

NAT+HEALTH[®]
Healthcare Federation of India

AUGUST
2023

NEWSLETTER

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

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NEWS LETTER

IMPACT

August 2023



ADVOCACY INITIATIVES

- BDS discussions with Uttar Pradesh Government for health insurance sector
- Collaboration with Punjab Government to establish Core Working Group
- Session on Geriatric and Home-Based Care Trends at India MedTech Expo 2023
- Value Based Procurement Session held at India MedTech Expo 2023
- NATHEALTH organizes Startup Pavilion at India MedTech Expo 2023
- Advocacy with Ministry of Health to incorporate industry inputs in NMC RMP Regulations
- Inviting member views for collective feedback on the national portal for online drug sale
- Next phase discussions on Andhra Pradesh Government MoU
- Task Forces for collaborative initiatives in Kerala & Tamil Nadu
- Meeting with the Odisha Government for collaborative healthcare initiatives
- NATHEALTH convenes Core Committee to increase DnB seat requirements



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- NATHEALTH's 3rd Southern Roadshow held at Chennai
- NATHEALTH's Knowledge Paper aims to transform India's MedTech landscape
- NATHEALTH unveils ambitious second Health Financing initiative
- NATHEALTH welcomes New Members



CSR CHARTER UPDATE

- Choose Safer Healthcare campaign enters Phase 2 - aims to empower patients through safety education
- Inviting Partnerships & Collaborations for Choose Safer Healthcare Campaign Phase 2



INTERNAL COMMUNICATIONS

- NATHEALTH's Governing Council meeting held at Chennai
- Meeting with NATHEALTH Founder President
- Eastern Region Forum call focuses on healthcare advancements
- Digital Campaign Core Team meeting
- NATHEALTH's Pharmaceuticals Priorities discussion call



CAPACITY BUILDING

- Inviting Member Nominations for Senior Care Forum Priorities
- Inviting Member Nominations for Diagnostics Forum Priorities
- Inviting Member Nominations for Providers Forum Priorities
- Welcoming Ms. Anu Arora to the Secretariat team

ADVOCACY INITIATIVES

BDS requirement discussions between Uttar Pradesh Government and NATHEALTH for health insurance sector

In a recent meeting between NATHEALTH representatives and Shri Alok Kumar, Principal Secretary of Medical Education, Government of Uttar Pradesh, discussions revolved around the healthcare industry's demand for well-trained professionals to handle health insurance claim processing. As part of the Department of Medical Education's mandate to regulate healthcare education and workforce development, this conversation aimed to bridge the gap between industry requirements and educational curriculum. Discussions involved:

- **Healthcare Profiles:** Identifying the healthcare manpower profiles needed in health insurance.
- **Qualifications:** Determining the qualifications required for these profiles, including MBBS, BDS, and allied health credentials.
- **Workforce Numbers:** Estimating the number of personnel needed in health insurance companies of varying sizes.
- **Salary Expectations:** Establishing indicative average salaries.
- **Career Progression:** Examining the typical career progressions.
- **BDS vs. Allied Health:** Considering preferences between BDS and Allied Health professionals, balancing quality and cost.

Answers to these questions will inform short-term training programs for current healthcare professionals and curriculum adjustments to meet industry needs in the long run. This collaboration aims to ensure a skilled healthcare workforce for the health insurance sector.

ADVOCACY INITIATIVES

NATHEALTH collaborates with Punjab Government to establish Core Working Group for state health agenda

In an exciting development, NATHEALTH is forging a partnership with the Punjab Government to create a dedicated core working group. This initiative is designed to address specific focus areas outlined by the Punjab Government and drive forward the state's healthcare agenda.

The identified areas for engagement encompass:

- MVT
- NCD and TB management (Infectious Diseases)
- Capacity Building and Upskilling
- Smart Financing
- Regulatory Framework
- Innovation

NATHEALTH organizes session on Future Trends in Geriatric & Home-Based Care at Gol's India MedTech Expo 2023

NATHEALTH, in collaboration with the Government's India MedTech Expo 2023 (IMTE), hosted a crucial session on "Future Trends in MedTech for Geriatric & Home-Based Care." The informative event took place at the Conference Hall, Helipad Exhibition Centre, Gandhinagar, Gujarat.

