

# Consolidated NATHEALTH

## Progress Summary & Annual Activity Reports

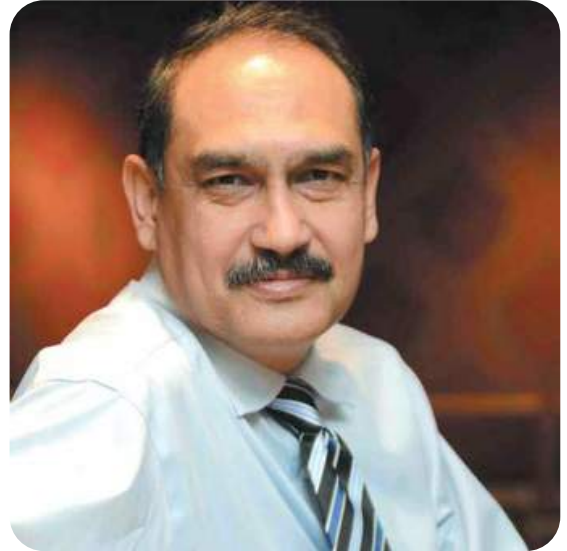
April 2019-September 2021

Tracking Goals.  
Achievements.  
Growth





# Welcome Note



Dear NATHEALTH Members & Delegates,

Welcome to Goa.

A warm welcome to NATHEALTH Leadership offsite and Governing Council Meeting.

We are gathered here to redefine NATHEALTH's role in stewarding integration, collaboration and reimagination in the years ahead.

The healthcare fraternity went through an unprecedented crisis that completely transformed our ecosystem. While the challenge was huge, it also opened opportunities to scale up partnership between public and private sector, create high-tech and frugal innovation, expand existing infrastructure and establish a value-based service delivery model.

The healthcare industry currently needs multi-stakeholder support to focus on recovery, patient centered care and to build a robust healthcare ecosystem. It is also equally important to establish trust between Government and the industry to chart a way forward transforming the healthcare trajectory of the country. I strongly believe that Public Private Partnerships to increase investments in the sector is the way forward. This will require a new level of understanding and communication across stakeholders so that we work in lockstep towards common goals upholding high ethical standards of excellence. Private Private Partnerships should be designed to promote access and reduce costs that are not integral to adding value to patient care.

# Welcome Note

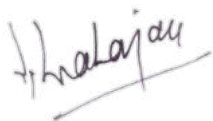
There is also a need to conduct a scientific study in collaboration with the Government and other technical credible partners to get an idea about cost of medical procedures, so as to determine the viability of healthcare delivery systems, both existing and new, as only if viability is demonstrated through long term policy framework will direly needed fresh investments flow into the healthcare ecosystem.

We need to broaden our perspectives and forge relationships with specialist organisations and technical partners - both global and local. The aim of fostering these relationships is to understand the need of the patients and provide them specialist services, while catering to their pain points. The healthcare sector in India demonstrated its resilience and dynamic capabilities during the crisis by stepping in to manufacture critical medical equipment and vaccines. Leveraging disruptive technologies like artificial intelligence, Internet of Things, healthcare aggregators is the key to improving access and deliver faster medical facilities to people in terms of testing, medical reports, imaging and telemedicine.

NATHEALTH will continue to promote innovation in healthcare to exceed the patient expectations and ensure last mile delivery of affordable quality healthcare and meet the ambitious goal of achieving UHC.

NATHEALTH has always provided a platform that enables organisations to collaborate and devise solutions to the long-standing challenges faced by the industry. We are committed to working on our mission to encourage innovation, help bridge the skill and capacity gap, help shape policy & regulations, and enable the environment to fund long term growth. Our aim is to help build a 21st Century modern Indian healthcare system Made in India for India.

**This is the time to engage, collaborate and innovate!**



**Dr Harsh Mahajan**

**President - NATHEALTH (Healthcare Federation of India)**

**Founder and Chief Radiologist, Mahajan Imaging**

September 24, 2021



# NATHEALTH Progress Summary 2021



**A CONVERGENCE OF OUR  
JOURNEY AS THE UNIFIED  
VOICE OF HEALTHCARE**

**Tracking Goals. Achievements. Growth**



## **INSIDE**

- August 2021 Newsletter
- September 2021 Updates
- 2021 Progress Report



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## KEY HIGHLIGHTS

Important figures marking various milestones in NATHEALTH's 6 month journey



## Introduction

NATHEALTH is pleased to present the **August 2021 Newsletter** & share a **Progress Report from April 2019 to August 2021**. The newsletter brings out the essence of initiatives and the impact achieved through them during the entire last month. While the Progress Report, spanning across a period of 2.5 years, captures the growth of NATHEALTH's targetted efforts towards its vision and goal areas.

Due to the NATHEALTH 2.0 rejuvenation, the Federation's focus was realigned on building thought leadership, meaningful engagement, enabling smaller and medium healthcare providers to become a part of the Federation's ecosystem, seeding new programmes and helping create inclusive models, across the four key stakeholder groups: Policymakers, Partners, People and Members.

In each of the segment, NATHEALTH has made significant progress. With renewed focus on the key result areas, the Federation is blazing forward to meet the goals for 2021-22.

This report presents a crisp and quick look at the achievements so far. Which will pave the way for a much clearer vision for the future outcome planning for 2021-22.

NATHEALTH Secretariat would like to extend a heartfelt thanks to all its members, stakeholders, the Government and other partners, for being a part of this special and significant journey.

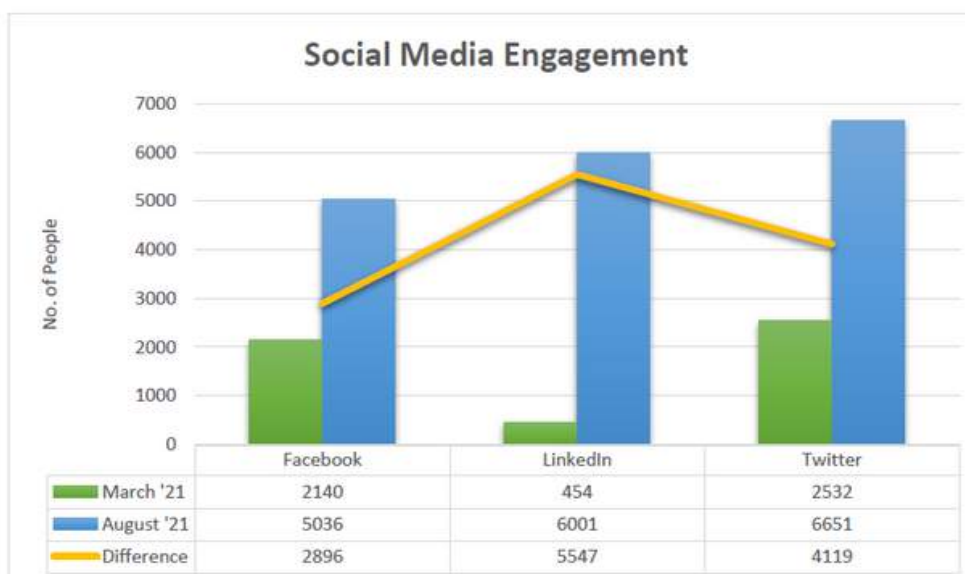
### **Key growth areas during the past 2.5 years**

- Building and enhancing public & Government trust
- Resource mobilization for sectorial impact
- Thought Leadership initiatives
- Targeted partnerships & meaningful engagement
- NATHEALTH 2021-22 Priorities Alignment
- NATHEALTH's Task Force Forum Mobilizations
- NATHEALTH's continuous internal member engagement
- Proactive Communications & PR Campaigns



## Introduction

Certain growth parameters are presented below for an easy understanding of the Federation's initiatives and strategic planning. These activities have helped NATHEALTH to reach a certain desired position today.



There is an overall increase in Social Media Reach and Engagement on platforms like Facebook, LinkedIn, and Twitter. The maximum difference has been seen in the social media insights of LinkedIn. The reason for this is apparent in the report. The vast media coverage and overall reach on public media platforms (650 million+ people) has played a part in increased social media attention.





## Introduction

The Federation has also applied various engagement activities and guided initiatives towards increasing members. A proof is the constant increase in the industry stakeholders joining NATHEALTH.

According to the data analyzed, there has been an increase in the overall interest regarding NATHEALTH. Since April 2021 itself, the Federation's membership has managed to grow by around 15% till August 2021.

The chart displayed below sheds light on the roles and disciplines from which there were maximum memberships. According to the data, maximum rate of new members have been in Hospital Providers, Home Care Services, Medical Technology, and Diagnostics. Some disciplines included in others categories are Health Insurance, Legal, Consultancy, Individual Members, and more.

Read ahead for a look into the August 2021 Newsletter and for a detailed overlook at the progress report of NATHEALTH in the past 2.5 years.

# **SECTION 1**

**AUGUST 2021  
NEWSLETTER**

## Impact in the last 30 days...

**Initiative:** Meeting with Union Health Secretary

**Impact:** Opened doors for areas of collaboration with the Government, on Value-based procurement, Home healthcare, Senior care, GST & Customs, and Digital health

**Initiative:** Letter to Office of Secretary (Health & FW)

**Impact:** Enabled inclusion of the NHSRC into the string of dialogues

**Initiative:** Meeting with NHSRC

**Impact:** NHSRC agreed to collaborate; Also agreed to review NATHEALTH's Senior Care Paper & work together on Home Healthcare Whitepaper

**Initiative:** Suggestions on Customs Duty Exemption sent to Chief Commissioner of Customs

**Impact:** Suggestions are under serious consideration by their Office

**Initiative:** Meeting with NABH

**Impact:** NABH agreed to work with NATHEALTH on various initiatives, to assist Federation in gathering further industry response & create Joint Working Groups

**Initiative:** NATHEALTH & PwC's Home Healthcare Whitepaper Kick-Off

**Impact:** Key aspects & next steps charted out

**Initiative:** NATHEALTH President's presentation to the Finance Minister

**Impact:** NATHEALTH Thought Leadership representation at platforms that matter; Unified voice of the industry presented

**Initiative:** NATHEALTH & APACMED's Value Based Procurement Study Kick-Off

**Impact:** Key aspects & next steps got defined

**Initiative:** Launch of Reimagining Healthcare: Industry Start-up Interface Series

**Impact:** Invest India's collaboration with NATHEALTH strengthened; future steps defined for actionable growth of start-up ecosystem

# Impact in the last 30 days...

**Initiative:** India-Africa way forward discussion on MoU

**Impact:** Concrete plans for dialogues with specific organizations, incl. EXIM Bank; India's most likely presentation of best practices in healthcare at the CDC's 1st International Conference on Public Health in Africa

**Initiative:** NATHEALTH & Bain & Co.'s Workshop on Healthcare Infrastructure Expansion in Tier 2/3

**Impact:** Clarity on asset light infrastructure investible models & overcoming challenges

**Initiative:** Launch of NATHEALTH's CSR Charter

**Impact:** The 1st program, "Win with Vaccines", launched; industry stakeholders invited to join hands

**Initiative:** Constant addition of New Members joining NATHEALTH

**Impact:** Works towards the goal of collaboration with stakeholders

**Initiative & Impact:** NATHEALTH's 2020 'We Stand with India' campaign (a 6 months long campaign with Avian We), is a Finalist at PRovoke News' SABRE Awards

**Initiative:** East Chapter meeting arranged

**Impact:** Future steps discussed on Chapter inclusion in various under-way whitepapers, increasing memberships & industry collaborations

**Initiative:** NATHEALTH's Northern Region Roundtable

**Impact:** Plans to expand the membership base to 1000+ members; Collaborate for 2nd Africa Health Federation (AHF) & NATHEALTH Symposium; involvement with the Government on Health & Wellness Center initiative; Dialogue with the NABH to create and recommend revision of standards

**Initiative:** Diagnostic Taskforce meeting

**Impact:** Decisions to collaborate with IAMM, WHO, UN Bodies, MoHFW (NHM) & ICMR for further advocacy; Revision of CGHS rates; Need to create cost awareness

**Initiative:** Media & PR activities

**Impact:** Thought Leadership established in leading publications like Forbes India, Financial Express, Economic Times, Mint & more



# **BUILDING & ENHANCING PUBLIC & GOVERNMENT TRUST**

**Inform and shape healthcare policies and  
government regulations to serve  
NATHEALTH's diverse stakeholders**

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Be the credible and unified  
voice in improving access  
and quality of healthcare.





## Meeting with Union Health Secretary

NATHEALTH's team held a meeting with Shri Rajesh Bhushan Ji, Union Health Secretary. The team discussed core healthcare priorities and utilized the opportunity to share some of its thoughts around how joint steps can make the goals a reality. NATHEALTH office bearers and leadership was a part of this meeting.

The discussion mainly focussed on areas of Value-based procurement, Home healthcare, Senior care, GST & Customs, and Digital health. The Ministry expressed positive sentiment on working together in these areas.

The meeting reaffirmed NATHEALTH's resolute commitment to strengthen its work with the Ministry, especially now with the current leadership towards inclusive and sustainable healthcare for all.

## Letter to the Office of Secretary (Health & FW)

NATHEALTH initiated a conversation through a letter with the Union Health Secretary mainly highlighting the need for Blueprinting reforms in Home Healthcare in India and other key focus and growth areas, in continuance to the earlier meeting's agenda. The Office of Secretary responded positively and suggested to also include the National Health Systems Resource Centre (NHSRC) into the string of dialogues. The letter had stressed the rationale behind such an inclusive ecosystem around home care, cited the global scenario, role of private players, need for financing models in home care, need for regulatory & policy interventions, capacity building and more.

This further resulted in enabling a dialogue initiation with the NHSRC.

## Meeting held with NHSRC

Taking the suggestion of the Union Health Secretary ahead, NATHEALTH promptly secured a meeting with the NHSRC. The meeting was held between Maj. Gen. (Prof.) Atul Kotwal, SM, VSM, Executive Director, NHSRC, and his team including Dr. Himanshu Bhushan, Dr. MA Balasubramanya, Dr. JN Srivastava, Dr. Ranjan Kumar Choudhury, Ms. Mona Gupta, Dr. Ashok Roy and Dr. Sandeep Sharma, and the NATHEALTH Leadership Team and Secretariat.

The meeting averred on various health sector reforms and discussed areas of future collaboration. NHSRC provided valuable suggestions, advice and directions to steer the partnership towards a productive path that could serve the country better during this unprecedented passage of time.

NHSRC also agreed to review NATHEALTH's Senior Care Paper and provided assurance on working with the Federation on the Home Healthcare Whitepaper. Value Based Procurement, and the GST Study were some other priority areas, where a productive partnership was discussed.



## Suggestions on Customs Duty Exemption sent to Chief Commissioner of Customs

A letter with Consolidated Suggestions and Recommendations from the industry stakeholders was sent by NATHEALTH to Mr. Vivek Johri, Chief Commissioner of Customs, Government of India.

The Ministry of Finance (MoF), in continuance to the announcement made during the Union Budget has invited comments for the review of existing Customs exemptions on a list of products, including amendment in the language of the notification for better clarity, consolidation of multiple exemptions available, other relevant factors such as extent of use, and more.

NATHEALTH, in the current context and landscape of Indian healthcare, is ideally positioned to be the platform, which drives this strategic dialogue and the agenda. It has vision in unified voice in improving access and quality of healthcare.

In this regard, NATHEALTH submitted suggested actions and justification for Custom Duty Notification No. 50/2017-Customs dated 30.06.2017, Entry 216: Artificial Kidney.

These suggestions are currently under review by the office of Chief Commissioner of Customs. The recommendations are under purview of the Ministry.





## Meeting held with NABH

NATHEALTH's Leadership Team and the Secretariat held a virtual meeting with Dr. Atul Mohan Kochhar, Chief Executive Officer, National Accreditation Board for Hospitals and Healthcare Providers (NABH) and his team including Dr. Punam Bajaj, Senior Director, and Ms. Deepti Mohan, Joint Director.

Specific presentations were made by industry leaders on their respective field of expertise, including value-based procurement, home care, senior care, digital health, cost components in healthcare delivery, and care & quality guidelines for telemedicine. The meeting had a successful outcome, and NABH agreed to work with NATHEALTH in the following actionable areas:

- To help circulate VBP Study scope to their networks/database/sister organisations for generating key responses
- To connect NATHEALTH with NABCB to engage on VBP
- NABH invited nominations from NATHEALTH to be part of the committees, which will be formed to discuss especially senior care, home care and digital health
- Joint Working Groups may be formed after detailed recommendations are charted out for each of the segment
- NATHEALTH suggested to work on quality and accreditation as well



GOALS

GROWTH

STRAT

# THOUGHT LEADERSHIP

**Galvanizing NATHEALTH resident  
knowledge & expertise, to be known  
as the experts, who can be trusted  
to provide innovative solutions**

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voice in improving access  
and quality of healthcare.





## NATHEALTH & PwC's Home Healthcare Whitepaper Kick-Off

The Whitepaper kick-off meeting was held recently for the initiative on Home Healthcare. Major providers and home health care companies are a part of the project, with PwC as the Knowledge Partner. The whitepaper intends to drive accelerated reforms in transforming the home health care sector in India. The project aims to provide answers to the relevance, imperatives, critical components, and potential impact of home care in the country.

### Key aspects to be covered under the project include:

- Global 'Care at Home' scene
- Incorporation of Digital Home Health across key applications areas
- Interventions on fostering a start-up ecosystem
- Creating a home care continuum separate from institutional care; incorporating 'pre-episodic, episodic & post-episodic'
- Understanding varied consumers (not seniors focused) and delineating benefits of each cohort, like Patients, Family, Providers, Government & more
- Defining the key challenges
- Regulations around care transition & referral of services
- Evaluating role of home care at a community level
- Study of Medicare system in the US to draw linkages to PMJAY

### The next steps:

- Core steering committee to nominate self or other members for task groups
- Regular interactions with all stakeholders to be undertaken
- Creation of a knowledge repository by sharing all relevant reference materials, like publications, case studies, data points as discussed in the kick-off discussion

### Whitepaper on Home Health Care In India

A NATHEALTH Initiative to drive accelerated reforms in transforming the Home health care sector in India

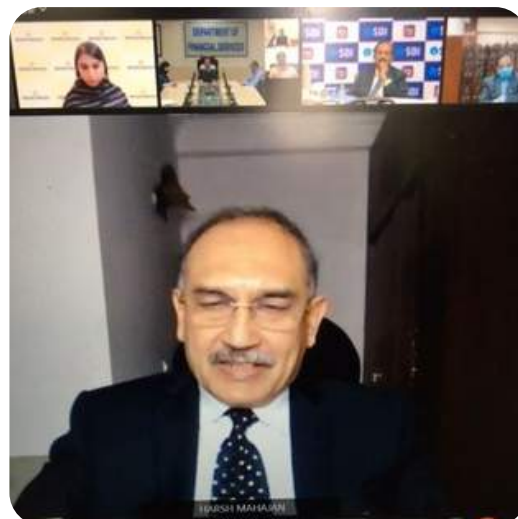






## NATHEALTH President's presentation to the Finance Minister

Dr. Harsh Mahajan, President, NATHEALTH presented at the event "Resurgent India: Building Healthcare Infrastructure for New India", during an exclusive investment forum chaired by Ms. Nirmala Sitharaman, Hon'ble Union Minister of Finance, Government of India. It was organized by Invest India, the National Investment Promotion & Facilitation Agency of the Government of India, along with the Department of Financial Services, Ministry of Finance on August 31, 2021. The webinar outlined important initiatives and measures aimed at fostering infrastructure in healthcare, with a focus on the recently



launched Loan Guarantee Scheme for Covid Affected Sectors (LGSCAS).

## NATHEALTH & APACMED's Value Based Procurement Study Kick-Off

The Whitepaper kick-off meeting was held recently for NATHEALTH & APACMED's initiative on Value Based Procurement for Medical Devices. The whitepaper's focus is to collate key parameters for the framework, and leverage key learnings from the frameworks analyzed and develop broad contours w.r.t the Indian context.

### Key aspects of the project are:

- Understand the existing procurement process in public & private sector for MedTech
- Rationale behind specific procurement
- New innovations/unique models being adopted for procurement such as GeM, Group procurement organizations etc.
- Procurement trends during the pandemic and its learnings
- Challenges & Enablers for implementing VBP in India
- Highlight the benefits of implementing of VBP in India to all stakeholders (Patients, Hospitals/Organizations, Staff and for the Ecosystem)

### The next steps:

- Bigger and deeper scale involvement of medtech companies, global experts, healthcare players, Government & Regulatory bodies, and more.
- Sharing specific information with stakeholders; inviting comments & suggestions
- Incorporating the feedback into the project



## Reimagining Healthcare: Industry Start-up Interface Series launched

NATHEALTH, in association with TiE Mumbai, and IQVIA as Knowledge Partners, launched the Industry Start-up Interface Series. As a curtain raiser to initiative, a one-day webinar was organized on 6th August 2021, which brought together industry leaders, who shared their open innovation needs, and startup leaders who shared best practices to foster co-innovation, resulting in an engaging discussion.

The event was attended by close to 200 people. **The Chief Guest for the webinar was Mr. Deepak Bagla, MD, CEO, Invest India.** The initiative will serve as an effective and credible interface that facilitates meaningful partnerships between the healthcare industry and the startup community.

### Panel discussions revolved around:

- COVID-19 and the need for Innovation in healthcare
- What the industry expects and how does the industry want to work with start-ups?
- How start-ups want to engage: What are the best practices for successful engagement between start-ups and corporates?

Ms. Eshika Arora, Intern, NATHEALTH Innovation Forum, presented a report based on an extensive research undertaken with various healthcare providers highlighting the potential for co-innovation between the industry and the startup ecosystem to address the gaps in healthcare capacity, quality, and access.

**Reimagining Healthcare: Industry-Startup Interface Series**  
 6<sup>th</sup> August 2021 | 6-8 PM IST

Time	Session and Speakers
6:00 PM	<b>Opening Remarks &amp; The Roadmap Ahead</b> Mr. Amit Mookim, MD at IQVIA South Asia, President, TE Mumbai, Innovation Forum, NATHEALTH
6:10 PM	<b>Welcome Address</b> Dr. Harsh Mahajan, President of NATHEALTH, and Founder and Chief Radiologist at Mahajan Imaging
6:15 PM	<b>Keynote Address</b> Dr. Ajai Agarwal, Director (RN & QA), Anuragman Bharti-PMJAY, NHA (National Health Authority)
6:25 PM	<b>Chief Guest</b> Mr. Deepak Bagla, MD and CEO, Invest India
6:35 PM	<b>Context- Research Project &amp; Plan of Action</b> Eshika Arora, NATHEALTH Innovation Forum Intern
6:40 PM	<b>Part 1: What the Industry expects:</b> How do the industry members want to work with startups? Moderator: Mr. Amarag Saxena, Principal and Head of Digital Health Consulting and Solutions, IQVIA-South Asia Panelists: Mr. Anandh Prasad, Mr. Anandh Prasad, Mr. Anandh Prasad, Mr. Anandh Prasad, Mr. Anandh Prasad
7:10 PM	<b>Part 2: How Startups want to engage:</b> What are the best practices for successful engagement between startups and corporates? Moderator: Mr. Navroop Raju, Executive Director, TE Mumbai Panelists: Mr. Anandh Prasad, Mr. Anandh Prasad, Mr. Anandh Prasad, Mr. Anandh Prasad, Mr. Anandh Prasad
7:50 PM	<b>Vote of Thanks</b> Mr. Siddhartha Bhattacharya, Secretary General, NATHEALTH

Logos: IQVIA (Knowledge Partner), HEALTHWIRE (Digital Media Partner), NATHEALTH Healthcare Federation of India, TE MUMBAI

Hashtag: #ReimaginingHealthcare

# TARGETED PARTNERSHIPS & MEANINGFUL ENGAGEMENT

Mobilize partners, from India & outside,  
to re-position NATHEALTH as a platform  
with gravitas

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Be the credible and unified  
voice in improving access  
and quality of healthcare.



## India-Africa way forward discussion on MoU

NATHEALTH and Africa Healthcare Federation had signed an MoU in December 2020. Therein, an event and other fruitful initiatives were undertaken. The overall purpose of this MoU is to facilitate co-operation and collaboration between both countries, for mutual growth of healthcare sectors.

