

**Internship
At
GVK Emergency Management and Research Institute**

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Company Profile

The GVK Foundation represents the overall corporate social responsibility of the GVK group. GVK's vision looks well beyond the bottom line and forays into the initiatives that touch lives and add value to the society. GVK Emergency Management and Research Institute (GVK EMRI) is the major corporate social responsibility arm of GVK group, was established in April, 2005. It provides Integrated Emergency Response services in Public Private Partnership, with a vision to support and build capabilities to save 1 Million lives per annum nationally and establish GVK EMRI as a premier Research and Training Institute.

Dr. GVK Reddy, Chairman of GVK is committed to provide services surpassing global standards with improved transparency, following the modern principles of management and leadership to serve the nation and work towards taking the organization across the country.

GVK is a diversified business entity with a predominant focus on Energy, Urban Infrastructure, Life Sciences, Transportation, Hospitality and Manufacturing.

GVK EMRI is based on the following Standard Practices:

1. Process of Emergency Management which involves the following primary functions:

- Sense: Emergency victim/ attendant dial 108. Communication Officer (CO) Screen helps facilitate collect facts, Dispatch Officer (DO) Screen helps facilitate and scope emergency, assign strategically located vehicle (Ambulance/ Police/ Fire).
- Reach: Vehicle(s) to reach the site/scene
- Care: Emergency Medical Technician (EMT) to provide passionate pre-hospital care while transporting patient/ victim to appropriate hospital for stabilization. Emergency Response Centre Physician (ERCP) advises patient care with the support of ERO, EMT to ensure optimal pre-hospital care.

The Government of India has allotted a three-digit number – 108 and made it toll-free across each State for Medical, Police and Fire Emergencies. 108 are accessible from fixed lines and mobile phones.

GVK EMRI provides ERS (Emergency Response Services) under PPP framework and manage 4178 state of the art **Ambulances** in **Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh, Himachal Pradesh, Chhattisgarh, Daman - Diu and Dadra Nagar Haveli, Uttar Pradesh** while ensuring pre-hospital care and covering a population of > 750 million.

2. Employees: Our employees are known to be **Energetic, Modest, Reliable and Inquisitive** and exhibit high levels of **Commitment, Ability, Resourcefulness and Empathy** while performing their respective roles - Communication Officer, Dispatch Officer, Emergency Medical Technician, Pilot, Physicians and support staff.

3. Infrastructure: GVK EMRI Head Quarters is **housed** in 39 acres **campus** at Hyderabad with modern facilities for Emergency Management, Research and Training.

4. Technology: State of the art integrated technology is deployed in our Emergency Response Centers in 14 States & 2 Union Territories which enables us to provide world class services.

5. Alliances and partnership-

A. Governments: 14 State governments (Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh, Himachal Pradesh, Chhattisgarh and Uttar Pradesh, Rajasthan, Kerala) & 2 Union Territories (Daman Diu, Dadra Nagar Haveli) in India have recognized GVK EMRI as nodal agency for emergency response services. GVK EMRI recognizes critical role of Governments for the success of the projects undertaken under PPP framework. Our ongoing and uninterrupted services since inception in 14 States & 2 Union Territories speak for itself about healthy relationship with respective Governments. GVK EMRI in collaboration with Govt. of Goa for runs Emergency rooms in Community Health Centers (CHC) also.

B. Global Institutions:

GVK EMRI is having partnership with global organizations like Stanford School of Medicine, Carnegie Mellon University, 9-1-1, Shock Trauma Centre, Baltimore, USA; American Association of Physicians of India; GEOMED etc., in order to strengthen its competencies, skills and to adopt the best international practices.

GVK EMRI is recognized as international training organization by AHA (American heart Association) and ITLS (International Trauma Life Support) to conduct training programs on their behalf. GVK EMRI also in collaboration with Stanford School of Medicine, USA is conducting training programs in Emergency care for physicians & Paramedical staffs of Government hospitals. Mahindra Satyam is the technology partner of GVK EMRI in providing free IT solutions.

6. PPP (Public Private Partnership) framework

- Operational expenses and Infrastructure borne by Government (Public)
- GVK EMRI bears costs of Leadership, Technology, Innovation, Research & Training

The **Values** of GVK EMRI are:

- Involving people
- Applying Knowledge
- Making this happen

Vision:

- To provide Free emergency response services for Medical, Police and Fire emergencies across India in PPP (Public Private Partnership) framework
- To respond to 30 million emergencies and save 1 million lives annually
- To deliver services at global standards through Leadership, Innovation, Research & Training and Technology

Emergency Management at GVK EMRI

The Emergency Management system at GVK EMRI has been successfully providing most comprehensive & efficient Emergency Response Services (Medical, Police and Fire) under PPP framework for the past 9 years.