With the rapidly increasing demand for long-term clinical support at home for rehabilitation and recovery, the session shed light on essential aspects of geriatric and home-based care in the context of evolving healthcare trends.

Government representatives at the session:

- Dr. Vinod Kumar Paul, Hon'ble Member, NITI Aayog, Government of India.
- Shri Manoj Aggarwal, Additional Chief Secretary, Health & Family Welfare Department, Government of Gujarat.

ADVOCACY INITIATIVES



- Shri Vivek H.P, Special Secretary, Department of Health and Family Welfare, Government of Arunachal Pradesh.
- Shri Saurabh Garg, Secretary, Department of Social Justice & Empowerment, Ministry of Social Justice and Empowerment.
- Dr. Basant Garg, Additional CEO, National Health Authority (NHA).

NATHEALTH organizes Startup Pavilion at Gol's India MedTech Expo 2023



The Department of Pharmaceuticals, Government of India, along with FICCI and NATHEALTH organized the First Edition of India MedTech Expo 2023 an international level event on Medical Devices sector. with the focus to showcase India's exceptional growth journey and opportunities in the sector.

A Dedicated Start-up Pavilion was a key feature of the event, wherein start-ups in the area of medical devices and potential research projects were given an opportunity to showcase their work during the event.

ADVOCACY INITIATIVES

NATHEALTH conducts insightful session on "Value Based Procurement" at India MedTech Expo 2023



NATHEALTH, in collaboration with the Government, hosted a significant session on "Value Based Procurement: Maximising Value for Money for Medical Device Purchasing" at the India MedTech Expo 2023 held at the Helipad Exhibition Centre, Gandhinagar, Gujarat.

The session aimed to raise awareness about the principles of Value-Based Procurement (VBP) and its critical importance and relevance within the Indian healthcare ecosystem. Key stakeholders from the healthcare industry, including the Government, MedTech companies, healthcare providers, and payors, discussed the steps required to facilitate the implementation of VBP in India.

Distinguished Government representatives included:

- Shri P. D Palsana, IAS, Managing Director, Gujarat Medical Services Corp. Ltd.
- Dr. Poma Tudu, IAS, Managing Director, Odisha State Medical Corp. Ltd.
- Shri Kanwalpreet, Director, Public Procurement Division, Department of Expenditure, Government of India.
- Ms. Manju Sharma, Additional CEO, Government e-Marketplace (GeM), Government of India.

ADVOCACY INITIATIVES

NATHEALTH invites member views for collective feedback on the national portal for online drug sale

The Indian Government is taking steps to curb the illegal sale of prescription drugs online by introducing a national portal dedicated to online medicine sales. The portal will prioritize authenticity and safety, with strict verification processes in place before any sale is approved.

Doctors must register on the site to provide online prescriptions, a move aimed at preventing the sale of counterfeit drugs and addictive substances. As part of this effort, NATHEALTH is actively engaging with industry stakeholders to collect valuable feedback. NATHEALTH will subsequently relay this input to the Government, fostering a collaborative approach to shape the future of online medicine sales in India.

NATHEALTH requests for industry perspective on NMC RMP Regulations

In a concerted effort to enhance the effectiveness of the National Medical Commission's (NMC) Regulations pertaining to the Professional Conduct of Registered Medical Practitioners (RMPs), NATHEALTH has formally requested Shri Sudhansh Pant Ji, Union Health Secretary, Ministry of Health and Family Welfare, to include a broader industry perspective.

The communication initiated by NATHEALTH underscores the importance of seeking insights from the larger healthcare industry, particularly from providers and medical technology experts. This external input is anticipated to serve as a valuable supplement to the existing regulations, thereby fostering their more effective implementation.

NATHEALTH, in its proactive role, has extended an offer to organize an industry consultation, poised to bring together diverse stakeholders and facilitate the collection of feedback. This feedback, once gathered, will be presented for the Ministry's reference and thoughtful consideration.

ADVOCACY INITIATIVES

NATHEALTH and Andhra Pradesh Government discuss further steps on MoU to strengthen state healthcare

A pivotal meeting convened in Vijayawada brought together esteemed dignitaries and key stakeholders to discuss the next steps in fulfilling the responsibilities outlined in the MoU signed between the state and NATHEALTH. The meeting saw key



dignitaries like Mr. T. Krishna Babu, IAS, Special Health Secretary; Dr. DSVL Narsimham, Director of Medical Education; Dr. Muralidhar Reddy, VC & MD, APMSIDC. Key discussions during the session:

- Joint Committee formation for implementation & monitoring.
- Clearly define and allocate roles and responsibilities.
- Establish specific timelines and milestones.
- Determine the necessary resources for achieving objectives.