A follow-up meeting to this tie-up was recently conducted, which was attended by Dr. Ashutosh Raghuvanshi and Mr. Ashwajit Singh from NATHEALTH, Dr. Amit Thakker President, Africa Healthcare Federation, and Mr. Pranav Mohan, Health Specialist at IFC/World Bank Group.

### The key pointers that emerged during the meeting were:

- Taskforces and the larger group to meet & prepare a concrete work plan
- Take up discussions with EXIM Bank
- Enable discussions with the Ministry of External Affairs (MOEA)
- Initiate a B2B portal on supply chain mechanisms
- India should present its best practices in healthcare at the CDC's 1st International Conference on Public Health in Africa



*Hon. Dr. Lia Tadesse, Minister of Health, Ethiopia, speaking at the India-Africa Health Summit in December 2020*

*Right: The Whitepaper launched at India-Africa Health Summit*







## Workshop on Healthcare Infrastructure Expansion in Tier 2/3 with Bain & Co.

NATHEALTH and Bain & Co. recently held a workshop to tackle the challenges in Healthcare Infrastructure Expansion in Tier 2/3 location. The workshop focussed on the requirement of asset light infrastructure investible models and shared ways to overcome the challenges that can be faced along the way.

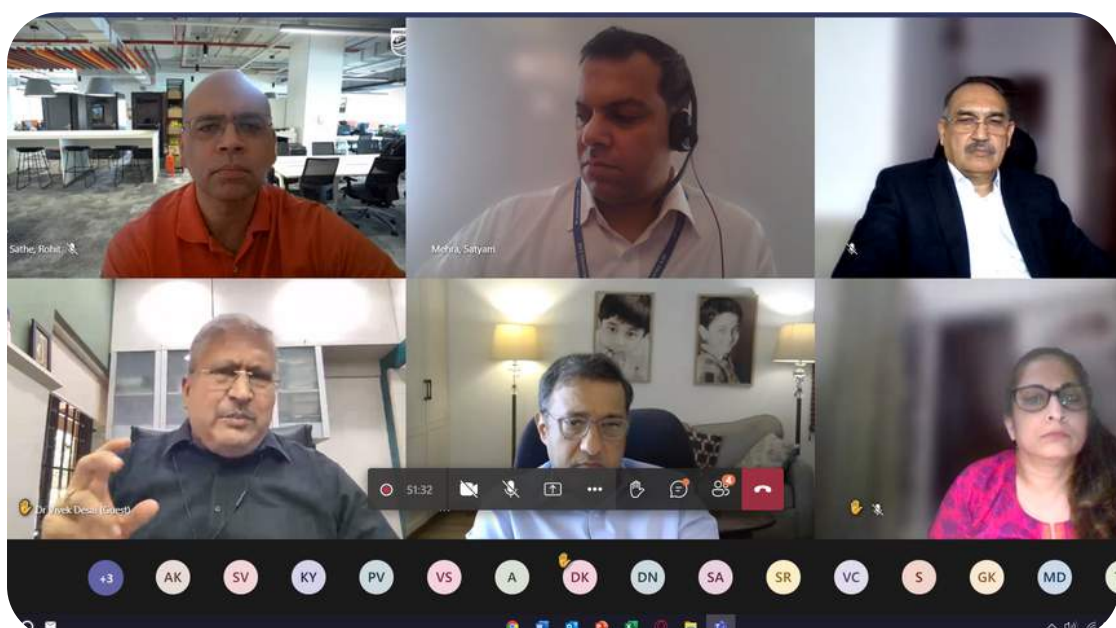
### The event had healthcare leaders shed light on how to manage:

- Pricing
- Demand uncertainty
- Investments
- Operating costs
- Financing
- PPP issues
- Talent shortages


and more...

The webinar discussed how lower quality and expectation, coupled with lower affordability are pain points that need to be catered to. Also, as high cost of investment is inevitable in a hospital infrastructure, it ends up creating lower and unclear Rols. PPP related problems were also discussed, mainly delayed payments, lower pricing, constantly changing policies, and lack of risk sharing models.

The panelists averred how most issues can be fixed through the right pricing models, subsidies, insurance penetration, tax reliefs, volume guarantees in Government schemes, time-bound issue resolutions, use of technological advancements, and more.





A hand is shown placing a wooden block with an arrow on top of a staircase of wooden blocks. The staircase is composed of several rows of blocks, with the number of blocks increasing from left to right. The background is a gradient of light pink and light blue, with a large red and white geometric shape in the top right corner.

# CATALYZE INNOVATION IN HEALTHCARE

By bringing NATHEALTH's experience  
and resources to thought leadership

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voice in improving access  
and quality of healthcare.



## Launch of NATHEALTH's CSR Charter

After receiving the due certifications and registrations, NATHEALTH has now initiated its CSR Charter. The Federation recently reached out to all its members and other industry stakeholders for their wholehearted support and guidance to accomplish the CSR objectives.

### The first program

"Win with Vaccines" is the first program under the Federation's CSR Charter. The program intends to promote vaccine confidence among individuals and bust myths around vaccines. NATHEALTH has already started putting in place a public education program to pool in resources for collectively addressing vaccine hesitancy. The programme will be spread across rural and peri urban areas that are witnessing high vaccine hesitancy and low vaccine coverage. Supporting the Government's vaccination campaign, these social and behavior change programmes will use various traditional, new age and social media platforms aiming to change knowledge, attitude, and behavior around vaccines.

### An opportunity for collaborative efforts

NATHEALTH believes this is a great opportunity for the private sector to come together and participate in resolving one of the biggest healthcare crisis India has seen in decades. NATHEALTH will ensure a robust monitoring mechanism with counsel from the Government, think tanks and other experts. NATHEALTH's team is hard at work to pool all the industry resources possible to shape the PPP trajectory. The Federation also plans to bring out a special publication to highlight the industry contribution here.

Along with this program, a larger CSR agenda is in the works on the NATHEALTH platform where it can attract the technical, funding and ecosystem players to catalyze innovation and demonstrate improvement in the health system to make it more accessible and equitable.





## New Members joining NATHEALTH

NATHEALTH would like to welcome its newest members who joined the Federation recently. They are: Dr. Darshan Lal, Partner, Lab Medica Healthcare LLP; Mr. Sainath Pakola, Founder & Director, Securra Global Health Systems; Dr. Alok Roy, Chairman, Medica Hospital Private Ltd.; Mr. V. Thiyagarajan, Founder & Managing Director, IHHC; Mr. Thomas John, Managing Director, M/s. Agappe Diagnostics Ltd.; Dr. Sudhir Mishra, Managing Partner, Trust Legal; Mr. Sanjay Datta, Chief-Underwriting, Reinsurance & Claims, ICICI Lombard General Insurance Company Limited; Mr. Brajesh Singh, President, Arthur D Little Consultancy; and Dr. Varun Gupta, Associate Senior Vice President, Tata IMG Technologies Private Limited.





# **PROACTIVE COMMUNICATIONS & ACTIVE PR CAMPAIGNS**

**Advocate the cause of healthcare sector participants through sustained communications & education campaigns**





## NATHEALTH's 'We Stand with India' campaign is a Finalist at PProvoke News' SABRE Awards

In partnership with AvianWE, NATHEALTH had executed a 6-month long campaign, 'We stand with India' in the year 2020 to highlight the contribution of the private sector towards managing the pandemic. **It had reached over 500+M people.**

The intensive initiative was executed both, across offline and social media to meet the goal of actively communicating the voice of the industry, and highlight the role and contribution of the private sector towards managing the pandemic and saving lives. Now, these efforts have borne more fruit,

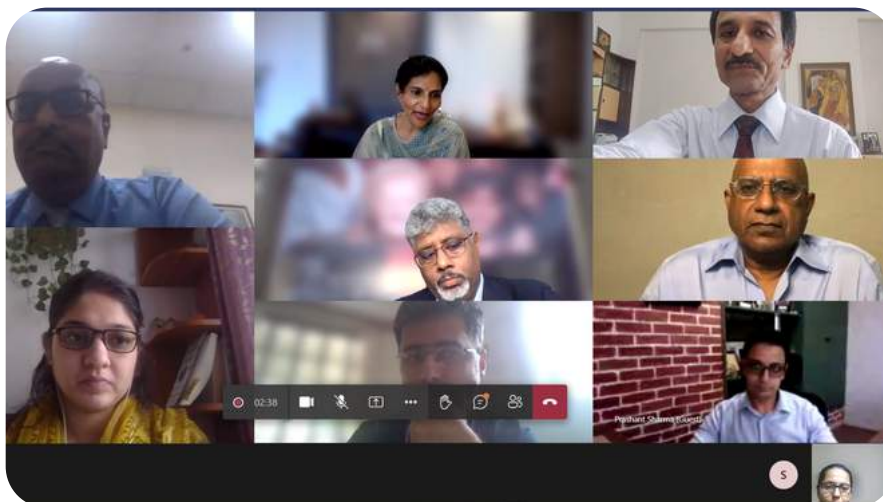


as the campaign is a Finalist in the running for the PProvoke News' SABRE Awards. NATHEALTH would like to dedicate this to all its great partners, stakeholders and the entire NATHEALTH team.

## East Chapter Meeting arranged

As part of the Federation's continuous communication program, NATHEALTH had arranged a meeting with its East Chapter Leadership Team. The meet was led by Dr. Preetha Reddy and regional leaders who attended the meeting were Dr. Alok Roy, Dr. Rana Dasgupta, Mr. Sanjay Prasad, Mr. Suyash Borar, Mr. Prashant Sharma, Mr. Gagan Kapoor and Ms. Shailaja Vardhan.

**The forum discussion included:** Criticality to set realistic expectations & understanding how to leverage the partnerships; Need for NATHEALTH-ICC Joint activities/Events; Enabling Membership Drive and Strength; Important to highlight the value proposition, visibility and management of strategy; Vital to have presence/visibility with state machineries; Whitepaper planning for: 1. Vaccination Drive 2. Skilling 3. PPP. All of which, should be aligned and relevant with the Government's objectives.





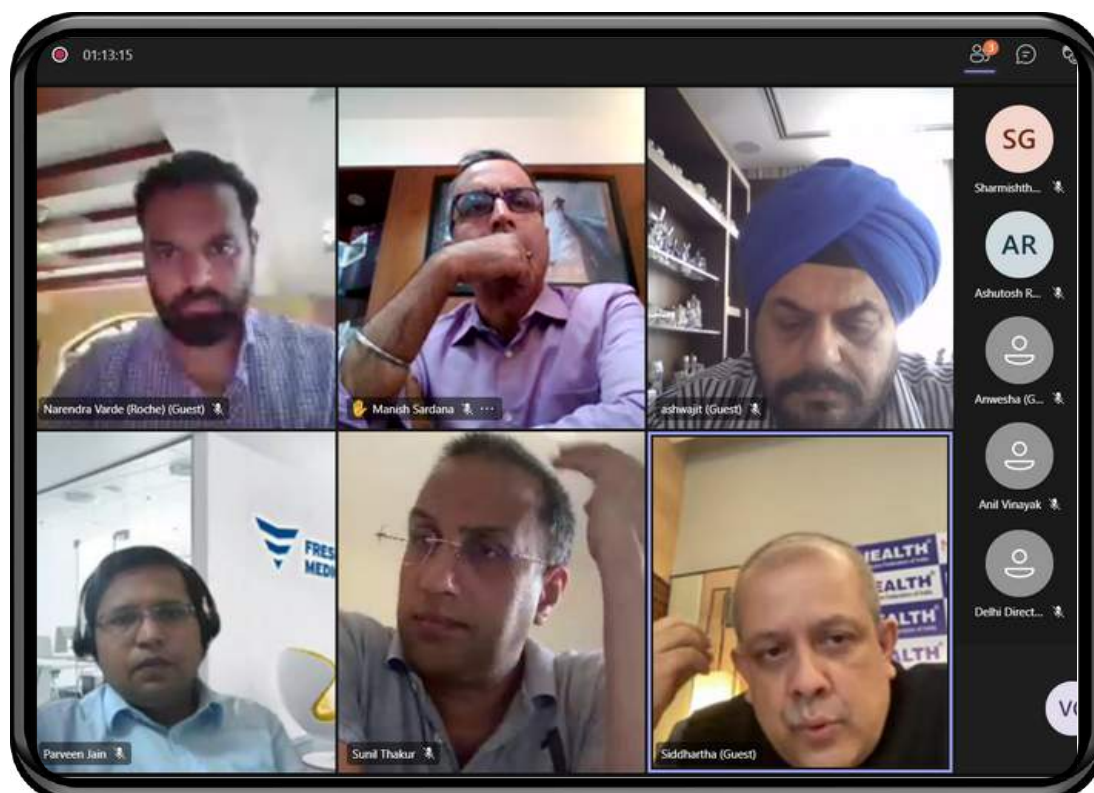


## NATHEALTH's Northern Region Roundtable

The recently-held Northern Region Roundtable meeting was mentored by Dr. Ashutosh Raghuvanshi, Chaired by Mr. Ashwajit Singh and Co-chaired by Mr. Harish Natarajan, Mr. Narendra Varde, Mr. Parveen Jain, and Dr. Anil Vinayak. The meeting focussed on some priority areas that the region need to focus on in the near future.

They included:

- Defining Working Tracks roles and responsibilities
- Plans to expand the membership base to 1000+ members
- Collaborate to organize the second Africa Health Federation (AHF) and NATHEALTH Symposium
- NATHEALTH's involvement with the Government on the Health & Wellness Center initiative
- Dialogue with the NABH to create and recommend revision of standards and include missing standards in current list. Also, initiate advocacy for implementation of standards





## Diagnostic Taskforce Meeting held

NATHEALTH recently conducted a meeting of its Diagnostic Taskforce. Apart from the Leadership Team and the Secretariat, attendees included members like Dr. Arvind Lal, Dr. Ravi Kumar, Ms. Prarthana Sengupta, Mr. Bivash Chakraborty, Mr. Rahil Shah, Dr. Nilesh Shah, Mr. Vijaykumar, Ms. Subhra Thakur, Mr. Sushant Kinra, Ms. Anu Acharya, Mr. Anand, and Mr. Sanjeev.

### The meeting key discussion pointers were:

- A decision to initiate wider collaborations like those with IAMM, WHO, UN Bodies, MoHFW (NHM) & ICMR for further advocacy
  - Revision of CGHS rates
  - Need to create cost awareness among consumers and the Government
  - Antimicrobial resistance
  - Using CSR Funds for diagnostics
- and more...

Allocation of resources was also undertaken in compliance with the next steps.

## NATHEALTH in the News August 2021 Highlights

S.No.	Publication	Reach
<b>Print</b>		
1.	Mint	3,04,000
2.	Business Standard	1,55,000
<b>Online</b>		
3.	The Economic Times	76,08,717
<b>Article</b>		
4.	Forbes India	68,391
5.	Financial Express	4,84,097
6.	Firstpost	2,39,344
<b>Press Release: NATHEALTH in collaboration with TIE Mumbai launches 'Reimagining Healthcare: Industry-Startup Interface Series'</b>		
7.	Financial Express	4,92,266
8.	Business Journal	17,280
9.	Express Healthcare	10,638
10.	Bio Spectrum India	3,645
11.	Pharmabiz	3,148
12.	Healthcare Radius	2,578
13.	Medical Buyer	2,090
14.	Bio Voice News	1,634
15.	IndiaMedToday	1,153



# NATHEALTH in the News

## August 2021 Highlights

**live mint**

### Don't reserve all 25% of doses for pvt hospitals, vax cos told

Neesu Chandra Sharma  
neesu@livemint.com  
NEWDELHI



The Centre has asked covid-19 vaccine makers not to reserve all of the 25% of their vaccines for private hospitals following the slow pace of inoculation in private sector vaccination centres, effectively removing the cap announced in June.

Union health minister Mansukh Mandaviya told Parliament on Tuesday that unused doses in the private sector will now be shifted to government vaccination centres.

"The central government has spoken to the vaccine manufacturers and has asked them to release only that amount of doses for which the orders have been placed and not reserve 25% of the total doses manufactured by them," said Mandaviya. The move is aimed at increasing the supply of vaccines to

manufacturers have been given the option to also provide vaccines directly to private hospitals, with a cap of 25% of their monthly production.

But low immunization numbers at private covid vaccination centres (PCVCs) prompted the Union government last month to ask states to review vaccine procurement by PCVCs on a daily basis.

The private sector welcomed the decision.

"This is a well-thought-out decision. The 25% quota for the private sector was fixed by the government based on the expectation of possible share that the private vaccination centres could shoulder, at a time when half of all vaccinations were to be free of charge for the public. However, with the central government deciding to increase the free vaccinations to 75%, the number of people willing to pay for

states and Union territories to be administered free of charge.

The government in June changed its vaccine procurement policy from buying 50% to 75% of total production and leaving 25% for the private sector to be procured directly from the manufacturers.

In order to incentivize production and encourage new vaccines, domestic manufac-

**TURN TO PAGE 6**

**THE ECONOMIC TIMES** Industry

English Edition | E-Paper

Home | ETPRime | Markets | News | Industry | RSS | Politics | Wealth | MF | Tech | Jobs | Opinion | NRI | Bharat | ET NOW | More

Auto | Banking/Finance | Com. Products | Energy | Renewables | F&I/Comodities | Healthcare/Biotech | Services | Media/Entertainment | More

Synopsis: Cost of the total medical tourists coming from foreign countries to India for treatment, Afghans comprise about 8-9% of inflow. Afghans have favoured treatment in India, especially in Delhi and Gurgaon private hospitals, because of just 3-hour flights from Kabul.

### Afghan crisis casts a shadow on medical tourism in India

By Neelu Sharma, ET Bureau | Last updated: Aug 19, 2021, 08:02 PM IST

The political unrest in Afghanistan is set to directly impact medical tourism in India.

**Firstpost**

Health | India | World | Arts & Culture | Sports | Entertainment | Tech | IND VS ENG 2021

Home - Health News

### HEALTH

## How COVID-19 changed infectious disease screening, helped pandemic management in India

The approval of home testing kits is a revolutionary step towards stopping the spread of coronavirus where a person can easily check the COVID-19 status

Sameer Bhatia | August 13, 2021 11:01:23 IST



**Forbes** LEADERSHIP INNOVATION BILLIONAIRES LISTS STARTUPS PODCASTS VIDEOS LIFE

Home / Forbes India Blog / Health / Time to think outside the (medicine) box

## Time to think outside the (medicine) box

It is time for India to demonstrate that it can leapfrog us into a future of Universal Health Coverage. It can be possible with innovative ways of public-private participation

BY PREETHA REDDY FOLLOW ON: Full Bio

6 min read

UPDATED: Aug 27, 2021 09:14:47 AM UTC



## Govt may reduce private sector's 25% vax quota

Indicates vaccine makers can provide doses to the sector according to demand

**MONTHLY VACCINATION**

61 mn	120 mn	135 mn
May '21	June '21	July '21

Total doses: 485 mn  
Dose 1: 376 mn  
Dose 2: 107 mn

**DELHI GOVT CAPS RT-PCR TEST RATE IN PRIVATE LABS, HOSPITALS AT ₹500**

The Delhi government on Wednesday put a cap on the rate of coronavirus RT-PCR tests for Covid-19 detection in private hospitals and laboratories at ₹500, according to an order.

Rapid antigen tests at private facilities will cost ₹200, to be used, Chief Minister Arvind Kejriwal said. "Delhi government drastically reduces corona test rates. This will help the common man,"

According to the order, home collection of samples and testing would cost ₹700.

policy change. "We continue to place orders based on our requirements," said a senior executive.

Private hospitals also feel that with the Centre deciding to increase the free vaccinations to 75 per cent, the number of people willing to pay for a job has reduced significantly. "Consequently, the private sector has been left to only vaccine about 7 per cent of the people in India. Government hospitals and the remaining doses would need to cater to the needs of the adult population, and especially the manufacturing sector,"

Heard Mahajan, president, NatHealth, a healthcare body.

**FINANCIAL EXPRESS** HOME INDIA NEWS MARKETS STOCKS HEALTH ECONOMY MONEY AUTO INFRA SME BRANDWAGON

## MedTech: An agenda to render affordable and efficacious healthcare

Updated: August 25, 2021 2:06 PM

The role MedTech sector can play in improving the healthcare infrastructure of Tier 2 and Tier 3 cities.



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#FINANCIAL

**FINANCIAL EXPRESS** HOME INDIA NEWS MARKETS STOCKS HEALTH ECONOMY MONEY AUTO INFRA SME BRANDWAGON US STOCKS

## NATHEALTH in collaboration with TIE Mumbai launches 'Reimagining Healthcare: Industry-Startup Interface Series'

By Sheetal Nayyar | August 10, 2021 8:13 PM

The initiative was announced recently through a webinar and is set to serve as an effective and credible interface that facilitates meaningful partnerships between the healthcare industry and the startup community.



**HOPE**

We can train to your exact requirements to deliver billions of vaccines wherever you need them

FINANCIAL EXPRESS

# **SECTION 2**

**2021**

**PROGRESS REPORT**



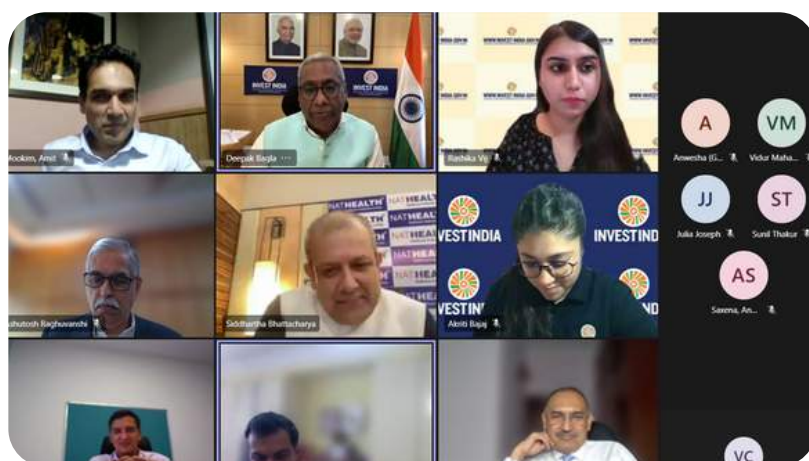


### NATHEALTH's meeting with Invest India

NATHEALTH and Invest India's meeting discussed how it is the right time to focus on areas that will expand the healthcare footprint in the country, usher investments, benefit all citizens and help India progress towards the future. With this in mind,, NATHEALTH proposed a focused dialogue on a few strategic areas between the Government and the industry to build consensus and forge calibrated action.

Some of the focus areas for collaboration highlighted were:

- Made in India for India and rest of the world.
- Unlock Health Financing. Expand Hospital Capacity, especially in areas where healthcare is under-penetrated.
- Make Home and Local community the nerve center for wellness, preventive, rehabilitative and geriatric health. This is critical for chronic disease management, scaling healthcare capacity and improving healthcare outcomes and thereby reducing costs.
- Leverage India's technology, clinical and services prowess to catapult India into a global hub for digital health, innovation and MVT. This will generate the necessary investments, create infrastructure and manufacturing capacity to create the next wave while amplifying India's soft power across the globe.



### NATHEALTH shared collated inputs on Unified Health Interface (UHI)

NATHEALTH shared the industry's consolidated inputs on the Unified Health Interface (UHI). This was in reference to the comments invited by NHA on the consultation paper regarding Unified Health Interface. Highlights of the inputs are as follows:

- Creating Standards, Guidelines & Improving Quality
- Making stakeholder representation more wholesome, including more health sectors
- Long-term measures focussing on Population Health Studies, Medical Education, Skilling/Capacity building, Value Based Care, Healthcare Financing & more
- Concerns from EUA's perspectives like: Creation of Digital Monopolies of Global Giants in eHealth, Constraining of Patient Experience, Potentially Counterproductive & Restrictive 'OTA' Business Model & more
- Key recommendations on behalf of industry stakeholders



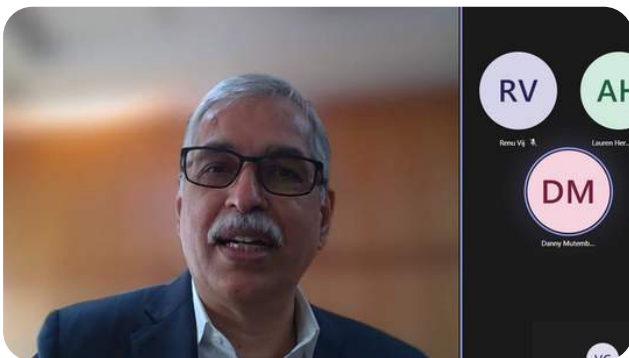
### India Africa Taskforce Discussions

NATHEALTH's Taskforce Leaders and Members both had meetings regarding the India Africa MoU. The Leadership meeting agreed to gain back the momentum from the NATHEALTH/AHF India Africa joint agenda.

