procurement Order - requirement for the second GTE list for medical devices
- Legal Metrology - exemption for regulated medical devices
- Government e-Marketplace (GeM): Non-acceptance of CDSCO certification for vendor assessment and non-acceptance of DoP GTE list
- Devices manufactured in EoU / SEZ to be covered under RoDTEP for export support

#### Key asks by the DOP:

- To support the upcoming Med Tech Parks through training, and other activities
- To send budgetary suggestions
- To support the National Med Export Event

### NATHEALTH is part of Organizing Committee for National MedTech Expo 2022

The Department of Pharmaceuticals in association with FICCI is organizing the National MedTech Expo 2022, for three days in the month of December 2022, with the focus to showcase India's journey and opportunities in the sector. NATHEALTH is happy to share that it has been chosen to be a part of the event organizing committee. The event will create opportunities to network and explore collaborations, both for the sector's growth in India and its potential contribution globally, by duly bringing together all the stakeholders such as PLI participants, start-ups, MSMEs, innovative entrepreneurs, R&D facilities, incubators, public and private hospitals, and more.

In view of the event, a Steering Committee has been constituted under the Chair of Ms. S Aparna, Secretary, DoP and the Organizing Committee is constituted under the chair of JS, Policy, DoP - with representatives from stakeholder departments and Medical Device Associations.



## Outcomes Delivered

### NATHEALTH meets Union Health Secretary, Gol to discuss collaborative next steps for the year ahead

NATHEALTH's Leadership team had met with Shri Rajesh Bhushan, Union Health Secretary, Government of India. The meeting included Dr. Shruvan Subramanyam, President-NATHEALTH, Dr. Harsh Mahajan, Immediate Past President-NATHEALTH, Ms. Ameera Shah, Vice President-NATHEALTH.



#### Discussion points revolved around:

- Industry response to NHA PMJAY White paper on Provider Payment (Package, payments & Reimbursements) - Recommendations.
- Embedded taxes in healthcare sector GST (next steps).
- NATHEALTH CSR Program on Vaccine Hesitancy.
- Boosting Medical Value Travel in India.

#### CGHS rates revision

In a discussion on the subject, NATHEALTH suggested the below:

- A revision in rates keeping in mind the long duration since the last revision.
- A mechanism to tie these rates to CPI index so that they don't fall out of line.
- A mechanism for speedy settlement of claims removes payment risk and results in full participation of all providers without their working capital getting locked.

Key priorities of NATHEALTH (after internal deliberations and feedback from the recent March 2022 8th Annual Summit), were also discussed. Along with NATHEALTH 3.0 Agenda, which focuses on shaping India's health system by owning and contributing to strategic healthcare agenda.

## Outcomes Delivered

### NATHEALTH, FICCI & GoI organized an event on "Transforming Primary Healthcare in India through AB-HWCs"

In a joint initiative by NATHEALTH, FICCI & the Government of India, an event was organized for focussing on primary healthcare in India. The Indian Healthcare Industry facilitated Smart HWCs during the event. Primary care is a valuable asset to achieve universal healthcare and to elevate overall health index of a nation. Through this initiative, the Federation has taken a step ahead towards the same.



### Eastern India Digital Health Conclave with NASSCOM

NATHEALTH, in partnership with NASSCOM, organized the Eastern India Digital Health Conclave: Opportunities and Challenges, with the theme "Digitalization of Healthcare: The Need of the Hour".

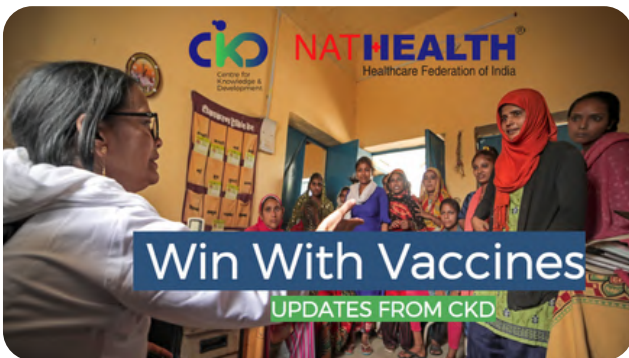


The physical event was graced by the presence of Prof Saikat Maitra, Vice Chancellor, MAKAUT & Prof. (Dr.) Suhrita Paul, Vice Chancellor, WBUHS. The event also witnessed encouraging participation from the healthcare sector, namely the NATHEALTH member organizations, GE Healthcare, Eskag Sanjeevani, Neotia Hospital, Belle Vue Hospital, AHE(I) and more.

## Outcomes Delivered

### CSR Charter movement: Ground work initiated for the Win with Vaccines project

NATHEALTH's CSR Charter has gained a lot of momentum recently. Along with newer projects in the pipeline, the project on Win with Vaccines has surged ahead as well. The groundwork on the project has been initiated in the blocks and villages in selected districts. The Auditors have also successfully reviewed the project. NATHEALTH thanks all its members and stakeholders who have played a vital role in the project take off. Next steps include kick-starting the communications campaign on the project, and funding initiatives amongst NATHEALTH members and its various stakeholders.



### Major workstream on PCPNDT initiated

NATHEALTH, along with the Ministry of Women and Child Development and 8 core healthcare organization across MedTech, hospitals and diagnostics (radiology), have come together and created an advocacy blueprint on PCPNDT. Arthur D. Little (ADL) and EY have come forward to support this initiative.



It will improve low-cost diagnostics and enable immense provider relief, if the implementation loopholes can be plugged in. NATHEALTH has also taken advice from select senior IAS officers on how to proceed on the initiative, by drawing upon the Federation's recent experience in digital systems innovations like organ transplant network through the ABDM integration.

## Outcomes Delivered

### NATHEALTH's Expert Speak Series going strong

NATHEALTH's Expert Speak Series is going strong, with 7 such successful sessions held till now. The topics covered include:

1. Monkeypox Preparedness for the management, awareness and prevention
2. Antimicrobial Resistance AMR
3. Understanding the triggers of stress and relieving them at work & at home
4. Using innovation to leverage wellness and preventive health testing
5. Improving Operational Efficiency through Digital Health
6. Role of clinical governance for universal coverage
7. Building supply chain resilience

The series is an attempt at increasing NATHEALTH member engagement, enhancing skills, increasing awareness on industry specific issues. The sessions have seen enthusiastic participation from NATHEALTH members.

## Outcomes Delivered

### Southern Region Healthcare Dialogue: The Healthcare Priorities of Telangana & the Way Forward - organized by NATHEALTH



NATHEALTH's Southern Region Healthcare Dialogue was organized at Hyderabad under the theme of "Healthcare Priorities of Telangana & the Way Forward". Mr. Jayesh Ranjan, IAS, Principal Secretary, Industries and Commerce & Information Technology, Government of Telangana was the main guest and speaker at the event. The session witnessed huge participation from the healthcare sector of the region. The session focussed on various key healthcare priority areas.

The event fits well with NATHEALTH's 3.0 agenda and its focus areas for the development of India's healthcare sector - infrastructure expansion, digital health, healthcare innovation, globalizing India's healthcare, and Aarogya Bharat (health system evolution). Achieving these objectives at a state level requires reaching out to the state stakeholders - the event was a step in this direction.

## Outcomes Delivered

### Position on GST Room Rent Charges

NATHEALTH has submitted its position regarding GST on the recent announcement on Room Rent Charges to the relevant ministries and departments/authorities.

#### **Background**

In the recently concluded 47th GST Council meeting, among the other decisions taken, a mini rate change exercise was approved with the ostensible objective of phasing out exemptions and correcting the inverted duty structure. While the phasing away of the exemptions is a laudable objective, crucial distinction must be made between phasing out exemptions at the final output stage and phasing out of exemptions at the inputs/intermediate stage.

Failure to recognize this has led to the Government levying a GST duty of 5 percent on hospital rooms with rental value above Rs. 5000 per day. This distorts the design of the GST and imposes an additional tax burden on the healthcare sector, impacting affordability, which is a key objective of the National Health Policy.

#### **NATHEALTH's recommendation (basis NATHEALTH/EY GST Study)**

The current tax levied on hospital rooms may be kept in abeyance as in the case of textile sector and should be considered after the recommendation of the Bommai committee are received and should be examined in the background of holistic view of the healthcare sector, as whole which is an important sector whose role in the economy is crucial as emphasized during the recent covid crisis.

Holistic approach to GST on hospital rooms will also send the right signal to foreign investors who value certainty in taxation and policy changes which are principally embedded in a larger policy narrative.

## Outcomes Delivered

### GST Advocacy meet with NHSRC

NATHEALTH arranged an interaction with Mr. Ranjan Kumar Choudhury, Advisor HCT to discuss key aspects of GST in healthcare. The key outcomes/action steps were: GST Stakeholder Discussion to be organised by NHSRC; Plan a One Nation and One Dialysis Program. NATHEALTH is now in the process to organize the dialysis meeting along with various stakeholders.



### Meeting with Shri Rajesh Bhushan to discuss GST in healthcare

NATHEALTH, along with AHPI, FICCI recently held a meeting with Shri Rajesh Bhushan Ji, Union Health Secretary, GoI. The meeting focussed on the agenda of GST in healthcare. The federations jointly represented the healthcare sector's concerns and requirements on the said topic. The Government has continuously supported and guided NATHEALTH and its vision.



Similarly, the Federation is hopeful of fruitful outcomes from this discussion as well.

### Cross Federation meeting on GST

NATHEALTH recently held a Cross Federation meeting to discuss the various aspects of GST in healthcare. Key discussion points:

- The issue of GST on the room should be dealt with by getting the input tax credit reimbursed on the GST paid by the healthcare players.
- Advocacy with the Government on zero % GST.
- Consolidated stand of healthcare industry during discussions with the Government.

## Outcomes Delivered

### NATHEALTH organized a GST Workshop

NATHEALTH conducted a virtual GST Workshop, which was attended by various key industry stakeholders and was graced by eminent speakers.

NATHEALTH had commissioned a study to estimate the embedded taxes contained in the healthcare services segment. The embedded taxes arise as the Healthcare Services are exempt under GST, therefore the pass-over of taxes as visualized in the GST design does not happen in the case of healthcare services.

As the entire exercise of GST rate structure rationalisation is under examination by a commission under GST council, NATHEALTH's request is that at least a few important items, which account for a significant proportion of embedded taxes, could be brought to a merit rate, providing some relief to the healthcare services segment, and at least neutralise the increase of 1.5% post covid (in GST regime). Towards this, NATHEALTH is organising a Workshop on GST over a virtual platform. The idea was to update on the progress, collect and galvanize thoughts and present the way forward.