Collaborative Meeting: NATHEALTH and Maharashtra Government

A meeting was convened recently, bringing together the Principal Secretary of Health, Maharashtra, Shri. N. Nawin Sona, his implementation team, and the NATHEALTH Leadership Team. This marked the third meeting between the Government of Maharashtra and NATHEALTH, with a primary focus on aligning their Scope of Work.



Key discussion points: Survey on service delivery, Prioritizing healthcare service delivery, Public Private Partnerships, Involving field partners, Launch of a white paper, A curtain raiser event, Preventive health and digital health, Geriatric care.

ADVOCACY INITIATIVES

NATHEALTH forms Task Forces for collaborative initiatives in Kerala & Tamil Nadu

In a proactive move towards furthering healthcare initiatives in the southern regions of India, NATHEALTH has taken significant steps in creating task forces. These task forces aim to drive collaboration and accelerate progress in key healthcare areas. While a Task Force for Andhra Pradesh has been successfully established and shared with the AP government, plans for similar task forces in Kerala and Tamil Nadu are currently in progress.

The Andhra Pradesh Government has expressed willingness to collaborate with NATHEALTH on various healthcare segments, which include:

- Med-Tech Advancement
- Value Based Procurement
- Allied Healthcare Resources & Infrastructure Development
- NCD Prevention & Awareness
- Health Financing

In line with these collaborative efforts, NATHEALTH invites its members to actively participate in the newly formed task forces.

NATHEALTH explores collaborative healthcare initiatives with the Odisha Government

NATHEALTH recently engaged in a productive meeting with Dr. Dinabandhu Panda, Special Secretary of the Department of Health & Family Welfare, Government of Odisha.

Key areas of focus included:

Health Financing: NATHEALTH and Odisha both prioritize health financing. Odisha representatives were invited to join a Health Financing Call to explore collaborative opportunities.



ADVOCACY INITIATIVES

Digital Health: Digital health solutions are reshaping global healthcare. NATHEALTH and Odisha discussed leveraging digital technologies to enhance healthcare accessibility and affordability.

Home Care, Senior Care, & Allied Care: A collaboration between NATHEALTH and the Odisha government was proposed in these domains, emphasizing a holistic approach to senior and home care for improved geriatric care.

NATHEALTH has now proposed a virtual meeting with its members and industry leaders to advance these initiatives, aligning with the shared goal of affordable, accessible, and holistic healthcare in Odisha.

NATHEALTH convenes meeting to form Core Committee for DnB seats

After a recent meeting with Dr. Vinod Paul, Hon'ble Member NITI Aayog, NATHEALTH has now taken the initiative to form a core committee to work with private sector stakeholders to increase the DnB seat capacity.

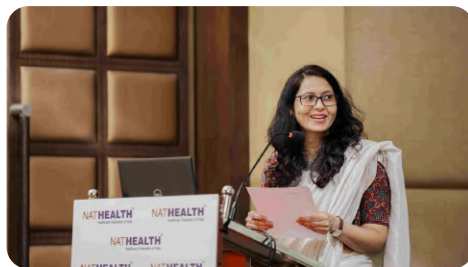


Reasons for adding more DnB seats:

- The Indian government prioritizes DnB, believing the private sector can solve the issue. The government aims to push MBBS numbers closer to 2 per 1,000 by 2035 and 3 per 1,000 by 2047.
- It is predicted that demand will be 2/3 specialists for every 1 MBBS doctor, making DnB the only viable channel in the short run and the private sector must play a pivotal role.
- Dr. Paul seeks NATHEALTH leadership and collaboration with other federations to triple 8,000 DnB private seats in three years.
- DnB norms should be changed, but there is a need for a strong partnership with the government to advance the program.

LIGHTHOUSE INITIATIVES

NATHEALTH's 3rd Southern Roadshow held at Chennai



NATHEALTH orchestrated its third Southern Roadshow in 2023, hosted on July 27th in Chennai, Tamil Nadu. The event's theme centered around "Healthcare Priorities of Tamil Nadu & Path Forward," fostering discussions that aimed to devise effective strategies to tackle the pertinent healthcare challenges confronting the state. The gathering facilitated a robust discourse in Chennai, fostering a potent healthcare narrative to align both the industry and the state towards realizing Tamil Nadu's healthcare aspirations.