Three action steps were suggested:

- To convene a steering committee meeting, as was outlined in the MOU.
- To convene 4 different taskforce meetings and solidify priorities for this steering call.
- Create an annual forum for India Africa exchange and bilateral transfer of innovation and this steering call can set a direction for a repeat of last year's summit towards end of FY 21-22.

In the meeting with members, NATHEALTH shared a template to be filled by the members on two key actionable/defined initiatives, on the basis of short/medium and long term goals of the MoU, including the promotion of MVT.



*Taskforce leaders meeting*



*Taskforce members meeting*

### NATHEALTH Medtech Forum Meeting

The Medtech Forum recently had a meeting to discuss key activities and way forward. The discussions revolved around:

- Custom duties, Import duties and CESS
- Public Procurement Order
- Medical Devices Act
- Using CSR Funds for MedTech

The attendees included Mr. Rohit Sathe, Mr. Ravinder Dang, Ms. Meenakshi Nevatia, Ms. Shobha Mishra Ghosh, Mr. Praveen Jain, Ms. Shubhra Thakur, Mr. Vineet Gupta, Mr. Manish Sardana, Mr. Sanjay Arudi, Mr. Sumeet Agarwal, Mr. Sandeep Makkar, and Mr. Shirish Ghoge.

### Homecare Committee Meeting held

NATHEALTH's Homecare Steering Committee recently held a meeting. Following key points were highlighted during the meeting:

- Current scenario on the Committee's milestones.
- An overview of Chapter 1 – Home care: Global Perspectives and Synthesis of Stakeholder responses.
- Snapshot of Government and stakeholder interactions.
- Media Communication Plan presentation.
- Plan for future initiatives.





# April to July 2021 Initiatives & Impact Areas

## Impact achieved in April 2021

**Issue:** Government order regulating all implantable devices, PET, CT Scan, MRI equipment etc. as drugs, to be effective from 01 April, 2021

**Impact:** Through NATHEALTH's efforts, a 6 months import extension received

**Issue:** Availability of kits for testing inflammatory markers

**Impact:** Government issues custom exemptions after meeting with NATHEALTH, private labs & ICMR

**Issue:** Vaccination problems currently faced in the country

**Impact:** NATHEALTH gathers solutions by meeting with cross federations, industry leaders, national vaccine manufacturer & initiates dialogue with international vaccine manufacturers

**Issue:** Government action on vaccine challenges

**Impact:** NATHEALTH conducts meeting with high-level Government officials, presents assessment & suggestions. Government under serious review of solutions by NATHEALTH

**Impact:** Due to NATHEALTH's regular reach-out efforts, President-NATHEALTH's nomination in the High-level Committee for the "Study on Cost of Healthcare Services in India" by ICAI



### Impact achieved in May 2021

**Initiative:** NATHEALTH's Leadership Reach Out Series Launch

**Impact:** Through the series, the front line workers are assisted to deal with stress and burnout. The series works towards improving their mental wellness

**Initiative:** NATHEALTH launches GST study in collaboration with E&Y

**Impact:** NATHEALTH engaged with CFOs of all micro sectors of the industry, made the study a joint voice for the sector's GST exemptions

**Initiative:** Letter to ICMR for Extension of Customs Duty exemption

**Impact:** The exemption request of CTH 3002 was approved by ICMR

**Initiative:** Joint federations' initiative - No one is safe until everyone is safe

**Impact:** This cross federation communications campaign, in conjunction with OPPI, IAPO, and FIP, achieves NATHEALTH's goal of upping the communications ante

**Initiative:** MoU with American College of Healthcare Executives (ACHE)

**Impact:** NATHEALTH increased its international presence. The tie-up will help NATHEALTH attain an executive position in healthcare settings and national medical societies

**Initiative:** Report on Unifying Private Healthcare by Creating an Evidence-based Outcomes Metric System

**Impact:** NATHEALTH facilitated conversations with key leaders to standardize outcomes, and lower the cost of care by introducing outcomes based pricing

**Initiative:** Webinar launch of Patient Confidence Study

**Impact:** NATHEALTH, with IQVIA, has created a checklist to incorporate patient satisfactions and loyalty as key features of healthcare organizations

**Initiative:** Regional chapter meetings

**Impact:** NATHEALTH ensured continuous communications, through meets with Western & Eastern chapters; to chart out practical future strategies in alignment with the Federation's vision



### Impact achieved in June 2021

**Initiative:** NATHEALTH's 6-point recommendations to the Government on managing the third wave

**Impact:** Government announced Rs. 50,000 crore relief fund, a guarantee cover, and interest rate capped at 7.95%

**Initiative:** NATHEALTH's meeting with the Government on ramping up vaccination in private sector

**Impact:** Conclusive steps devised to encourage and accelerate private sector participation in the vaccination drive

**Initiative:** Work on CSR Certification

**Impact:** NATHEALTH recently received its CSR Certification from the Government of India, due to its consistent & relevant efforts

**Initiative:** NATHEALTH-ACHE Webinar

**Impact:** Conducted on: Evolution of COVID-19 Variants: Perspectives from India and the United States; webinar also strengthened the MoU between NATHEALTH & ACHE, signed last month

**Initiative:** President Council Meeting

**Impact:** Meeting discussed long-term vision of NATHEALTH, roles of various upcoming sub-sectors, and ramping up of current systems

**Initiative:** Leadership Team Meeting

**Impact:** Steps devised for focus on value-based healthcare; Core Committee formation for membership acquisition strategy

**Initiative:** Meeting with the PharmAccess Group

**Impact:** Road map discussions on access to finance with medical credit fund, digital innovations, insurance, research & analysis, quality improvement with safe care

**Initiative:** Various fruitful meetings conducted: Governing Council, North Region, East Region, Providers Forum, Homecare Forum, and a meeting with APACMED



### Impact achieved in July 2021

**Initiative:** Consultative meeting with NITI Aayog on Catalyzing Senior Care Reforms with Stakeholders

**Impact:** Collective solutions for maximized impact & accelerated transformation to India's senior care

**Initiative:** Communication with DOP on consolidated member inputs from NATHEALTH on the study/survey under PPDS scheme

**Impact:** Consolidated member inputs on the study/survey that can be conducted by DOP. Inputs under consideration by DOP

**Initiative:** Study of embedded taxes in Healthcare Services Sector in India

**Impact:** Aims to help in estimating / determining the actual incidence of tax and the quantum of embedded taxes

**Initiative:** NATHEALTH & APACMed's tie-up for Value Based Procurement

**Impact:** Advocacy, sensitization and training of stakeholders on the principles and concepts of 'Value Based Procurement'

**Initiative:** Blueprint for Home Healthcare

**Impact:** To accurately define beyond hospital care, highlight the role & potential of home care

**Initiative:** Facilitating the Start-up Ecosystem for Innovations

**Impact:** NATHEALTH, TiE Mumbai & IQVIA launched the initiative "Reimagining Healthcare: Industry-Startup Interface Series"

**Initiative:** Orientation on Demand Aggregation of Covid-19 Vaccines

**Impact:** NATHEALTH & MoHFW session, attended by almost 60 private vaccination players

**Initiative:** NATHEALTH Secretariat Organizational Announcement - in line with renewed goals & focus of the Federation

**Initiative:** NATHEALTH 2021-22 Priorities Announced; with targetted priority areas for Forums, Task Forces, Regional Chapters, Leadership Team

**Initiative:** NATHEALTH's Task Force Forum Mobilizations - aligned with the NATHEALTH Priorities 2021-22



## NATHEALTH Leadership Reach Out Series Overview

NATHEALTH launched the Leadership Reach Out Series in May 2021, for the mental well-being of front line workers in the healthcare industry. The series is being conducted in partnership with Health Biz Insight. The series has been going stronger, with the sessions being broadcasted LIVE on NATHEALTH's You Tube channel.

### Why was the series launched?

Most front line warriors are facing immense stress and burnout issues, especially due to the second COVID wave. The already-strained systems and workforce are now even more under duress. NATHEALTH believes it is the responsibility of the federation to step in and assist the front line workers, and tackle this collaboratively.

### What have been the results?

NATHEALTH has been able to successfully conduct 15 such sessions so far, with healthcare leaders, HR trend pioneers, and other experts, as speakers. The response from the community has been encouraging for the Federation.

### Leaders featured so far

Dr. Sudarshan Ballal, Dr. Arvind Lal, Mr. Gautam Khanna, Dr. Sameer Gupta, Dr. Nandakumar Jairam, Dr. Shravan Subramanyam, Ms. Ameera Shah, Dr. Ashutosh Raghuvanshi, Mr. Himanshu Baid, Mr. Ram Gopal Vallath, Dr. Om Manchanda, Ms. Isabel Nieto Alvarez, Dr. Alok Roy, Dr. Prathap C Reddy, Dr. Girdhar Gyani & Mr. Anand K.



ADVICE, COUNSELLING, SUPPORT FOR OUR **FRONTLINE WORKERS**  
Interactive video sessions by Healthcare Leaders to make lives a little easier for our Frontline Champions  
Series powered by **HEALTH BIZ INSIGHT**



**June 26th**  
5:00 - 6:00 PM

**Dr. Prathap C Reddy**  
Founder & Chairman, Apollo Hospitals  
Founding President, NATHEALTH  
Dr. Prathap C Reddy, the visionary veteran, is widely acknowledged as the architect of modern Indian healthcare. He is best described as a compassionate humanist, who dedicated his life to bringing world-class healthcare within the economic and geographic reach of millions. The institution that he envisioned and built - Apollo Hospitals, steered a revolution and marked the birth of the private healthcare industry in India.

ADVICE, COUNSELLING, SUPPORT FOR OUR **FRONTLINE WORKERS**  
Interactive video sessions by Healthcare Leaders to make lives a little easier for our Frontline Champions

<b>Who should attend?</b> Physicians, doctors, hospital staff, allied staff, front office staff, patient & care coordinators and frontline health employees.	<b>Why attend?</b> Learn best practices, Reduce stress, Build resilience, Gain interaction with healthcare leaders on issues facing the quality of your work life.
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**(HON'Y) BRIG DR. ARVIND LAL**  
EXECUTIVE CHAIRMAN, DR. LAL PATHLABS LTD.  
May 18th  
11:30 AM - 12:30 PM

**NATHEALTH**  
National Association of Healthcare Providers (India)

PRESENTS...  
**LEADERSHIP REACH OUT SERIES**

ADVICE, COUNSELLING, SUPPORT FOR OUR **FRONTLINE WORKERS**  
Interactive video sessions by Healthcare Leaders to make lives a little easier for our Frontline Champions

**DR. GIRDHAR GYANI**  
DIRECTOR GENERAL  
ASSOCIATION OF HEALTHCARE PROVIDERS (INDIA) - AHPI  
July 14th  
5:00 PM

FRONTLINERS CAN DIRECTLY ASK A QUESTION TO LEADERS  
CLICK HERE TO ASK

Series powered by **HEALTH BIZ INSIGHT**

ADVICE, COUNSELLING, SUPPORT FOR OUR **FRONTLINE WORKERS**  
Interactive video sessions by Healthcare Leaders to make lives a little easier for our Frontline Champions

**Ms. Isabel Nieto Alvarez, MSc**  
She is an expert in Strategic HealthTech & Digital Innovation. Network for mental and physical wellness in the experience of 50%+ user conversion rate powered by AI and a cloud-based and responsive content with experience in medical technology innovation, with comprehensive of her expertise.

**June 10th**  
5:00 - 6:00 PM

FRONTLINERS CAN DIRECTLY ASK A QUESTION TO LEADERS  
CLICK HERE TO ASK

Series powered by **HEALTH BIZ INSIGHT**

**HEALTHCARE LEADERSHIP REACH OUT SERIES**  
ADVICE, COUNSELLING, SUPPORT FOR OUR **FRONTLINE WORKERS**  
Interactive video sessions by Healthcare Leaders to make lives a little easier for our Frontline Champions

**Mr. Ram Gopal Vallath**  
Chairman, HealthCare Trusts & Hospitals  
Mr. Ram Gopal Vallath is Chairman of HealthCare Trusts & Hospitals, Chairman of HealthCare Trusts & Hospitals and also the Co-founder of a Back to Back, HealthCare Trusts & Hospitals. He has been a pioneer in the field of healthcare and a leading expert in the field of healthcare. He has been a pioneer in the field of healthcare and a leading expert in the field of healthcare.

**June 9th**  
5:00 - 6:00 PM

FRONTLINERS CAN DIRECTLY ASK A QUESTION TO LEADERS  
CLICK HERE TO ASK

Series powered by **HEALTH BIZ INSIGHT**





## Key Highlights Till August 2021

**210+**

Media stories aligned to NATHEALTH's messages covering Mainlines, Financials, Online & Electronic media

**5036**

Post engagement on **Facebook**

**650 MN**

Total reach of media stories

**6001**

Total engagement on **LinkedIn**

**6691**

Total engagement on **Twitter**

**15%**

Increase in Members spanning from across various sectors under healthcare

# NATHEALTH Annual Report 2020

**A CONVERGENCE OF OUR  
JOURNEY AS THE UNIFIED  
VOICE OF HEALTHCARE**

**Tracking Goals. Achievements. Growth**

## INSIDE

Overview of NATHEALTH's activities  
in the year 2020



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## President's Note

My Dear Members,

As 2020 draws to a close, it's a time for reflection on the unparalleled year that went by and to look forward to 2021 with a hope to accelerate greater positive change.

When we charted out plans for 2020, the COVID-19 pandemic had not yet entered our lexicon. Definitive goals were set to bring the Indian healthcare ecosystem closer, through innovation, integration and ingenuity. Our resolute objective is to establish NATHEALTH as a competency centre par excellence for public-private partnerships, a pivot in stringing healthcare and technology together and driving programmes to bring in greater Government support for an all-new national health agenda.

As part of the NATHEALTH 2.0 rejuvenation, our focus was on building thought leadership, meaningful engagement, enabling smaller and medium healthcare providers to become a part of the federation's ecosystem, seeding new programmes and helping create inclusive models, across our four key stakeholder groups: Policymakers, Partners, People and Members.

It is immensely commendable that we met most of our expectations despite the impact of the pandemic and the deluge of challenges.

## President's Note...

Our determined efforts helped us achieve diverse successes and it underlines the commitment of an energetic NATHEALTH. We moved up the ante on innovation by effectively partnering with the NHS to boost start-ups in India and with NASSCOM to push the agenda of Digital Health.

Our detailed-research document on Telemedicine, supported the Government to fast-track the setting up of Guidelines, which helped us to continue providing care, despite the lock downs. Our deliberations with NITI Aayog enabled them to publish guidelines on the COVID-19 protocols, and these were in sync with most of the recommendations we had presented to the government. NATHEALTH also inked several partnerships with other federations such as FICCI, AHPI, APACMED and AHF, among others.

With the support of our members, NATHEALTH executed an intensive campaign 'We Stand with India', across offline and social media to meet the goal of actively communicating the voice of the industry, and highlight the role and contribution of the private sector towards managing the pandemic and saving lives.

The NATHEALTH Secretariat gave special impetus to a robust and detailed media plan. We were able to occupy space in around 430 media stories and were able to improve our social media index by 200%. We could engage more than 45 NATHEALTH members in public discourses during the year.

We also conducted nine webinars on our home front, were partners in many others and released mansignificant Knowledge Papers and Reports.





## President's Note...

Another pivotal achievement was the Cross Federation meets and activities that NATHEALTH arranged, as we have always seen ourselves as the “unified” voice of healthcare. The focus on inviting all federations and allied organizations to work on a common cause, on one single platform was ground-breaking in many ways. It has always been NATHEALTH’s endeavour to move ahead including each and every stakeholder of the industry.

An MoU was signed between NATHEALTH and the Africa Health Federation at the inaugural edition of the India-Africa Summit, and this event marked a superb conclusion to the year.

The number of our memberships also increased by 30% this year. Now, as we prepare to welcome 2021, I would like to assure each one of you of our continued efforts in making the sector more sustainable, with every step we take forward.

NATHEALTH has picked up momentum and we are committed to not only sustain, but enhance it a lot more over the year ahead. Looking forward to 2021 with positivity, hope & renewed vigour.

Wishing you and your families a very healthy and happy New Year!

Preetha Reddy

President, NATHEALTH & Executive Vice Chairperson, Apollo Hospitals



GOALS

GROWTH

STRAT

# THOUGHT LEADERSHIP

**Galvanizing NATHEALTH resident  
knowledge and expertise, to be known  
as the experts, who can be trusted  
to provide innovative solutions**

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

Be the credible and unified  
voice in improving access  
and quality of healthcare.



## The Initiatives

- Webinars
- Whitepaper: Disruptively Scaling Healthcare Infrastructure in India
- Whitepaper: Investment for Inclusive Healthcare
- Analysis of COVID-19 RT PCR Costs Prevailing in December 2020
- ET Healthcare Business Summit Report
- Whitepaper: Assessment of India's Laboratory Diagnostics Industry
- Consumer Dipstick Study





## Leaders Speak



NATHEALTH, this year, has raised the bar high for ensuring thought leadership in the healthcare community. With 9 in-house digital events and many other partnerships, 2020 has seen an increased focus on exploring newer and better communication platforms.

**Dr. H Sudarshan Ballal**  
Past President, NATHEALTH  
Chairman, Manipal Hospitals



## Thought Leadership Series



In 2020, NATHEALTH had a vision to increase its visibility and voice in the sector through its thought leadership programs. To fulfil this vision, various webinars were arranged and whitepapers were released.

These activities ensured that NATHEALTH's voice reaches a far greater audience. It made sure that the opinions and knowledge of its thought leaders are merged and flown into apt webinar topics and discussions. This section gives a quick glimpse into the goal achieved by NATHEALTH.

*\*A detailed & consolidated NATHEALTH Report on Webinars is also available separately.*



# Webinars

**NATHEALTH**  
Healthcare Federation of India

**NATHEALTH WEBINAR**

On July 1 at 4:00 PM

**Data Analytics in COVID-19**

Data is playing and continues to play a vital role in the global war against COVID-19. Whether it is choosing what treatment to give, which areas to block, or simply who to let onto the roads, advanced data analytics is playing a vital role in guiding policy and individual decision making.

**Speakers**



**Amit Mookim**  
Managing Director  
IIVISA South Asia



**Dr. Tavpritesh Sethi**  
Physician-scientist  
and Asst Prof  
Indraprastha  
Institute of IT, Delhi



**Kiran Anandampal**  
Advisor -  
Technology,  
Ayushman Bharat



**Dr. Vidur Mahajan**  
Head of Research  
& Development,  
CARING  
Moderator

Register here: <https://bit.ly/NatHealthWebCOV19>

**NATHEALTH**  
Healthcare Federation of India

**NATHEALTH WEBINAR**

Wednesday  
July 8  
4.00 pm

**Telehealth/ Digital health during COVID**

**Speakers**



**Mr. Vikram Thaploo,**  
CEO - TeleHealth at  
Apollo Hospitals  
Enterprise Limited



**Dr. K. Ganapathy M.Ch,**  
Neurosurgery, FACS,  
FRCS, FAMS Ph.D

With above two decades of experience in diverse industries including healthcare, retail and hospitals, Vikram Thaploo is a veteran of strategizing innovative projects and creating sustainable business models. Vikram is currently leading Remote healthcare Practice and Public Private Partnerships at Apollo Hospitals. The company is Apollo Telehealth (Healthcare delivery and TeleClinic Company), Healthier Global Limited (Healthcare Technology Company) and Apollo Telemedicine Network (Institution, Not for profit Company) along with the government business vertical. A management professional from Indian School of Business with extensive experience in setting up and scaling up business operations, Vikram has a superior track record in conceptualizing ideas and implementing them for successful business operations. He is one of the Global stars in the field of Telemedicine. His mission is to make healthcare accessible to all using the convergence of technology, Telecare, and MedTech ecosystem, thus, delivering Continuum of Care. Over the years he has been aggressively working towards enabling Public Health care delivery and Rural Healthcare.

Dr. Ganapathy is a Past President of the Telemedicine Society of India, Former Secretary and Past President of the Neurological Society of India and Past President of the Indian Society for Neuroanatomy and Functional Neurosurgery. Formerly Assistant Professor, at the IIT Madras, & Anna University, he is Emeritus Professor at the IIT Madras, Tamil Nadu Medical University, Chennai. Dr. Ganapathy was formerly Honorary Consultant and Advisor in Neurosurgery Armed Forces Medical Services, in 1996, he became the first in South Asia to get a Ph.D. in neuroimaging. He was the first neurosurgeon from South Asia to be formally trained in Stereotactic Radiosurgery in 1995 and later in Endovascular Neurology in 2008. He conducted over 1000 telemedicine in 1998. During the last 45 years, he has presented more than 500 papers in national conferences and 100 in international meetings. He has published about 265 scientific papers & 23 chapters in books. He has also delivered 18 lectures online via webinars, sent 6 articles in newspapers, authored one article on open reviewed journal and scheduled "Certificate Program on Telehealth Practice" with reference to contributions over COVID-19 Pandemic.

Register here: <https://bit.ly/NatHealthWebCOV19-2>


**NATHEALTH**  
Healthcare Federation of India

**LIVE**  
Join the LIVE session on


**FUTURE OF HEALTHCARE ECO-SYSTEM IN INDIA: A COLLABORATIVE APPROACH**

August 5, 2020 4:00 - 5:00 PM  
Facebook.com/nathealthindia

**Speakers**



**Dr. Vipul Aggarwal**  
(#2001 Gujarat cadre),  
Dy. Chief Executive Officer,  
National Health Authority



**Shishir Agarwal**  
Managing Director,  
Terumo India Private Limited

**#WeStandWithIndia**

There are five tenets that have emerged as critical for an **Atmanirbhar Bharat**, according to the Hon'ble Prime Minister Narendra Modi. They are - **Intent, Inclusion, Investment, Infrastructure, and Innovation**. These five pillars remain the strong foundation for a patient-centred healthcare ecosystem. In healthcare, innovation & collaboration is a winning combination. COVID-19 has brought this power of collaboration to the fore as many organisations have worked together with Governments, hospitals, diagnostic labs and other partners to deliver value to citizens at large. This multi-stakeholder collaborative approach paves the way for addressing healthcare challenges, for the benefit of patients across the country.

Can different stakeholders of this ecosystem come together to find solutions that can improve the healthcare infrastructure of India? What will the future look like?

Join us for this interesting discourse, where you get to hear representatives from Government, healthcare providers, insurance providers and tech companies and have a chance to ask questions and hear directly from them!

**CLICK HERE TO JOIN THE SESSION**

**HEALTHCARE & INFRASTRUCTURE E-SUMMIT**

**PANEL DISCUSSION**  
TOPIC : INDIA HEALTHCARE PRIORITIES : 2020 - 2025

**FRIDAY, NOVEMBER 20<sup>TH</sup> 2020**  
11:00 AM - 13:30 PM IST

**MODERATOR**  
**Mr. Siddhartha Bhattacharya**  
Secretary General, NATHEALTH  
Healthcare Federation of India



**Dr. Nandakumar Jairam**  
Chairman and CEO



**Dr. Sudarshan Ballal**  
Medical Director & Chairman



**Mr. Sunil Thakur**  
Managing Director

**NATHEALTH**  
Healthcare Federation of India

**LIVE**

**STRATEGIC PURCHASING OF HEALTHCARE**

Oct 9, 2020  
5pm - 6pm (IST)



**Dr. Jindu Bhuvan**  
Chief Executive Officer,  
National Health Authority  
Ayushman Bharat - Pradhan  
Mantri Jan Arogya Yojana



**Preetha Reddy,**  
Executive Vice Chairperson,  
Apollo Hospitals Enterprise  
Limited and  
President, NATHEALTH



**John (Jack) Langenbrunnet,**  
Senior Advisor for Financing and  
Health Insurance



**Sunil Thakur**  
Managing Director,  
Quadrax Capital

The COVID pandemic has thrown open an unprecedented challenge where every country had to expand their health system capacity on a war footing. In India, this has blurred the historical chasm that transposed our health system spurring a large number of debates while uncovering future opportunities. The webinar aims at presenting opportunities to scale healthcare delivery, drive investments and enable the eco-system to help bridge the inequitable health infrastructure capacity gap that exists across India.

