

2023  
MAY  
**NEWS  
LETTER**

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



NEWS

# LETTER

## Impact in the last 30 days

**Government Engagement:** NATHEALTH participation at NPPA's pharma policy workshop

**Government Engagement:** NATHEALTH a part of stakeholder consultation on strategies under the National Medical Device Policy, 2023

**Government Engagement:** Meeting with Dr. VK Paul on ultrasound advocacy

**Government Engagement:** Meeting held with Sh. Bhupinder Kumar, Secretary, Health & Medical Education, Government of J&K

**Government Engagement:** NATHEALTH participated in Government-supported North East Global Investors Summit 2023

**Government Engagement:** NATHEALTH representation at the 2nd NMDPC meeting

**Thought Leadership:** An event on Digital Health Connect

**Stakeholder engagement:** NATHEALTH holds its Governing Council meeting

**Stakeholder engagement:** Secretariat Team Building initiative

**Stakeholder engagement:** NATHEALTH conducts its Treasurer Meeting

**CSR Charter update:** Patient Safety website activated with new sections

**CSR Charter update:** NATHEALTH's Patient Safety Month campaign meets with success

**Capability Building:** NATHEALTH calls applications for Regional Lead: North, NATHEALTH Foundation – CSR Lead, and Executive Assistant / Personal Assistant (to the Secretary General)

**Media initiatives:** NATHEALTH floats Proposal for Digital Performance Marketing Agency

**Outreach enhancement:** NATHEALTH's Roadmap of Regional Roadshows

**Capacity building:** Collaborate for NATHEALTH 3.0 - Journey to success

## NATHEALTH participation at NPPA's pharma policy workshop

National Pharmaceutical Pricing Authority (NPPA) had organized a workshop on Review of working of DPCO, 2013 and National Pharmaceutical Pricing Policy, 2012 (NPPP, 2012), and NATHEALTH, along with other industry bodies, was an active participant at the session.



The workshop was inaugurated by Dr. Mansukh Mandaviya, Hon'ble Union Minister for Chemicals & Fertilizers and Health & Family Welfare.

### **The workshop rationale**

From time to time, DoP as well as NPPA have been receiving various suggestions from the industry for amendments in DPCO, 2013 and NPPP, 2012. Hence, it was decided to organise a workshop with industry stakeholders with the participation of the Associations of Pharma and the Medical Device Sector. The focus of the workshop was to review working of DPCO, 2013 and NPPP, 2012.

The workshop successfully deliberated on the emerging factors and suggestions from various industry associations towards future strategies.

Later, NATHEALTH also submitted a stakeholder note on Medical Device Pricing that included pointers on:

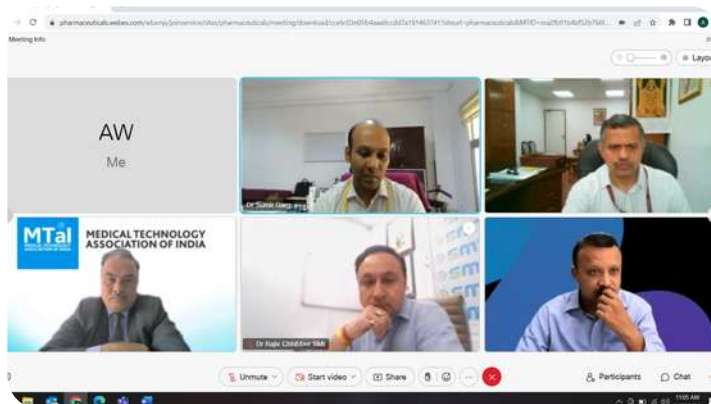
- Role of medical device supply chain (including channel partners & hospitals)
- Quality of devices & quality of clinical outcomes
- Total price of the treatment while including the drug in NLEM
- The understanding of generic pharmaceuticals
- Recognition of incremental innovations pricing
- Supporting R&D and innovation



## Building and Enhancing Public & Government Trust

# NATHEALTH a part of stakeholder consultation on strategies under the National Medical Device Policy, 2023

A virtual meeting under the chair of Dr. N. Yuvaraj, Joint Secretary, Department of Pharmaceuticals was held to consult and collect the remarks of the industries and stakeholders to proceed further on the strategies envisaged under the NMDP 2023.



NATHEALTH members were a vital part of the said discussion, which focussed primarily on:

- Phased Manufacturing Program (PMP) for critical components for Medical Devices
- Studies / Projects to learn global best practices and promote more forums for sharing knowledge and build strong networks across the sector

NATHEALTH also submitted its suggestions for developing an ecosystem for manufacturing components. Requests/asks were:

- Government may identify the specific devices for which they wish to promote the manufacturing eco-system of components. One way to identify this segment is to look for the “Low Value High Volume” components.
- Look out for the components of the equipment which are being manufactured under the PLI scheme in India.
- The OEMs of the equipment may be sourcing a large segment of equipment from the other manufacturers. Government may work on schemes and incentives to attract those manufacturers for aligning a complete manufacturing ecosystem of a certain category of medical device/equipment.
- The intent and implementation of the scheme should match. For example, in the last PMP, where the implementation of the policy led to the coverage of high-end X-Ray emitting units.