The Roadshow was headed by Ms. Preetha Reddy, Vice Chairperson of Apollo Hospitals, Past President of NATHEALTH. Co-chairing were Mr. Shravan Subramaniam, Senior Advisor at Premji Invest, Immediate Past President of NATHEALTH, and Ms. Anitha Niranjana, Director at GHA, Co-chair of NATHEALTH's South Chapter.

Adding significance to the event, **Mr. Gagandeep Singh Bedi, IAS, Principal Health Secretary of the Tamil Nadu Government**, delivered a special address. The NATHEALTH secretariat was represented by Siddhartha Bhattacharya, Secretary General; Ms. Anwesha Pandey, Senior Deputy Director; Ms. Vrinda Chaturvedi, National Lead; and Dr. Pushpa Prasad, Southern Regional Lead.

LIGHTHOUSE INITIATIVES

NATHEALTH's Knowledge Paper aims transform India's Medtech Landscape

NATHEALTH has embarked on a visionary journey to reshape the nation's MedTech sector. The aim is to encompass the voices of consumers, investors, purchasers, and integrators. NATHEALTH's aspiration is to craft a robust 5-year vision document whose key focus areas include:

- Establishing India as a MedTech Hub
- Policy Advocacy for Growth
- Comprehensive Regulatory Framework
- Holistic Policy Blueprint

This transformative initiative is envisioned as an inclusive, collaborative effort that unites hospitals, MedTech entities, insurance providers, and health tech pioneers. The initiative will benefit from the knowledge partnership with ADL, further enhancing its potential to drive positive change.

NATHEALTH's Knowledge Paper on Health Financing

NATHEALTH is set to launch a new initiative focused on health financing. Building upon the thematic priorities outlined in its initial health financing paper, this second paper promises to be a comprehensive exploration of the healthcare financing landscape.

The forthcoming paper will incorporate insights from both local and global practices, shedding light on innovative approaches. It will delve into restructuring public-private partnerships, strategic purchasing strategies, and financing issues tied to infrastructure and service delivery within the healthcare sector.

Moreover, this initiative aims to create a reference framework that not only addresses the challenges in health financing but also offers practical solutions workable for the private sector. With a focus on emerging priorities identified through state government engagements,