Today Emergency Management wing of GVK EMRI has:

- An agreement with 14 states (Andhra Pradesh, Gujarat, Uttarakhand, Goa, Tamil Nadu, Karnataka, Assam, Meghalaya, Madhya Pradesh, Himachal Pradesh, Chhattisgarh, Uttar Pradesh, Kerala, Rajasthan & 2 Union Territories (Daman and Diu, Dadra and Nagar Haveli) and currently operating in 12 states.
- More than 7,000 ambulances, covering over 750million population
- 32000+ GVK EMRI Associates.
- An agreement with 7000 + Private Hospitals/ Nursing homes
- Networked with 2500+ Police/ Fire Stations

With contribution of all the stakeholders listed above, GVK EMRI is:

- Taking 92% calls in first ring
- Attending 30000+ emergencies per day (>20 Million Cumulative)
- Pregnancy related – 33%, Vehicular Trauma – 17%, Acute Abdomen – 12%, Cardiac – 5%, Respiratory – 4%, Suicidal – 4%, Animal Bites -2% (March'14)

Key Components of Emergency Management at GVK EMRI:

1. Integrated and comprehensive ERS, Village Outreach Services provider:

The emergency management system at GVK EMRI aims at providing most comprehensive & efficient Emergency Response Services is it medical, police or fire, using a single 3 digit toll free number 108. GVK EMRI has the expertise and is fully equipped to respond to medical emergencies including complex ones like cardiac arrests, strokes, neonatal, maternal, snake bites and emergencies like natural calamities, accidents, fire break-outs, industrial hazards, rioting, terrorist attacks etc. GVK EMRI also provides MMU Services in Andhra Pradesh

and Uttarakhand. GVK EMRI also supports the Andhra Pradesh, Assam, Uttarakhand and Gujarat Population under JSSK Scheme for drop back facilities for the mother and neonate after initial 48 hour hospitalization.

2. Public and Private Partnerships (PPP):

GVK EMRI has been successfully providing ERS under PPP framework. Operational and Capital expenditure of running the service in each state is met by the respective State Governments (Public) while GVK EMRI (Private) contributes to costs of Leadership, Management, Innovation (Process, Medical & Research) and Mahindra Satyam provides IT solutions.

3. Ambulances:

GVK EMRI has developed its own ambulance design specifications with unique features meeting ergonomic and safety requirements. Ambulances are fully equipped with modern day medical and communication equipment and categorized as Advanced Life Support, Basic Life Support and Rural Life Support depending on the facilities and pre-hospital care services available.

4. Processes: S-R-C model

At every level in GVK EMRI, integration is the keyword. Not only it works as a single response centre for all emergencies – Medical, Police and Fire, but also, it has developed the Sense-Reach-Care paradigm that integrates the critical areas of emergency response system (call taking, processing and ambulance dispatching, reaching the victim in time and transportation to a hospital, Pre-Hospital medical care rendered through Medical Directions by Physicians).

5. JSSK (Janani Shishu Suraksha Karyakaram): GVK EMRI also operates Vehicles/ Services in Partnership with AP, Assam, Uttarakhand and Gujarat Governments JSSK Program (Reverse Transport/ Drop Back Services (AP), Adarani Services (Assam), Khushion Ki Sawari (Uttarakhand) and Khilkhilat (Gujarat) to ensure wholesome support for the

mother and child which provides for drop back facility for mother and child to curtail IMR, MMR. These services are offered to the mother and child if they have continued to stay in the Government Hospitals for 48 Hours of Child Birth.

6. MMU (Mobile Medical Units): GVK EMRI operates MMUs in AP, Uttarakhand since Dec '10 and Jun '11 respectively with the aim to reach the underserved villages in the districts in organizing regular primary health services. The focus is on diagnostic, curative and preventive health services. Maternal and Child health services and treatment of common ailments are prioritized

7. 104 Health Helpline Services: GVK EMRI is slated to launch the 104 Head Advice Helpline Services in Partnership with the Government of India (in the Union Territories of Daman and Diu, Dadra and Nagar Haveli) shortly.

8. Technology

GVK EMRI is managing Emergency Response Service with own ERS application software. Presently, it has 24 x 7 Centralized Emergency Response Center for each State, having following key technological components:

- Telecom Switch / PBX with automatic call distribution features & IVR facility
- Computer Telephony Integration
- Voice Loggers
- Call Center Server (CCS)
- ERS Applications
- GIS and GPS Software
- Automatic Vehicle Location and Tracking
- GIS Maps

Impact of GVK EMRI

Size	• One Center for 40 M population against one for every 0.05 M population in USA • 750+ M population covered in 14 States (increased reach of health care in rural, hilly & tribal areas) and 2 Union Territories • Trained ~95,357 people (25,180 - EMTs, 20,340 – Pilots, 8,336 - Doctors, 10,688 - Nurses, 12,909 - First Responders, 14,537 - AHA/ ITLS Certification programs and 3,367 – Misc Training programs • 16,682+ emergencies handled per day (19.3 Million cumulative) • 4701+ Ambulances ~4 trips a day per ambulance • 23,566+ GVK EMRI Associates (as on Mar '13)
Speed	• Went live in less than 4 months from signing MoU • 92% calls answered in first ring • <17 minutes (urban) and <25minutes (rural) Ambulances reached

Type of Emergencies and Lives saved	• Pregnancy related – 33%, Vehicular Trauma – 17%, Acute Abdomen – 12%, Cardiac – 5%, Respiratory – 4%, Suicidal – 4%, Animal Bites -2% (Mar’13) • ~568+ lives were saved per day (6.4 lakhs) and 16,682+ victims per day receive timely, high-quality pre-hospital care
Qualitative Outcomes	• Angel of Mercy – 108 Ambulance • Successful PPP • Well documented systems, impressive EMT training, high order management competence • A historic landmark in health care delivery system • Built more trust in the health system as a whole • Increased institutional deliveries and reduced maternal mortalities by ~18% (Chapter Name: Strategies for Safe Motherhood in India: A case study of GVK EMRI; Book: “Health, Poverty & Human Development Publisher: Research India Publisher, 2011, New Delhi)