**ASSOCIATION OF HEALTHCARE PROVIDERS INDIA**  
Educating & Advocating for Well Being of Common Man

**FICCI**

**NATHEALTH**<sup>®</sup>  
Healthcare Federation of India

### GST Workshop

with the top leaders from government and industry

**Date: 15<sup>th</sup> July, Friday | Time: 3 - 4 pm (Virtual discussion)**

Join us to galvanise the thoughts and present the way forward for GST in the healthcare sector

**Moderator**

**Speakers**

**Ms. Shambhavi Sharan**  
Sr Consultant, Tax and Economic Policy Group Ernst & Young (EY)

**Mr. VS Krishnan**  
National Leader, Tax and Economic Policy Group Policy Expert

**Air Commodore (Dr.) Ranjan Choudhury**  
VSM, Advisor, Health Care Technology Division, National Health Systems Resource Centre (NHSRC)

**Mr. Naveen Kumar**  
IAS, Special Secretary, Health, Govt. of Andhra Pradesh



## Outcomes Delivered

### Meeting with NITI Aayog on DNB priorities & GST

NATHEALTH recently held a meeting with Dr. Vinod K Paul, Hon'ble Member (Health), NITI Aayog for follow-up discussions on DNB, GST, and NMC Submissions. During the meeting, NATHEALTH submitted and presented the updated work done on the said topics. Towards this, dialogues on way forward and collaboration, were touched upon.

### Presentation on DNB enhancement made to Dr. VK Paul

NATHEALTH, along with Arthur D. Little (ADL) gave a presentation to NITI Aayog's Dr. VK Paul on 'Skilling and Capacity Building: Increasing DNB seats in private hospitals.' ADL has created a blueprint for Dr. Paul to double the DNB capacity from current baselines, with key suggestions from the industry. The presentation also included the NMC guideline commentary.



#### The meeting had two objectives:

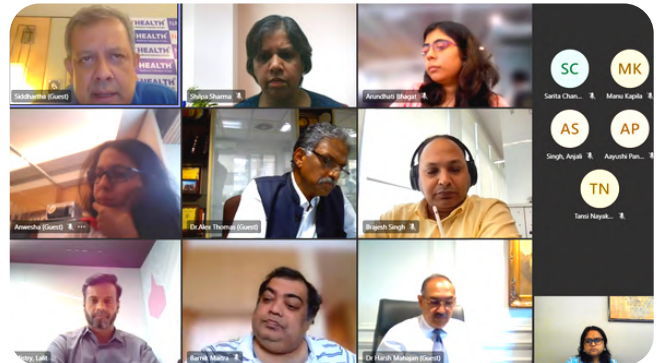
- Outline series of steps required to enhance DNB throughout/quality and accelerated deployment in industry.
- Position NATHEALTH as a Federation who can help in this mission in collaboration with Niti Aayog with technical support from ADL.

Dr. Paul's views around financing the private sector absorption piece and necessary tweaking in DNB norms were gathered to support the possibility of a subsidy, which seems difficult in the short run at this stage. Barnik Maitra, MD, ADL along with his colleague Brajesh Singh led this initiative, with NATHEALTH.

## Outcomes Delivered

### Cross Federation consultation meet to synergize DNB efforts

NATHEALTH organized a cross federation consultation meet to synergize the DNB efforts across associations. Various federations were a part of this meeting and discussions were held on the current status and the way forward. NATHEALTH's technical partners and knowledge partners also joined the discussion.



### Scope document circulation on MVT Heal in India

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 of the initiative is 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 Forex earnings

## Outcomes Delivered

### Position Paper 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.

#### Some of the broader areas covered:

Catalyzing 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

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Healthcare Federation of India

**Annexure A**

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

**Background:-**

- As the Draft NMSP intends to achieve the key values of NHP 2017 i.e. good quality, affordability & comprehensive healthcare to all, it is expected that NMSP 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).
- Orderly growth of MedTech sector with objectives of accessibility, affordability, safety & quality and focus on self-sustainability & innovation.

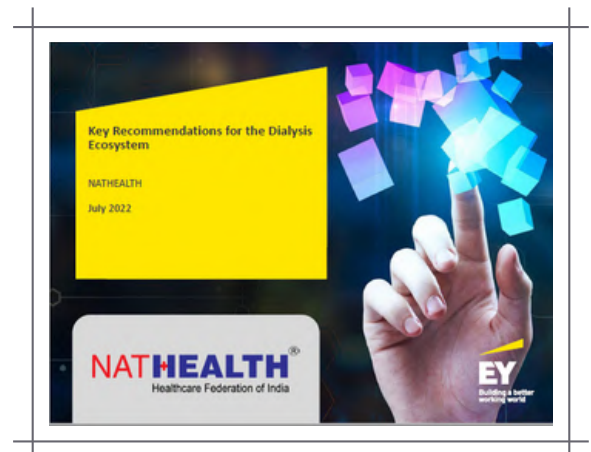
Section Number	Current Text	Suggested Text	Rationale
1.1	The medical device is a multi-product sector, with the following broad classifications: (A) Electronics Equipment; (B) Implants; (C) Consumables and Disposables; (D) IVD reagents; and (E) Surgical Instruments	As Surgical Instruments are also a 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/11 and	The current market size of the medical devices sector in India is estimated to be \$11 bn/11 and	Statement is very confusing. How a country with just 5.5% global share be in top 20 global market or 4 <sup>th</sup> largest in

### One Nation One Dialysis project movement

NATHEALTH held a meeting to take ahead its agenda of One Nation One Dialysis (in association with E&Y). The meeting put forward key recommendations gathered after various in-depth discussions amongst the industry and internal members.

#### The recommendation document includes detailed SWOT analysis on the below:

- Standalone Dialysis Centres
- Issues in PMNDP
- Training Curriculum
- Clinical Outcomes
- Peritoneal Dialysis



Inclusion of Incremental Therapy (Hemodiafiltration - HDF) was also highlighted as a key recommendation. The recommendations have been extensively circulated among the Government offices and also healthcare stakeholders. Work is also on for mapping Government stakeholders for advocacy apart from NHSRC and MOHFW. The entire initiative is based on the idea that the dialysis policy of the Government of India has to be based on certain broad principles which are: a) affordability, b) accessibility, c) appropriate methodology of intervention and d) areas of public private partnership to ensure quality delivery outcomes.

## Outcomes Delivered

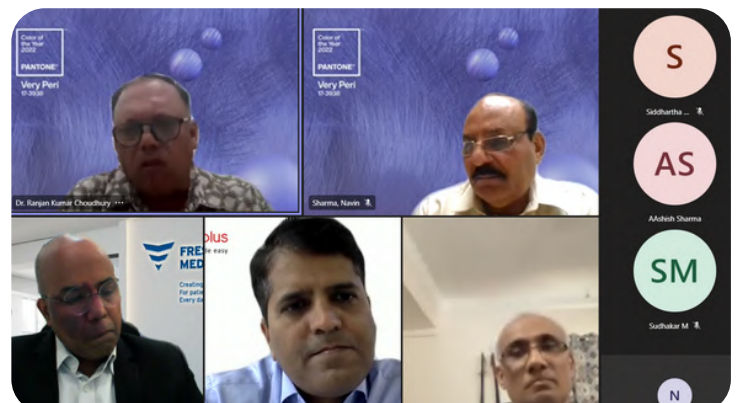
### One Nation One Dialysis Workshop

NHSRC conducted a workshop recently on “One Nation and One Dialysis”. This was arranged as a part of the Ministry of Health and Family Welfare’s Pradhan Mantri National Dialysis Program (PMNDP) under National Health Mission in Public Private Partnership (PPP) mode, which was announced in the Union Budget 2016-17 to make renal-care services affordable to BPL (below poverty line) citizens and the APL (above poverty line) patients are also provisioned to avail the dialysis services at discounted rates.

NATHEALTH supports this initiative of the Government and is in the process of forming a core group regarding the same.

#### Following are the key takeaways from the workshop:

- All districts must have a dialysis facility under PMNDP by 31 st March 2023.
- PMNDP Portal [<https://pmndp.nhp.gov.in/en>] was launched on 5th May this year with objective to:
  - Integrate all operating dialysis centres with registry and facilitating portability within the state (one state one dialysis).
  - To have a robust, scalable IT platform for capturing details of all beneficiaries availing services under PMNDP.
  - To capture dialysis session logs.
  - To enhance transparency, efficiency, and visibility of dialysis services.
- A detailed presentation was made on the portal by NHSRC. The way forward slide included:
  - Improve availability of haemodialysis machines in the dialysis centres.
  - Improve IEC for peritoneal dialysis and its uptake in the community.
- Quality Certification for HD centres are formulated and will be out soon.
- Focus on Quality, Value Based Incentives and Portability were the main indicators given by NHA while mentioning PMJAY packages for dialysis.
- A separate meeting was conducted with all state nodal officers and NHM officials.
- NHSRC would be conducting meeting on hypertension and diabetes in July.



## Outcomes Delivered

### NATHEALTH's active role in India's Digital Organ Allocation platform

Dr. RS Sharma, CEO, National Health Authority (NHA), recently announced that India's Covid vaccination platform, Co-WIN, will be repurposed as an organ donation platform for making the present system transparent and to connect patients with suitable blood donors nearby their location.

NATHEALTH is proud to be a part of this momentous digital leap. The Federation had assisted NHA in this initiative by creating the FRS/SRS document and had

submitted recommendations for process optimizations. The initiative was implemented along with Clinicians and Organ Transplant Coordinators from MGM Hospital Chennai, FMRI Gurgaon, Apollo Hospitals Delhi & Umkal Hospital New Delhi. The document was reviewed by Knowledge Partner Arthur D. Little and over viewed by NATHEALTH members.



### NATHEALTH submitted recommendations on PMJAY Provider Payment Whitepaper to NHA as part of Chintan Shivir

NATHEALTH has submitted its comments on the PMJAY Provider Payment Whitepaper base on the Health Ministry's request at the Chintan Shivir. The initiative is spearheaded along with PWC and in partnership with 7 other federations, namely: Association of Healthcare Providers (India) (AHPI), Association of Hospitals of Eastern India (AHEI), FICCI, Federation of Healthcare Association-Karnataka (FHA), Indian Chamber of Commerce (ICC), MTaI, Private Hospitals and Nursing Homes Association (PHANA).

The responses are related to provider payments and price setting under the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana Scheme (PM-JAY) in India: Improving Efficiency, Acceptability, Quality and Sustainability.