## Building and Enhancing Public & Government Trust

### Meeting with Dr. VK Paul on ultrasound advocacy

NATHEALTH participated in a meeting with Dr. VK Paul, Member, NITI Aayog, along with FICCI and ADL members on increasing ultrasound penetration through ABDM to achieve better preventive healthcare in India.

#### **NATHEALTH & FICCI presented the following points for further action:**

- Centralized Device registry for USG and portable device is need of hour. It would be important to see how Data Security, Data privacy is ensured. In addition, it will be prudent to take a legal assessment of whether our recommendations need any alteration in Act, its rules or supporting framework.
- Filing of all manual compliances and monthly reports under PNNDT should be taken online. All it needs is a central notification/advisory to state from MoH. While NITI will do the needful, industry is also advised to make representation at Central Supervisory Board level.
- Data points and specific details pertaining to deviations of TAT and misinterpretations of the PCPNNDT Act to be provided as supporting data. A state wise analysis was undertaken.
- Highlight as to how future technologies and our aforesaid recommendations be regulated and controlled. They should not be adding further challenges to societal goals. Instead, highlight how these initiatives will compliment and improve overall situation. Good practices by other countries should be adapted.

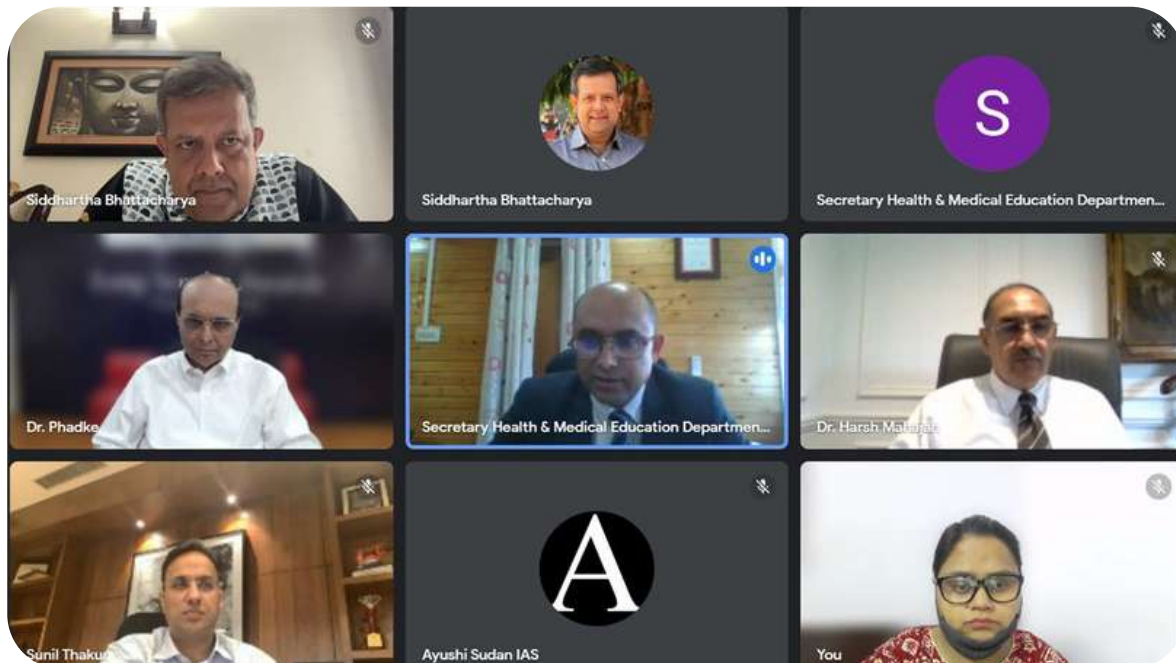
## Building and Enhancing Public & Government Trust

### Meeting held with Sh. Bhupinder Kumar, Secretary, Health & Medical Education, Government of J&K

NATHEALTH met with Sh. Bhupinder Kumar, IAS Secretary, Health & Medical Education, Government of Jammu and Kashmir for a discussion on possible collaborations. The meeting was also joined by Dr. Ayushi Sudan, IAS-Mission Director, and Dr. Yashpal, Director, Medical Colleges, Government of J&K.

Possible areas of collaboration and support as indicated by the J&K government include:

1. NCDs (Preventive and promotive health)
  - a. Scaling diagnostic capacity
  - b. Tech enabled community screening
2. Growing Medical Education (nursing and allied healthcare worker space)
3. Supply chain management of drugs, diagnostics, and consumables.
4. Telemedicine (last mile connectivity)
5. Maternal Mortality (Increased number of C-sections in the state)



## Building and Enhancing Public & Government Trust

### NATHEALTH representation at the 2nd NMDPC meeting



The second meeting of the reconstituted National Medical Devices Promotion Council (NMDPC) was held recently and NATHEALTH members were a part of the industry representation in the discussion.