LIGHTHOUSE INITIATIVES

NATHEALTH Roadshows Plan 2023-24

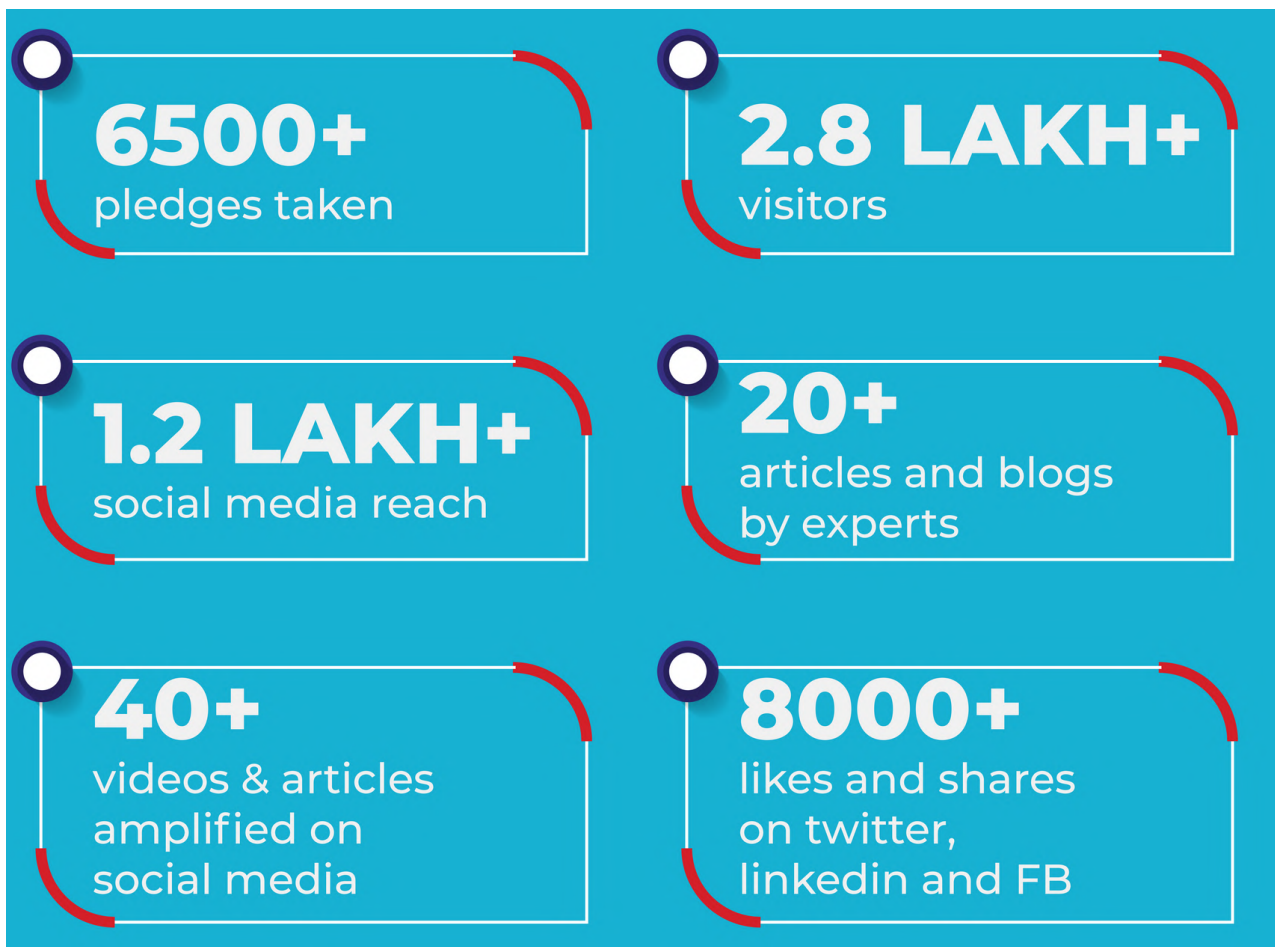
| EAST REGION ROADSHOW PLAN (23-24) | | |
|------------------------------------|-----------------------|-------------|
| MONTH | STATE | LOCATION |
| SEPT' 23 | ASSAM | GUWAHATI |
| DEC' 23 | ODHISA | BHUBANESWAR |
| FEB' 23 | JHARKHAND | RANCHI |
| SOUTH REGION ROADSHOW PLAN (23-24) | | |
| NOV' 23 | TELANGANA | HYDERABAD |
| DEC' 23 | ANDHRA PRADESH | VIZAG |
| FEB' 23 | ANDHRA PRADESH | TIRUPATI |
| WEST REGION ROADSHOW PLAN (23-24) | | |
| OCT'/NOV' 23 | MAHARASHTRA | MUMBAI |
| NOV ' 23 | GOA | |
| DEC'/JAN' 23 | MAHARASHTRA/RAJASTHAN | TBC |
| NORTH REGION ROADSHOW | | |
| JAMMU & KASHMIR | | |
| HARYANA | | |

CSR CHARTER UPDATE

Choose Safer Healthcare campaign enters Phase 2 - aims to empower patients through safety education

NATHEALTH's ongoing CSR campaign "Choosing Safer Healthcare," has been launched to educate the public about healthcare safety, aiming to reduce preventable risks and medication errors. The campaign focuses on the critical need for patient awareness to enhance safety in healthcare.

The campaign centers around a dedicated microsite, serving as a vital resource hub. It offers comprehensive information on safety precautions when accessing healthcare services, including hospital care, diagnostics, and medication management.



CSR CHARTER UPDATE

Inviting Partnerships & Collaborations for Choose Safer Healthcare Campaign Phase 2

NATHEALTH's ongoing CSR campaign "Choosing Safer Healthcare," has now entered Phase 2. The focus will now be even more targeted with in-depth reach planned on areas of AMR, TB, Medical devices & technology, and MVT.

NATHEALTH invites its members and other industry stakeholders to come forward and lend support to this campaign through resources, technical assistance and content contributions.

