

**NAT+HEALTH**<sup>®</sup>  
Healthcare Federation of India

# EASTERN REGION ROADSHOW KOLKATA

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Report curated by Health Biz Insight



# Special Message



**Shri Narayan Swaroop Nigam**

Principal Secretary, Health & Family Welfare, Government of West Bengal

Addressing the NATHEALTH Eastern Region Roadshow in Kolkata, the Principal Secretary of Health & Family Welfare, Government of West Bengal, highlighted key collaboration areas with NATHEALTH. The focus encompassed transforming Swasthya Sathi as a cornerstone for Universal Health Coverage (UHC) and a model program for Public-Private Partnerships (PPPs). This can involve integrating technical insights, global experiences, and innovations across sub-sectors like diagnostics, medical technology, providers, insurance, and digital health delivery.

The Principal Secretary sought NATHEALTH's input in framing a PPP policy for private sector participation. The strategy involves showcasing the policy through roadshows in collaboration with major healthcare federations, positioning West Bengal as a crucial contributor to healthcare development in the Eastern region. Additionally, a blueprint for healthcare development in collaboration with ADL was proposed, with NATHEALTH facilitating discussions among key private sector stakeholders.

Recognizing the importance of digital health, the Principal Secretary advocated working with the government to expedite adoption. This includes building leadership and managerial capacity, organizing start-up workshops to showcase innovative models for care delivery, and facilitating discussions on opportunities to streamline and localize healthcare manufacturing and supply chain through MedTech and digital supply chain workshops.

In conclusion, the Principal Secretary's address at the event laid out a comprehensive roadmap for collaboration, emphasizing transformative initiatives to enhance healthcare accessibility, infrastructure, and innovation in the state.

# Overview of the Eastern Region Roadshow: Kolkata

The Eastern Region Roadshow held on June 19, 2023, in Kolkata saw huge participation from the Healthcare Industry from diverse verticals like Providers, Medical Technology, Pharma, Startup, Diagnostic, Education, Investors, Consultants, etc. The total number of participants was approx. 45-50. Members of other Federations like AHE(I), and AHPI were also present. The Principal Secretary, H&FW, Govt of West Bengal graced the occasion and spoke about the potential areas of collaboration and engagement of the public sector with the private sector.

A subsequent meeting with the Principal Secretary was held in his Office, and some key areas of interest were discussed in pursuing an engaging relationship with the Government of West Bengal.

The areas identified where NATHEALTH can play a major role in the State are:

- Swasthya Sathi: To make Swasthya Sathi the pillar of Universal Health Coverage and envision this scheme as a Model Program for UHC and a major thrust for PPPs.
- NATHEALTH will bring the required technical insights and experience of other state programs, and multilateral global experiences, and suggest innovations.
- Weave in the composite experience from all other sub-sectors including diagnostics, med tech, providers, insurance, digital tech-enabled delivery, and the broader health ecosystem
- Creating an Industry Technical Advisory Committee.



The Eastern Region Roundtable in Kolkata -  
with all Healthcare Industry stakeholders and Shri N.S. Nigam,

## 2. Investments in Tier 2/ Tier 3 cities

- Providing technical inputs for framing PPP policy for the state that builds new capacity through private sector participation
- Draw visibility to this policy through a series of roadshows in partnership with all major healthcare federations to promote the state
- Feature West Bengal as a crucial peg to developing the overall healthcare in the Eastern region. NATHEALTH is jointly developing a blueprint with ADL where BATHEALTH will invite the state in all discussions around this paper with key private sector stakeholders

3. Work with the Government of West Bengal to accelerate Digital Health Adoption by building leadership and managerial capacity. Create a start-up workshop in the state to feature new-age innovation that can strengthen public health foundations and new models for care delivery

4. Organize a MedTech and digital supply chain workshop that can discuss new opportunities to streamline and localize healthcare manufacturing and supply chain to cater to the large demand arising in the state across the public and private sector

The above points were well taken by the Principal Secretary. He also proposed NATHEALTH to partner with BGBS 2023 (Bengal Global Business Summit), an investment Summit held by the Government of West Bengal to bring in investment in the various sectors of Industry.

# A glimpse at the event proceedings



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## Growth areas to work collaboratively: NATHEALTH and Kolkata healthcare stakeholders and Government

1. Collaborate to strengthen programs like Swasthya Sathi, making it a model for Universal Health Coverage and a catalyst for effective Public-Private Partnerships.
2. Facilitate partnerships to implement a robust PPP policy, promoting private sector participation in healthcare infrastructure development in Tier 2/Tier 3 cities.
3. Work closely with the Government to accelerate the adoption of digital health solutions, building leadership capabilities and organizing start-up workshops for innovative technologies.
4. Foster collaboration among diverse healthcare stakeholders to create an integrated healthcare ecosystem, optimizing outcomes for patients.
5. Establish an Industry Technical Advisory Committee to bring together expertise from various sub-sectors for strategic insights and innovations in healthcare programs.
6. Collaborate with healthcare federations to organize roadshows, promoting Kolkata as a pivotal hub for healthcare development and investment.
7. Partner with government agencies and organizations to develop a comprehensive blueprint for healthcare development, ensuring Kolkata's central role in the Eastern region.
8. Organize workshops to discuss and implement strategies for streamlining healthcare manufacturing and supply chains, addressing growing demand in both public and private sectors in Kolkata.



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