**NATHEALTH**  
Healthcare Federation of India

**#WeStandWithIndia**

**THE NEED FOR SKILLING AND UPSKILLING OF HEALTHCARE PROVIDERS AND MEDICAL STUDENTS**

5<sup>th</sup> Nov, 2020 4pm IST

**MODERATOR**



**MR. GAUTAM KHANNA**  
Chief Executive Officer, F.O.  
Hinduja Hospital & HEC,  
Mumbai - India



**DR. RAJIV YASHVEKAR**  
Dean, Faculty of Health &  
Biomedical Sciences, IIT



**MR. PUNIT KOHLI**  
Managing Director, Hiresius  
Medical Care, India



**DR. UMA NAMBIAR**  
Executive Director, Director  
Hospital & Chairperson, DMA



**DR. RASIKA YASHAR BIREWAR**  
Co Founder, AAA HealthCore



**NATHEALTH**  
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#NATHEALTHInsightSeries

**STRENGTHENING THE ECOSYSTEM:  
RESOURCE MOBILIZATION, CAPACITY BUILDING AND SCALABILITY  
(BY BRINGING TOGETHER GOVERNMENT AND INDUSTRY PARTNERS)**

12<sup>th</sup> Nov, 2020 4 pm IST

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MODERATOR

DR. K MADAN GOPAL  
Senior Consultant  
NITI Aayog

DR. SHYAMA NAGARAJAN  
Managing Director  
Sahakarivaran Pvt Ltd

DR. CHANDY ABRAHAM  
CEO  
ITC's Healthcare Project  
in India

MR. SANJIV NAYANOL  
Managing Director & CEO  
Shardh Senuma And  
Vardhes Limited

MR. HIMANSHU SIKKA  
Chief Strategy & Diversification  
Officer  
Practice Lab - Health  
IP Global Limited

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#NATHEALTHInsightSeries

**CHANGING NATURE OF HEALTHCARE DEMAND  
AND HOW CAN IT BE REVIVED?**

19<sup>th</sup> Nov, 2020 4 pm IST

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Limited

MR. VIVEK TIWARI  
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Vice President  
Phigo Health Systems  
Indian Subcontinent

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Healthcare Federation of India

#NATHEALTHInsightSeries

**VALUE OF DIAGNOSTICS TODAY:  
TECHNOLOGY, TESTING CAPACITY AND ACCESSIBILITY ARE KEY DRIVERS**

26<sup>th</sup> Nov, 2020 4 pm IST

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Chief Executive Officer  
IIS Diagnostics

MR. SANJEEV VASHISTA  
Managing Director & CEO  
Pankind Diagnostics

MR. BHARATH UPPLAPPAN  
Chief Executive Officer  
Dr Lal Path Labs Ltd

MR. RAHUL DREKH  
CEO & Director  
M3 Medical

MR. AJAY ANANTH  
Chief Executive Officer  
Medial

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**MEDTECH SECTOR'S ROLE  
IN THE GOVERNMENT'S VISION OF A SELF-RELIANT INDIA**

3<sup>rd</sup> Dec, 2020 4 pm IST

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Industry leader  
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Healthcare  
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Managing Director &  
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Executive Director  
Sironam HealthCare

MR. SUNIL KHURANA  
CEO & Managing  
Director  
SPE Medical  
Technologies Private Ltd.

MR. AMIT CHOPRA  
Managing Director  
India, South Asia & Middle East,  
Thermo Fisher Scientific

**NATHEALTH**  
Healthcare Federation of India

**AFRICA  
HEALTHCARE  
FEDERATION**

**INDIA-AFRICA HEALTH SUMMIT**

CEMENTING PARTNERSHIP BETWEEN AHF & NATHEALTH  
& RELEASE OF SUMMIT INNOVATION WHITEPAPER

#IndiaAfricaHealthSummit

KNOWLEDGE PARTNERS: IIR GLOBAL

COMMUNICATION: Avian

MEDIA PARTNER: HEALTH INSIGHT

EVENT MANAGEMENT: Indiak@India

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## Whitepaper: Disruptively Scaling Healthcare Infrastructure in India

### **Details covered in the Whitepaper:**

- To eliminate payment risk and establish 'real' demand by channelling purchase through a credible, central counter party
- Share knowledge regarding disruptive ways to handle the market
- Work towards achieving the goal of Universal Health Coverage
- Regulate quality, not pricing; Leverage scale
- Criticality of stable and firm regulations
- Address severe shortfall & unequal distribution of medical professionals
- Explore non-linear talent generation

---

## Whitepaper: Investment for Inclusive Healthcare

**Key enablers:** AHPI, Quadria Capital

### **Details covered in the Whitepaper:**

- Understanding the deficit and the requirement for investments
- Special attention for vulnerable groups such as children, women, disabled and the aged
- Competence, empathy, accountability and pursuit of quality care
- Universal access to an adequate level of healthcare, without excessive burden



# ET Healthcare Business Summit Report

NATHEALTH was the Knowledge Partner for the launch edition of ET Edge Health Summit.

## Key highlights of the event:

- 150 healthcare industry professionals and 23 panelists
- Amplified growth, government policies, PE opportunities
- Brought together stakeholders, decision makers, influencers and advocates of the sector
- Supported industry to become the largest revenue generator and employer



# Whitepaper: Assessment of India's Laboratory Diagnostics Industry

## Details covered in the Whitepaper:

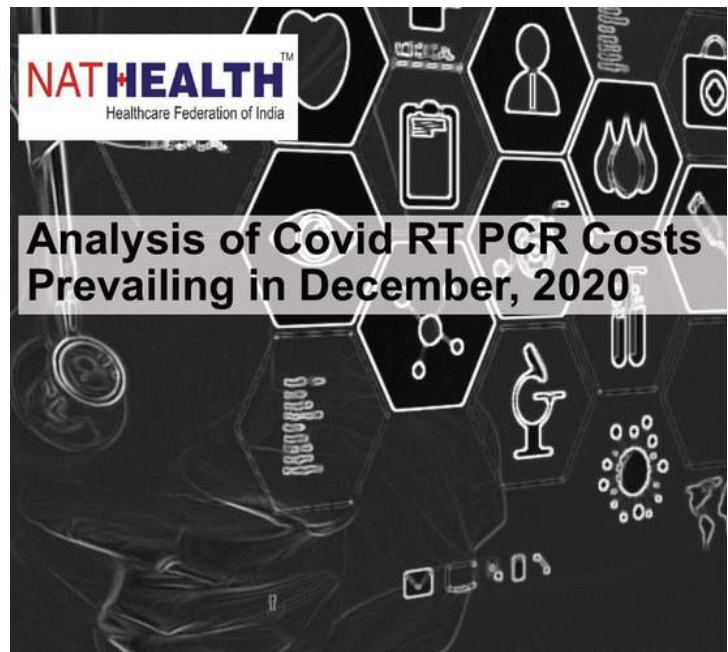
- Importance of a robust diagnostics industry in an emerging economy
- Unique dynamics
- Price trends prevalent in the Indian diagnostics industry
- Societal impact
- Unlocking the growth potential



# Analysis of COVID-19 RT PCR Costs Prevailing in December 2020

## Details covered:

- Direct and indirect costs captured
- 12 laboratories responded
- Without the other overhead costs, average cost per test comes out to be ~Rs. 825 for centre-based sample collection and ~Rs. 1,050 for home sample collection
- Direct cost i.e. cost of material and collection accounts for 73% and 77% of overall cost per test for centre and home sample collection respectively



- Including other overhead costs, the cost per test for RT PCR based COVID testing is ~Rs. 920 and ~Rs.1,145 for centre and home sample collection respectively

## Consumer Dipstick Study

### Key enabler: iQVIA (Knowledge Partner)

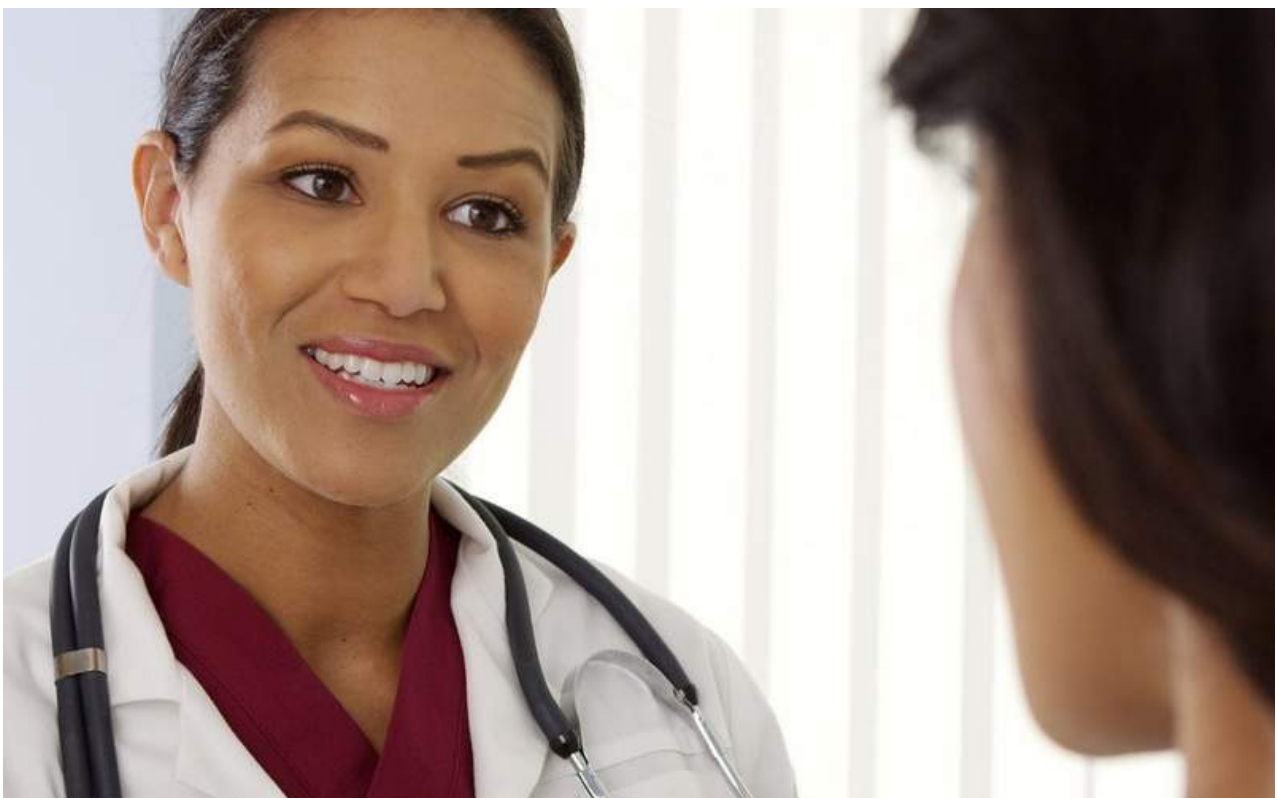
The Consumer Dipstick Study is an under-process activity. The study will provide an insight into the confidence levels of the consumers (patients) on the healthcare industry. Once completed, it can prove to be a checklist for all stakeholders in the sector, for ensuring consumer satisfaction and loyalty.





## Outcomes

- NATHEALTH ensured 'Thought Leadership' participation across a range of digital events
- A total of 9 in-house webinars were arranged on strategic topics
- NATHEALTH was key partner in 4 various other industry webinars
- Whitepapers ensured visibility of 'Thought Leadership'
- Whitepapers enabled partnerships with various stakeholders & other industry associations
- The voice of the industry was highlighted and spread throughout the sector and also with the government



# TARGETED PARTNERSHIPS & MEANINGFUL ENGAGEMENT

**Mobilize partners, from India and outside,  
to re-position NATHEALTH as a platform  
with gravitas**

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

Be the credible and unified  
voice in improving access  
and quality of healthcare.

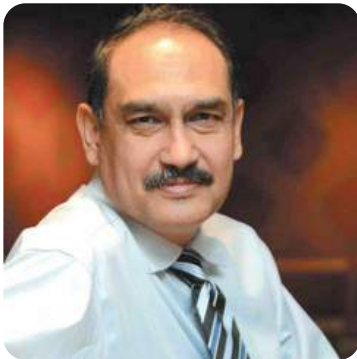


# The Initiatives

- Consolidated Cross Federation meeting
- Unified Representation before Government
- Africa Health Federation meeting
- Joint Position Paper
- Joint Representation of the Industry
- MoUs with Industry Associations



## Leaders Speak



This year, NATHEALTH took special steps to foster and enable tie-ups with various industry associations. This opened up various communication channels and new avenues for industry growth.

**Dr. Harsh Mahajan**

Senior Vice President, NATHEALTH  
Founder and Chief Radiologist,  
Mahajan Imaging



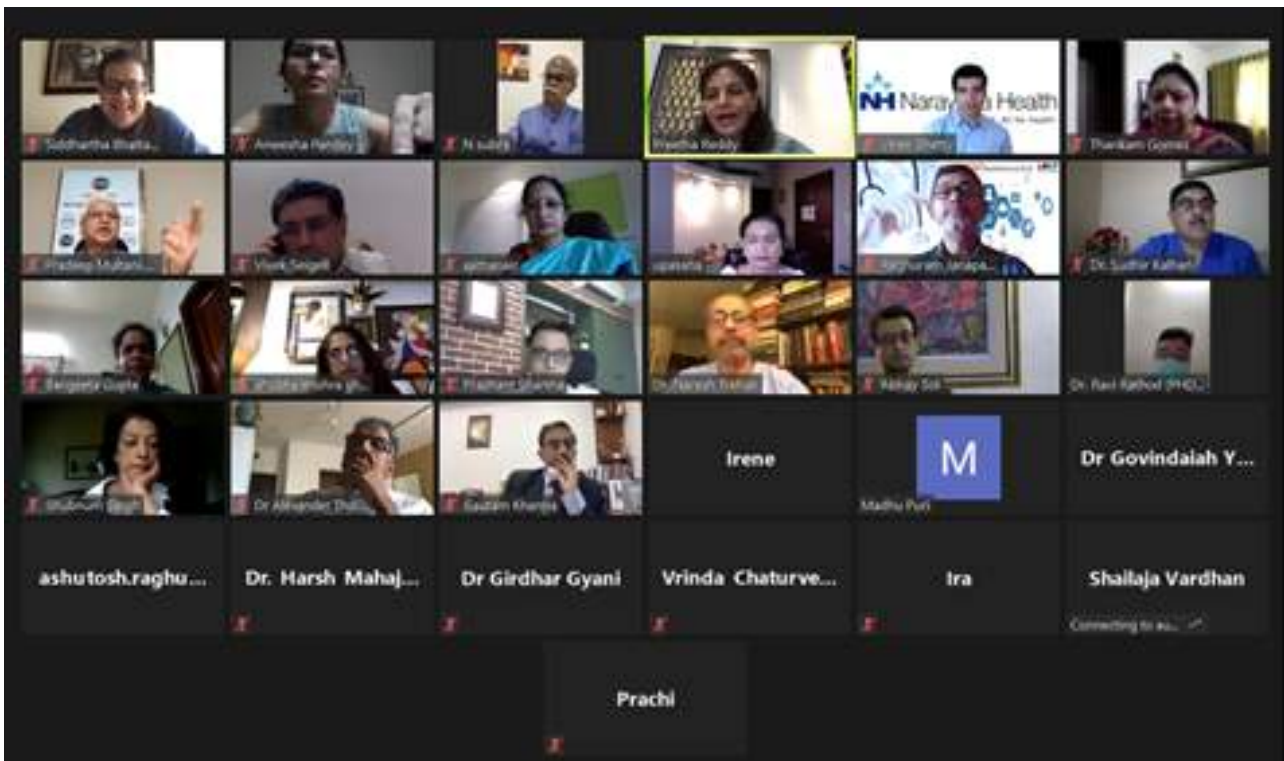
NATHEALTH, this year, has raised the bar high for ensuring thought leadership in the healthcare community. With the initiation of a Whitepaper on Elder Care, and many other partnerships, 2020 has seen an increased focus on exploring newer and better communication platforms.

**Ms. Nanki Lakhwinder Singh**

Elder Care Group Co-Leader, NATHEALTH  
Managing Director, Genesis Rehabilitation  
Centre



# Consolidated Cross Federation meeting



## Participating Federations/Associations:

- ICC (Prashant Sharma, Irene Sirkar)
- AHPI (Dr. Alex Thomas, Dr. Girdhar Gyani)
- FICCI (Gautam Khanna, Dr. Harsh Mahajan, Dr. Narrottam Puri, Shobha Mishra Ghosh, Sarita Chandra, Shilpa)
- PHD Chamber of Commerce (Dr. Subramanian, Vivek Seigell)
- ASSOCHAM (Dr. Sudhir Kalhan, Upasana Arora)
- CII (Dr. Naresh Trehan, Dr. Shubnum Singh)
- Federation of Healthcare Association-Karnataka (Dr. Nagendra Swamy)
- ANEI (Thankam Gomez, Dr. Jothi Clara, Capt. Ajitha PS)
- PHANA (R Ravindra)
- AMC (Deepak Baid)
- NATHEALTH



# Unified Representation before Government



**Unified Representation on behalf of Healthcare Sector represented by FICCI, AHPI, ASSOCHAM, INDIAN CHAMBER OF COMMERCE, PHANA- Karnataka, FHA Karnataka, IRIA and NATHEALTH**

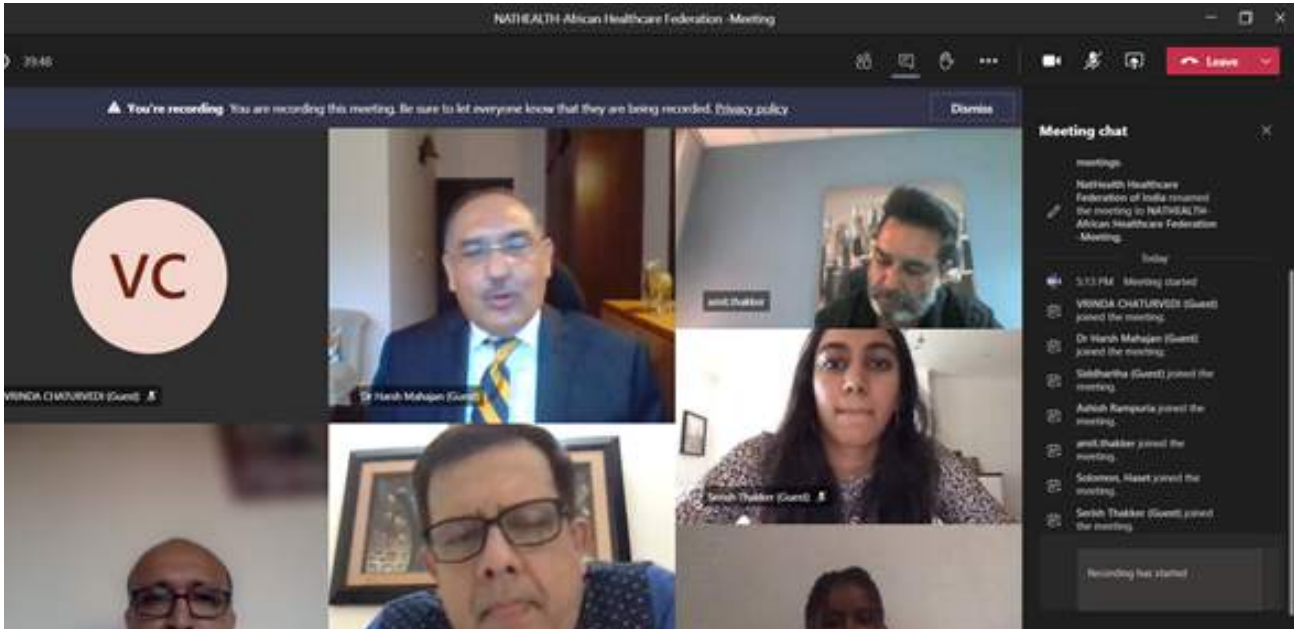
*Associations involved in the unified representation*

**Task-force:** Regency Hospital, PHANA, FHA, Onquest, BSCI and Aster DM Healthcare

NATHEALTH was a part of the unified representation on behalf of healthcare sector under the COVID-19 duress situation. The representation was for making recommendations to the Government office, for keeping the sector from crashing under the twin challenges of lower productivity due to systemic shock to earnings and major cashflow challenges. This was an important initiative, especially at a time when COVID-19 needed all health workers to be motivated and secured as a united front.



# Africa Health Federation meeting

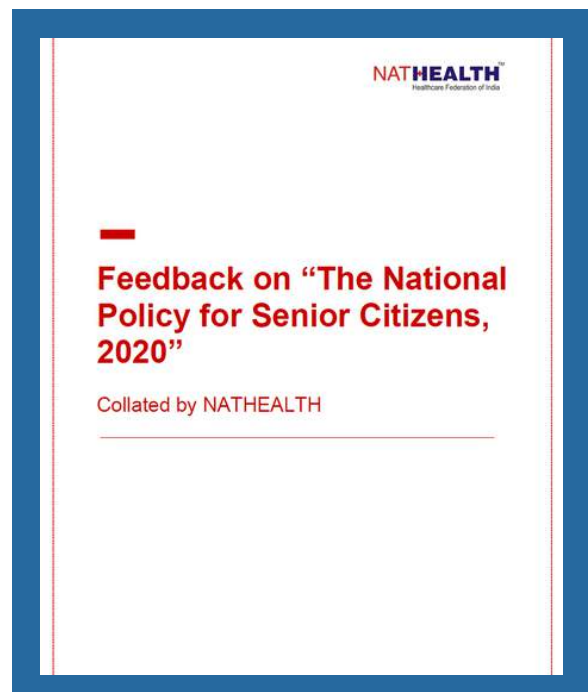


## Joint Position Paper

### Feedback on "The National Policy for Senior Citizens"

**Key enabler:** Bain & Company

NATHEALTH proposed the Government to work together on the National Policy for Senior Citizens. To assist a decision on this collaboration and in order to convince Government to work together, NATHEALTH presented various statistics, along with collective industry inputs. In the form of a 'feedback' document on the Policy.



## Joint Representation of the Industry



### TIER 2/3 GREENFIELD HOSPITAL MODEL AYUSHMAN BHARAT

#### **NATHEALTH & AHPI's document on Ayushman Bharat Costing of Packages**

NATHEALTH, along with Association of Hospital Providers (India)-AHPI, came up with a report titled "Tier 2/3 Greenfield Hospital Model - Ayushman Bharat". The report was targetted on pressing the need to rectify the costing systems under Ayushman Bharat packages.

## MoU with ICC

The MoU signed with the Indian Chamber of Commerce, was to co-develop Healthcare Initiatives in East, North-East and pan India.



*Signed by Mr. Prashant Sharma & Mr. Siddhartha Bhattacharya*



## MoU with APACMED



An MoU was signed with APACMED to work for achieving Universal Health Coverage. Joint Task Forces were created to work on:

- Value-based Healthcare
- Capacity Building for the Private sector
- Engagement with Domestic Players

## MoU with AHPI

NATHEALTH signed an MoU with the Association of Healthcare Providers-(India) (AHPI) to boost information sharing, public-private partnerships (PPPs) and advocacy to collaborate and achieve quality healthcare for all citizens in India.