PHASE 2

- 01 Sustain focus on – safe care, hand hygiene, 7 WHO patient safety goals
- 02 Amplify Government efforts on:
 - TB
 - AMR
 - Medical devices and technology
 - Medical Value Travel
- 03 Partner with patient safety groups for patient testimonials and stories
- 04 Institute a special Patient Safety Award to recognize best practices
- 05 Media and social media amplification around Patient Safety Day and NABH Conference on 17 Sep 2023

KEY MILESTONES FOR PHASE 2

- High visibility for NATHEALTH and NABH MOU on patient safety initiative
- Patient Safety Awards to recognize best practices in patient and safe care – NABH AND NATHEALTH to develop SOPs and award selection process
- Patient safety groups enlisted; patient journeys and stories amplified
- Month long media and social media campaign PATIENT SAFETY DAY 17 SEP 2023

MEETING WITH NATHEALTH FOUNDER PRESIDENT



NATHEALTH's Secretariat Team recently met with Dr. Prathap C Reddy, the Founder President of NATHEALTH. Dr. Reddy guided the team on the federation's vision for the year ahead. Various forum and regional priorities were discussed too.

INTERNAL COMMUNICATIONS

NATHEALTH's Governing Council meeting held at Chennai



The recent GC meeting of NATHEALTH was organized at Chennai and saw in-depth deliberations on key aspects of the roadmap ahead.

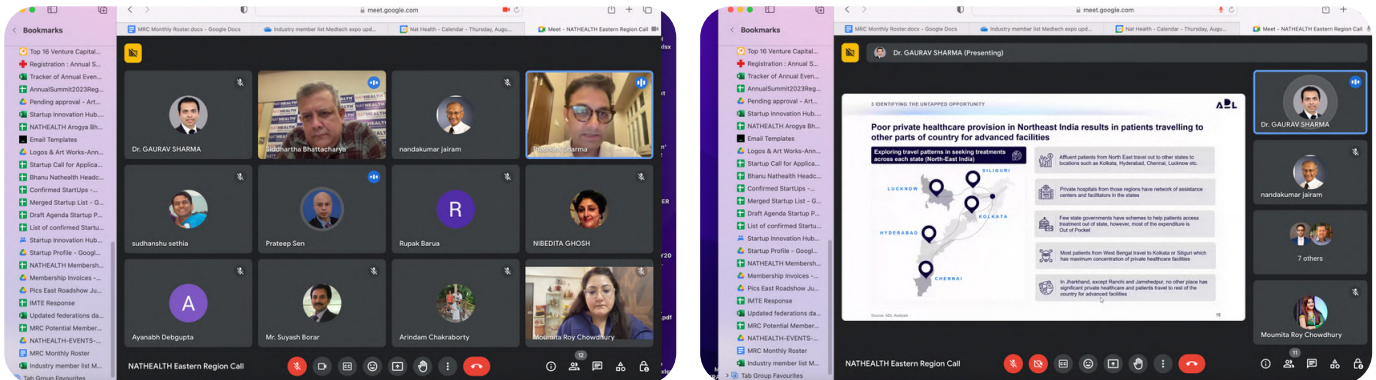
Dr. Ashutosh Raghuvanshi, NATHEALTH President extended a warm welcome to the Past Presidents, Governing Council members and Special invitees. He then briefed about the NATHEALTH Progress Report from April-July 2023, thematic and critical pathways and Outcomes Delivered in the last 90 days. The previous minutes for NATHEALTH April 2023 Governing council was circulated and noted by the GC.

The session dwelled on the below:

- NATHEALTH Update on CSR by Mr. Sunil Thakur
- NATHEALTH Update on Patient Safety Campaign by Ms. Ameera Shah
- Update on NATHEALTH L&D vertical by Dr. Preetha Reddy
- Update on NATHEALTH MedTech Vision Document
- Update on NATHEALTH Innovation Accelerators by Mr. Amit Mookim
- Goal setting presentations by regional and functional forums
- Leadership Framework for Functional and Regional forums by Mr. Siddhartha Bhattacharya
- Next Steps & Resolutions