## Outcomes Delivered

### Antimicrobial Resistance (AMR) Taskforce and Recommendations

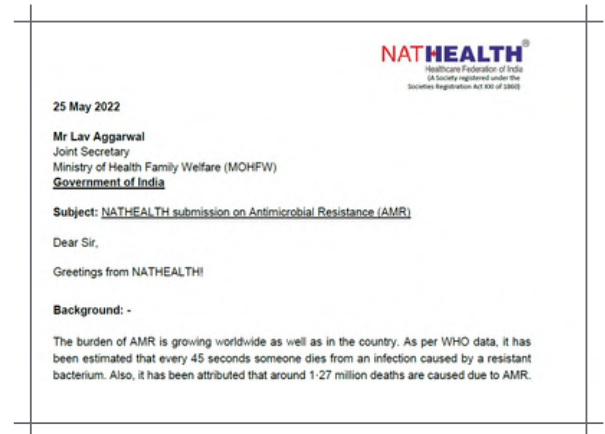
**Context:** Guidelines on AMR along with Antimicrobial Stewardship (AMS) strategies are already published by ICMR and NCDC for quite some time. However, opportunities exist for private and public sector to join hands in the implementation of these guidelines at the state level.

#### NATHEALTH's suggestions and requests:

In a letter to Mr. Lav Aggarwal, Joint Secretary, Ministry of Health Family Welfare (MOHFW), Government of India, NATHEALTH informed that it had constituted an AMR Taskforce and convened a multi-stakeholder consultation across providers, MedTech players and as well as academicians from across the country. The intent of the letter is to explore opportunities that exist for private and public sector to join hands in the implementation of the AMR guidelines at the state level.

The taskforce feels that AMR needs immediate attention and implementation of national action plan on AMR and ICMR guidelines should be given priority, In this context, the taskforce has gathered few of the implementation ideas as a sincere attempt to place forward perspectives from all industry stakeholders and propose recommendations with welfare of the consumers at the epicentre, on the topics of:

- **General Awareness:** A campaign to be built on AMR.
- **Education and Training:** Training program for doctors should be mandated by ICMR to raise awareness towards AMR.
- **Platform creation:** Encompassing central and state implementing agencies, with industry to discussion on the implementation of ICMR AMR Guidelines and provide support at state level. This will require multi- sectorial efforts which NATHEALTH is willing to spearhead.
- **Strengthening diagnostic capacity:** A list of essential diagnostic tests for containment of AMR should be formulated and setting up of lab infrastructure at district level should be ensured. NATHEALTH Diagnostic Forum encompasses major labs in India, which can help in meeting these requirements.
- **Monitoring and auditing:** Mandating every hospital to report on AMR audits monthly/ quarterly across states.



## Outcomes Delivered

# NATHEALTH Quarterly Governing Council Meeting held for arriving at a Robust Roadmap for 3.0 Agenda



## Outcomes Delivered

### Umbrella Sponsorship Initiative launched by NATHEALTH

NATHEALTH has launched a sponsorship drive to raise funds for pushing the impact areas of NATHEALTH 3.0 Agenda for accelerating the Momentum of Growth in Healthcare Sector.



The roadmap to achieve the impact includes:

Development of NATHEALTH Member Portal for higher sector inclusion; Website Rehaul for increased interactions & deep diving; Regional Roadshows to increase reach in catchment areas; Communication campaigns for consistent knowledge & information dissemination.

### Priorities for every Functional and Regional forum announced

After numerous internal deliberations, NATHEALTH has announced the priority areas for Functional and Regional Forums. To transform the goals and aspirations of NATHEALTH 3.0 into reality, various functional and regional forums have rolled out their agendas. These priorities focus upon many existing and emerging areas such as health infrastructure, membership portal, regular engagement & contribution from forum members, among other things. The priority areas are based on the thematic priorities of NATHEALTH 3.0 Agenda.

Provider Forum Aspirations and goals for FY 23 Provider Forum

Goals FY 23	Responsible	Approves	Supports (Internal Partners)	Is Informed (External partner)	Is consulted (External Stakeholder)
GST revision	NATHEALTH Provider Forum	Leadership Team General Council	Other forums which have similar goals	• GST Council • Muf • NRI Aayog	• Other regional and national provider federations
CGHS Rate List Revision			• MedTech forum	• Ministry of Tourism • NISRC • Medical Tourism Companies	
Promoting Medical Value Travel (MVT)			• Diagnostic Forum	• NRI Aayog • Muf	
Engagement and Value proposition for smaller members			Other forums which can act as enablers	• PR / Media Agencies	
Payment delays			• Innovations Forum	• NHA / PMIAI • CCHS	
AB- PMIAI Reforms			• Insurance Forum	• NHA / PMIAI • NRI Aayog	

Diagnostics Forum Aspirations and goals for FY 23 Diagnostics Forum

Goals FY 23	Responsible	Approves	Supports (Internal Partners)	Is Informed (External partner)	Is consulted (External Stakeholder)
Establishing standardization & promotion of digital diagnostics	NATHEALTH Diagnostics Forum	Leadership Team General Council	Other forums which have similar goals	• ICMR • CIA (CDSCO) • Quality Council of India • FND India	• NHA/PM-JAY • CI Healthcare Council
Quality linked reimbursement & diagnostic package inclusion in public insurance schemes as standalone packages			• MedTech Forum	• Home Healthcare federations	• National Resource Center for EHR Standards (NRCES)
Remote validation of reports & regulatory framework with minimum licensing standard			• Other regional and National Diagnostics federations	• Muf • NMC • ICMR	
Antimicrobial resistance to develop resilience			Other forums which can act as enablers	• PR / Media Agencies	
Pan India membership footprint	• Providers Forum	• Insurance Forum			

Eastern Chapter Aspirations and goals for FY 23 Eastern Chapter

Goals FY 23	Responsible	Approves	Supports (Internal Partners)	Is Informed (External partner)	Is consulted (External Stakeholder)
Swordhya Sathi Program reform	NATHEALTH Eastern Forum	Leadership Team General Council	Other forums which have similar goals	• WB State Muf • CNI	• Health tech companies • Low Cost Design model
Work with India Attitude for a low cost design			• Provider forum	• Other regional and state level associations	• BSA • Media Organizations
Impact of negative Publicity of Private Healthcare			• Diagnostics Forum	• BMA/HP State Chapters	
Increase membership drive			Other forums which can act as enablers	• PR / Media Agencies	
Opening 1 CSR program			• PEVC Forum	• IC/CCH Healthcare Councils • National CSR Hub, TISS	
Del/Accreditation or digital tech adoption	• Insurance Forum	• NMC • METY			

Northern Chapter Aspirations and goals for FY 23 Northern Chapter

Goals FY 23	Responsible	Approves	Supports (Internal Partners)	Is Informed (External partner)	Is consulted (External Stakeholder)
Antimicrobial Resistance (AMR) guidelines	NATHEALTH Northern Forum	Leadership Team General Council	Other forums which have similar goals	• Muf • ICMR	• NRI Aayog • ICMR • PBI
Supplement govt. efforts in implementation of One Nation and One Dialysis Program through private participation			• Diagnostic Forum	• Other regional and state level associations	• GST Council • Muf • NRI Aayog
Increase membership drive & create state charters			• MedTech Forum	• BMA/HP	
Charging 1 CSR program/ Regional Summit			• Provider Forum	• PR / Media Agencies	
India Africa Summit 2022	• Insurance Forum	• Innovations Forum			



## Outcomes Delivered

### Kickstarting Regional Charters, Hiring Regional teams & Team building

NATHEALTH has launched its Regional Charters of South, West & East. Additionally, regional hiring has taken place and is an ongoing process. Also, NATHEALTH believes in regular internal communications and team building. As a part of this vision, a team building exercise for the Secretariat was arranged. It focussed on key areas like working in a collaborative manner, understanding the strengths of colleagues, building up on the strengths, methods to improve on the weaknesses, working in harmony, aligning towards a common goal & vision, and more. The Secretariat team benefitted immensely from the session and the members hope to see better and more targetted outcomes going forward.



### Strong Regional Membership Drive initiated

NATHEALTH has kick-started its regional membership drive, along with its regional charters. The result has been encouraging with an average run rate 10-15 new members per month. Various activities and initiatives have contributed to this growth.

## Outcomes Delivered

### NATHEALTH members - joined since April 2022

**Dr. Harsh V Agrawal, All Asia Medical Institute (AAMI) (Healthcare Provider)**

**Dr. Lakshmi Jagannathan, DERBI Foundation (Health Tech Startup/Incubator)**

**Dr. Mallika Kapoor, AIMIL (Health Tech)**

**Mr. Ravindra Kumar, Lupin Diagnostics (Diagnostics)**

**Mr. Indranil Roy Choudhury, Apex Kidney Care (Renal Care)**

**Dr. Satyajit Bose, The Mission Hospital (Healthcare Provider)**

**Dr. Swapan Dey, ESKAG Sanjeevani Pvt. Ltd. (Healthcare Provider)**

**Dr. Manisha Mehta, Sukhda Multispeciality Hospital (Healthcare Provider)**

**Mr. Pankaj Tandon/Mr. Prabhat Shrivastava, VitusCare (Healthcare Provider)**

**Mr. Shaurya A Tayal, RAHI Care (Healthcare Provider)**

**Mr. Aseem Garg, Deep Chand Dialysis Centre Pvt. Ltd. (Healthcare Provider)**

**Mr. Vishnu Bhat, Blueneem Medical Devices Pvt. Ltd. (Medical Devices)**

**Ms. Sudarshana Gangulee, Mani Group (Infrastructure, Medical Education & HC)**

**Mr. Arindam Chakraborty, Nova Fertility East (Healthcare Provider)**

**Mr Anurag Tantia, GPT Healthcare Limited (Healthcare Provider)**

**Ms. Aurodeepa Rath, Diversy (Wellness)**

**Mr. Yash Prithviraj Mutha, Krsna Diagnostics (Diagnostics)**

## Giving wings to NATHEALTH 3.0 Agenda

### NATHEALTH's Leading Team - A collaborative effort towards 3.0 Agenda

NATHEALTH's new Leadership Team for the year 2022-23 has initiated various rounds of meetings with each Region & Forum to collectively plan the roadmap for 3.0 Agenda.