#### **The discussions revolved around:**

- Exemption of licenced manufacturers of medical devices from legal metrology
- NABL certification for in-house laboratories of manufacturing of medical devices
- Industry representation on E-waste management
- Discussion on Phased Manufacturing Program (PMP)
- Status update by CDSCO/DoHFW on licenses granted
- Status update by GeM on present status of registration of medical devices manufacturers

### First Core Group meeting regarding J&K discussions

NATHEALTH held the first core group meeting for the J&K discussions next steps. The session brought forward insights/interests from various stakeholders. able to compile and share the list for government's intervention. Some of these include:

- Supply Chain Management of Drugs, Diagnostics and Consumables
- Preventive and Promotive Care- NCDs

## Building and Enhancing Public & Government Trust

- Hospital Infra
- Scaling Diagnostic Capacity
- Growing Medical Education (Allied Health care Worker)
- Maternal Health Improvement



## NATHEALTH & Andhra Pradesh State Skill Development Corporation join hands



NATHEALTH is happy to collaborate with the APSSDC (Andhra Pradesh State Skill Development Corporation), which has been working closely with various industries to support their recruitment and staffing needs. In a recent meeting, NATHEALTH and APSSDC members discussed ways to expand collaboration with industries through various synergistic skill development initiatives as mentioned below:

1. Setting up of Centre of Excellence or Infrastructure Support
2. Estimating skill gaps and suggesting in-demand job roles
3. Curriculum design as per the industry requirements
4. Skill trainings to the students
5. Joint certification and accreditation
6. On the Job Training (OJT); Industrial training & visits; Trainers' Training
7. Faculty Development Programs
8. Monitoring and Evaluation; Quality Assurance

NATHEALTH would like to extend an invite to all of its members to collaborate and take advantage of this synergistic partnership.



## Building and Enhancing Public & Government Trust

### NATHEALTH representation at the 2nd NMDPC meeting



The second meeting of the reconstituted National Medical Devices Promotion Council (NMDPC) was held recently and NATHEALTH members were a part of the industry representation in the discussion.

#### The discussions revolved around:

- Exemption of licenced manufacturers of medical devices from legal metrology
- NABL certification for in-house laboratories of manufacturing of medical devices
- Industry representation on E-waste management
- Discussion on Phased Manufacturing Program (PMP)
- Status update by CDSCO/DoHFW on licenses granted
- Status update by GeM on present status of registration of medical devices manufacturers

### NATHEALTH International Charter movement

NATHEALTH is in the process of exploring new possible avenues of collaboration by initiating its footprint at the international level. As a part of this initiative, the Secretariat has reached out to one of its stakeholders now based in Manila to understand possible avenues of collaboration.

## Building and Enhancing Public & Government Trust

### NATHEALTH participated in Government-supported North East Global Investors Summit 2023



NATHEALTH was a part of the North East Global Investors Summit, Roundtable meeting held in Tripura, which was organized by the Government of Tripura. Ministry of Development of North Eastern Region, Government of India along with Invest India and FICCI.

Government dignitaries present included Prof. (Dr.) Manik Saha, Hon'ble Chief Minister, Tripura; Smt. Santana Chakma, Hon'ble Minister (I&C), Govt. of Tripura; Sri Lok Ranjan, Secretary, MDoNER, Govt. of India; Sri Abhishek Chandra, Special Secretary (I&C), Govt. of Tripura; Sri J.K Sinha, Chief Secretary, Tripura; Smti Vishwasree B, Director (I&C), Govt. of Tripura.

The event also included a B2B session with Dr. Debasish Basu, Secretary, Health & FW and Dr. Subhasis Debbarma, Director of Health Services, Govt. of Tripura to understand:

- The healthcare needs and requirements of the region
- The role, scope and opportunities for the private players
- Supporting more tertiary care hospitals in the region
- Encouraging PPP models
- Promoting telemedicine

## Thought Leadership Initiatives

### An event on Digital Health Connect

NATHEALTH, in collaboration with ADL, Technopark and Infopark is organizing a summit on exploring the potential for digital health in India. The event will explore the future of digital healthcare sector in India, focusing primarily on upcoming opportunities for digital service providers.

The vision of the event stems from the following:

- There is a high degree of adoption of digital health among both providers and patients
- ADL survey of 150 patients shows high degree of adoption of digital health among multiple use cases
- Survey of providers across India shows most of them using digital in multiple use cases
- Digital health in India is expected to be \$8 Bn opportunity growing at an accelerated pace

However, adoption of digital health across players has been less than ideal for small providers and also for homecare / senior care providers. It is time that the digital service providers get exposure to a clear engagement strategy to engage with healthcare sector stakeholders and the event shall be a platform for the digital service providers to connect with healthcare stakeholders.