INTERNAL COMMUNICATIONS

Eastern Region Forum call focuses on healthcare advancements

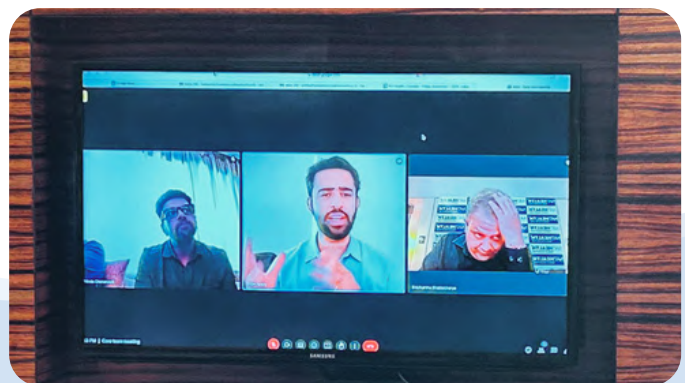


NATHEALTH’s Eastern Region Forum Call convened with a multifaceted agenda. It aimed to gain a comprehensive understanding of the healthcare landscape and its challenges in Eastern India, chart an integrated roadmap to establish Eastern India as a prominent medical hub and provide recommendations for bolstering private investments in the region.

Key discussion points:

- Exploring Social and Private Health Insurance
- Social Health Insurance Exploration
- Comparative Analysis of Medical Education Seats
- Targeted Approach for Medical Value Travel (MVT)
- Identifying Challenges and Solutions for MVT
- Collaborative Government Efforts

Digital Campaign Core Team meeting

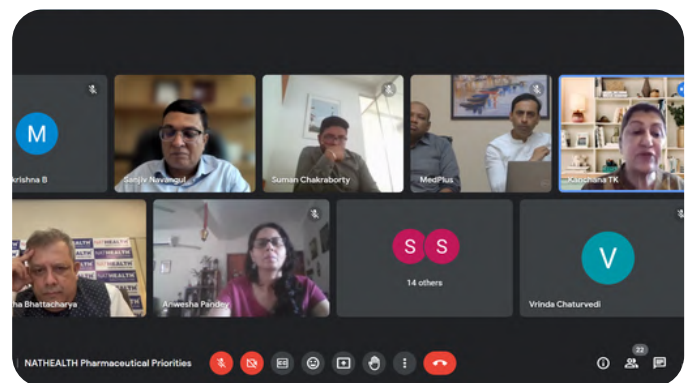
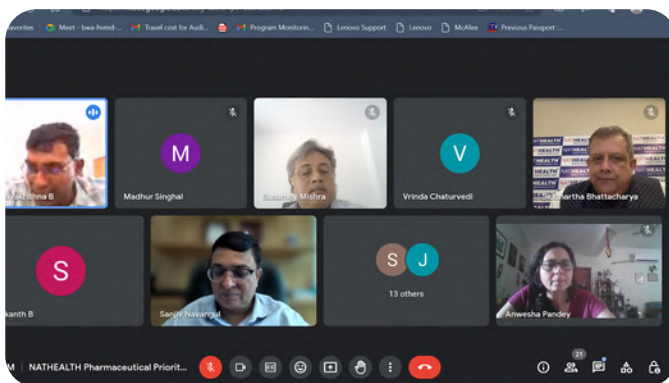


NATHEALTH recently conducted a meeting of its Digital Campaign Core Team. The Federation is looking for a competent external digital performance marketing

INTERNAL COMMUNICATIONS

agency, which will provide a set of well-defined services to guide the management to run the organization smoothly. The key roles & responsibilities of the agency would be to provide 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 soon to launch Pharmaceuticals Forum

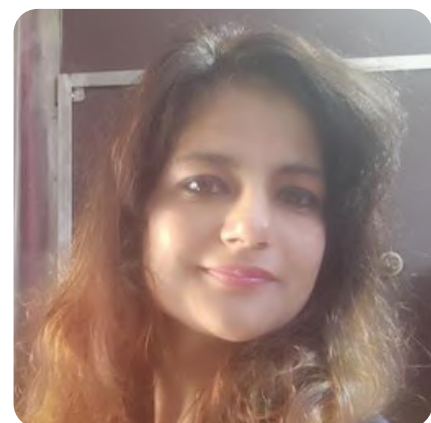


NATHEALTH is embarking on a strategic journey to establish a dedicated pharmaceutical vertical, and valuable member insights are pivotal in defining the industry's core priorities. A meeting was thus held to discuss:

- Pharma sector priorities
- E-Pharmacy regulations & strategies
- Patient safety campaign fusion with the new vertical
- Need for views of pharmacy company representatives
- Challenges & concerns

NATHEALTH welcomes Ms. Anu Arora to the Secretariat Team

Ms. Anu Arora has joined the NATHEALTH team in New Delhi as an Executive Assistant. She will manage the federation's dynamic calendar, draft correspondence, prepare vital documents, and organize appointments, meetings, conferences, and more. A linchpin in coordinating with NATHEALTH President, Leadership teams, and provide support to the Secretary General.