**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	<b>Dr. Ashutosh Raghuvanshi</b> Vice President, NATHEALTH and MD & CEO, Fortis Healthcare	<b>Mr. Ashwajit Singh</b> Founder & Managing Director, IPE Global	<b>Mr. Anand K</b> , Chief Executive Officer, SRL Diagnostics <b>Mr. Abhishek Kapoor</b> , SVP - Strategy, Regency Healthcare <b>Mr. Narendra Varde</b> , MD Roche Diagnostics <b>Mr. Parveen Jain</b> , Head Regulatory & Govt affairs, Fresenius Medical <b>Dr. Anil Vinayak</b> , Group COO, Fortis Healthcare
South Chapter Regional Leaders	<b>Dr. Shravan Subramanyam</b> Senior VP, NATHEALTH & President & CEO, GE Healthcare India & South Asia & Managing Director, Wipro GE Healthcare	<b>Dr. K. Hari Prasad</b> President, Hospitals Division, Apollo Hospitals Enterprises Limited	<b>Mr. Gangadi Madhukar Reddy</b> , Managing Director & CEO, MedPlus <b>Mr. Srikanth Srinivasan</b> , Head of Services, GE Healthcare <b>Ms. Mansi Wadhwa</b> , Head-Growth Programs, India Medtronic Pvt. Ltd. <b>Ms. Anitha Niranjan</b> , Director at GHA Global Healthcare Academy <b>Ms. Anu Acharya</b> , Founder and CEO @Mapmygenome
East Chapter Regional Leaders	<b>Ms. Preetha Reddy</b> Former President, NATHEALTH and Executive Vice Chairperson, Apollo Hospitals	<b>Dr. Alok Roy</b> Chairman & Managing Director, Medica Synergie Pvt. Ltd.	<b>Ms. Ruma Banerjee</b> , Vice President, Neotia Healthcare Initiative Ltd. <b>Mr. Rupak Barua</b> , Group CEO & Director, AMRI Group of Hospitals <b>Dr. Simmardeep Gill</b> , Chief Executive Officer, CK Birla Hospitals <b>Mr. Suyash Borar</b> , Director, Xceptional Health & Wellness Pvt. Ltd
West Chapter Regional Leaders	<b>Dr. Harsh Mahajan</b> President, NATHEALTH and Founder and Chief Radiologist, Mahajan Imaging	<b>Mr. Sanjiv Navangul</b> MD, Bharat Serum	<b>Ms. Visalakshi Chandramouli</b> , Founding Partner Tata Capital <b>Dr. Vivek Desai</b> , HOSMAC India Private Limited <b>Dr. Ankit Thakker</b> , Executive Director and CEO at Jupiter Hospital <b>Mr. Dharmil Sheth</b> , Co-Founder, Pharmsasy/API Holdings

**Giving wings to NATHEALTH 3.0 Agenda**

NATHEALTH's Leading Team - A collaborative effort towards 3.0 Agenda

**Functional Forum Leaders**

**Medtech**

- Mr. Tushar Sharma, MD and GM - India & South Asia at Abbott Vascular
- Mr. Rohit Sathe, Vice President, Philips Health Systems, Indian Subcontinent

**Providers**

- Mr. Dilip Jose, Managing Director & CEO, Manipal Hospitals
- Ms. Zahabiya Khorakiwala, MD, Wockhardt Hospitals

**Diagnostics**

- Dr. Om Manchanda, Managing Director, Dr Lal PathLabs
- Mr. Arjun Ananth, Chief Executive Officer, Medall

**Homecare**

- Ms. Meena Ganesh, Chairperson & MD Portea Medical
- Mr. Vivek Srivastava, CEO and Co-Founder HCAH

**Senior Care**

- Ms. Nanki Lakhwinder Singh, Protribe Senior Care Services Private Limited
- Mr. Rajit Mehta, MD & CEO, Antara Senior Living Ltd.

**Innovation**

- Mr. Amit Mookim, MD, IQVIA South Asia, President, TIE Mumbai
- Dr. Vidur Mahajan, Innovation Forum Leader, NATHEALTH and CEO, CARING
- Mr. Harshad Reddy, Director, Apollo Homecare

**Insurance**

- Mr. Mayank Bathwal, Chief Executive Officer - Aditya Birla Health Insurance
- Dr. S Prakash, MD, Star Health and Allied Insurance Co. Ltd

**PEVC**

- Mr. Sunil Thakur, Partner, Quadria Capital
- Mr. Mitesh Daga, Managing Director, TPG Capital

## Outcomes Delivered

### NATHEALTH Leadership Team Meeting

NATHEALTH convened its Leadership Meeting to discuss the future roadmap under NATHEALTH 3.0. The session opened with the presentation on the NATHEALTH budget by the Treasurer, Mr. Sunil Thakur. This was followed by an update on the NATHEALTH Website Transformation by Mr. Manu Prabhakar from Digital Palmcy. After which, a presentation on 'NATHEALTH 3.0 Roadmap' by Dr. Rana Mehta and comments by Mr. Barnik Chitran Maitra followed.

After which, a presentation on 'NATHEALTH 3.0 Roadmap' by Dr. Rana Mehta and comments by Mr. Barnik Chitran Maitra followed. Another important aspect was the CSR Steering Committee meeting, which undertook a review of proposals received by it. The Secretary General further discussed various updates on existing and emerging areas such as health infrastructure, membership portal, DNB, One Nation One



Dialysis, PCPNDT, US education trip & more. An update on the membership status was also shared.

### NATHEALTH conducts its SGM

The Special General Body Meeting of NATHEALTH was held to discuss some of the key areas regarding the Federation's functioning.

#### Discussions included:

- Membership Tiers and their Annual Membership Fees.
- Digital Members and Institutional Members.
- Change in the Registered Office of NATHEALTH.



- Authorizations, responsibilities, duties of NATHEALTH Secretariat.

## Outcomes Delivered

### NATHEALTH Southern Region meet, CSR Workshop & GC meet

NATHEALTH organized its Southern Region Meeting, along with the CSR Workshop and GC meet. The South region meet commenced with opening remarks by Dr. Shravan Subramanyam, President, NATHEALTH. The context setting brief was delivered by Dr. K. Hari Prasad, Chair-NATHEALTH South Chapter. This was followed by a discussion on 'Cementing South Region Priorities' by the South Leadership team, with inputs by members present. The thematic priorities of NATHEALTH for FY22-23 were presented by PwC. The meeting included an update on the NATHEALTH membership drive.

The South region meet was followed by a highly informative CSR workshop, involving a presentation by the Bridgespan Team on findings from survey. It also involved discussion, questions and comments by the members to discuss the way ahead for CSR.

### NATHEALTH arranges East Region Roundtable

The NATHEALTH East Region roundtable met with the goal to discuss priorities for the upcoming year such as expansion of NATHEALTH membership in the Eastern region. The meet was inaugurated by Dr. Alok Roy, Chair of NATHEALTH East Chapter and Chairman of Medica Hospital.

The meeting involved an address on the thematic priorities of NATHEALTH, given by the Secretary General. A presentation on 'Cementing East Region Priorities' was undertaken by the East Leadership team, followed by a discussion on the topic with members present.

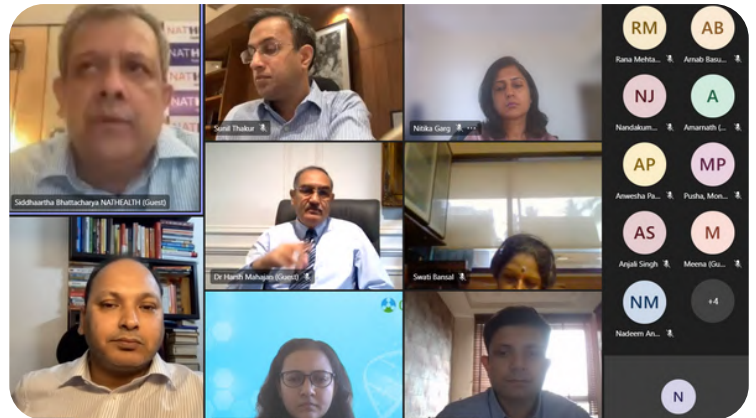


## Outcomes Delivered

### Cross Federation meeting for industry issues

A cross federation meeting was held 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.



### Meeting with GE Taskforce held

The meeting shed light on various vital functionalities of NATHEALTH, along with an introductory round with all taskforce team members.

#### Key discussion points:

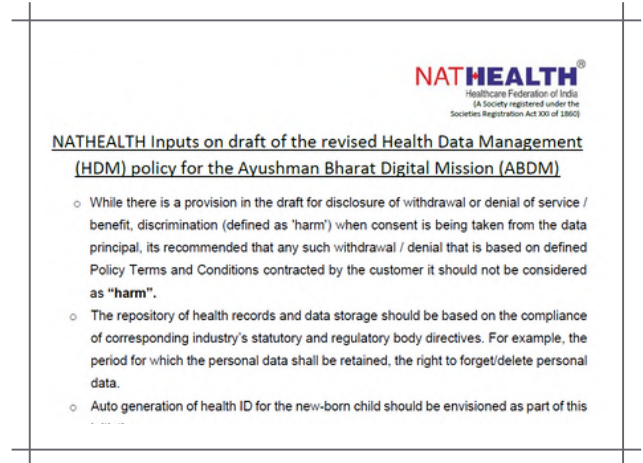
- NATHEALTH 3.0 vision and plans to execute
- NATHEALTH Regional Secretariat Hiring
- Members Community engagement tools
- PCPNDT
- GC meetings/calendar locations to be identified
- Membership drive
- PR and communication Plan
- NATHEALTH Forum agenda and priorities



## Outcomes Delivered

### Inputs on draft of the revised Health Data Management (HDM) Policy for the Ayushman Bharat Digital Mission (ABDM)

The National Health Authority (NHA) had requested industry comments/feedback to be submitted on the draft revised Health Data Management Policy released by NHA. In response to this request, NATHEALTH had shared its collective industry inputs on the Policy.



#### A glimpse of a few NATHEALTH inputs on the HDM Policy:

- While there is a provision in the draft for disclosure of withdrawal or denial of service /benefit, discrimination (defined as 'harm') when consent is being taken from the data principal, its recommended that any such withdrawal/denial that is based on defined Policy Terms and Conditions contracted by the customer it should not be considered as “harm”.
- The repository of health records and data storage should be based on the compliance of corresponding industry’s statutory and regulatory body directives. For example, the period for which the personal data shall be retained, the right to forget/delete personal data.
- Auto generation of health ID for newborns to be envisioned as part of this initiative.
- The information to be provided by the data fiduciary to the data principal should be allowed in electronic form.
- Major % difference in package will bring in complexity and various diversion mechanism, suggestion requested there shouldn’t be more than 5% difference.
- Case base package should be converted to disease-based package, there should be targeted disease-based packages. There by deciding line of testing and treatment.
- There should not be more than 2 variations in category.
- There should be difference in disease and lifestyle/cosmetic treatment.
- Specifications of instruments or consumable should be common and equal ground for imported and local manufacturer (no biases in quality standard).