**NATHEALTH** **ARTHUR LITTLE**

## DIGITAL HEALTH CONNECT

UNLEASHING DIGITAL HEALTH OPPORTUNITIES

An \$8 Billion industry in India

"NATHEALTH in collaboration with ADL, Technopark and Infopark is organizing a summit on potential for digital health in India. The team will explore the future of digital healthcare sector in India, focusing primarily on upcoming opportunities for digital service providers"

**DISCUSSION TOPICS**

- Potential opportunities for digital players
- Use cases for key stakeholders
- Way ahead for digital service providers

**KEY ATTENDEES**

- Hospital operators
- Med-Tech startups
- CIO's from healthcare industry
- Government officials
- Health-Tech startups
- Infotech players

**TECHNOPARK** Friday, June 16, 2023  
Technopark, Thiruvananthapuram, Kerala - 695581

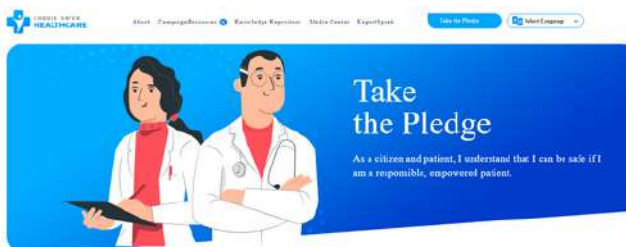
**INFOPARK** Thursday, June 15, 2023  
Infopark, Kochi, Kerala - 682042

## NATHEALTH CSR Charter update

### Patient Safety website activated with new sections

NATHEALTH recently launched the microsite [choosesaferhealthcare.org](https://choosesaferhealthcare.org) at NATHEALTH's 9th Annual Summit. It is a part of a high-level campaign on "Choose Safer Healthcare". NATHEALTH along with key partners such as QCI, NABH, and others have initiated a public education campaign on "Patient Safety and Quality Care".

The campaign seeks to improve patients and the general public's understanding of safety measures that are important for patients and the quality of healthcare. Presently, patient understanding of many aspects of healthcare services is limited and several misconceptions exist. The campaign seeks to educate patients and consumers, establish the deep link between safety and quality, and give information out to people through simple messages and animated videos, short blogs, and/or infographics based on data and facts.



I pledge to choose safer healthcare by:



**Additional Resources**



**Media Center**

**Patient safety key to quality healthcare**

Patient safety is a critical aspect of healthcare and a essential to ensure that patients receive the best possible care and clinical outcome. In India, patient safety is even more crucial because of the diverse population and the complex healthcare system. India has a population of around 1.4 billion people.



**Expert Speak**





**NATHEALTH CSR Charter update**

**NATHEALTH’s Patient Safety Month campaign meets with success**

NATHEALTH would like to thank the entire industry for an overwhelming response towards the Digital Patient Safety Campaign. The campaign received excellent testimonials, case studies and engagement across the broad healthcare industry.

**NATHEALTH would especially like to thank:**

AMRI, Apollo Hospitals, Aster DM, Charnock Hospitals, CMRI, Fortis Hospitals, G D Hospital, Healthium, Jehangir Hospital, Kins Hospital, Dr Lal PathLabs, Manipal Hospitals, Medica Hospital, Metropolis, Nephroplus, ProTribe, Radcliffe Labs, Ruby Hospital, Sevashram Hospital, Silver Streak Hospitals, SRL Diagnostics (Agilus Diagnostics), and Trascender Services for being the star champions and for joining the campaign on Patient Safety.



**Continuous Stakeholder Engagement**

**NATHEALTH conducts its Governing Council meeting for strategic pathways**

NATHEALTH recently held its Governing Council meeting, an interactive discussion which sets up NATHEALTH priorities for this year and beyond. The vision of the federation this year is to Do more, Do new, Do better. The meeting discussed how the goals of NATHEALTH for 2023-24 will revolve around:

- Stronger Advocacy & Outreach
- Lighthouse Initiatives
- CSR Foundation
- NATHEALTH Organization and Capability Building





## A glimpse of the Breakout Sessions during NATHEALTH's Governing Council meeting

### Stronger Advocacy & Outreach breakout session



### Lighthouse Initiatives breakout session



### CSR Foundation breakout session



### Organization and Capability Building breakout session



## Continuous Stakeholder Engagement

### Secretariat Team Building initiative

NATHEALTH Secretariat held a team building exercise at the Neemrana Fort in Rajasthan recently. The action points in focus were: Forum engagements, CSR and Endowment, Light touch roadshows, Increase in MoUs and partnerships, Member engagement, Capacity building, and Media partnerships & advocacy.



### NATHEALTH conducts its Treasurer Meeting

NATHEALTH held its Treasurer meeting recently, which discussed pertinent revenue strategies. Along with going through the current revenue pathways, the meeting also highlighted futuristic strategies for increased revenue. Digital marketing, whitepapers, CSR initiatives were also pondered upon.





