

Internship
at
Piramal Foundation (NITI ADT), Mumbai

By
Aditya Kumar

Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Health and Hospital Management

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Piramal foundation

Piramal Foundation, the philanthropic arm of the Piramal Group, is a Section 8 company that develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential.

The Foundation believes that bringing impact at scale across diverse geographies and communities can be achieved through partnerships with governments and like-minded organisations. Therefore, all of its projects are in conjunction with state and central governments, like-minded philanthropists, corporates, donors, NGOs and social delivery organisations.

In line with the Millennium Development Goals, Piramal Foundation is committed towards improving primary healthcare and nutrition, universal primary education and enabling access to safe drinking water.

Each social initiative nurtured by Piramal Foundation, addresses one of the three focus areas that include -

- Primary Health & Nutrition - **Piramal Swasthya**
- Education - **Piramal Foundation for Education Leadership**
- Clean Drinking Water - **Piramal Sarvajal**

The Foundation's initiatives are a reflection of the Group's core values and corporate philosophy of '**Doing Well and Doing Good**'.



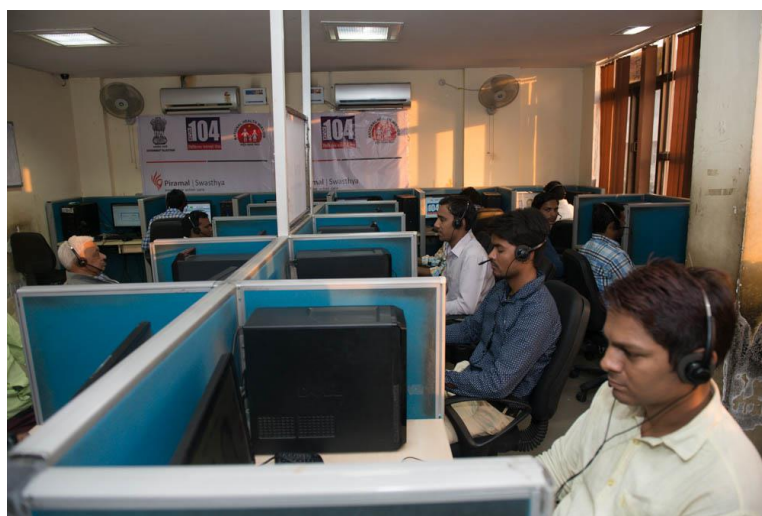
Quick Facts:

- NITI Aayog has partnered with Piramal Foundation to 'Transform Aspirational Districts' in India across Education and Primary Healthcare & Nutrition
- As of March 21, 2018, Piramal Foundation became a Section 8 company under the Companies Act, 2013. It is an operating foundation and its own employees (5,000+ as in October 2018) work on these described projects across 21 States of the country.

Remote Health Advisory and Intervention Service (RHAI)

A. Health Information Helpline

104 Health Helpline | 24×7 Healthcare Advises



A beneficiary, anywhere in a given state, can dial 104 Health Helpline toll-free number through phone and connect to a Health Advisor and/or doctor who could address the health query through use of advanced medical algorithms and disease summaries accessed easily through medical health software while referring to patient's Electronic Health record online. 104 service is a 24 x 7 contact center that aims to reduce the minor ailment load on public health system by offering medical information and advice, virtually. Patient can avail counselling services; request directory information like list of Hospitals and services offered and can lodge a complaint against any Public Health system facility.

1097 HIV AIDS Helpline | Nationwide Call Center

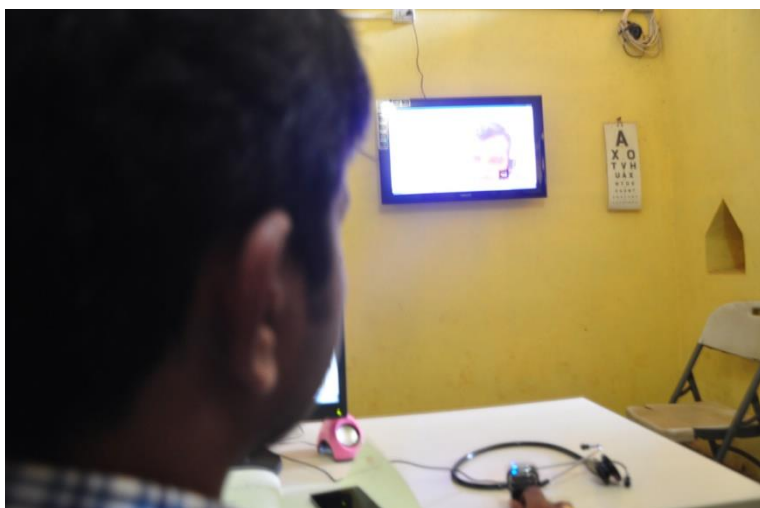
On world AIDS day, 1st December 2014, India's first HIV AIDS Counselling Helpline Service – 1097 called as National Aids Helpline 1097 was launched by National Aids Control Organisation and supported by Population Service International. It is implemented by Piramal Swasthya.