## Outcomes Delivered

### NATHEALTH's participation in NHA's meeting with corporate hospitals

NATHEALTH had participated in a meeting with top Corporate Hospitals' CEOs for Hospital Empanelment in Ayushman Bharat Pradhan Mantri Jan Arogya Yojana organized by the NHA. The meeting was chaired by Shri Mansukh Mandaviya, Union Health Minister for Health, Ministry of Health, and Family Welfare and MOCF.



#### Important Points/Takeaways:

- Health Benefit Package (HBP) 2022: 365 new procedures have been added in the new version of the NHA HBP, which takes the total to 1,949.
- Under this scheme, differential pricing has been introduced that is based on city type and the level of care.
- NHA soon is planning to release price fixing strategy (pricing will be dynamic and will be implemented very soon). This was the purpose of releasing the consultation paper.
- NHA is now trying to see convergence of various schemes to achieve Universal Health Coverage. Target is to approach missing middle population (i.e. 30-40%) through low-cost insurance cover.
- Other points such as GST, CGHS, delayed payments and base rates were also discussed.

**For more details, visit:** <https://nha.gov.in/img/resources/HBP-2.2-manual.pdf>

### NATHEALTH arranges North Region Roundtable

The purpose of this roundtable was to strengthen the Northern Region agenda and expand membership and member engagement. With the members' expertise, rich contribution, and perspectives, NATHEALTH would be able to chart the roadmap for NATHEALTH North region priorities for this year. The Federation also invited prospective members to join this meeting.

## Outcomes Delivered

### 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



## Outcomes Delivered

### Representation on exemption of medical devices from Legal Metrology

In view to remove the double regulation for Licensed medical devices from the Legal Metrology Rules 2011, Dr. N. Yuvraj, Joint Secretary, DoP conducted a meeting with the industry stakeholders. Towards this, a draft representation on exemption from Legal Metrology was sent by NATHEALTH to the DOP.



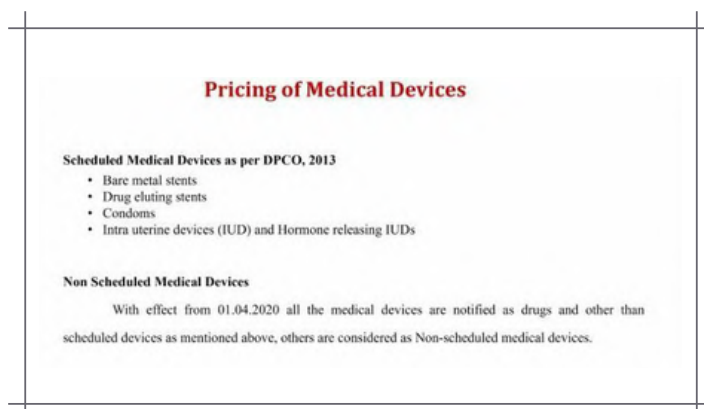
**Background:** It has been the constant demand from the industry to seek exemptions from Legal Metrology (Packaged Commodities) Rules, 2017, since the drugs, which are more customer facing product is given exemption from the Legal Metrology rules. The exemptions which was earlier available for the medical device industry was withdrawn due to the issue of MRP not being applied by certain importers. However as per the provisions of the 31/3/2020 notification in pursuance of Notification No. SO 648(E) of NPPA, all devices whether regulated or not, comes under the ambit of DPCO and thus are regulated by NPPA. All other labelling rules applicable for medical devices as per MDR 2017 already complies with the requirements of the customer, similar to that of the drugs.

#### The representation letter included the following requests/recommendations:

- Request for exempting medical devices from the ambit of Legal Metrology (Packaged Commodities) Rules, 2017 as given to drugs.
- In addition, as a post-analysis to the said meeting, NATHEALTH submitted its stand on the 4 issues of enforcement provisions, which have been raised by Department of Legal Metrology:
  1. Retail sale price in the form of Maximum Retail Price (MRP) is inclusive of all taxes for medical devices.
  2. Consumer complaints number.
  3. Country of origin in case of imported packages.
  4. Size and dimensions of the medical devices where it is necessary.

## Outcomes Delivered

### Stakeholder Consultation about Trade Margin Rationalization (TMR) on Non-scheduled Medical Devices



A stakeholder consultation was held by the Department of Pharmaceuticals/National Pharmaceuticals Pricing Authority (NPPA) about Trade Margin Rationalization (TMR) on Non-Scheduled Medical Devices. Towards this, a presentation was made by NPPA to which members inputs and suggestions were asked.

NATHEALTH fully supports the initiative to use TMR from Price to Distributors (PTD) as a pricing mechanism to make medical devices more affordable for the patients. NATHEALTH also appreciates applying TMR on 6 medical devices that resulted in substantial reduction in price to the tune of 54% to 70%.

**Some of the collective industry responses shared by NATHEALTH with the DOP/NPPA are:**

- Price band-based approach may not work for devices due to complexity and variations in prices of same category of devices. Recommend a phased manner approach from bandwidth perspective and operational challenges.
- Graded margin for TMR depending upon therapeutic area. It should be Margin (MRP-Selling Price/MRP) and not Mark up (MRP-Selling Price/Selling Price).
- PTD should be calculated as: Sum of net sales realized for the product by the manufacturer divided by sum of total quantity of such product sold.
- Apply TMR from prospective batches to minimize supply chain disruptions.
- Create a legal provision to incorporate TMR from PTD to bring predictability and consistency in the pricing policy.

## Outcomes Delivered

### Joint representation to enable import, manufacturing & supply of monitors for medical devices

As a joint representation by NATHEALTH, medical tech players and other relevant stakeholders, a letter was sent to the DOP, NITI, and MEITY to seek the support on an urgent basis to enable import, manufacturing & supply of monitors for medical devices that has been put into a sudden stop due to abrupt discontinuity in the established exemption process by MEITY since 2019.



The representation letter included detailed background, problem statement and support needed details for consideration from these three offices.

NATHEALTH is committed to resolve industry issues, especially the ones, which disrupt functionalities and patient outcomes. The above being one of them. The dialogues are in progress on the joint representation, with favorable results expected.

### 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.

## Outcomes Delivered

### Launch of NATHEALTH 8th Annual Summit Report

NATHEALTH launched a detailed report on its 8th Annual Summit held recently. The Report captures the essence of the 2-day event, which was organized with the theme: Re-building, Re-structuring & Re-imagining Resilient Healthcare Systems in India in a Post Pandemic Era.

Various eminent Government officials and healthcare leaders spoke at the event, who's thoughts are well captured in the report. The document also includes Key Takeaways & Next Steps derived at the event, for each of the key plenary sessions. These can prove beneficial to chart out growth plans for the year ahead.

The Report has been widely circulated within NATHEALTH members and the healthcare industry. To download a copy, [click here](#).



#### Leaders Speak

**"With improved public private collaborations, India's healthcare system can be rebuilt, restructured & reimaged"**



**Shri. M. Venkaiah Naidu ji**

Hon'ble Vice President of India  
Government of India

*There is a pressing need to increase public expenditure in health. The Government has set a target of 2.5% of GDP by 2025 in the National Health Policy. This should be complemented by capacity building, comprehensive & cost-effective healthcare, and digital health tools.*

#### Re-building, Re-structuring & Re-imagining Resilient Healthcare Systems in India

While India has shown great resilience in the face of adversity, the pandemic reinforced the need to strengthen India's healthcare infrastructure. Achievements like indigenous development of vaccines, administration of over 180 crore doses, and a parallel rapid scaling of diagnostic facilities are global benchmarks. It bears testimony to the collective resolve to meet this grave unforeseen challenge.

#### Leaders Speak

**"The 4 pillars of Ayushman Bharat can create a resilient health system. This is how the Union Government is reimaging healthcare delivery in India"**



**Shri. Rajesh Bhushan**  
Secretary, Ministry of Health and Family Welfare, during the Inaugural Ceremony

*Under the Ayushman Bharat Health Infrastructure Mission, there is a highly ambitious Rs. 64,000 crore outlay scheme for the next 5 years for building health infrastructure. The Mission will ensure a diagnostic facility and a public health lab in every block. This would happen for the first time in India.*

#### The role of Ayushman Bharat in building a resilient & re-imagined India

Ayushman Bharat's four pillars of Health and Wellness Centres, Pradhan Mantri Jan Aarogya Yojna, Ayushman Bharat Digital Mission, and Pradhan Mantri Health Infrastructure Mission - lead to resilience.

- By creating 1,50,000 Health and Wellness Centres across India, will improve health services delivery.
- India will be reimaged when the remote & rural population can easily visit their wellness

## Outcomes Delivered

# Launch of NATHEALTH's CSR Report - Volume 1



CSR is a powerful tool to re-build, re-structure and re-imagine resilient healthcare systems in India. To highlight these aspects, along with partners Bridgespan & Sahamanthran, NATHEALTH has been undertaking various initiatives to promote CSR in healthcare. The report is a culmination of these thoughts to explore CSR in healthcare, 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.

The edition also features NATHEALTH's 1st Healthcare CSR Awards, which were conducted in association with Sahamanthran, and the results of NATHEALTH & Bridgespan's CSR Best Practices Survey. The Report has been widely circulated within NATHEALTH members and the healthcare industry.

To download a copy, [click here](#).

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

### 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.

Contact us at:  
secretariat@nathealth.co.in  
+91 85277 97856  
www.nathealth.co.in

## Key Media Impact



### Health sectors seeks 5% GST removal on high rental hosp rooms

New Delhi: Healthcare industry body NATHEALTH on Tuesday asked the government to put into abeyance the recently announced 5 per cent GST on hospital rooms with rental value of above Rs 5,000 per day, terming it an additional burden on the sector.

Last week, the GST Council decided that hospital room rents (excluding ICU) exceeding Rs 5,000 per day per patient shall be taxed at 5 per cent without input tax credit.

"While the phasing away of the exemptions is a laudable objective for it integrates a large part of the value chain in the tax net, a crucial distinction must be made between phasing out exemptions at the final out-



put stage and phasing out of exemptions at the inputs/intermediate stages," NATHEALTH said in a statement.

Failure to recognise this has led to the government levying a GST duty of 5 per cent on hospital rooms with rental value above Rs 5,000 per day, it added.

While this measure may look innocuous it distorts the design of the GST and imposes an additional tax burden on the healthcare sector, the lobby group noted.