*Signed by Dr. Alex Thomas &  
Dr. Sudarshan Ballal*



## MoU with FICCI

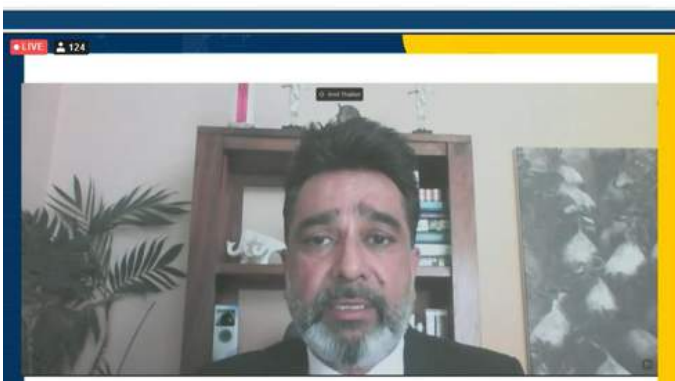


*Signed by Dr. Arvind Lal & Dr. Sudarshan Ballal*

The collaboration under FICCI's MoU is to jointly strengthen health-care systems through policy advocacy and public private partnerships.

## MoU with Africa Healthcare Federation

NATHEALTH and Africa Healthcare Federation (AHF) signed an MoU during the India-Africa Health Summit, to pave the path towards collaboration, partnership, technology exchange and innovation in India and Africa.



*Signed virtually by AHF & NATHEALTH members*





## MoU with ASSOCHAM



*Signed by Dr. Sudur Kalhan & Dr. Sudarshan Ballal*

NATHEALTH and ASSOCHAM signed the MoU to collaborate on more effective use of each other resources and memberships. To provide wider representation of the healthcare industry to key stakeholders in areas of policy making.

## MoU with PHD Chamber of Commerce

The MoU with PHD Chamber of Commerce was signed with the intent to co-operate and focus joint efforts on creating and implementing policies that help build trust, share knowledge and resources and create commercial opportunities for mutual benefit of its members.



*Signed by Dr. N Subramanian & Dr. Sudarshan Ballal*



## Outcomes

- Consolidated Cross Federation meeting decided to unitedly raise issues and complement each other. It was suggested to onboard IMA to this collaboration. Issues of regional federations were discussed and solutions were planned. It was decided to communicate more often with the government on key challenges
- Under the MoU signed with Africa Health Federation, a Joint Task Force was created to implement the initiatives
- Unified representation results: Private sector employees got covered under Death Benefits; some states added Pension and Ex-Gratia for COVID-19 related exigencies; Release of 100% GST refunds, 100% Income Tax refunds, NIL TDS, waivers, reductions, reliefs - were suggested to the Government
- The Joint Position Paper on Elderly Care presented the collective feedback of the industry to the Government. India-tailored solutions were proposed. NATHEALTH also invited the Government to jointly work on its upcoming Whitepaper
- Joint Representation on Ayushman Bharat Costing suggested to the Government that: Increase in price slabs for Ayushman Bharat hospitals can be done as an enhanced price slab (based on percentage over the base price)
- It also suggested to use procedure prices under Ayushman Bharat as a reference price; Base specification of hospitals to be done on no-frills model; and Base capex numbers on Tier II/-cost should be with suggested variance for Tier III/IV for each component of capex

# DID YOU KNOW?

**NATHEALTH** created an impact all through the year with various activities & initiatives. A quick look at them...

## 'WE STAND WITH INDIA' CAMPAIGN

In partnership with AvianWE, NATHEALTH executed a **6-month long campaign** 'We stand with India' to highlight the contribution of the private sector towards managing the pandemic. It reached over **500+ M** people

## INDIA-AFRICA GLOBAL LEVEL MILESTONES

Established global-level milestones with **India Africa Health Summit 2020**. Culminated into an MoU, Task Forces & a Whitepaper

## THE TWITTER EFFECT

The Office of Health Ministry tweeted the **Video** of India-Africa Health Summit 2020

## DIGITAL EVENTS

NATHEALTH organized **9 in-house webinars** & was a partner in **4** other industry events

## NEW LEADERSHIP ANNOUNCED

**Ms. Preetha Reddy** - NATHEALTH President  
**Dr. Harsh Mahajan** - Senior Vice President  
**Dr. Badhri Iyenger** - Vice President  
**Dr. Ashutosh Raghuvanshi** - Secretary  
**Dr. Shravan Subramayam** - Treasurer

## NATHEALTH SIGNED MOUS

MoUs were signed with **5 major** Indian and global healthcare associations

## THE TWITTER EFFECT

**Dr. Harsh Vardhan**, Minister of Health and Family Welfare, tweeted about speaking at the India-Africa Health Summit 2020

**NITI Aayog** tweeted regarding NATHEALTH's efforts in **Telemedicine**

Media houses such as **IANs, TOI** tweeted and retweeted NATHEALTH's stories



# **BUILDING AND ENHANCING PUBLIC & GOVERNMENT TRUST**

**Inform and shape healthcare policies and  
government regulations to serve  
NATHEALTH's diverse stakeholders**

**NATHEALTH™**  
Healthcare Federation of India

Be the credible and unified  
voice in improving access  
and quality of healthcare.



## The Initiatives

- Suggestions for DNB Program
- Industry Feedback on National Digital Health Blueprint
- Healthcare MSME Facilities Survey
- Recommendations on Nursing Capacity & DNB Seats
- Recommendations for an 'Atmanirbhar Bharat'
- MOHFW & NATHEALTH Proposed Collaboration
- Suggestions to NITI Aayog on Outcome-based Pricing
- Report on Digital Health Agenda shared with NHA
- NHA's Step on COVID-19, after NATHEALTH's Recommendations
- Pre-Budget Recommendations 2021-22
- Regular Forum meetings & Consistent Government interactions





## Leaders Speak



NATHEALTH has always worked closely with the Government. This year, especially, it was vital to further enhance the partnership. The Federation attained this goal with a surge in their efforts and continuous dialogues with the Government.

**(Hon.) Brig. Dr. Arvind Lal**

Past President, NATHEALTH

Chairman & MD, Dr. Lal PathLabs Ltd.



Despite a challenging 2020, it was great to see government willingness to find a common ground, to hear out initiatives and issues. Dialogues were opened with the Government on COVID-19, sustainability, manpower, digital health. It is commendable that on almost each of the occasions, NATHEALTH was able to bring out reasonable outcomes.

**Mr. Badhri Iyengar**

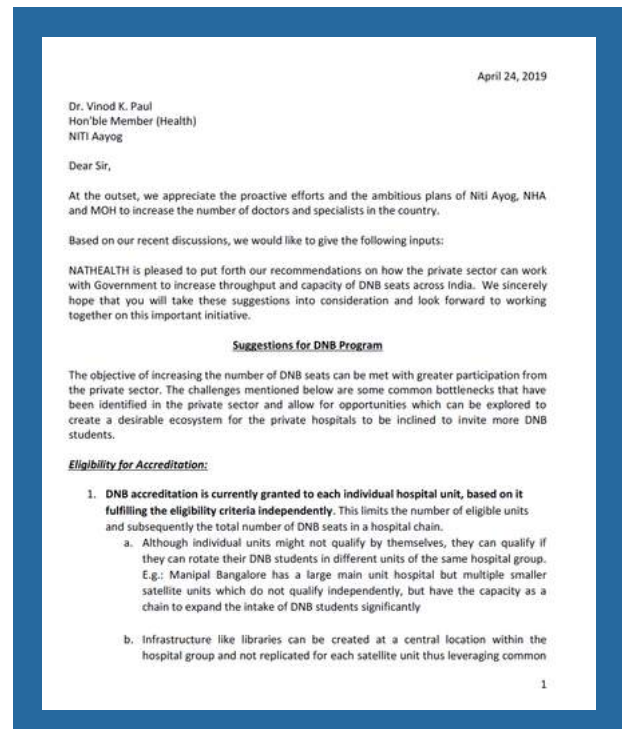
Past Vice President, NATHEALTH

Leader in Transition, Ex-Cluster Managing Director, South Asia - Smith & Nephew Healthcare Pvt. Ltd.



# Suggestions for DNB Program

A letter was sent by NATHEALTH to Dr. Vinod K. Paul, Hon'ble Member (Health), NITI Aayog with suggestions on the DNB Program. NATHEALTH felt that if the highlighted bottlenecks and constraints are addressed, it should be possible for hospitals to more than double the number of DNB seats they offer within a fairly short time frame.



# Industry Feedback on National Digital Health Blueprint

**Key enablers:** NASSCOM, OPPI

Government had placed the National Digital Health Blueprint on public domain for eliciting the feedback from the public and industry stakeholders. NASSCOM and NATHEALTH organized workshops to discuss the provisions of the NDHB. NATHEALTH then gathered feedback from the sector, and presented it to the Government.



## Healthcare MSME Facilities Survey

NATHEALTH conducted a survey across 251 healthcare facilities in 9 states and 69 cities to understand the challenges faced due to COVID-19. The results and the possible solutions were then shared with the Government in a report titled - Healthcare MSME Facilities Survey.

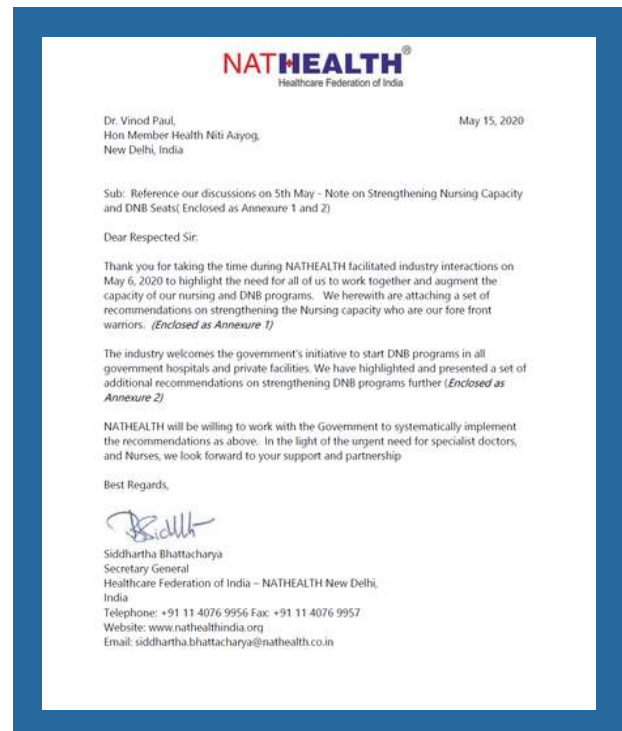
### **Below are some details of the Survey:**

- 45% responses were from Metros and Tier 1
- ~70% respondents ran a facility of <50 beds
- 90% respondents indicated financial challenges
- 21% faced existential threat
- An average 80% fall in business was noticed



# Recommendations on Nursing Capacity & DNB Seats

The initiative was to augment the capacity of India's nursing and DNB programs, and to suggest a set of recommendations to the Government on strengthening the nursing capacity in India. A letter was sent across to Dr. Vinod K. Paul, Hon Member - Health, NITI Aayog with the recommendations collated by NATHEALTH.



# Introducing NATHEALTH to the newly-appointed Secretary-Health

To introduce the NATHEALTH Management Team and to put forth recommendations for the sector, a letter was sent across to Shri Rajesh Bhushan, Secretary, Ministry of Health and Family Welfare, with a brief introduction of NATHEALTH.

Letter included suggestions on:

- Ayushman Bharat (PMJAY)
- Comprehensive Delivery Models
- Quality & Skill Development
- Digital Health; Financial Drivers



## MOHFW & NATHEALTH Proposed Collaboration

This initiative was taken to move ahead the discussion with the Government, after the NATHEALTH Leadership Team met with the Union Health Secretary, Government of India.

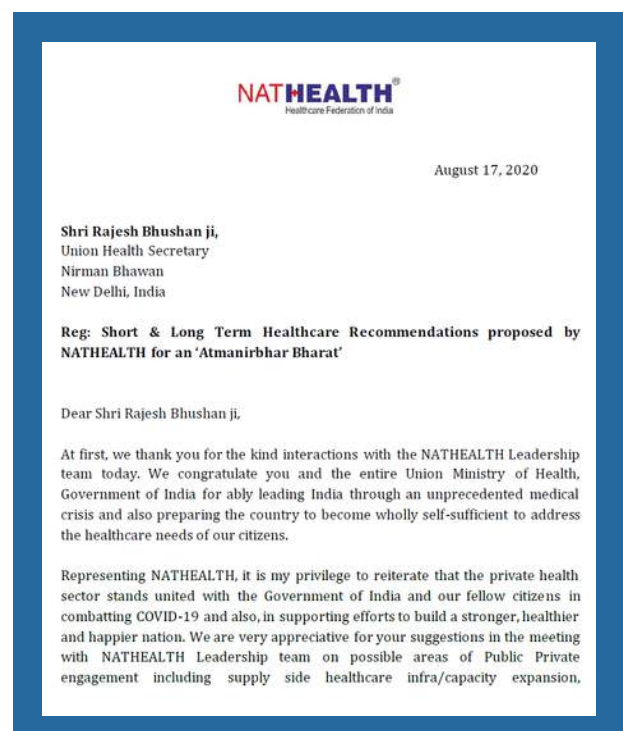
In a letter to the MOHFW, below key topics were covered, under which further challenges and future steps were highlighted:

- Need for quality healthcare in tier II/III cities
- Allied Health Professional Act 2020 & Upskilling of resources
- Small labs/hospitals shutting down due to COVID-19
- Need for outcomes-based healthcare infrastructure

## Recommendations for an 'Atmanirbhar Bharat'

A letter was sent across to Shri Rajesh Bhushan, Union Health Secretary by NATHEALTH. It provided the Government with short- and long-term recommendations, to primarily attain sustainability of the sector.

The letter included recommendations like: Zero-rating of healthcare services; Unutilised past MAT credit while transitioning to new Income tax regime, and more.







# Suggestions to NITI Aayog on Outcome-based Pricing

NATHEALTH sent recommendations to NITI Aayog to:

- Discuss objective of outcome-based financing
- Discuss concept note with requirements and challenges
- Discuss prototype model and participants
- Plan the next steps

Future steps suggested were as below:

- Identify existing government/PPP programs that can be included as part of the pilot project
- Identify global technical agencies and approach for advice, refinement, directional views
- Explore successful LMIC models under joint learning network and regional best practices from Africa, East Asia and ILATAM
- NITI Aayog and NATHEALTH may form a core committee of members involved in the pilot project
- Define scope of pilot project and explore partners and financing



## Report on Digital Health Agenda shared with NHA

**Key enabler:** Technical collaboration with Bain & Company

NATHEALTH convened with top healthcare leaders across the health eco system on the Digital Health Agenda, in view of the nationwide roll out of NDHM in the near future. The report of which was shared with NHA's Additional CEO, Mr. Praveen Gedam.



## NHA's Step on COVID-19, after NATHEALTH's Recommendations

NATHEALTH had written a letter to Shri CK Mishra Secretary, Ministry of Environment, Forest & Climate Change and Head of COVID Group for availability of Hospitals Isolation and Quarantine Facilities, Disease Surveillance and Testing and Critical Care Training, Government of India.

This was regarding NATHEALTH survey on COVID-19 empanelled labs, testing progress and the recommended way forward for the Government.

Based on the forum representation by NATHEALTH, the NHA set up a direct lab empanelment mechanism for COVID-19



## Pre-Budget Recommendations 2021-22

NATHEALTH collated the requirements of the industry regarding Budget expectations, studied and analysed the expectations, consolidated the data and provided it to the Government in form of recommendations.

### **Some short-term recommendations submitted by NATHEALTH:**

- Zero-rating of healthcare services
- Immediate release of 100% Central and State Government dues
- NIL TDS for FY21 and TDS at 5% for FY22
- SOP creation for elective procedures for hospitals to start treating patients needing treatment

### **Some long-term recommendations submitted by NATHEALTH:**

- Introduce value-based pricing slabs
- Enhance focus on comprehensive screening & diagnostics
- Create comprehensive MVT program: Heal in India
- Inclusion of Home Healthcare in Healthcare Services
- Drive uniform adoption of Digital Health Blueprint (NDHB)
- Enable easy access to capital at lower rates
- Detailed Tax reform suggestions



## Regular Forum meetings

NATHEALTH encouraged regular forum meetings to take the cause of the industry up with appropriate channels.

### **Following Industry Forum meetings were organized:**

- FICCI leadership and Mr. CK Mishra, Secretary, Ministry of Environment, Forest and Climate Change and Chairman of the MHA Empowered Group on 'Availability of hospitals, isolation and quarantine facilities, disease surveillance, testing and critical care training'
- Meeting with Dr. Vinod K. Paul, Honorable Member-NITI Aayog and Chairman Empowered Group 1, on COVID-19
- Meeting with Dr. Indu Bhushan, CEO, Ayushman Bharat, on Scaling up COVID-19 Diagnostic Testing in Private Sector - Current Status & Suggestions
- NATHEALTH & FICCI joint meeting with Dr. Rajeev Ranjan, Special Secretary, GST Council







## Consistent Government interactions

NATHEALTH encouraged numerous meetings with the Government to ensure that dialogues are always open between the private and the public sector.

### **Following Government Engagement meetings were organized:**

- Between Dr. Indu Bhushan, CEO, Ayushman Bharat and Ms. Preetha Reddy
- With Mr. Ajay Sawhney, Secretary, MEITY & Chair-EG 9 on Technology and Data Management GoI
- NATHEALTH Leadership Team meeting with Shri Rajesh Bhushan, Secretary, Ministry of Health and Family Welfare
- With Mr. Amitabh Kant, CEO NITI Aayog/Mr. Rakesh Sarwal, AS, Health & Mr. Alok Kumar, Advisor, Health





## Consistent Government interactions

- NATHEALTH meeting with Honorable Mr. CK Mishra, Secretary, Ministry of Environment, Forest and Climate Change and Chairman of the MHA Empowered Group
- With Secretary DOP - Dr. PD Vaghela: 1st meeting of the Medical Device Forum: NATHEALTH Representation by Ms. Preetha Reddy
- Meeting with Ministry of Science and Technology - TIFAC, attended by NATHEALTH Secretary General Mr. Siddhartha Battacharya
- FICCI joint meeting with Dr. Rajeev Ranjan, Special Secretary, GST Council

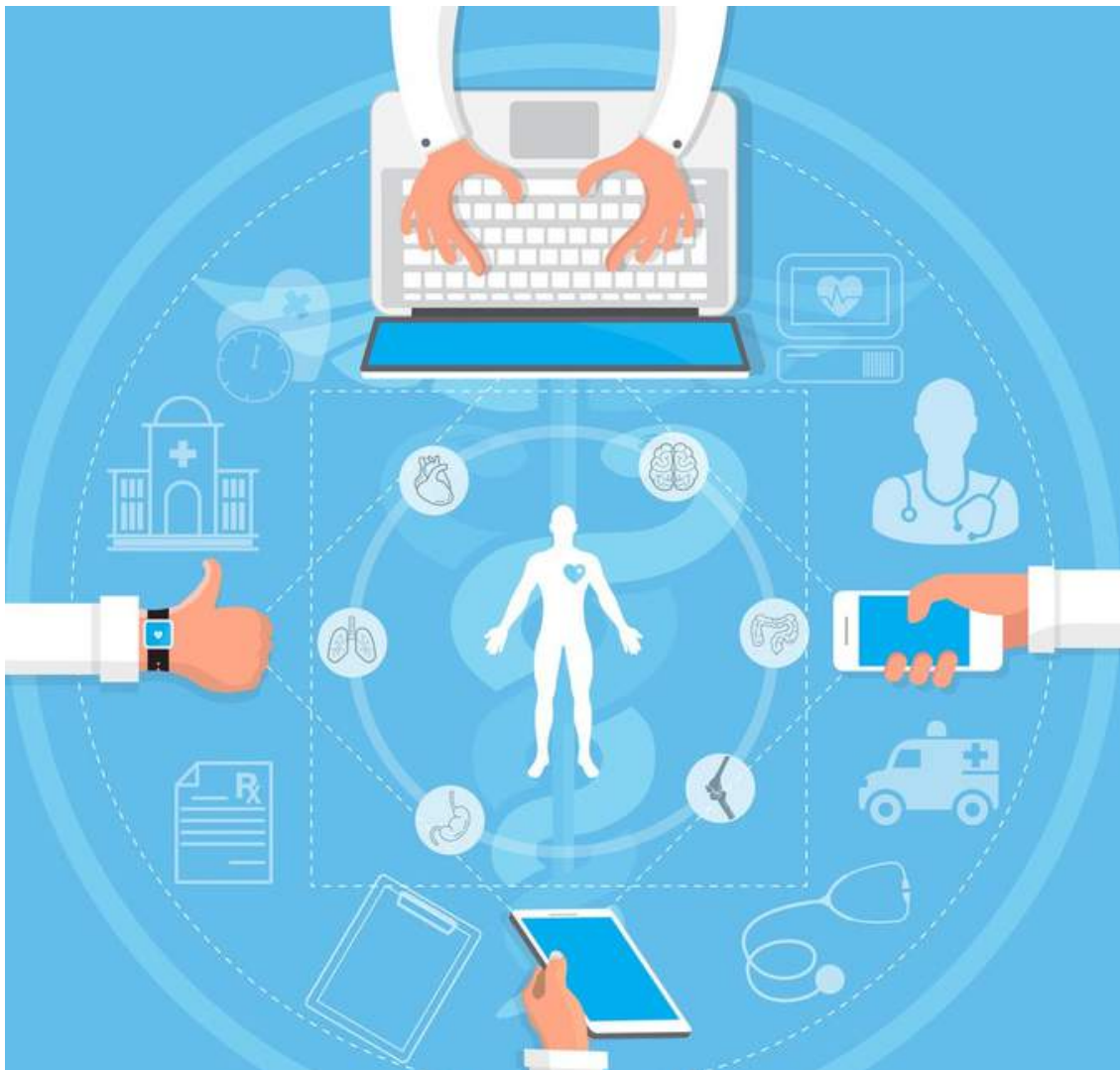


## Outcomes

- For DNB Program, NATHEALTH proposed that it can work with the Government to systematically implement the program to increase seats. The categories covered in the letter were: 1) Eligibility for Accreditation 2) Fee structure for the DNB program 3) Value-added opportunities 4) New Courses
- In the Feedback on NDHB, NATHEALTH called for incentives on EHR adoption, Reverse traceability for accountability, NDHM as an independent organization, Clarity on pricing models for private sector, and Issuing of guidelines for a nationwide implementation
- In the Recommendation letter for Nursing & DNB seats, NATHEALTH suggested: Enhancing the intake of students in a 1:1 ratio, permitting student/bed of ratio of 1:1; Funding for nursing education to support graduate nursing education; Like UK, more specializations in Nursing & Nurse Practitioner Course; Introducing Post Graduate Diplomas and Nursing courses in AYUSH; A Residency Program for nurses
- NATHEALTH was able to formally introduce its leadership team to the new Health Secretary. Ms. Preetha Reddy, Dr. Harsh Mahajan, Mr. Badhri Iyengar, Dr. Ashutosh Raghuvanshi, Dr. Shravan Subramanyam - were introduced
- Atmanirbhar Bharat recommendations included Interest-free loans; SOP creation for elective procedures for hospitals to start treating patients needing treatment; and more

## Outcomes

- Under Digital Health Agenda, NATHEALTH shared: The possibility of establishing industry technical groups to analyse the evolving standards under NDHM; Plan to minimise costs of transitioning to the “Sandbox” and the new environment of the future without disruptions; and the Willingness of NATHEALTH to facilitate this agenda along with other industry bodies and collaborating partners
- Based on the forum representation by NATHEALTH, the NHA set up a direct lab empanelment mechanism for COVID-19





# PROACTIVE COMMUNICATIONS & ACTIVE PR CAMPAIGNS

Advocate the cause of healthcare sector participants through sustained communications and education campaigns

## The Initiatives

- Formation of Ethics Board
- NITI Aayog Representation on Patient Charter and Value-based Care
- Proposed Expansion of NATHEALTH Regional Teams & Regional Charters
- NATHEALTH in News
- Social Media Highlights
- Regional Forum meetings







## Leaders Speak



In 2020, NATHEALTH has pushed the visibility index higher. Further, with an innovative concept like the Ethics Board, I am sure we will contribute to the growth of the healthcare industry further.

**Dr. Ashutosh Raghuvanshi**

Secretary, NATHEALTH

MD & CEO, Fortis Healthcare Ltd.



In 2020, NATHEALTH has pushed the visibility index higher. Further, with an innovative concept like the Ethics Board, I am sure we will contribute to the growth of the healthcare industry further.

**Mr. Sunil Thakur**

Governing Council Member, NATHEALTH

Managing Director, Quadria Capital

Advisors Pvt. Ltd.