1097 assists in achieving NACP goal of reducing new infections by 50 percent and providing comprehensive care, support and treatment to all persons living with HIV/AIDS i.e. prevention of those who are not infected and care, support & treatment for those who have been infected.

Mother & Child Tracking System (MCTS) Call Center

Piramal Swasthya's Mother & Child Tracking System call center aims to track all pregnant women and their children to provide awareness about healthy practices, government schemes and benefits and ensuring co-ordination between healthcare functionaries and the beneficiaries. The call centre make outbound calls and offer information about antenatal care, Government healthcare schemes for mothers and children, institutional deliveries, immunisation, iron and folic acid tablets received etc.

Core Services: Outbound calls, Grievance redressal, Connecting mothers with respective ASHA, Tracking of mothers and children



B. Telemedicine Services | Specialist Advice through audio and video

Telemedicine services offer specialist advice to the most remotest of places through high quality sophisticated software. It focuses upon bringing much needed specialist Healthcare to remotest of areas where there are very few or no health workers. It virtually connects doctor to patients and addresses the need of highly skilled health workers where they are scarce.

Community Outreach Program (COP)

A. Mobile Medical Units

Nurse led Model | Sanjeevani Village Health Outreach program | PPP – Assam | 2012

Sanjeevani – Village Health Outreach Program is once-a-month, fixed date outreach initiative that will result in converged health services at the Village level. Sanjeevani is operating throughout the state with 80 Mobile Medical Units (MMU). Each MMU is manned by Registration & Measurement Officer, Lab Technician, Pharmacist, Auxiliary Nurse cum Midwife (ANM) and Pilot.

The services aim in early identification, Screening, referral, follow-up and free medicines for effective Chronic disease management. Based on the screening done in VHOP, the beneficiaries are referred to the nearest PHC for confirmation, prescription and commencement of treatment.

Each MMU has a pre-defined calendar and a route plan for delivering the services covering 2 villages and a population of 3000 each day on an average and 48 villages in a monthly cycle of 24 days.

Doctor led Model | Chandranna Sanchara Chikitsa | PPP – Andhra Pradesh | 2016

State of Andhra Pradesh envisions the overall health and wellness of the state population. Piramal Swasthya's one of the largest Mobile Medical Units (MMUs) program in Andhra Pradesh is acting as a force multiplier to existing health centers. These MMUs are making

healthcare service delivery available, accessible and affordable for remote and underserved population.

B. CSR intervention

Mobile Health services are also operated for several public sector and private sector organizations eg: Department of Atomic Energy, ILFS and BPCL etc. These services aim at enabling access to primary health care to the employees and their families around their major manufacturing facilities and often cover tough terrains and far flung habitations with communities that are vulnerable and in of quality Healthcare services.

Shriram Transport Finance Company Limited – Mobile Medical Units and Clinics



Truck drivers in India have to travel long distances on an extensive spread of National and State highways. Their occupation exposes them to a multitude of risk factors resulting to various health problems that are generally neglected. Shriram Transport Finance Company Limited (STFC) in partnership with Piramal Swasthya has launched a unique primary healthcare programme for the truckers community which aims to provide primary healthcare services at no cost through Seven (07) Mobile Medical Units and One (01) day care Clinic. The mobile healthcare camps through MMUs in and around the strategically planned service points are an endeavor to make quality primary healthcare services available, accessible and affordable to the transport fraternity at large.

Core Services:

- Primary healthcare camps at strategically identified locations
- Day Clinic at trucker's parking hub (Mumbai)
- Screening, diagnosis, treatment and referral for Non-Communicable Diseases (Diabetes & Hypertension), Communicable Diseases and minor ailments
- Awareness, education and counselling on healthy life style practices, life style modifications, Non-Communicable disease management

This Programme is funded by STFC as part of its CSR Initiative and managed by Piramal Swasthya. Currently it is operational at Jaipur, Mumbai, Bhubaneswar, Vijaywada, Chennai, Bangalore and Hyderabad and the day clinic operates at truckers parking hub at Kalamboli, Navi Mumbai. We have plan to phase wise scale up the services across the country.

Non-Communicable Disease Management | ASHWAS | CSR -Telangana | 2016

A community based Non Communicable Disease intervention program focused on timely screening, identification and treatment of Diabetic and Hypertensive patients. Program also aims to reduce the incidence of Non Communicable Diseases (Diabetes & Hypertension) through preventive, predictive and promotive means of Healthcare service delivery.