"The services in the hospital rooms are an intermediate input feeding into the overall healthcare services which is currently outside the GST net, it said.

Therefore, levying a 5 per cent GST rate on hospital rooms raises the embedded tax burden in the healthcare sector impacting affordability which is a key objective of the National Health Policy," the industry body stated.

"Our recommendation is that the current tax levied on hospital rooms may be kept in abeyance as in the case of textile sector and should be considered after the recommendation of the Bommai committee are received," it noted.

It should be examined in the background of holistic view of the healthcare as a whole which is an important sector whose role in the economy is crucial as emphasised during the recent covid crisis, NATHEALTH stated.

"Holistic approach to GST on hospital rooms will also send the right signal to foreign investors who value certainty in taxation and policy changes which are principally embedded in a larger policy narrative," it added. **PTI**

### 5% GST on hospital rooms a blow to affordable healthcare

MONIKA YADAV @ New Delhi

THE 5% GST rate on non-ICU hospital rooms with rental value above ₹5,000 per day would lead to inflation and would increase the cost for patients, as per healthcare industry.

They say it will defeat the government's objective of providing affordable healthcare services to all. The tax imposition of 5% is also without the input tax credit, which has been heavily criticized by the industry. The decision of levying GST on such rooms was taken by the government last month during 47th GST Council meet in Chandigarh.

"The decision to impose a 5% GST on hospital room rent above ₹5,000 per day (excluding ICU) would add to inflationary pressure to some extent and increase the burden. If there is a GST on room rent then tax credit should be allowed for the hospital sector," said Dr Shankar Narang, COO Paras Healthcare. "As GST is not payable on healthcare services, service providers are not eligi-

ble to avail credit on the input taxes paid by it, which ultimately becomes a cost for the service provider," Narang added.

Dr. Aashish Chaudhry, managing director at Aakash Healthcare, Dwarka, also echoed the same observa-

tion. He said the general public will be adversely affected by the imposition of 5% GST without an input tax credit.

"I think to make healthcare accessible and inexpensive for the last man standing, it should receive the most subsidies and GST exemptions. With this tax, hospital expenses would rise, and many patients might face difficulties," stated Dr. Chaudhry. According to a study by EY for healthcare industry body NATHEALTH, the sector carries an embedded tax above

6% of the annual turnover. This is also one of the few sectors where the embedded tax burden post-GST period is higher than pre-GST times on account of limited pass through available to the imports under the earlier State VAT regime.

### Business Standard



### Healthcare industry seeks removal of 5% GST on high rental hospital rooms

Healthcare industry body asked government to put into abeyance recently announced 5 per cent GST on hospital rooms with rental value of above Rs 5,000



Last week, the GST Council decided that hospital room rents (excluding ICU) exceeding Rs 5,000 per day per patient shall be taxed at 5 per cent without input tax credit. (Representative image)

Healthcare industry body NATHEALTH on Tuesday asked the government to put into abeyance the recently announced 5 per cent GST on hospital rooms with rental value of above Rs 5,000 per day, terming it an additional burden on



# Key Media Impact

**PHARMABIZ.com**  
Health & Insurance

**Nathath and CKD launch public education campaign 'Win with Vaccines' to bolster Covid-19 vaccinations**

Our Bureau, Bengaluru  
Thursday, August 4, 2022, 19:45:19 (IST)

Nathath and Centre for Knowledge & Development (CKD) an organization focused by IPE Global, has launched a public education campaign, 'Win with Vaccines'. This is to build Covid-19 vaccine confidence in low coverage districts across Assam and Karnataka. These include South Sikkim, Malabar, Bidar, Changan and Udupi in Assam and Tum in Karnataka, being the lowest rate of vaccination in the state.

While India has reached a significant milestone by administering a total of 200 million vaccines, only 779 crore citizens have administered the booster dose till on August 2022. Overall, vaccination coverage has dropped in various pockets of the country, a gap that Nathath, in collaboration with Centre for Knowledge & Development, IPE Global, Healthcare, Classroom Hospital and Treatment Medical Care and its affiliates, aims to fill through this campaign.

The programme will use effective monitoring and impact assessment tools to measure progress and a multi-pronged communication approach will be adopted, blending traditional and new-age mediums. It will leverage local health groups, theatre artists, influencers, youth, community and

**EXPRESS HEALTHCARE**

**NATHEALTH and CKD launches "Win with Vaccines" campaign**

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**Replicating India's emergency medical care model in emerging countries**

Developing and emerging countries in Asia and Africa, with similar healthcare and related issues, can take a leaf out of India's book to solve their healthcare woes.

Written by **Sumit**  
August 28, 2022 9:30:03 AM

Emergency Medical Response is critical to a robust healthcare system. Trauma

## Diagnostics: Corporates eye positive results

Tata, Adani and Torrent are among new players queuing up to get a slice of the diagnostics pie

**RISHAV VORA**

Indian corporates are queuing up to take a diagnostic test, quite literally! And the results are awaited!

What has remained a virtually unnoticed vertex in the healthcare ecosystem—diagnostics—has now gained prominence with corporate investors, Indian and international, lining up with big money, helping for healthy returns.

The latest entrant being the Incept Group that has formed Incept Diagnostics, with plans for a diagnostics chain, it bets on its expertise of consumer engagement gained from its power and gas distribution businesses, also, for Incept, diagnostics is an attractive ancillary to pharma, promising growth.

Experts believe, the sector promises better EBITDA (earnings before interest, taxes, depreciation, and amortisation) margins anywhere between 25-40 percent with a sustainable margin.

In May, top industrialist Gautam Adani-led group had announced healthcare foray with diagnostics as one of the focus areas under Adani Health Ventures. During the pandemic, in 2020, the Tata Group formed Tata Medical and Diagnostics (Tata MD) a healthcare venture to provide "patient-centric diagnostic solutions."

Other pharma players are also in the fray, with Lupin, Mankind and Cipla taking different pathways in the diagnostics segment. Foreign players such as US-headquartered Artiva and India-based Lifetech are also testing the waters in India, through local arms.

Hareesh Raval, Managing Director, Mylab Discovery Solutions (which has investments from Adar Poonawalla of Serum Institute) believes, comparison, diagnostics is a way forward "where diagnostics and therapy will go hand-in-hand."

For others, diagnostics is the bet for future. Anand K. driven by "increasing prevalence of non-communicable diseases and chronic conditions, an ageing population, growing awareness of health and a mind-set shift amongst consumers, besides insurance penetration, a performance for evidence-based treatment and increasing per capita income."

Estimated at \$65 billion, the diagnostics industry grows at 8-9 percent annually, he said.

Besides the Covid-16 opportunity that opened up, there are factors such as low entry barrier, a high return on investments (ROI) and lack of stringent regulations that makes this space lucrative for fresh investments, informed the Arjun Bang, CEO of Dr Durga Lab.

"Boom expected for 7-10 years" Post-Covid, consumers are spending relatively more on diagnostics. On cost drivers, Raval informed that till now only 10 percent was for diagnostics, while about 90 percent was for treatment or therapeutics. "Covid showed the value of diagnostics. Also in the government's focus on overall healthcare infrastructure, diagnostics is an important part. The industry is expected to boom for next 7-10 years," said Raval.

The sector is already witnessing a growing trend of precision medicine thereby requiring testing at the molecular level. SRI's Anand says, "Therefore adoption of new technologies and harnessing the power of big data, artificial intelligence and machine learning will become imperative going forward."

The biggest concern is mainly lack of stringent regulations that makes this space lucrative for fresh investments, informed the Arjun Bang, CEO of Dr Durga Lab.

"Although, the sustainability of such a model is questionable, as healthcare brands are built over trust and faith over years, only time can tell how these e-diagnostics models will create efficiency and provide high levels of service and quality lab results," said Bang.

About a year ago, diagnostic chain Theracare was acquired by API Holdings—the parent of online pharmacy PharmEasy in a \$454-million deal.

Raval believes that, besides branding, niche offerings and how quickly customers are attended to, affordability will remain a focal point for all. Other concerns include medico-legal compliances and possible changes in regulatory framework with stricter rules. These factors may put small and start-up players at risk of running dry on finances and customers

## Medical tourism revives after pandemic blow

Sector expects revenues to soon surpass pre-Covid levels, and \$6-bn market to double by '26

**HEALTH CARE BOOST**

Medical tourism market in India is worth \$6 bn

The sector is expected to grow at 14.8% CAGR by 2026

Medical tourism market in India is worth \$6 bn

The sector is expected to grow at 14.8% CAGR by 2026

Medical tourism market in India is worth \$6 bn

The sector is expected to grow at 14.8% CAGR by 2026

**ONCE IN SHORT SUPPLY DURING THE PEAK OF THE PANDEMIC, VITAL PARAPHERNALIA USED IN THE PREVENTION AND TREATMENT OF COVID-19 REMAIN UNSOLD OR UNUSED, PUTTING MANUFACTURERS IN A SPOT**

ILLUSTRATION BY ANIRBAN GHOSH

**R** AMBA SINGH, A DELHI-BASED medical equipment distributor, is eagerly waiting to free up space in his warehouse, now occupied by over a dozen oxygen concentrators that he bought in March 2021 when India was reeling under the second wave of the Covid-19 pandemic. The Chinese concentrators, which Singh had bought from domestic companies for ₹25,000 each and rented for as little as ₹2,000 a day to Covid-19 patients, haven't been used for over a year. "Since there is no demand, I offered these to small local hospitals at throwaway prices, but they didn't want them," says Singh, who plans to donate them to charity since he has already recovered their cost.

Ventilators, oxygen concentrators, personal protective equipment (PPE) kits, oxygen cylinders and many other items that were considered life-savers during the initial days of the pandemic are now gathering dust at hospitals and manufacturing units. These commodities premium prices when Covid-19 was at its peak, but with the infection curve seeing a downward trend after December 2021, these products are no longer in demand.

**CHALLENGING TIMES**

"These are very challenging times for manufacturers of Covid-19 critical medical devices who had invested in plants and production lines for PPEs (N95 equivalent) masks, surgical masks, oxygen therapy (ventilators, oxygen concentrators, high nasal flow oxygen equipment), syringes, etc., as demand has ebbed sharply and manufacturers are left with huge capacities of plants and machinery and unused inventories," says Rajiv Nishu, Forum Coordinator, Association of Indian Medical Device Industry (AIMDI).