## Formation of Ethics Board

NATHEALTH has put together a strong Ethics Board to address ethical issues of the industry. The Board shall also purview matters pertaining to Crisis Management.

### **Road map for the Ethics Board has been chartered. It will:**

- Promote the values of co-operation, collaboration and ethical practices
- Offer assistance in addressing ethical issues
- Facilitate multiple levels of assessment, informed choices
- Successfully and ethically help to manage crisis situations

## NITI Aayog Representation on Patient Charter and Value-based Care

This is a suggested joint project of NITI Aayog and NATHEALTH. To create a patient charter with rights and responsibilities that helps create awareness and builds trust between patients and healthcare eco system.

### **NATHEALTH communicated how it is vital to set up a charter that:**

- Defines standards and best practice guidelines
- Demonstrates higher visibility and recognition for healthcare participants signing up
- Drives scale and visibility via technology adoption & integration
- Establishes performance benchmarks by continuous feedback to be shared by participants



# Proposed Expansion of NATHEALTH Regional Teams & Regional Charters

NATHEALTH recently announced setting up of 4 regional forums: North, South, West and East. These will work seamlessly with the headquarters in New Delhi, which will be co-located with the Northern Forum.

Phase-wise plan has been put in place over FY 2021-22. The secretariat has already initiated the process of recruiting the regional co-ordinators, who will be managing these forums reporting to the NATHEALTH Secretariat.

## **Following are the proposed roles of the regional forums:**

- Regularly take member input, get policy and regulatory changes
- Initiate tracks and supervise the progress
- Lead dialogue with regulators/key Government stakeholders
- Expand NATHEALTH regional members and partner footprints
- Contribute to the communications campaign
- Present forum output in GC/LT on regular basis
- Publish regional positions on key issues
- Work with other forums, secretariats
- Strengthen NATHEALTH's value proposition



## NATHEALTH in News

In 2020, NATHEALTH moved up the ante on its media coverages and social media presence. This section gives a quick glimpse into the various media platforms covered. The numbers reached. Also, a comparative analysis with the past year.

Not only did NATHEALTH improve its presence, it was ensured that NATHEALTH Thought Leaders are also provided suitable and enough platforms to voice their opinions.



Various media platforms were covered by NATHEALTH in 2020





# NATHEALTH in News

## Green shoots visible as non-Covid work rises in hospitals

**ROOM FOR MORE**  
 60% Covid occupancies a month back, now dipping  
 37% Covid occupancies levels at private hospitals  
 45% Non-Covid occupancies  
 30% Level of elective surgeries  
 28% Drop in occupancy levels in April-May at leading hospital chains

**Private hospital occupancies inch back to 50% levels**  
 MUMBAI, 1 August  
 With unlocking in phases and patients opting not to defer their health needs further, green shoots of recovery are visible in India's private hospitals. According to leading hospital chains in the country, non-Covid occupancies are rising and hovering at 40-43 per cent. Home sickle Covid admissions to this, occupancies have breached 50 per cent in the past few weeks.  
 A leading hospital network in North India said Covid occupancies accounted for nearly 60 per cent of its admissions in April-May. Now they are at 30-35 per cent, the rest being non-Covid admissions for elective surgeries and emergency procedures.  
 The slight moderation in numbers in major cities like Mumbai seems to have played a part in bringing back confidence in patients to visit hospitals again.  
 Joy Chakrabarty, chief operating officer, PD Hinduja Hospital, Mumbai, said people had come to terms with the pandemic. "From no patient in-outpatient department (OPD), things have changed significantly. Non-Covid admissions have picked up gradually," he said. Of the 300 beds it is running now, PD Hinduja has 81 for Covid patients. While its Covid occupancies have ranged around 90 per cent, the overall occupancy is slowly going up. It has managed more than 150 patients at home through home isolation.  
 Global Hospital in Mumbai, for example, has seen its OPD visits grow five times against the lows in April. Elective surgeries, including transplants, have started picking up.  
 Dr Pradeep Rao, director, oncology and renal transplant, Global Hospital, said, "We have done successful transplants during the Covid days and now we are observing an increase in elective surgeries."  
 Industry insiders say patients outside Mumbai are coming to the city, but the good news is that daily new cases have reduced in Mumbai (in the range 200-3,000 in the past two weeks or so), and this has curbed the scramble for hospital beds.  
 Nair Hospital, a Bhamamumbai Municipal Corporation-run hospital here, has opened up for non-Covid work.



### Preetha Reddy, Vice Chairperson, Apollo Hospitals takes charge as new President of NATHEALTH

She succeeds erstwhile President, Dr. Sudarshan Ballal, Chairman, Manipal Hospitals.

ETHealthWorld • June 02, 2020, 18:20 IST



New Delhi, 2 June 2020: **Preetha Reddy**, Vice Chairperson, **Apollo Hospitals**, has taken over as the new President of **NATHEALTH** – an apex body representing the entire ecosystem of the Indian healthcare industry. She succeeds erstwhile President, Dr. Sudarshan Ballal, Chairman, Manipal Hospitals.

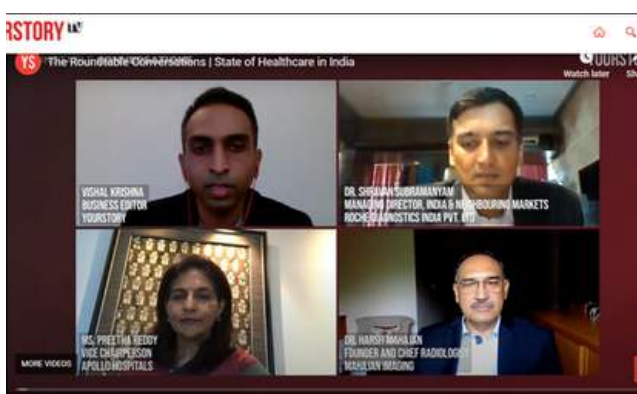
The new elected **NATHEALTH leadership team** also includes other industry luminaries:

### To reach hinterland, lab chains may be allowed to go for tie-ups

Govt also considers installing RT-PCR machines at medical colleges

**TESTING TIMES**  
 Among 50 private labs in 13 states, private sector capacity utilisation was 25-30%. Public sector running at full capacity

State	PCR machines	Capacity*	Tests per day
Maharashtra	23	4,600	1,450
Haryana	11	2,200	1,300
Telangana	9	1,800	N/A
Delhi	10	2,000	600
Tamil Nadu	8	1,600	500
Kerala	6	1,200	400
West Bengal	6	1,200	200
Karnataka	6	1,200	130
Gujarat	3	600	140





# Social Media Highlights



*Dr. Harsh Vardhan, Minister of Health and Family Welfare, tweeted about speaking at the India-Africa Health Summit*



*Dr. Harsh Vardhan's office video tweeted on India Africa Health Summit 2020*



*NITI Aayog tweeted about NATHEALTH's work in the Telemedicine sector of India*

# OUTCOMES

## of NATHEALTH's efforts to improve media visibility

**427+**

media stories aligned to NATHEALTH's messages covering Mainlines, Financials, Online & Electronic media

**45+**

NATHEALTH Members Engaged in Media Interactions & Queries

**200%**

Increase in Social Media Engagement Index

**30%**

Increase in NATHEALTH Memberships

**25 FOLD**

Increase in Social Media reach

**4 FOLD**

Increase in positive sentiment regarding NATHEALTH across media

# OUTCOMES

## of NATHEALTH's efforts to improve media visibility

**60+**

NATHEALTH members connected including hospitals, diagnostics, med-tech & preventive healthcare

**TOP 10**

Healthcare journalists covered NATHEALTH in various news

**20**

Media impressions to bring in visibility for the new leadership of NATHEALTH

**107 MN**

Audience reached through various media channels & platforms

**1500+**

Registrations for India-Africa Health Summit. Due to various media activities

**180+**

Publications covered news issued by NATHEALTH from time to time



## Regional Forum meetings


NATHEALTH has been keen on increasing its presence all over India. To further push this agenda, a meeting was organized of the East Regional Chapter.

### The discussions covered:

- The current healthcare scenario in West Bengal
- The kind of key opportunities available
- Challenges being faced by the players in Eastern India
- The road ahead with practically-implementable solutions





A hand is shown placing a wooden block with an arrow on top of a staircase made of wooden blocks. The background is a gradient of pink and blue, with a red geometric shape in the top right corner.

# CATALYZE INNOVATION IN HEALTHCARE

By bringing NATHEALTH's experience and resources to thought leadership





## The Initiatives

- NATHEALTH's Role in Managing COVID-19 Crisis
- India-Africa Health Summit
- MoU with NHA
- 12A/80 - Opening Doors for CSR & Public Good Activities
- NATHEALTH Internal Survey 2020
- Shifting to a New Office
- Joining of New Members



## Leaders Speak



In 2020, NATHEALTH ensured regular innovation through initiatives like the India-Africa Health Summit, and especially while dealing with the COVID-19 crisis.

**Dr. Shravan Subramanyam**

Treasurer, NATHEALTH

President & CEO, GE Healthcare South Asia  
and Managing Director, Wipro GE  
Healthcare Pvt Ltd



The MoU with NHA is one of path-breaking innovations of NATHEALTH. I am pleased to see the growth of the Federation this year. Activities like conducting an internal survey, shows the transparency with which NATHEALTH operates.

**Mr. Ravinder Pal Singh Dang**

Governing Council Member & Lead Med  
Tech Forum, NATHEALTH

VP, Commercial Excellence, Asia Pacific &  
General Manager, India, Baxter International  
Inc.



# NATHEALTH's Role in Managing COVID-19 Crisis

As the unified voice of healthcare, NATHEALTH led the initiative towards better tackling of the COVID-19 crisis in India. Numerous meetings were held and reports were formulated towards achieving this goal.

Following is a briefing on the steps taken and the outcomes achieved.

## Initiatives

- Special report on Strategic Guidelines & Protocols for COVID-19; including Hospitals & Fever Clinics (Expert Group/Knowledge Partner call on COVID-19 with major Hospitals and Federations)

**Key enablers:** BCG (Knowledge Partner) & IQVIA (Data Support)

**Expert Group:** Narayana Hrudayalaya, NATHEALTH, Max Healthcare, AHPI

- Development of a Home Quarantine Program (Protocols & Capacity building)

**Key enablers:** Expert Group supported by IQVIA

**Task Force:** Portea, Healthcare at Home, NATHEALTH

- Letters to various Ministries to include lab & other health staff under COVID-19 insurance (Frontline Benefit Package)

# NATHEALTH's Role in Managing COVID-19 Crisis

- E-ICU/Telemedicine Task Force update

**Key enablers:** Expert Group supported by Bain & Company

**Task Force:** Manipal Hospitals, Apollo Hospitals, CII

- Creation of Joint Task Force on essentials supply availability for COVID-19 Response

**Key enablers:** Supported by BCG (Knowledge partner) and GEM

**Task Force:** Medika Bazar, Roche Diagnostics, Hinduja Hospital, CHAI, Dr. Lal PathLabs, Nayati Healthcare

- Formulating the Testing Strategy and Ramp-Up Plan (Diagnostics augmentation)

**Key enablers:** Supported by BCG

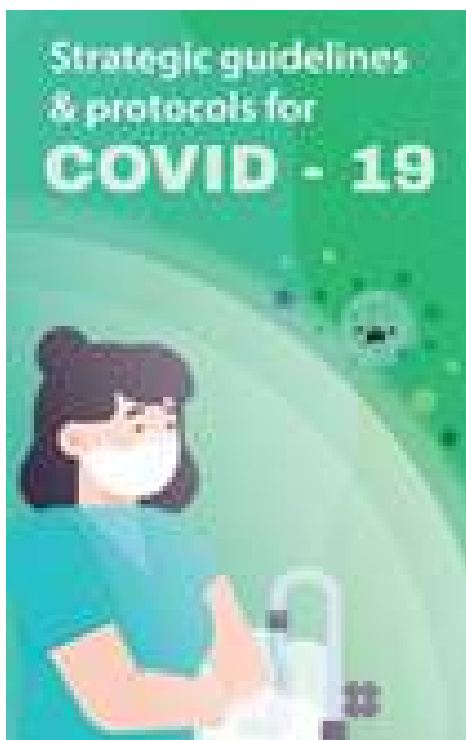
**Expert Group:** All NATHEALTH diagnostic labs, equipment manufacturers and supply chain partners





## Outcomes

- Dedicated COVID-19 set-up Guidelines issued by the Union Health Ministry
- CGHS/ECHS Arrears release, Waiver of Customs Duty and CVD on Critical Imports
- Telemedicine Guidelines issued by MCI, Augmentation areas also proposed
- Private sector testing approved by ICMR in Designated Labs at agreed negotiated rates for APL and Ayushman Bharat beneficiaries
- Critical demand forecast shared with GEM Portal and Invest India, to mobilize local supplies and imports through pooled procurement





# India-Africa Health Summit



## INDIA-AFRICA HEALTH SUMMIT

**12<sup>th</sup> Dec, 2020**

**2:00pm to 4:30pm (IST)**  
**8:30am to 11:00am (GMT)**

"Fostering South to South Collaboration between Healthcare Federations of Africa and India to achieve Universal Health Coverage"

### The Voice of Healthcare Industry Leaders Across Indian and African Countries

#IndiaAfricaHealthSummit 2020 - Building on each other's strengths:



**Achieving Universal Health Coverage and Sustainable Development Goals**



**Medical Value Travel: Addressing market fragmentation and bringing transparency**



**Increasing investment in R&D in Africa and India: Collaborative research and twinning programmes**



**Enabling private healthcare providers: Regulatory Reforms and Innovative Financing Mechanisms**



**Drugs and pharmaceutical products: Achieving economies of scale**



**Skill Transfer: Potential for e-learning and optimising the Pan-African e-Network**



**Expanding public-private partnerships: Towards improved business environment**

**REGISTER TODAY!  
LIMITED SEATS AVAILABLE.**

#IndiaAfricaHealthSummit



<https://www.nathealthindia.org/>



<http://africahf.com/>

KNOWLEDGE PARTNERS:



COMMUNICATION:



MEDIA PARTNER:



EVENT MANAGEMENT:





# India-Africa Health Summit

As one of the most innovative initiatives by NATHEALTH, the India-Africa Health Summit was organized on December 12, 2020, to cement the partnership between Africa Healthcare Federation (AHF) and NATHEALTH.

## Outcomes

- Release of the Summit Innovation Whitepaper
- Signing a 3-year Memorandum of Understanding (MoU) between AHF and NATHEALTH
- Charting out the Task Force Structure

Identifying the Thematic Collaboration Areas for the Task Force:

- a) Sustainable Healthcare and Medical Value Travel (MVT)
- b) Skill Transfer and Training
- c) Infrastructure Development (Hospitals and Diagnostics)
- d) Manufacturing, Research and Artificial Intelligence (AI)



*Hon. Dr. Lia Tadesse, Minister of Health, Ethiopia, speaking at the India-Africa Health Summit*

*Right: The Whitepaper launched at India-Africa Health Summit*



## MoU with NHA

NATHEALTH entered into an MoU with the National Health Authority (NHA) for Collaboration on Supporting and Mainstreaming Innovations in Healthcare.

NATHEALTH has expressed an interest to Launch an Accelerator and Innovation Ecosystem that drives the growth of high-impact start-ups in India, along with the NHA.

As a part of the collaboration, a market access program has been charted out by NATHEALTH.

Keeping the Ayushman Bharat PM-JAY's focus on primary and secondary objectives in mind, especially with a focus on facilitating the rapid validation of meritorious innovations relevant for PM-JAY hospitals, through a standardized and widely acceptable validation process, it is envisioned to create a pool of capital to support this.

### **This will be known as the Ayushman Bharat Ecosystem Fund.**

The fund will mainly help meet multiple objectives as follows:

- Validation of late-stage innovations (TRL 8+) relevant to the PM-JAY program through validation studies run in conjunctions with hospitals and clinicians
- Certification of innovations, which are already in the market through a validation study under the aegis of Ayushman Bharat
- Mentorship/Acceleration support for the selected innovators/entrepreneurs for fostering speedier market access and scaling




# 12A/80 - Opening Doors for CSR & Public Good Activities

NATHEALTH has received the exemption under 80G and the CSR certification under 12 A. NATHEALTH would like to extend a Special Thanks to Dr. Harsh Mahajan, for enabling the certifications.

Both these approvals of the Government will enable NATHEALTH to raise more funds for the causes it supports. While, at the same time, stay exempted under the Income Tax.

The certifications will provide NATHEALTH with more room to expand its activities and work towards sustainable growth of the healthcare sector.

 GOVERNMENT OF INDIA MINISTRY OF FINANCE INCOME TAX DEPARTMENT CIT(EXEMPTION), DELHI				
<b>Name and Address of the Applicant</b> HEALTHCARE FEDERATION OF INDIA 26,1ST FLOOR ,INDUSTRIAL ESTATE OKHLA PHASE -3 NEW DELHI 110020 ,Delhi India				
PAN: AAAAH7986F	Application No: CIT(EXEMPTION), DELHI/2019- 20/12AA/10914	Registration No: CIT(EXEMPTION) DELHI/12AA/201 9-20/A/10462	Order No: ITBA/EXM/S/12 AA/2019- 20/1019233926( 1)	Date: 22/10/2019
Order for registration under section 12AA of the Income Tax Act, 1961				

 GOVERNMENT OF INDIA MINISTRY OF FINANCE INCOME TAX DEPARTMENT CIT(EXEMPTION), DELHI				
<b>Name and Address of the Applicant</b> HEALTHCARE FEDERATION OF INDIA 26,1ST FLOOR ,INDUSTRIAL ESTATE OKHLA PHASE -3 NEW DELHI 110020 ,Delhi India				
PAN: AAAAH7986F	Application No: CIT(EXEMPTION), DELHI/2019- 20/80G/10209	Approval No: CIT(EXEMPTION) DELHI/80G/2019- 20/A/10387	Order No: ITBA/EXM/S/80G/201 9-20/1022039141(1)	Date: 10/12/2019
Order for approval under section 80G(5)(vi) of the Income Tax Act, 1961				



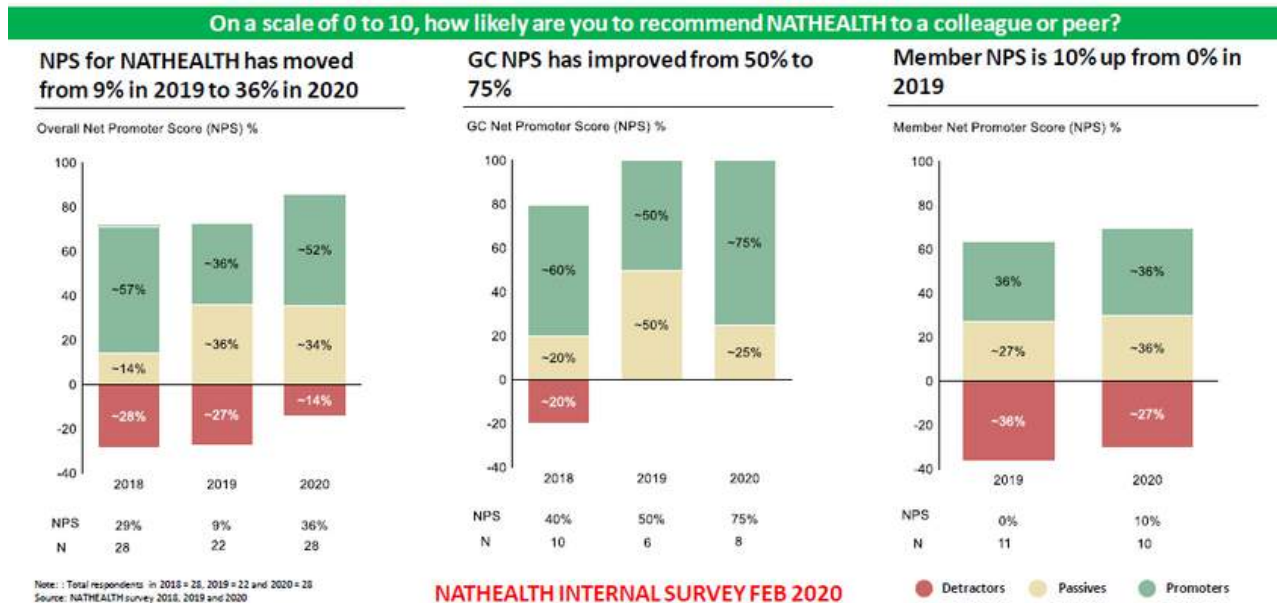
# NATHEALTH Internal Survey 2020

**Key enabler:** Survey conducted by Bain & Company

In February 2020, NATHEALTH undertook an internal survey to assess the perception of NATHEALTH amongst the sector.

The Survey highlighted that:

- The NPS has moved up from 8% in 2019 to 36% in 2020
- GC NPS has improved to 75%
- Improvement was seen across all categories





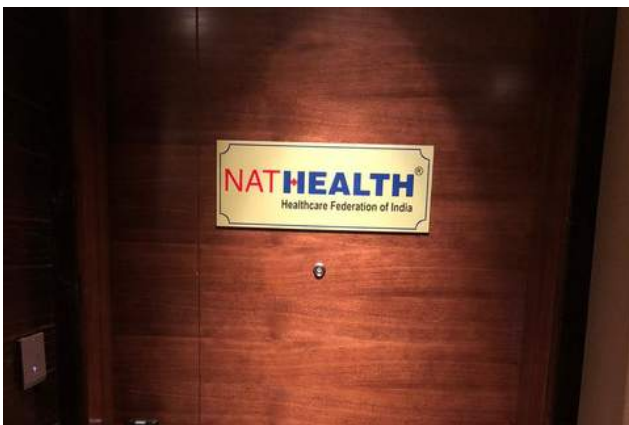


## Shifting to a New Office

NATHEALTH shifted to a new office premises in 2020.

The location of the new office is JW Marriott Hotel, Aerocity.

NATHEALTH would like to particularly extend a thankful note for Ms. Carline from Roche Diagnostics and Mr. Shравan Subramanian for their help in getting a great deal with JW Marriott.



*A look into the new office of NATHEALTH*

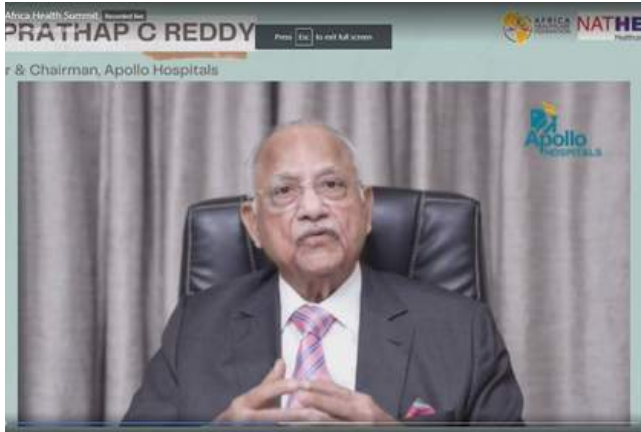
## Joining of New Members

A very warm welcome to the new NATHEALTH members, who have joined in the year 2020.

A total of 36 new members became a part of the NATHEALTH family this year. This is an increase by 30% as compared to last year. Additionally, more than 50 members are in the pipeline, which will be converted in due time.

- Accuster Technologies Pvt. Ltd.
- Hemogenomics Pvt. Ltd.
- KINS Hospital
- Thermo Fisher Scientific India Pvt. Ltd.
- ANH Technologies Pvt. Ltd.
- Jupiter Lifeline Hospitals Ltd.
- Lifeline Laboratory
- Khaitan & Co.
- Dr. DY Patil Hospital
- Docon Technologies Pvt. Ltd.
- GMR School of Business (a Unit of GMR Varalakshmi Foundation)
- Apollo Pharmacies Ltd.
- Saha Manthran Pvt. Ltd.
- Healthium Medtech Pvt. Ltd.
- Leader Medical Systems Pvt. Ltd.
- City X Ray & Scan Clinic Pvt. Ltd.
- MGM Healthcare Pvt. Ltd.
- Qwazent Health Search
- Mr. Dhruva Sreenivasa Chakravarthi
- Cepheid India Pvt. Ltd.
- Wockhardt Hospitals Ltd.
- Yosaid Innovation Foundation
- Practo Technologies Pvt. Ltd.
- Bharat Serums And Vaccines Ltd.
- Umkal Hospital
- HxCo India Pvt. Ltd.
- Reliance Retail Ltd.
- Ilios Health Pvt. Ltd.
- Apollo Health & Lifestyle Pvt. Ltd.
- Map My Genome India Ltd.
- Neuberg Diagnostics Pvt. Ltd.
- India Medtronic Pvt. Ltd.
- Saral Diagnostics Centre
- Star Health and Allied Insurance Company Ltd.
- RML Mehrotra Pathology Pvt. Ltd.
- Suburban Diagnostics (I) Pvt. Ltd.