## NATHEALTH Organization and Capability Building

### NATHEALTH calls applications for Regional Lead: North

**No. of Position:** 1

**Location:** Delhi

#### Role Description

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

#### Specific Duties and responsibilities

- Develop, strengthen and nurture collaborative relationships with all prospective and existing members.
- Liaise with member organizations and call upon meetings when required. Drive new member engagement.
- Serve as a focal point of contact in the region of all necessary information dissemination and maintenance.
- Establish strong partnerships with State Governments and key stakeholders who will inform policy and public private partnerships
- Maintain data base of regional members, NGOs and government agencies and pitch new members
- Responsible for efficient administrative and operations of the regional secretariat, in collaboration with
- The regional members while ensuring a high-quality professional service to the regional Partners.
- Organize regional roundtables in consultation with regional members and secretariat to promote regional agenda. Maintain proper documentation of all regional meetings and maintain tracker of all follow up actions.
- Co-ordinate, liaise and work very closely with NATHEALTH Secretariat to ensure timely submission of regional inputs, development of synergies and knowledge sharing across the region
- Be vigilant and flag any specific regional issues that need to be raised at central level.
- Perform other related duties and activities as required for the successful implementation of regional agenda.
- As required, perform services under this scope of work at physical locations other than respective regions for which he/she may be in charge.
- Drive Consistent communications highlighting industry best practices and share learnings with other NATHEALTH central and regional secretariat.
- Drive growth and sustainability of NATHEALTH regional secretariat.

#### Minimum Qualifications, Knowledge, and Experience

- Graduation I Post Graduation Preferred.
- Minimum six to seven years of experience.
- Good written and spoken knowledge of English and regional language.
- Proven skills in networking required; Passionate about improving healthcare.
- Great communication and negotiation skills required; diplomatic approach preferred.
- Entrepreneurial candidates with high commitment to quality and process orientation will be preferred.

Interested candidates: please email your resume with a cover letter to [hr@nathealth.co.in](mailto:hr@nathealth.co.in)

## NATHEALTH Organization and Capability Building

### NATHEALTH calls applications for NATHEALTH Foundation – CSR Lead

**No. of Position:** 1

**Location:** Delhi

#### About NATHEALTH Foundation

NATHEALTH wishes to establish itself as a credible and reliable partner for corporates in the CSR ecosystem of the country. NATHEALTH will design value based and impact-oriented CSR projects and provide for an effective and transparent implementation solution. NATHEALTH has already taken great strides in curating and implementing CSR programs like Win with vaccines and Win with patient quality and has exciting roadmap of new programs under development. For more details, please refer to <https://nathealthindia.org/csr-initiatives/>

To this end, NATHEALTH is in the process of setting up a dedicated Foundation which will forge partnerships with Central Government, State Governments, Global Health Organizations & Think Tanks, leading universities and industry bodies to continuously engage in a consultative process in areas related to wholistic CSR projects, evolving needs of the society and beneficiaries.

NATHEALTH brings unique strengths that cut across healthcare industry eco system with top leadership connect who are looking at collaborative partnerships in CSR. This results in unique opportunities to partner and pool technical expertise, funding resources and leverage the NATHEALTH platform for strategic partnership with Government, multilateral stakeholders, and donor community towards CSR initiatives. NATHEALTH is looking to hire a full-time lead to support the establishment of the foundation and anchor its initial programs in the areas including but not limited to: Awareness Programmes, Accessibility, Quality, Skilling, Primary Health, NCDs, Long term projects aligned with Govt priorities/SDGs.

The NATHEALTH Foundation lead will design partnerships and alliances with other federations, members, multilateral stakeholders, and donors positioning NATHEALTH as an aggregator for funds, expertise, partnerships and innovative ideas. In the process, NATHEALTH will develop a set of both long term and short-term programs by bringing convergence across multiple stakeholders and also build a marketplace for member CSR concepts.

#### Desired Attributes:

- A passion for corporate social responsibility and sustainability
- Strong communication skills, Logical and analytical thinking skills
- Organizing events for employees and the programs
- Sensitivity and understanding, Basic Knowledge of how businesses operate.
- Driving public awareness of social responsibility commitments through marketing
- Conducting research into best practice and creating partnerships
- Ensuring that a company's policies meet legal and commercial needs
- Reporting to the Secretary General

At least 3- 5 years' of work experience in a CSR Foundation or donor organization in the healthcare sector will be essential. Health specialization with post graduate experience is strongly preferred. Executive presence, command skills and great communication aptitude highly desired.