"Not just Indian companies, even multinational conglomerates like 3M are facing a slump in demand. For over 50 years, 3M's respirators such as the N95 have been used across industries, during natural disasters, and outbreaks such as the Covid-19 pandemic. "We approximately

AIMDI, nearly one-third of the country's medical device manufacturing capacity is lying unused. Vivek Thapar, Founder & CEO of MedikaBazaar, a B2B store for hospital supplies, says that during the second wave, manufacturers ramped up production of ventilators, PPE kits and masks to meet demand. "As a result, hospitals and supply-chain partners are still carrying a large number of unused equipment and most of this is lying in the top 20 cities of the country," he says, adding that before the pandemic, India used to manufacture only 6 million PPE kits per annum, which was ramped up to over 250 million.

"Similarly, capacity for ventilators and surgical masks had gone up by 10 times during the peak of Covid-19," he says. While there has been a sharp decline in demand with the pandemic receding, the recurring demand for PPE kits, masks, gloves and sanitizers is still higher than pre-Covid-19 levels due to increased awareness and endemic protocols. "But medical equipment and device-like pulse-oximeters, thermometers, oxygen concentrators and ventilators have seen a decline in demand," MedikaBazaar's operating revenue grew

**TIMES NOW**

**Genome sequencing: The future of preventive healthcare is now**

Genome sequencing has increased by leaps and bounds over the past two decades to a point where it is possible to map an individual's complete genome.

Anu Acharya | Updated Sep 7, 2022 | 05:05 PM IST

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# Key Media Impact

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### Understanding the role of private healthcare providers in India's march toward Universal Health Coverage

There continues to be a perception that private hospitals are against public interest and operate only for profit. Therefore, it is important to examine a few aspects of overall hospital operational issues and challenges to decide these misconceptions.

BY AJUL KUMAR  
UPDATED: 15:00 (INDIA TIME)

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TECH

### Potential of MedTech to bridge the rural-urban gap

May 20, 2022, 4:59 PM IST / Himanshu Baid in Voices, Tech, TOI

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**Himanshu Baid**  
Managing Director, Poly Medica Ltd

Rural communities have long struggled to maintain access to quality healthcare services. Rural healthcare in India is characterised by a huge gap between supply and demand. The plight of rural hospitals has garnered particular attention from legislators, policymakers, and researchers in recent years. Currently, rural healthcare needs are met either by limited government facilities and private nursing homes, or by a number of general physicians who practise medicine in rural areas. The quality of infrastructure is usually poor, and people end up going to nearby large cities if they need

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National

### A year on from Covid-19's second wave, a mixed bag of learnings

Vinson Kurian | Rutam Vora | Ahmedabad, Thiruvananthapuram | Updated On: May 22, 2022

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For Kerala, Covid leaves more lessons than even the deadlier Nipah outbreak

A year after the deadly second wave of Covid-19 last May, some healthcare practices have seen a long-term adoption, while other areas still have some ground to cover.

## ANI

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THU, MAY 19, 2022 | UPDATED 17:06 IST

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

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

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

## 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.

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-reliance, 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?

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

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

**NATHEALTH**<sup>®</sup>  
Healthcare Federation of India

Wipro GE Healthcare chief

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

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

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

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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.

ETHWorld | April 01, 2022, 11:50 IST

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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 | 09:24 AM IST

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### Senior care, lifestyle diseases may now get wider insurance coverage as norms change

Health insurance companies are getting ready to launch a flood of products as IRDAI approval seems to be mandatory for a number of policies. The demand for customized policy products and continuous care has increased in recent times, say experts.

SUMI SUKANYA DUTTA | JUNE 14, 2022 | 01:33 PM IST

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# Key Media Impact

**THE WEEK** MAGAZINE

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## 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. Venkaiah 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

## 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

**moneycontrol** INDIA

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UFCPACIFIC8001 shared from: Nathealth HealthCare Conference, 12th Annual Summit on the theme of "Re-building, Re-structuring and Re-imagining Resilient Healthcare Systems in India"

Home > News > Trends > HEALTH

## 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 15, 2022 | 04:15 PM IST

**Business Standard**

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JUST IN India got 95% more FDI during Modi regime against 10 years of UPA rule PM

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## 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

Print Date: 13 March 2022  
Last Updated on March 29, 2022 17:27 IST

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Home / Forbes India Blog / 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

PREPARED BY DR SHRAVAN SUBRAMANYAM

4 min read

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

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**Business Standard**

JUST IN Markets edged rally to fifth day; Sensex up 935 pts, Nifty ticks 16.850

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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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## 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.

ETHWorld - March 28, 2022, 17:42 IST

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

**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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News

## India to start Covid-19 vaccination drive under Har Ghar Dastak 2.0

BL, New Delhi Bureau | New Delhi, May 31 | Updated On: Jun 01, 2022

Guidelines issued by Union Health Ministry for surveillance of monkeypox

India will embark on a massive campaign tomorrow onwards as it looks to speed up Covid-19 vaccination coverage across all eligible age groups.

The Union Health Ministry had urged States and Union Territories to...

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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.

ETHWorld - March 22, 2022, 12:15 IST

By Sunil 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.

**THE TIMES OF INDIA**

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

## Breaching the digital frontier for Indian healthcare

March 28, 2022, 3:01 PM IST | Dr Shraavan Subramanyam and Benish Chohan Matra in Voices, Tech, TOI

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 management (innovative technologies, clinical analytics and capabilities in work...

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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 experts

## 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  
Ved Chatterjee, Apollo Hospitals

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**businesswire** INDIA

## 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 New, IST

## Key Media Impact

Statistics from the report of Home Healthcare launched during #NATHEALTHAnnualSummit

Promotion of private healthcare sector's contribution in the healthcare industry, Continuous #Monkeypox awareness campaigns

Content around industry updates and prospective way forward such as #DigitalHealth #TeleHealth & #AI

### Reach & engagement on Facebook, LinkedIn & Twitter



**Total Followers:**  
53,000

**Total Impressions  
(past 6 months):**  
16,023

**Total Engagements  
(past 6 months):**  
958



**Total Followers:**  
6238

**Total Impressions  
(past 6 months):**  
136,175

**Total Engagements  
(past 6 months):**  
9604



**Total Followers:**  
1335

**Total Impressions  
(past 6 months):**  
61,073

**Total Engagements  
(past 6 months):**  
2653

# WHAT'S IN PROGRESS

## SECTION HIGHLIGHTS

- CSR Charter movement: New Project on Collaboration for Quality announced
- NATHEALTH plans for more Regional Roadshows
- Dialysis Standards with NABH
- NATHEALTH Membership Portal
- NATHEALTH Annual Summit 2022-23

## What's in Progress

### CSR Charter movement: New Project on Collaboration for Quality announced

NATHEALTH has kicked off a new project under its CSR Charter, named Collaboration for Quality. The initiative has received a go ahead from NATHEALTH's Leadership Team and the Governing Council. Further, collaborations have been aligned with the NABH, NABL and QCI for the project. NATHEALTH invites its members to lend their support for the success of the project.



### NATHEALTH plans for more Regional Roadshows

After the success of NATHEALTH's first regional roadshow, Southern Region Healthcare Dialogue: Healthcare Priorities of Telangana, the Federation is now planning similar roadshows in other regions. All major geographies will be covered as a part of the initiative. The roadshows are aimed at targeting the regional/state level healthcare challenges, and devise ways to work collaboratively with the state governments and relevant stakeholders. The events are a chance to also increase NATHEALTH's national visibility and membership base.

### Dialysis Standards initiative with NABH

NATHEALTH is in communication with Dr. Atul Mohan Kochhar, Chief Executive Officer, National Accreditation Board for Hospitals & Healthcare Providers (NABH) to include Dialysis Standard as part of NABH Standards. NATHEALTH has also taken up the discussion with the NHSRC. Dialysis standards would help improve the general quality of dialysis delivered to ESRD patient and would give value-based care to patients. As a custodian of quality and standards, NABH can prepare Dialysis Standards for India. This would also help private stand-alone dialysis centres to get NABH accredited.

## What's in Progress

### NATHEALTH Membership Portal

A new NATHEALTH Membership Portal is underway, which will replace the existing WhatsApp channel for the same purpose. The Federation has an IT beta platform under testing presently. After collating feedback from a few core members, a transition plan shall be put into place that will shift Membership initiatives away from WhatsApp into a better CRM system. This will allow for more refined engagement, along with privacy protection.

### NATHEALTH Annual Summit 2022-23

NATHEALTH has initiated the planning phase of the Annual Summit 2022-23. Proposals from various partners are now floating in. The Secretariat has also started the process of generating sponsorship. The detailed agenda and speakers are being finalized, so is the marketing strategy. NATHEALTH invites its members to share their inputs and suggestions for the Annual Summit 2022-23.

# SEPTEMBER HIGHLIGHTS

## IMPORTANT MEETINGS OF THE MONTH

- NATHEALTH President Council meeting
- NATHEALTH MedTech Forum meeting
- NATHEALTH Homecare Forum 3.0 meeting
- Insurance Forum meeting
- NATHEALTH President's meeting with the Secretariat team
- NATHEALTH CSR Steering Committee meeting
- NATHEALTH Diagnostic Forum meeting
- NATHEALTH Providers Forum meeting

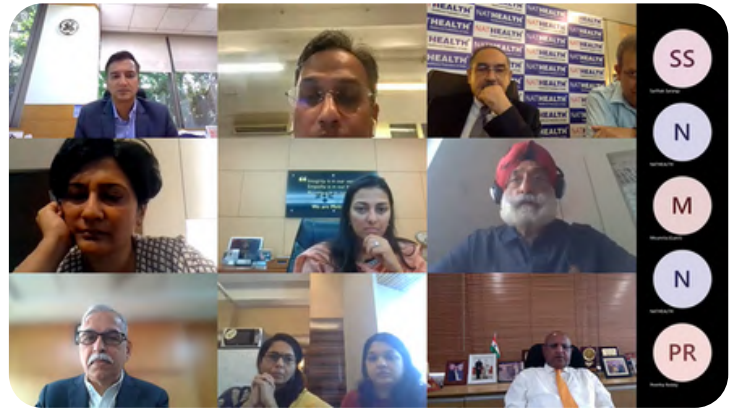


## September Highlights

### NATHEALTH President Council meeting

NATHEALTH recently organized a meeting of the President Council. The meeting was attended by all NATHEALTH past Presidents and the Leadership Team.

Discussions mainly revolved around the NATHEALTH 3.0 Charter and creating a path forward towards the NATHEALTH Annual Event 2022. This was followed by detailed deliberations, which included



opinions and suggestions by the LT team members and by the past Presidents. The meeting ended with relevant takeaways.