# Picture Gallery



*Dr. Prathap C Reddy, Founder & Chairman, Apollo Hospitals, speaking at the India-Africa Health Summit*



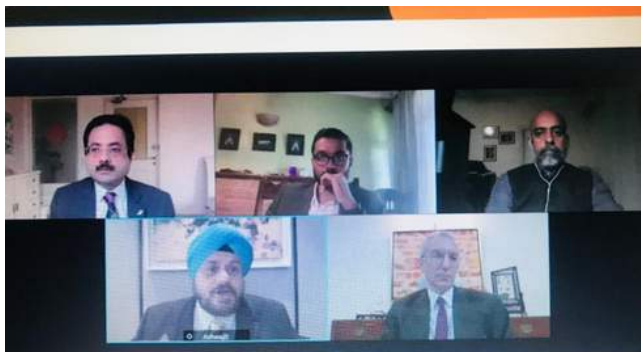
*India-Africa Health Summit, covered by News X channel*



*Dr. Harsh Vardhan, Hon. Union Minister for Health & Family Welfare, Gol, speaking at the India-Africa Health Summit*



*H.E. Amira Elfadil, Commissioner for Social Affairs, Africa Union Commission, speaking at the India-Africa Health Summit*



*India-Africa Health Summit*



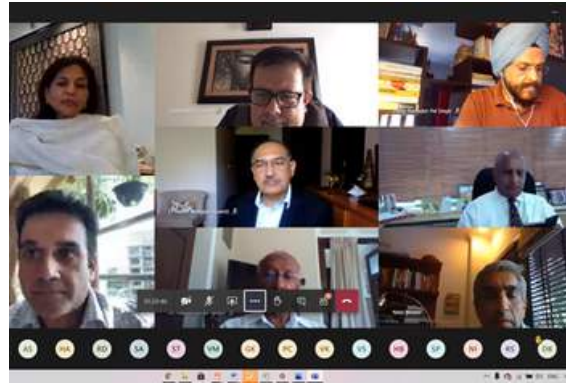
*India-Africa Health Summit*



# Picture Gallery



*Governing Council meeting*



*Governing Council meeting*



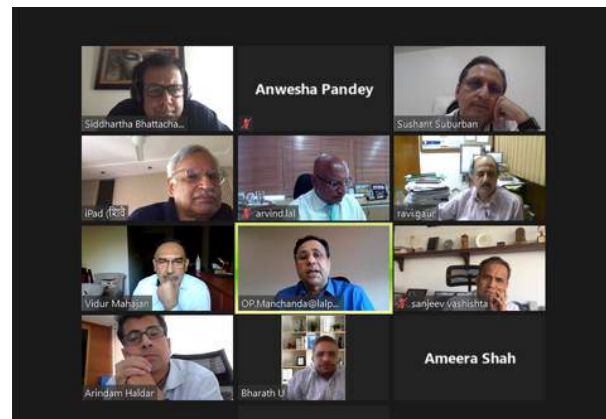
*Meeting for Communications Campaign*



*Meeting with Sec Pharma, where NATHEALTH participated*



*Cross federation meeting with Dr. Harsh Vardhan, Hon. Union Minister for Health & Family Welfare, Govt, on private sector's role in tackling COVID-19*



*NATHEALTH meeting with stakeholders from the diagnostics lab industry*



# Acknowledgements

NATHEALTH would like to Thank its Leadership Team, Past Presidents, Governing Council, General Body, the Secretariat Team, Partners, Collaborators, Funders and most importantly, the Government.

The support and time provided to the Federation by everyone involved, collectively encourages NATHEALTH to stay focussed on it's path to success.

NATHEALTH is committed to take Indian Healthcare to global standards and along the way, ensure India's own population has equal access to value-based care.



*The last NATHEALTH President's Council meeting held on July 25, 2019 in New Delhi*





# Acknowledgements

NATHEALTH would like to thank its Knowledge Partners

Bain & Company, BCG, Deloitte, PwC,  
IPE Global, Access Health, and IQVIA

NATHEALTH would like to thank its sponsors for the  
Communication Campaigns

Johnson & Johnson Pvt. Ltd., Roche Diagnostic India Pvt. Ltd., Smith & Nephew Healthcare Pvt. Ltd., Apollo Hospitals Enterprises Ltd., Dr Lal PathLabs Pvt. Ltd., SRL Ltd., Metropolis Healthcare Ltd., Mahajan Imaging Pvt. Ltd., P. D Hinduja National Hospital & Medical Research Centre, Fortis Healthcare Ltd., Biomerieux India Pvt. Ltd., Terumo India Pvt. Ltd., Polymedicure Ltd., Thermo Fisher Scientific India Pvt. Ltd., N M Medical-Unit of Rahu Health & Medical Tourism, Wipro GE Healthcare Pvt. Ltd., Baxter (India) Pvt. Ltd., Philips

# Acknowledgements

## GOLD SPONSORS



CMYK and PANTONE shades will be finalized after we work with a specialised production team on the conversion



## SILVER SPONSORS



## OTHER SPONSORS





**A VERY HAPPY NEW YEAR  
TO ALL NATHEALTH  
MEMBERS**

**WISHING YOU ALL NEW BEGINNINGS, FRESH STARTS  
AND SUCCESS IN 2021**



# NATHEALTH Annual Report 2019

A CONVERGENCE OF OUR  
JOURNEY AS THE UNIFIED  
VOICE OF HEALTHCARE

Tracking Goals. Achievements. Growth

## INSIDE

Overview of NATHEALTH's activities  
in the year 2019





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## President's Message

As the curtain comes down on an eventful 2019, I would like to wish all of you a wonderful 2020 ahead of you.

It's also time for us to reminisce about the year that went by very quickly. The year started with the change of guard at NATHEALTH. Late March this year, I took over from the stoic Mr. Daljit Singh as President of the organisation.

Around the same time, we had Mr. Siddhartha Bhattacharya take over as Secretary General and what a lightning rod he turned out to be. Ms. Anwesh Pandey joined as Deputy Secretary General and Ms. Vrinda Chaturvedi continued in her role.

It, indeed, has been a very eventful year for us. We set out with the goals of redefining the mission of NATHEALTH and gaining convergence of stakeholders in charting a path towards sustainable value creation core to its purpose. We stood committed to be the credible voice of healthcare and work as a team with many of the other leaders in the field like FICCI, CII, AHPI, ASSOCHAM and others.

We also wanted to be the thought leader and work with the various arms of the government like NHA, NITI Aayog, MOHFW on various aspects of healthcare, including the most radical move by the government in establishing 'Universal Health Care' for the economically vulnerable in the form of Ayushman Bharat.

We looked at these goals through the prism of the 5 major tracks in healthcare under the various leaders and assistance from the knowledge partners. We also provided valuable suggestions to the government, including the model of an ideal Ayushman Bharat Hospital in a Tier 2 and Tier 3 city.





## President's Message

The year also saw the fruition of many MoUs signed to further the cause of healthcare which included NHA, NASSCOM, Well Tech, Start-Up Nation Central (Israel), Roche Diagnostics, creation of elder care vertical in partnership with industry leaders like Max Antara, Genesis Rehabilitation Services India (GRSI) and our home care provider partners.

We also wanted to look at pooling and deploying strategic CSR funds for some of our social activities, promote ethical practise of medicine and drive advocacy to rebuild the diminishing trust between healthcare industry and the society.

There were a few changes in the leadership team in view of the move by our senior VP, Mr. Rajit Mehta of Max Healthcare who moved to an alternate position. Starting with Ms. Preetha Reddy who has worked very hard and closely with secretariat led by Siddhartha in achieving our goals. Along with her, we were fortunate to have support from Dr. Harsh Mahajan, Mr. Badhri Iyenger and Dr. Ashutosh Raghuvanshi who provided strong leadership to the NATHEALTH 2.0 mission.

We had the usual Leadership Team & Governing Council meetings as per schedule in addition to the many meaningful interactions with NITI Aayog, NHA, Ministry of Health, MeitY, Ministry of Chemicals & Fertilizers and Health Ministers and HOD in State Governments.

The icing on the cake was the stupendously successful 6th Annual Event hosted on 28th and 29th November, 2019 along with the Health Care Start-up Carnival, jointly hosted with the NHA which has been one of the most talked about events in the healthcare space. We also released the NATHEALTH Diagnostics Report during the same annual event.

The event showcased the solidarity of industry and the strong desire to collaborate on industry key issues from leaders like Dr. Naresh Trehan, Dr. Devishetty, Dr. Arvind Lal, Dr. Harsh Mahajan and many others who supported the vision of NATHEALTH in creating a unified voice to improve healthcare.



## President's Message

We also achieved our goal of trying to get CSR ATG exemption status under 12A/80G for the organisation, thanks to the huge efforts of Dr. Mahajan.

We are working closely with other healthcare organisations to promote the ethics code for the medical profession which will certainly go a long way in getting rid of the trust deficit that has crept between the patients and doctors. The President Council meeting, attended by most of the past presidents of organisation, was a fountainhead of collective wisdom of many doyens of the industry including Dr. Prathap Reddy, Dr. Arvind Lal, Mr. Sushobhan Dasgupta, Mr. Rahul Khosla and Mr. Daljit Singh. Many issues were passionately discussed during this meet including the role of advocacy to build mutual trust between the healthcare industry, society and the government. Work is in progress on this front with the help of a well-known communication and advocacy agency and you will hear more about it in 2020.

All in all, it was a very fruitful year but we have miles to go before we rest on our laurels. Before I sign off for the New Year, I would like to thank each and every member including the LT, GC, members of the Secretariat led by the dynamic Secretary General, Mr. Siddhartha, our knowledge partners, collaborators, federation partners, PR and media agencies for helping us achieve many of our goals. During 2020 and beyond, we look forward to working very closely with all of you to build upon our many gains from 2019 and ensuring that we deliver on our vision of a quality healthcare system accessible and valuable for all Indians.

We are attaching this New Year Dossier that captures glimpses of NATHEALTH during 2019 and we wish you and your families the best of the festive season and a wonderful new year.

**Dr. H. Sudarshan Ballal**  
**President, NATHEALTH**



# COMMUNICATION & ADVOCACY

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## Thought Leadership Series

NATHEALTH, as a thought leader of the healthcare sector of the country, is uniquely positioned to shape the dialogue and catalyze the evolution of a high quality, affordable health system across India, that match up to the best in the world. To leverage thought leadership position in the sector, NATHEALTH has started the Forum Leaders Article Series, which strongly believes in engaging various stakeholders in a constructive dialogue on core issues.

The apex healthcare body aims to facilitate opinion articles authored by the doyens and influencers of the healthcare sector in order to shed light on key areas like pricing mechanisms in Ayushman Bharat, wellness centers, medical devices costs, cohesive alliance of private and public partners among others. In the last quarter, many insightful articles were drafted and placed in the media capturing the challenges & opportunities in the healthcare ecosystem.

**NATHEALTH and ASHRAE brainstorm in Delhi for hospitals' sustainability**

### **NATHEALTH focuses on the aging population**

*NATHEALTH's Elder Care forum will receive leadership support from elder care experts Genesis Rehabilitation Services India (GRSI) and Max Antara Senior Living.*

**NASSCOM partners NATHEALTH to boost digital health in India**

**Higher funding in Healthcare needs to be a Top Priority: NATHEALTH**

**NHA to collaborate with Healthcare Federation for better implementation of Ayushman Bharat**

**NATHEALTH to support NHA to implement Ayushman Bharat**

**Budget 2019 reactions: Focus on 'Healthy India' is the key takeaway: NATHEALTH**

**NATHEALTH exploring bilateral collaborations in digital health with Netherlands**

Press Trust of India | New Delhi  
Last Updated at June 24, 2019 19:40 IST

**Ayushman Bharat: NATHEALTH To Support NHA To Execute The Program**



# Policy Recommendations to Further Improve the Indian Healthcare Ecosystem

## Recommendations on DNB Programs

In light of the paucity of specialist doctors in the country, NATHEALTH suggested a slew of reforms that can address this problem. To start with, private sectors are in better shape to create a desirable ecosystem, as far as increasing the number of DNB seats is concerned. NATHEALTH also endorses inclusion of new courses in various streams like non-surgical, non-interventional specialties like dialysis, non-invasive cardiology, diabetology and others to increase the number of seats.

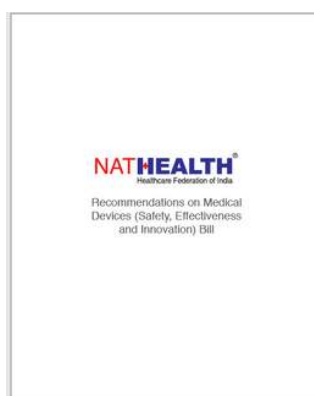
Other important recommendations include:

- Signing MoUs with accredited private hospitals having excellent track record in conducting DNB programs in district/charitable hospitals
- Restructuring of fees for the DNB program with government to provide concessional student loans to meet the course fee
- Recognizing DNB board fellowships in non-surgical, non-interventional specialties to increase the number of specialties

## Recommendations on Medical Devices (Safety, Effectiveness and Innovation) Bill

As per the proposal submitted by NATHEALTH, the overall industry will face tough challenge basis the new regulator is created without adequate planning. Subsequently, it may bring in complex process of multi-ministerial approval delays and new authorization process, thus hampering local innovation, local manufacturing opportunity and jeopardizing the efforts put forth so far by Government of India over decade.

Hence, on behalf of health industry, NATHEALTH urges the government to consider regulation based on classification of medical device, and keeping in view the existing regulations available in India for 'high-end' medical devices and diagnostics. Further, NATHEALTH urges the government to ensure avoiding duplicity in process that are detrimental to patient access and safety.



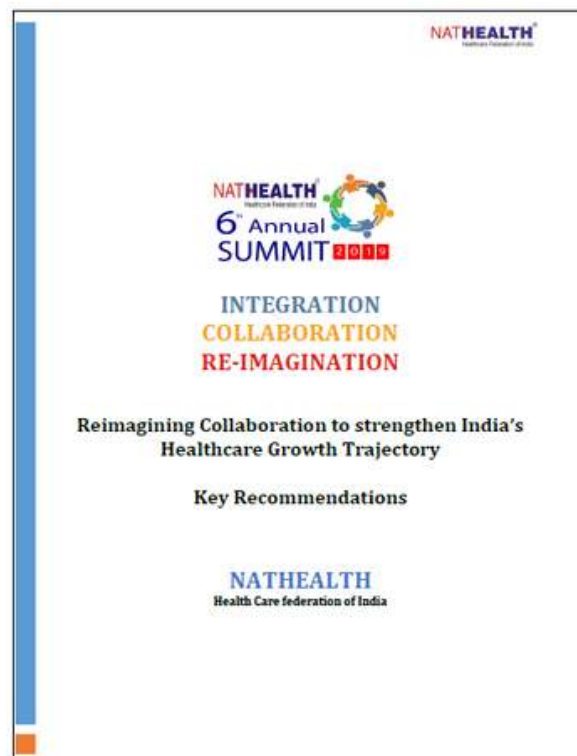


## Recommendations to the Government at NATHEALTH 6th Annual Summit

On the two-day 6th Annual Summit, NATHEALTH suggested a number of ideas intended towards unlocking the potential of Ayushman Bharat, investments, quality and healthcare innovation.

Important recommendations include:

- Positioning healthcare in India as a credible global brand
- Paying equal attention to preventive and curative care
- Helping hospitals to sustainably grow in metro/tier 1 markets and expanding footprint beyond tier 2/3
- Enabling PPP with a single window for all healthcare industry to achieve Universal Health Coverage (UHC)
- Promoting value medical tourism and home healthcare services as part of the overall industry
- Using CSR funds to further the critical segments like preventive health, skilling and digital technologies
- A combination of investment and tax reliefs in order to build infra assets and provide best-in-class healthcare services across the country
- Promoting a comprehensive digital health landscape to increase access and improve efficiency across industry





## Recommendations on Digital Health Online Consultation Platforms Recommendations on Digital Health Online

NATHEALTH looked into the issue of doctors' registrations getting banned on online consultation platforms and came up with suggestions of its own to strike a balance between using internet for patient-doctor bond and doctor's marketing activities.

To start with, disallowing doctors to register online with the fear that this will be used for marketing and promotional activities, will tantamount to a serious setback to Digital India aspirations. It will cut off digital access to a large set of population unable to get access to a high quality medical expert physically in foreseeable future. Likewise, NATHEALTH recommends that Medical Council of India should set up a core expert committee to evaluate digital health, and the myriad opportunities and risks it presents.

In case of online platform listing and norms, NATHEALTH suggested the following:

- Advertising of services, including listing on aggregator platforms, (without explicit doctors' consent, as maybe happening now), should be restricted.
- Information of doctors that is hosted by individual institutions or individual doctors with consent should be allowed, under a clear ethics framework which individuals understand and attest.
- Aggregators cannot use doctor availability information as a business model by routing search results into revenue streams.
- Ratings of any doctor should not be allowed as per medical council mandates.
- Overarching theme should be to help public identify availability and other credentialing details of doctors.
- Data privacy and patient confidentiality should be maintained to safeguard the gathered information.





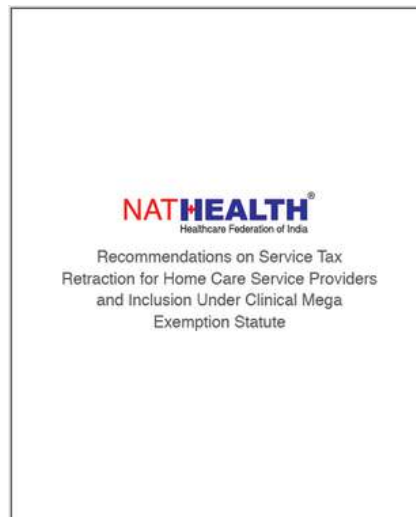
## Pre-Budget Recommendations

To create a robust healthcare ecosystem in the country and take Pradhan Mantri Jan Aarogya Yojna (PMJAY) under Ayushman Bharat Mission to the next level, NATHEALTH requested the government to make health insurance coverage mandatory to all citizens. In its pre-budget recommendations, NATHEALTH has suggested introduction of a healthcare infrastructure upgradation fund and sought 'National Priority' status for healthcare sector. Other recommendations include incentives to medical value tourism, zero rating GST on healthcare services and health insurance premiums, incentivizing capacity building, promotional policies for private providers, and exemption of custom duty on medical cyclotron among others.

## Recommendations on Service Tax Retraction for Home Care Service Providers and Inclusion Under Clinical Mega Exemption Statute

According to the Service Tax Department, the services rendered by the home-healthcare company do not fall within the definition of "Healthcare Services". Therefore, services like Physiotherapy, Nursing, Lab Tests, Newborn Baby & Mother Care, Elder Care, Doctor Visit and Equipment Renting came under the scrutiny of service tax authorities.

NATHEALTH believes that home-healthcare sector is crucial for the overall health industry. It not only caters to elderly population of the country, but also ensures better medical outcomes for patients as well as better management of chronically sick individuals. This prompted NATHEALTH to draw the concerned department's attention towards the scope of services offered by the company as well as definition of 'healthcare service' as per the Mega Exemption Notification. Going by the elaborate definition, it's understood that 'home-healthcare services' is also a part of healthcare services. NATHEALTH made the suggestion of modifying the definition of healthcare services to include home-healthcare services.







## Recommendations on Channelizing CSR Obligation of Diagnostic Companies into Non-communicable Disease (NCD) Programme

One of the important elements on which the NCD programme focuses is the provision of “free diagnostic facilities”. However, as per the existing CSR guidelines, Diagnostic companies are apprehensive if any in-kind support of capability/services could actually be accounted towards the CSR obligations. In simple words, diagnostic companies are not sure whether the market comparable service fee could be treated as meeting the CSR obligations.

NATHEALTH supports the comparable market service fee for free test/support by Diagnostic companies to come under the purview of CSR obligations. To clear the ambiguity, NATHEALTH seeks the intervention of Ministry of Corporate Affairs (MCA) to appropriately clarify the issue.

## Recommendations on Costing Exercise of Ayushman Bharat Prepared by Department of Health Research

NATHEALTH is committed to collaborating with the Ayushman Bharat scheme for ‘Universal Health Care’. It also appreciates the costing exercise done by the Department of Health Research and agrees with its overall objectives, bottom-up approach and standardized methodology.

However, NATHEALTH noticed that the overall design of the program is slightly tilted towards public hospitals, because of which package rates for services provided in private hospitals may not be as robust as intended. Also, costing methodology can be better tested or put in use if it draws on inputs taken from previous hospital costing exercises in India.

NATHEALTH suggested that a scientific costing and pricing is the need of the hour. It will strike a balance between private and public hospital package rates for varied services, and pull the private sector to work with the government on realizing the dream of Ayushman Bharat.





## NATHEALTH-NASSCOM-OPPI Joint Position on National Digital Health Blueprint

NATHEALTH, in association with NASSCOM and OPPI, organized workshops to discuss the provisions of National Digital Health Blueprint (NDHB) and provide a consolidated feedback. NATHEALTH lauded the efforts of the Ministry of Health and Family Welfare (MoHFW) in creating a comprehensive, nationwide integrated e-Health system under National Digital Health Blueprint. NATHEALTH is convinced that it will surely kick-start digital adoption for affordable, accessible and quality healthcare for the citizens.

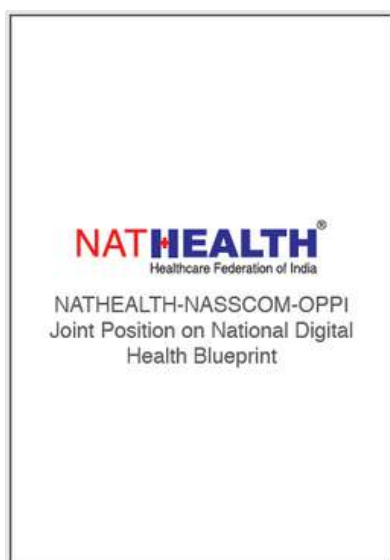
### Recommendations on Skill Building in Health Sector

NATHEALTH considers skill development of health professionals to be one of the prominent aspects towards making healthcare affordable and accessible for all.

The health sector has immense opportunity to drive the economic development but it also has a set of challenges to deal with. Like, with the disease burden shifting to non-communicable diseases (NCDs), skill building is largely required in areas of preventive care and public health.

Also, lack of a better work opportunities in the home country can propel our healthcare human resources to shift to abroad. Keeping these challenges in mind, NATHEALTH came up with some valuable suggestions:

- NATHEALTH prefers a white paper to be made, with a competency framework to assess demand-supply gap and build innovative Public-Private-Partnerships (PPPs).
- Top-notch practices in healthcare and technology will certainly boost skill delivery programs.
- Working with relevant stakeholders will lead to improved quality and availability of skilled-allied health workers.
- Regular advocacy of health skilling programs will add great value in the eyes of general public.





# **PROACTIVE COMMUNICATIONS & ACTIVE PR CAMPAIGNS**

**Advocate the cause of healthcare sector participants through sustained communications & education campaigns**





## Print & Online Coverage

The year 2019 was quite a busy year for NATHEALTH. Its various partnerships, agreements, policy suggestions and events got featured in some of the most prestigious print and online media. Print included a series of press release, articles and contents whereas online included content on digital & social media websites.





# POLICY DIALOGUES

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## Meetings, Roundtable & Conclave

### NATHEALTH-National Health Authority (NHA) Roundtable

NATHEALTH set up a roundtable with NHA, the implementing agency for Ayushman Bharat- Pradhan Mantri Jan Arogya Yojna on 12th February, 2019. This collaboration is an important step towards delivering safe, sustainable and people-centric care. The roundtable discussion focused on improvement of quality of healthcare and increasing private investment in health infrastructure in the country.