**Interested candidates:** please email your resume with a cover letter to [hr@nathealth.co.in](mailto:hr@nathealth.co.in)

## NATHEALTH Organization and Capability Building

### NATHEALTH open up position for Executive Assistant / Personal Assistant (to the Secretary General)

**Years of Experience:** 3+ Years

**Work Days:** Monday - Friday

**Work Timings:** 9.30 AM to 6.30 PM

**Work Location:** Delhi

#### **Roles and Responsibilities:**

- Executive Assistant / Personal Secretary will be responsible for running business errands and maintaining ongoing business files.
- Coordinate and maintain the calendar including organizing all appointments, meetings, conferences etc. Manage travel plans, itineraries, and agendas.
- Should be able to organize internal and external meetings, events, and teleconferences, including booking venues and taking minutes as required.
- Work independently and take decisions in the absence of the Secretary General.
- Intelligent & intellectual with good command over their English vocabulary.
- Dealing with incoming email, and posts. Handling Day to Day Secretarial Work.
- Assists the Secretary General with daily administrative duties and completes a broad variety of administrative tasks that include managing an active calendar of appointments, drafting letters, composing, preparing correspondence, itineraries & agendas and compiling documents for meetings.
- Maintain an accurate record of papers and electronic correspondence on a regular basis.
- Need to ensure a good welcome and engaging atmosphere for visitors.
- Always maintain confidentiality and privacy which is necessary and appropriate for the discharge of the role and responsibilities.
- Should have adequate knowledge to work in a multi-tasking environment having skills in managing and coordinating

#### **Desired Candidate Profile:**

- The candidate should exude a high level of professionalism and be a quick learner with the ability to grasp and understand new responsibilities.
- Applicants should have Pleasing Personality and Good Communication skills.
- Graduate / Postgraduate / Diploma in Secretarial Practice with professional qualification in Secretarial activities. Experience / knowledge of shorthand will be an added advantage.
- Good to have someone with experience in Secretarial activities / Travel Booking / Calendar Management.
- Having excellent communication skills
- Good communication, Excellent interpersonal skills, Hands on with MS Word, Excel, PPT etc.
- Should be comfortable to work on weekends as and when required

Interested candidates: please email your resume with a cover letter to [hr@nathealth.co.in](mailto:hr@nathealth.co.in)

## NATHEALTH welcomes its new members

NATHEALTH is happy to share that new members are joining the Federation on a consistent basis. Most recent members are:

- Mrs. Usha Manjunath, Director, IIHMR - Indian Institute of Healthcare Management & Research, (Academics Institution)
- Dr. Kunal Sarkar, Chairman, Kolkata Heart Foundation (Healthcare Provider)
- Dr. Ravindra Pai, Dy. MD, Peerless Hospitex Hospital & Research Centre Ltd (Healthcare Provider)
- Dr. Simmardeep Singh Gill, MD and CEO, Sterling Hospital (Healthcare provider)
- Mr. Vikas Verma, Director, Integrated Kidney Solutions Private Limited (Healthcare provider)
- Mr. Nilesh Aggarwal, CEO, IJCP Group (Medical Publications)

## NATHEALTH's Roadmap of Regional Roadshows

### Roadshows for FY 2023-24

NATHEALTH believes in the compelling need to create a platform conducive to meaningful dialogues that pave the way for collaboration among various stakeholders. With this objective, NATHEALTH will be facilitating regional summits/roundtables to steer the most critical conversations in the Indian health ecosystem and influence strategic healthcare agenda.

June 2023	Guwahati, Kolkata, Itanagar, Kerala
July 2023	Siliguri, Ahmedabad, Chennai, Chandigarh
August 2023	Tirupati, Srinagar
September 2023	Ranchi, Vijayawada, Jaipur
November 2023	Hyderabad, Nasik
December 2023	Bhubneshwar
January 2024	Agartala, Chnadigarh
February 2024	Patna, Madurai



## Floating Proposal for a Digital Performance Marketing Agency

Scope of Work: An agency specialized in providing services to build, promote and grow the presence of NATHEALTH to drive NATHEALTH Online Lead Generation, strategic support for Digital Marketing, Community build Up and Engagement.



### NATHEALTH Online Lead Generation

- Database research, warehousing
- Increase participation and memberships all across India players, Experts from health care industry
- Monetize database for NATHEALTH Community
- Email marketing and promotion of NATHEALTH
- Conversion rate optimization
- Inbound marketing such as content marketing, social media marketing, web design, and search engine optimization

### Managing and Monetising Roadshow

- Conducting Roadshow-Garnering audience and conversion for NATHEALTH Community
- Delegate Marketing and Invitations
- Speaker Invitations and Management
- Venue Identification and selection
- Event Management and Give-Aways

### Community Build Up and Engagement

- Key strategies for lead generation through community building and engagement include
- Creating a platform for discussion and interaction, engaging with audience through content
- Creation and sharing, utilizing social media to connect with audience, and encouraging
- Word-of-mouth marketing

### Key Performance Indicators

- Number of paid leads generated through digital marketing
- Performance marketing and community engagement
- Membership community and growth in size
- Attendance from Nonmembers in roadshows and NATHEALTH events from Community

For further correspondence: Ms. Vrinda Chaturvedi at [vrinda.chaturvedi@nathealth.co.in](mailto:vrinda.chaturvedi@nathealth.co.in)