### NATHEALTH Providers Forum meeting

The meeting was led by Forum leaders Mr. Dilip Jose and Ms. Zahabiya Khorakiwala. An update on the whitepaper of ONOD (One Nation one Dialysis) initiative was shared by the EY team, which was followed by an update on Forum Priority Promoting Medical Value Travel (MVT) by the MVT Taskforce including Mr. Sumit Sinhal and Mr. Somnath Shetty.

After which, a perspective from Homecare Forum was put forth by Ms. Meena Ganesh, Mr. Vivek Srivastava, and



Dr. Gaurav Thukral.

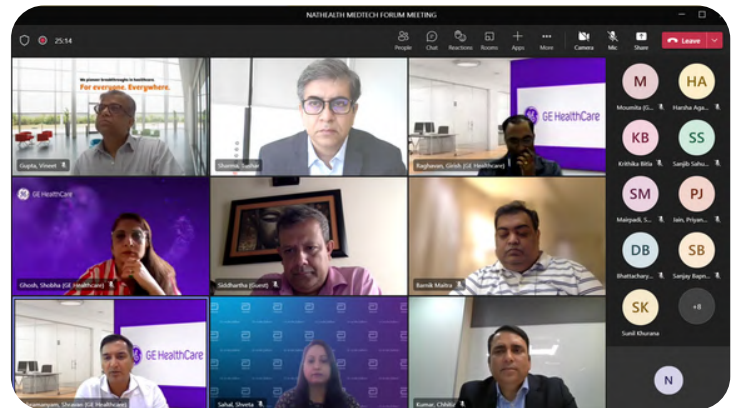
The meeting also highlighted the perspective from Insurance Forum by the Insurance Forum leaders. The session ended with inputs and feedback from the members and a line up of the next steps.

## September Highlights

### NATHEALTH MedTech Forum meeting held

NATHEALTH recently held its MedTech Forum meeting that was attended by key forum members. The meeting highlights:

- Steps to collaborate for the Pradhan Mantri TB Mukta Bharat Abhiyaan.
- An update on the PCPNDT initiative by ADL.
- NATHEALTH MedTech Forum updates on the identified priorities.
- Update on higher engagement with Government to strengthen and



expand health infrastructure.

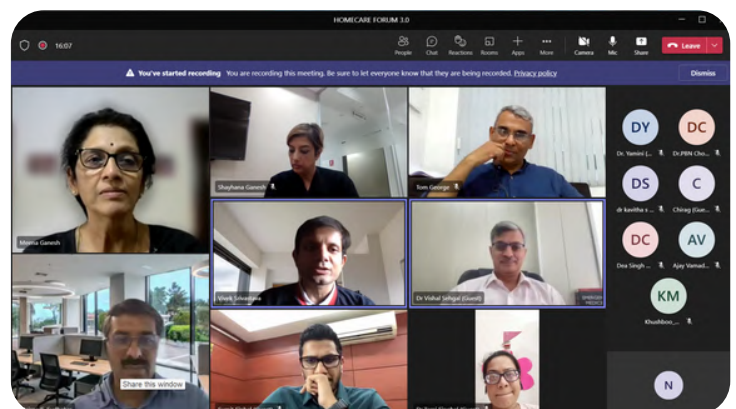
- Update on MedTech Innovations

The meeting ended with a discussion on the next steps for the above key topics.

### NATHEALTH Homecare Forum 3.0 meeting

In a recent meeting of the NATHEALTH Homecare Forum, various prominent topics were the focus of discussion, like:

- Standard treatment & clinical pathway for hospital and OPD care along with the hospitals.
- Accreditation standards for recognition of HHC companies as part of the healthcare sector.
- Coverage for home healthcare treatment in both public & private sector insurance & other Government schemes like CGHS and ECHS that is



jointly with Insurance Forum.

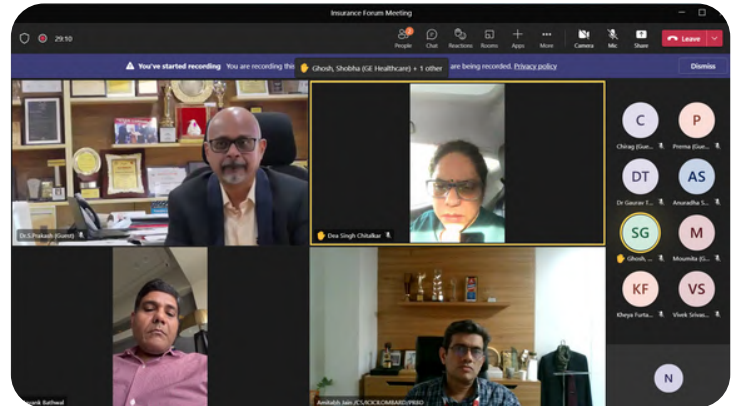
- Allied Healthcare Development (jointly with Senior Care Forum).
- Creating career pathway that shifts from unskilled/skilled attendants to trained/skilled nurses.

## September Highlights

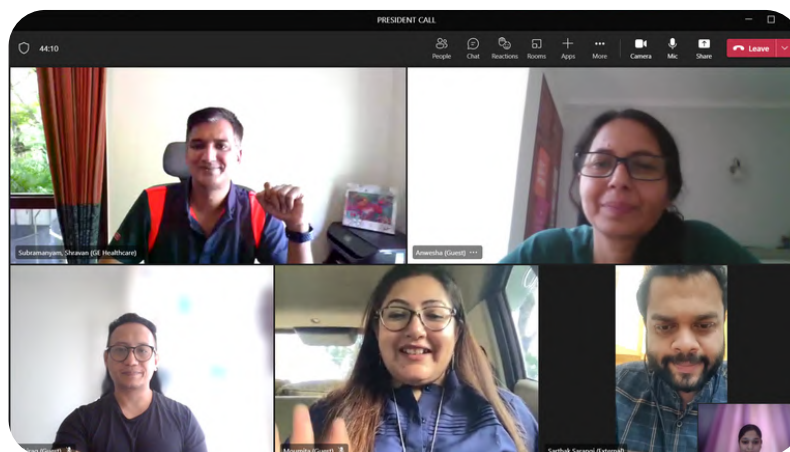
### Insurance Forum meeting held

NATHEALTH's Insurance Forum met recently to converse on important priorities of the forum and the steps ahead. The discussion involved:

- Identification of quality-centric measurements for standardization-establishing clinical governance.
- Developing a coding mechanism for various procedures, diseases, etc.
- Developing financing structures for Senior Care & Home Healthcare.
- Involvement of insurance products (jointly with Senior Care Forum).
- Coverage for home healthcare treatment in both public & private sector insurance & other government schemes like CGHS and ECHS (jointly with Homecare Forum).
- Value-based care in insurance.



### NATHEALTH President's meeting with the Secretariat team

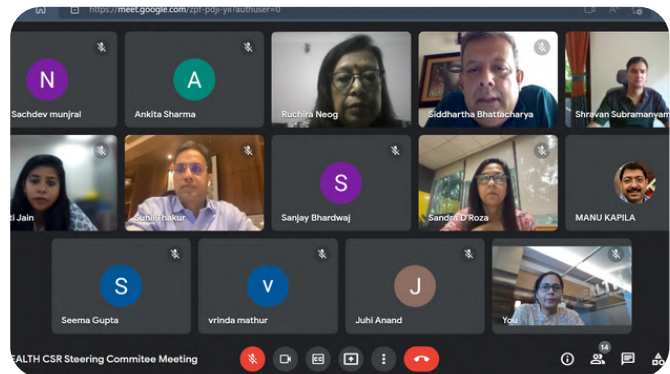


Dr. Shravan Subramanyam, President, NATHEALTH, recently held a meeting with the Secretariat team. The discussion focussed on the latest updates regarding the Federation priorities, and the future steps planned. The President was happy regarding the progress of the initiatives, and also shared his inputs for some of the relevant projects and initiatives. Such meetings are regularly arranged by NATHEALTH to ensure continuous internal communications and team building.

## September Highlights

### NATHEALTH arranged its CSR Steering Committee meeting

In a recent meeting of the CSR Charter, various updates were shared with the committee members, auditors, funders, and partners of the Charter. The meeting gave an update on the Vaccine Hesitancy Project. The Steering Committee and the



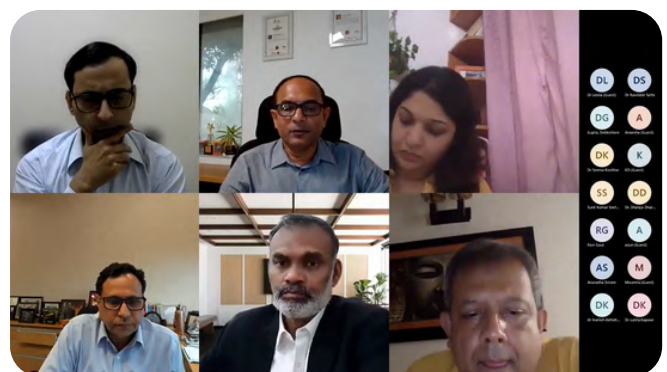
funders were satisfied with the progress update, and have shown interest to travel to few of the districts and get an on-ground update. NATHEALTH Secretariat updated on the discussions with NABH, NABL and QCI and informed that all three have shown support for this initiative and have also agreed to be on the Advisory Board.

#### Agreed next steps include:

- Submit the Monitoring Indicators and Impact Indicators.
- Share template indicating the reasons for release of tranches to the implementation partner.
- Followed by different layers of authorization and validation by auditors, finance and Steering Committee.
- Float the proposal #Westandforquality to the ecosystem for CSR grants.

### NATHEALTH Diagnostic Forum meeting

The Diagnostic Forum meeting was led by forum leaders Dr. Om Manchanda and Mr. Arjun Ananth. An update on NABL meeting was shared, as also the taskforce Update on Antimicrobial resistance to develop resilience. While taskforce update on Establishing standardization, responsible promotion of diagnostics through digital channels and quality-linked reimbursement was given



by Ms. Anuradha S – Aditya Birla. Updates on the Quality Campaign, TB Initiative, and the GST Phase 2 study were shared too.

## KEY EFFORTS REQUIRED

- Endowment to Fund & institutionalize Thought Leadership Charter
- Kick-starting NATHEALTH International Charters
- CSR Support behind the quality campaign
- Broad based participation towards NATHEALTH 3.0

Accelerating Momentum

## Thank You NATHEALTH 3.0 Sponsors

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Special Thanks







**Half Yearly Report | September 2022**

**Healthcare Federation of India (NATHEALTH)**

**Report written, compiled, edited & designed by Health Biz Insight**