ANNOUNCING

NATHEALTH PRIORITIES 23-24

NATHEALTH has announced its Functional and Regional Forum Priorities for the year 2023-24. To accomplish the vision of NATHEALTH 3.0 Growth, key focus areas have been defined for each of the teams, with the Secretariat being responsible for the overarching objective of meeting these initiatives and priorities.

[KNOW MORE](#)

To be a part of NATHEALTH 3.0 Growth, contact: vrinda.chaturvedi@nathealth.co.in

NATHEALTH welcomes New Members

NATHEALTH is thrilled to announce the addition of several esteemed members to its ever-expanding network.

| Name & Organisation | Industry |
|--|--------------------|
| Mr. Arnab Dutta, Founder & CEO, Medbot Medical Ventures LLP | Startup Aggregator |
| Mr. Ursab Ganguly, MD & CEO, Long Life Speciality Clinic (A Unit Of Paschimbanga Raja Pratibandhi Sammilani) | Diagnostics |
| Mr. Kaushik Sinha, Co-Founder & Director, Celica Healthcare Pvt. Ltd. | Diagnostics |
| Mr. Nitish Agrawal, MD & CEO, Indium Capital Advisors Pvt. Ltd. | Investment Bank |
| Mr. V. P. Rajan, Managing Director, Veda Corporate Advisors Pvt. Ltd. | Investment Bank |

PROACTIVE COMMUNICATIONS & PR CAMPAIGNS

Enhancing Healthcare: Skill Development Initiatives Add to India's Economic Growth

The country's healthcare sector is diverse and covers various domains, including clinical care, diagnostics, administration, and support services. The challenges faced by the sector are complex, ranging from inadequate infrastructure to a shortage of trained professionals.

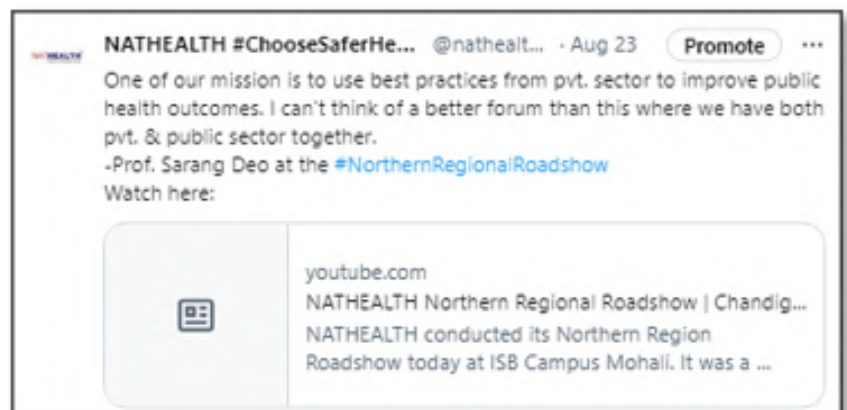
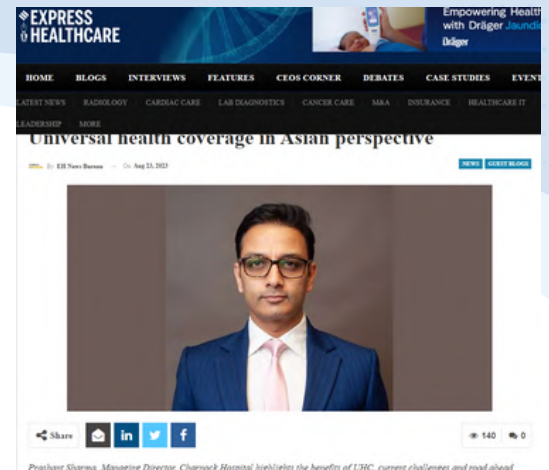


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By Rupak Barua

The healthcare sector in India has witnessed significant growth and transformation in recent years. As the demand for quality healthcare services



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