## Collaborate for NATHEALTH 3.0 - Journey to success

### Sponsorship Value Proposition

#### **GOLD- 3Lacs**

##### **Exclusive**

- ❖ One full page advertisement in Monthly Newsletters
- ❖ One full page advertisement in Quarterly Newsletters
- ❖ One editorial in each Quarterly Newsletter
- ❖ Prominent Branding opportunity during every Road Show
- ❖ Acknowledgement in every roadshow report

##### **Additional**

- ❖ Branding opportunity in all NATHEALTH publications
- ❖ Acknowledgement in Annual NATHEALTH Souvenir
- ❖ Acknowledgement of the brand on NATHEALTH Social media platform
- ❖ Opportunity to highlight positive work being done by their respective organizations on NATHEALTH website & social media handles
- ❖ Brand visibility on NATHEALTH website



### Sponsorship Value Proposition

#### **Silver- 2Lacs**

##### **Exclusive**

- ❖ One 1/2 page advertisement in Monthly Newsletter
- ❖ One half page advertisement in Quarterly Newsletters
- ❖ One editorial in 2 Quarterly Newsletter
- ❖ Branding opportunity in during 3 Road Shows
- ❖ Acknowledgement in 3 Road Show reports

##### **Additional**

- ❖ Branding opportunity in all NATHEALTH publications
- ❖ Acknowledgement in Annual NATHEALTH Souvenir
- ❖ Acknowledgement of the brand on NATHEALTH Social media platform
- ❖ Opportunity to highlight positive work being done by their respective organizations on NATHEALTH website & social media handles
- ❖ Brand visibility on NATHEALTH website



### Sponsorship Value Proposition

#### **Bronze- 1Lacs**

##### **Exclusive**

- ❖ One 1/4 page advertisement in Monthly Newsletter
- ❖ One 1/4 page advertisement in Quarterly Newsletter
- ❖ One editorial in 1 Quarterly Newsletter
- ❖ Branding opportunity in during 1 Road Show
- ❖ Acknowledgement in 1 Roadshow report

##### **Additional**

- ❖ Branding opportunity in all NATHEALTH publications
- ❖ Acknowledgement in Annual NATHEALTH Souvenir
- ❖ Acknowledgement of the brand on NATHEALTH Social media platform
- ❖ Opportunity to highlight positive work being done by their respective organizations on NATHEALTH website & social media handles
- ❖ Brand visibility on NATHEALTH website





# Proactive Communications & PR Campaigns



## The Indian healthcare industry is at a crossroads. Here's how it can go to the next level

It has taken the collaboration between public and private sectors to improve the status of the Indian healthcare ecosystem. It is now at a crossroads to become a global hub and once again requires the spirit of partnership to shine

BY DR BISHNU PRASAD PANIGRAHI  
6 min read  
UPDATED: May 8, 2023 04:36:47 PM UTC

FOLLOW ON: [Twitter](#) [LinkedIn](#) [Facebook](#) [Full Bio](#)

Health and education are fundamental pillars of society. These are basic civil rights as well. A year before our Independence, The Bhoré Committee presented a report that became the template on which Independent India built its healthcare infrastructure, from Primary Health Centres (PHCs), Secondary Health Centres (SHCs) to District hospitals. Planning and provision of preventive care, along with curative care, were

## Patient safety key to quality healthcare

May 25, 2023, 2:37 PM IST / Rupak Banua in Voices, Lifestyle, TOI

Facebook | Twitter | LinkedIn | Email

Rupak Banua  
Group CEO-AMRI Hospitals

Patient safety is a critical aspect of healthcare and is essential to ensure that patients receive the best possible care and clinical outcome. In India, patient safety is even more crucial because of the diverse population and the complex healthcare system. India has a population of around 1.44 billion people, and healthcare services are not equally distributed across the country. The public healthcare delivery system is often overburdened, and there is a shortage of healthcare professionals in many areas. These factors make patient safety an essential issue to address in the Indian context.

One of the biggest challenges to patient safety in India is lack of regulation and standardisation in the healthcare sector. Many healthcare providers, particularly outside of big cities, do not follow standard operating procedures, and there is no structured system to monitor adverse events. This lack of transparency and accountability can lead to serious harm to patients. Another significant factor that impacts patient safety in India is a lack of awareness among patients about their rights and responsibilities.

In recent years, there has been a growing focus on patient safety in India. The government has initiated various programmes and policies aimed at improving patient safety, such as the National Patient Safety Implementation Framework and the National Health Policy. These initiatives aim to improve the quality of care and reduce the incidence of medical errors.

NATHEALTH #WeStandWithIndia @nathealthindia · May 16

As we celebrate #MotherDay, we want to take a moment to acknowledge the hard work, sacrifices & love that all mothers around the world provide to their families. On this day, we encourage all mothers to prioritize their health. Remember, a healthy mother means a healthy family.

Healthcare Federation of India  
Published by Vitya Anuja · 2 · 0

Communicator is a - the speed of healthcare. It's not only imperative for the doctor to communicate the diagnosis & the treatment in an efficient manner but also for the patient to share their medical history to get the best care possible.