The meeting saw all the participants agreeing upon NATHEALTH's support in setting up of a mechanism to provide technical experts and inputs.

### NITI Aayog - NHA Dialogue

Under the aegis of the Annual General Meeting, a high-powered leadership dialogue between NITI Aayog, NHA and health industry stakeholders was organized on the topic 'India's Healthcare Priorities-The Road Ahead' on March 22. The host of this roundtable discussion was Fortis Memorial Research Institute Auditorium, Gurgaon.

The goal of this strategic leadership dialogue revolved around how to minimize the glaring gap between bed capacity and population. Also, the meeting touched upon how healthcare sector can increase its contribution to the Indian economy than being just 1% of the GDP at present.

Prominent panelists included Dr. Vinod Paul, NITI Aayog as Chief Guest; Dr. Dinesh Arora, NHA; Ms. Preetha Reddy (Apollo Group), Dr. Sudarshan Ballal, Manipal; (Hony) Brigadier Dr. Arvind Lal, Dr. Lal Path Labs; and Dr. Harsh Mahajan, Mahajan Imaging.



**NATHEALTH-National Health Authority (NHA) Roundtable**



**NITI Aayog - NHA Dialogue**



## Joint Delegation with FICCI

NATHEALTH participated in a joint delegation with FICCI and other health stakeholders on 27th June, 2019 at the NHA office.

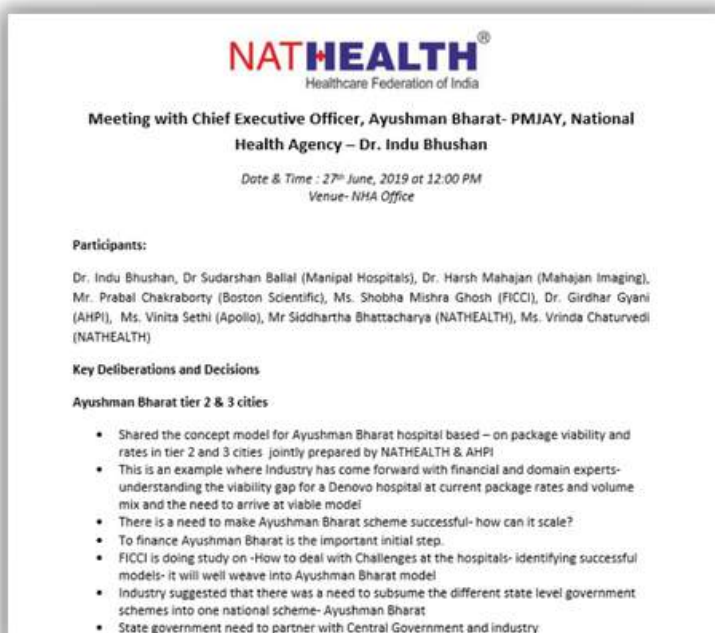
The purpose of this gathering was to discuss the scalability of Ayushman Bharat scheme, particularly on package viability and rates in tier 2 and 3 cities. The topic of 'Digital Health Innovation' was also raised, in terms of how to take it forward along with selection/screening of start-ups.

Dr. Indu Bhushan, Dr Sudarshan Ballal (Manipal Hospitals), Dr. Harsh Mahajan (Mahajan Imaging), Mr. Prabal Chakraborty (Boston Scientific), Ms. Shobha Mishra Ghosh (FICCI), Dr. Girdhar Gyani (AHPI), Ms. Vinita Sethi (Apollo), Mr. Siddhartha Bhattacharya (NATHEALTH) and Ms. Vrinda Chaturvedi (NATHEALTH) made their presence felt at the meeting.

## Innovation Conclave

NATHEALTH participated in the 6th edition of NASSCOM's flagship healthcare initiative on 19th September, 2019. The topic of the conclave was 'Redefining the Healthcare Landscape- The Digital Shift'.

It saw an ensemble gathering of senior decision makers from the government, hospitals, pharmaceutical companies, medical device companies, start-ups/innovators, academia and other relevant stakeholders from the healthcare ecosystem, to discuss the innovation and adoption of technologies in healthcare.



Joint Delegation with FICCI



Innovation Conclave



## NATHEALTH Round Table on Preventive Health, Primary Care Delivery Innovation to deal with Non Communicable Disease Burden

The NATHEALTH roundtable session, organized on 23rd October in New Delhi, saw two eminent personalities of the healthcare industry Dr. Rajeev Sadanandan, Chief Executive Officer, Health System Transformation Platform and EX Health Secretary, Kerala, and Dr. Severin Schwan, Chief Executive Officer, Roche Group- sharing the same platform. They discussed how NATHEALTH can shape its agenda to bring an improved healthcare ecosystem. The insightful discussions stretched upon:

- Integrating the continuum of care through comprehensive financing and robust primary care solutions
- Focusing on digitalization healthcare innovation & ideas

NATHEALTH is thankful to Roche Diagnostics for all the support and partnership session.





## NATHEALTH 6th Annual Summit

The NATHEALTH Annual Summit is a rare platform with inspiring keynotes, intense deliberations and participate panel discussion to drive a stronger and purpose-driven healthcare narrative in India. This year was the 6th Annual Summit, a two-day conclave (28th-29th November) on “Reimagining Collaboration to Strengthen India’s Healthcare Growth Trajectory” in New Delhi.

The summit revolved around predefined four pillars of healthcare, namely Investment in Healthcare, Digital Health, Skill Development and Mainstreaming Health Innovations. This grand event saw a gathering of thought leaders from the industry, decision makers from the government, domain experts, academicians, innovators, enterprises and start-ups, to name a few.

### Event Theme Agenda: Day 1

- Digital Solutions: Driving transformation in the Healthcare industry to enable next wave of accessibility and affordability
- Creating an ecosystem to increase investments in healthcare
- Public and private investments in the next 5 Years
- Importance of right skilling and addressing current skill gaps to enable next generation healthcare reforms in India
- Enabling a supportive environment to address medical workforce challenges: Steps taken by government to impart skill training and movement of healthcare specialists in rural and pre-urban areas
- Launch of NATHEALTH Landscape Report on Diagnostics and Deliberations





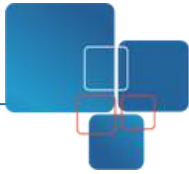


## Event Theme Agenda: Day 2

- Innovation and Entrepreneurship: A perspective on healthcare in Ayushman Bharat era Innovation and Ayushman Bharat: A drive to integrate Start-up India and Swasth Bharat The story of start-ups
- Incubation and acceleration to drive research and development
- Is AI and Digital in healthcare a reality or a dream?
- Going global in healthcare







## NATHEALTH Regional Programs

### Western Chapter Roundtable

To deliberate on the opportunities and challenges of the Healthcare sector in Western region of the country, NATHEALTH organized Western Chapter Roundtable in Mumbai on 15th March, 2019.

The event saw the participation of healthcare leaders like Mr. Ranjit Shahani (Ex Dy. Chairman, Novartis India); Mr. Gautam Khanna (CEO, Hinduja Hospital); and Mr. Amit Mookim, Managing Director, South Asia, IQVIA. In the meeting, the healthcare leaders also stressed on the importance of taking collaboration with the State government to the next level.



### Eastern Chapter Roundtable

Keeping in mind to revive the regional agendas, a roundtable by the name of Eastern Chapter was organized for the east zone in Kolkata on May 21.

Regional agendas of the East Chapter consisted of increasing the level of engagement with the government, credibility of healthcare, pricing & costing exercise within Ayushman Bharat scheme, and importance of data and IT integration.



The delegates present at the roundtable event also stressed on sharing a concept note on funding models. The idea was to come up with an optimum model by looking evaluating both successful and disaster models.



## Digital Health Conference, Northern Region

A Digital Health Conference was organized by NATHEALTH in collaboration with the Netherlands Embassy on 24th June in New Delhi.

The conference was aimed at exploring digital innovation in healthcare and attracted participation from med-tech companies, IT companies, researchers & academicians, innovators & start-ups, hospitals and medical practitioners.

The delegation members introduced themselves and spoke on their specialization areas. There was also an opportunity to learn some of the successful PPP models of Netherlands and India in Med-Tech/ eHealth.



## Digital Health Conference, Southern Region

A similar health conference was organized by NATHEALTH, in collaboration with the Netherlands Embassy, on 26th July in Bangalore. The agenda of the conference was to understand how both countries can work in partnership to address common challenges faced by the sector and co-create solutions.

Key takeaways from the conference are mentioned as under:

- It helped in formulating a joint proposition towards resolving and co-creating the solutions together.
- Experts from various sectors exchanged ideas and explored how they can mutually benefit from each other's experience.



# **COLLABORATIONS, PARTNERSHIPS & COCREATION**

**Of Programs at National, Regional or  
State Level**

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## MoU with Well Tech

NATHEALTH entered into a Memorandum of Understanding (MoU) with the global start-up accelerator, Well Tech on 11th June, 2019 in Bangalore. Together, the two organisations are looking to provide health start-ups with access to capital, technology support and industry partnerships among others. The aim is to scale up the Indian healthcare ecosystem nationally as well as internationally to serve millions of patients and customers. This collaboration has the potential to go a long way to create a robust start-up ecosystem by encouraging innovation in clinical outcomes, transparency, patient safety and supply-chain management.

## MoU with The National Association of Software and Services Companies (NASSCOM)

NATHEALTH signed a Memorandum of Understanding (MoU) with NASSCOM on 26th June, 2019 in Bangalore. The joint initiative aims to act as an interface between the industry and government on various policy and regulatory topics with a view to improve the regulatory environment in India. Further, it focuses on five areas of collaboration, namely Digital Adoption by Healthcare Industry, Universal Healthcare, Policy Advocacy Initiatives, Thought Leadership and Tech-enabled Innovation.



*MoU with NASSCOM*



*MoU with Well Tech*

## NATHEALTH Meeting with Ms. Preeti Sudan, Secretary (H&FW)

NATHEALTH delegation was led by Ms. Preetha Reddy for a meeting with Ms. Preeti Sudan, Secretary (H&FW) on 9th April 2019.







## MoU with National Health Authority (NHA)

Keeping in mind the goal of Universal Health Coverage through Ayushman Bharat, its implementing agency NHA and NATHEALTH jointly agreed to sign a Memorandum of Understanding (MoU) on 26th July, 2019.

This strategic partnership between NATHEALTH and NHA is committed towards meeting the following objectives:

- Identifying the best healthcare innovations and start-ups in the country
- Assessing healthcare innovations through varied perspectives such as clinical, technical, impact, sustainability and scalability
- Enabling an ecosystem for healthcare innovations to engage with Ayushman Bharat PM-JAY
- Providing 'go-to-market' support across Tier I, II and III cities, and rural areas
- Starting a dialogue on 'How to Create an Enabling Regulatory Framework for Mainstreaming Innovation'

## MoU with Genesis Rehabilitation Services India (GRSI)

NATHEALTH and GRSI, a leading operator of senior care and rehabilitation services in India, agreed to sign a Memorandum of Understanding on 31st August, 2019. Through this joint initiative, both the organizations are committed towards establishing a dedicated 'Senior Living Vertical' for creating comprehensive support system for elder care.

The aim of this partnership is to enhance life expectancy of elders by giving them social, psychological, financial and medical support.



*MoU with GSRI*



*MoU with NHA*





## MoU with Roche Diagnostics India

NATHEALTH is committed towards facilitating healthcare access for patients, with a special focus on diagnostics and preventive medicine. By signing a Memorandum of Understanding (MoU) with Roche Diagnostics India, NATHEALTH looks to spread awareness and acceptance of advanced screening and diagnostic solutions, especially cancer diagnosis and treatments.

## MoU with Start-Up Nation Central

During the 6th Annual Summit of NATHEALTH on 29th-29th November, India's apex healthcare body signed a Memorandum of Understanding with Start-Up Nation Central (SNC), an independent non-profit organization in Israel.

This agreement will help both the partners to exchange best of breed expertise in digital health, scale innovations and connect the domain experts across India.



*MoU with Roche Diagnostics*



*MoU with Start-Up Central*

## MoU with The Indian Chamber of Commerce (ICC)

NATHEALTH and The Indian Chamber of Commerce (ICC), both having a common goal of advancing capacity building initiatives for healthcare management and development of healthcare infrastructure, signed a Memorandum of Understanding (MoU) on 4th December, 2019.

This joint agreement will facilitate in the development of training platforms for healthcare professionals, be it doctors or allied health workers. The aim of this equal partnership is to create a pool of trained manpower for providing healthcare services.



# **ADVISORY TEAM- PRESIDENT COUNCIL MEETING**

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## President Council Meeting for Discussing Strategies

Held on 25th July, 2019, the President Council meeting was attended by Leadership Team, past Presidents and Secretariats, as they discussed strategies for NATHEALTH to provide a new momentum to the healthcare sector.

The aim of this gathering was to strategize how NATHEALTH can be the unified voice of private healthcare ecosystem. It ranged from strengthening the collaborations in the area of Digital Health and Innovation to participating in the policy-led dialogues with the government.





# **DRIVE TOWARDS SUSTAINABILITY, SCALE AND IMPACT**

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# Drive Towards Sustainability, Scale and Impact

There is a ready pool of members who can contribute to the foundation as part of their CSR initiatives. NATHEALTH is an ideal CSR partner under 12A/80G. Following are the ways by which NATHEALTH and its members will be giving back to the environment:

- By contributing to NATHEALTH Strategic CSR Fund, one can get access to the broader Ecosystem Partners in healthcare.
- NATHEALTH will create a pull and involve government at the highest level in central, regional & state levels for scalability, impact and sustainability.
- NATHEALTH pooling industry CSR will help establish critical scale, quality, efficiency, communication and improve industry image.
- By finding co-funding & technical partners across the world, NATHEALTH is likely to get either financial or technical resources under 12A/80G.
- It will help NATHEALTH and its collaborators grow, sustain and create long-lasting impact

**GOVERNMENT OF INDIA  
MINISTRY OF FINANCE  
INCOME TAX DEPARTMENT  
CIT(EXEMPTION), DELHI**

Name and Address of the Applicant HEALTHCARE FEDERATION OF INDIA 26,1ST FLOOR, INDUSTRIAL ESTATE OKHA PHASE -3 NEW DELHI 110020 Delhi India		D- No- 11666	
PAN: AAAAT986F	Application No: CIT(EXEMPTION), DELHI/2019- 20/12AA/19914	Registration No: CIT(EXEMPTION) DELHI/12AA/201 3-20/1/1642	Order No: ITBA/EXM/S/12 AA/02/19- 20/19/19233926(1)
Date: 22/10/2019			

**Order for registration under section 12AA of the Income Tax Act, 1961**

- An application in Form No. 10A seeking Registration u/s 12AA of the Income Tax Act, 1961 was filed on 04/06/2019.
- The trust/society/ non-profit company was constituted on 21/05/2012 by the trust deed/ memorandum of association/ instrument indicating its objects.
- After considering the material available on record, the applicant trust/society/ non-profit company is hereby granted registration with subject activities as Advancement of any other object of general public utility and the provisions of sections 11 and 12 shall apply in the case from the Assessment Year: 2020-21.

S.No.	Conditions
1	As and when there is a move to amend or alter the objects/rules and regulations of the applicant, prior approval of the Commissioner shall be sought along with the draft of the amended deed and no such amendment shall be effected until and unless the approval is accorded.
2	In the event of dissolution, surplus and assets shall be given to an organization, which has similar objects and no part of the same will go directly or indirectly to anybody specified in section 13(3) of the Income Tax Act, 1961.
3	In case the trust/institution is converted into any form, merged into any other entity or dissolved in any previous year in terms of provisions of section 115TD, the applicant shall be liable to pay tax and interest in respect of accreted income within specified time as per provisions of section 115TD of the Income Tax Act, 1961 unless the application for fresh registration under section 12AA for the said previous year is approved by the Commissioner.
4	The Trust/ Institution should quote the PAN in all its communications with the

12A

Note: If digitally signed, the date of digital signature may be taken as date of document.  
JITIC CENTRE, WINDY ROAD, WINDY ROAD, NEW DELHI, NEW DELHI, Delhi, 110002  
Email: DELHI.CIT.EXEMPTION@INCOMETAX.GOV.IN, Office Phone: 011-23234842

**GOVERNMENT OF INDIA  
MINISTRY OF FINANCE  
INCOME TAX DEPARTMENT  
CIT(EXEMPTION), DELHI**

Name and Address of the Applicant HEALTHCARE FEDERATION OF INDIA 26,1ST FLOOR, INDUSTRIAL ESTATE OKHA PHASE -3 NEW DELHI 110020 Delhi India		D- No- 12656	
PAN: AAAAT986F	Application No: CIT(EXEMPTION), DELHI/2019- 20/12AA/19914	Approval No: CIT(EXEMPTION) DELHI/80G/2019- 20/12/2019/14111	Order No: ITBA/EXM/S/80G/201 9-20/12/2019/14111
Date: 19/12/2019			

**Order for approval under section 80G(S)(v) of the Income Tax Act, 1961**

- An application in form 10C of the Income Tax Rule, 1962 for grant of approval under section 80G(S)(v) of the Income Tax Act, 1961 was filed by the applicant on 04/06/2019.
- On verification of the facts before me/seeing before me, I have come to the conclusion that the applicant trust/society/ non-profit company satisfies the conditions for approval under section 80G of the Income Tax Act, 1961. The applicant is hereby granted approval subject to conditions mentioned in para (c).
- The exemption is valid from assessment year 2020-21 till it is rescinded.
- The applicant shall forfeit the benefit provided under the law through this approval if any of the conditions mentioned herein is not complied with, abused or violated in any manner.
- The approval is granted subject to the following conditions:-

S.No.	Conditions
1	No change in the deed of the applicant trust/society/non profit company or any of its bye-laws shall be effected without the due procedure of law and the approval of the Competent Authority as per provisions of law and its intimation shall be given immediately to this office and to the Assessing Officer.
2	Any change in the trustees or address of the applicant trust/society/non-profit company shall be intimated forthwith to this office and to the Assessing Officer.
3	The applicant trust/society/non profit company shall maintain its accounts regularly and also get them audited as per the provisions of section 80G(S)(v) read with section 12A(1)(b)(1)(ii)(c) of the Income Tax Act, 1961.

80 G

Note: If digitally signed, the date of digital signature may be taken as date of document.  
JITIC CENTRE, WINDY ROAD, WINDY ROAD, NEW DELHI, NEW DELHI, Delhi, 110002  
Email: DELHI.CIT.EXEMPTION@INCOMETAX.GOV.IN, Office Phone: 011-23234842

GOALS

GROWTH

STRAT

# LEADERSHIP ENGAGEMENTS

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## Leadership Team Meetings in 2019

Working dedicatedly on redefining India's healthcare priorities, NATHEALTH started the year 2019 with its first Leadership Team Meeting on 14th January. It touched upon a host of topics such as:

- Putting special emphasis on health innovations
- Need to strengthen communication activities
- Exploring funding options to scale up NATHEALTH activities
- Identifying key people in government who own health agenda
- Collaboration with government to set up quality standards among many others
- Developing partnerships with universities in India and abroad as Incubators
- Strengthening communications activities and ensuring to capture and post all articles getting published from within NATHEALTH community

The second Leadership Team Meeting was held on 7th May and it touched upon:

- Recap of Action Items from the 14th January Leadership Team Meeting
- Key developments since last Leadership Team Meeting
- Review of 'Strategic Agenda- Progress and Priorities Ahead'

The other two Leadership Team Meetings of the year 2019 were held on 25th July and 10th September respectively.







## Governing Council Meetings in 2019

Every year, the NATHEALTH Governing Council fulfills three primary roles: establishing policies, making significant and strategic decisions, and overseeing the organisational's activity.

This year, NATHEALTH's first Governing Council Meeting was held on 12th February. The purpose of the meeting was to have a broad discussion on optimization of healthcare financing models, improving healthcare quality, comprehensive primary care and digital healthcare technology.

On 22nd March, 2019, the second Governing Council Meeting was organised with the intention of electing Vice-President, Secretary and Treasurer of the society, apart from forming partnerships with the government in the form of policy dialogues and MoUs.

The other two General Council Meetings took place on 25th July and 23rd October respectively.





# **NATHEALTH 2.0 STRATEGY & INTERNAL NATHEALTH SURVEY**

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## NATHEALTH 2.0 Strategy

NATHEALTH 2.0 Strategy is a go-forward plan, taking India's healthcare ecosystem to new heights in 2019. Revealed during the first Governing Council Meeting in February 2019, the aim of this 'fit-for-purpose' vision is to help build sustainable integrated healthcare models without compromising on access or quality.

Also, by adopting this thought or strategy, NATHEALTH looks project Health sector as an economic driver for India's emergence in the global arena.



## Nathealth Member Engagement Survey

The NATHEALTH survey was carried out to help improve positive engagements between NATHEALTH members. It was kicked off in a systematic manner as NATHEALTH Secretariat based its survey on two accounts:

- Members' engagement and expectations from NATHEALTH
- How members' expertise can be utilized for the larger group

The outcomes of the survey was all encompassing. It provided a roadmap for NATHEALTH members to perform to the best of their abilities. The results helped initiate various actions such as:

- Creation/Revival of Regional Chapters Roundtables
- More focused engagement with the government regarding partnerships and meaningful dialogue opportunities
- Strengthening the communication and advocacy through its Thought Leadership series and policy submissions

The next survey is set to be carried out in March 2020. NATHEALTH looks forward to new challenges and opportunities that awaits the coming year.

# **NATHEALTH LEADERSHIP TEAM 2019-20**

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**Dr. H. Sudarshan Ballal**

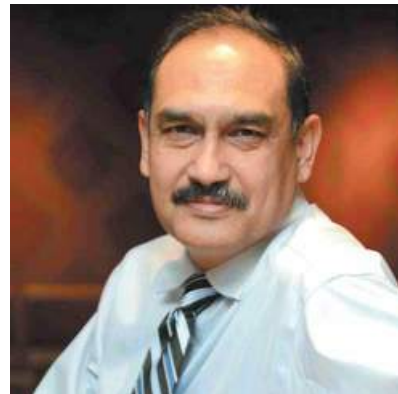
President, NATHEALTH

Chairman - MHEPL- Manipal Health Enterprises Private Ltd



**Ms. Preetha Reddy**

Senior Vice President, NATHEALTH  
Executive Vice Chairperson,  
Apollo Hospitals Group



**Dr. Harsh Mahajan**

Vice President, NATHEALTH  
Founder and Chief Radiologist,  
Mahajan Imaging



**Mr. Badhri Iyengar**

Secretary, NATHEALTH  
Managing Director, South Asia -  
Smith & Nephew Healthcare Pvt. Ltd.



**Dr. Ashutosh Raghuvanshi**

Treasurer, NATHEALTH  
MD & CEO,  
Fortis Healthcare Ltd.





# **BUILDING SECRETARIAT CAPACITY**

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## **Siddhartha Bhattacharya** **Secretary General, NATHEALTH**

Joined full time, effective January 1, 2019, Mr. Siddhartha brings over twenty years of leadership experience in health, technology and technology enabled services sector across India and USA. Siddhartha has leadership experience in both Public and Private Sectors in India where he has been responsible for strategic advisory services, operational delivery and technology leadership in the health sector.



## **Anwasha Pandey** **Deputy Director, NATHEALTH**

Joined in April 2019, Ms. Anwasha has over 15 years of diversified work experience with Multilateral, International and National organizations and human rights groups. Her last stint was with National Council of Applied Economic Research, a leading policy think tank that shapes public opinion and generates evidences.



## **Vrinda Chaturvedi** **Regional Chapter Lead and NATHEALTH Forum Coordinator, NATHEALTH**

Ms. Vrinda has been associated with NATHEALTH since February 2014, and she brings all her managerial experience in planning and coordinating administrative procedures & systems.



## **Ms. Anugrah William** **Government Partnership (PPP) Specialist & Northern Region Chapter Lead, NATHEALTH**

Ms. Anugrah has joined the Federation in 2021. In this role, she develops, maintains, and intensifies contacts with relevant government institutions and authorities at both central and state levels, representatives of other philanthropic organizations, civil society organizations while contributing to build a knowledge base for regulatory context through liaison and advocacy with government agencies.









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**INTEGRATION**  
**COLLABORATION**  
**INNOVATION**

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