NATHEALTH #WeStandWithIndia @nathealthindia · May 16

#PatientSafety is fundamental to be able to provide quality #healthcare services. @AnupamSibal, GMD, @HospitaApolo is a renowned leader from the medical industry emphasizes on its importance & has endorsed our campaign #ChooseSaferHealthcare. Join us in the initiative today!

Promote

Healthcare Federation of India  
Published by Vitya Anuja · 1 · 0

#PatientSafety for the elderly is of utmost importance due to their unique vulnerabilities & age-related health challenges. Ms. Nanki Lakhwinder Singh, CEO, ProLife - SmartWellness for Seniors shares key considerations & strategies to #ChooseSaferHealthcare. Rejoice now & join us in the initiative.

Healthcare Federation of India  
Published by Vitya Anuja · 2 · 0

The onus to ensure #PatientSafety is not just on the medical service providers but a part of it also lies on the patient. Dr. Kunal Sarkar, Senior Vice Chairman, Senior Cardiac Heart Surgeon & Head MACE, Medica SuperSpecialty Hospital, Kolkata very effectively summarizes how the patient needs to prioritize their concerns & communicate it with their doctors.

NATHEALTH - Healthcare Federation of India  
7,667 followers

Dr. Kirsi Chadha, Chief Scientific Officer, Metropolis Healthcare shares her expert insight on #PatientSafety & how we can empower the patients for our #ChooseSaferHealthcare campaign. Join the initiative today to help build... see more

Dr. Kirsi Chadha for Choose Safer Healthcare Campaign by NATHEALTH

NATHEALTH #WeStandWithIndia @nathealthindia · May 12

Behind every successful healthcare team, there's a team of compassionate nurses! Happy #NursesDay2023!

Promote

NATHEALTH - Healthcare Federation of India  
7,667 followers

Prioritizing #PatientSafety in dialysis is crucial! Did you know that, infections are a leading cause of hospitalizations among dialysis patients? Join the #ChooseSaferHealthcare campaign w/ us & Dr. Kamal Shah, Co-founder... see more

We are a proud member of Nathealth.

Safeguarding your well-being. NephroPlus stands strong, ensuring patient safety all along.

Dr. Kamal D Shah for Choose Safer Healthcare Campaign by NATHEALTH

## We thank our Sponsors

### Gold Sponsors



### Silver Sponsor







## THE SPEED AT WHICH OUR MEDICINES ARE GIVEN TO MANAGE CANCER? 125,000 MPH!

Apollo pioneered cancer management by harnessing the power of a proton. That's because at 125,000 mph, a proton beam can be targeted at a tumour without affecting many healthy cells. Apollo was the first in South Asia and the Middle East to use Proton Therapy. And it's just one of the many firsts Apollo has achieved since its inception.

S Asia and Middle East's first Proton Therapy Centre

#PioneersOfHealthcare



Scan  
to know more



**HELP YOUR PATIENTS GET ACCESS TO QUALITY HEALTHCARE**

**CRITICAL ILLNESSES**

**NON-CRITICAL ILLNESSES**



Raise Funds With Impact Guru Through **Crowdfunding** for **Critical Illnesses** Like:



Access to Customized Lending Schemes Starting at **0% EMI** for **Non-Critical Illnesses** Like:

Cancer Treatment	Orthopedic Surgery
Organ Transplants	Skin & Cosmetic Surgery
Rare Diseases (SMA, DMD, etc.)	IVF & Maternal Treatment
Cardiac Surgery	Dental Care
Any Critical Illness	Any Non-Critical Illness at a Hospital

**WHY PARTNER WITH**  **CarePal**  
Healthcare Financing Solution

- RAISED INR 1000+CR**  
worth of funds for patients in the last 8 years
- PARTNERED WITH 1000+**  
hospitals and 2000+ doctors
- HELPED 30000+**  
patients access treatments for critical illnesses and medical emergencies

**Connect with us:**

**Avin Nair - 9664570212 | [partnerships@impactguru.com](mailto:partnerships@impactguru.com)**





Delivering on our promise of  
**INNOVATIVE, SAFE & QUALITY**  
**MEDICAL DEVICES**

MANUFACTURING  
**150+**  
MEDICAL DEVICES

MORE THAN  
**300**  
PATENTS GRANTED

REACH IN  
**10,000+**  
HOSPITALS



PRODUCTS SOLD IN  
**120+**  
COUNTRIES

10 MANUFACTURING  
**Plants**  
ACROSS 3 CONTINENTS

MANUFACTURING  
**1 Billion+**  
DEVICES PER YEAR

Made in  
**INDIA** Made for the World



Infusion Therapy &  
Vascular Access



Dialysis &  
Renal Care



Transfusion  
System



Diagnostics



Oncology

Tel: +91-11-33550700 Email: [info@polymedicure.com](mailto:info@polymedicure.com)  
[www.polymedicure.com](http://www.polymedicure.com)

Follow us on: