NATHEALTH
THE UNIFIED VOICE
OF INDIAN HEALTHCARE

Inside: Industry Insights on NATHEALTH

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Mr. Daljit Singh | Dr. G. Bakthavathsalam | Dr. Sanjeev K Chaudhry | Gautam Khanna | Sanjay Banerjee
Anuj Gulati | Dr. Sujata Rao
Indian healthcare is in a truly unique place at this point of time. The positive and negative are at a constant interplay. At one end we have taken giant strides to establish ourselves as a highly skilled medical ecosystem with excellent clinical outcomes, as well as a very powerful value proposition. But this is counterbalanced by a massive disease burden, tangible dichotomies in delivery and a huge infrastructure crunch. To solve this is our most immediate challenge. It will take commitment and a lot more. Healthcare providers in India have to come together and work along with decision makers to create an environment that will power the next wave. NATHEALTH is the genesis of this movement. It is the forum that will facilitate the shift in mindset, delivery and decision making.

Overview of NATHEALTH

At the Healthcare Federation of India, we are looking at building a NASSCOM-like institution for healthcare, which in short is called NATHEALTH. It is an inclusive multi-stakeholder healthcare federation focused on the bold vision to “be the credible and unified voice in improving access and quality of healthcare”. Our mission is to help in the progress of the healthcare sector by addressing critical issues. Some of our mission initiatives are:

• Enable the environment to fund long term growth
• Help develop and optimize healthcare infrastructure
• Help shape policy & regulations
• Help bridge the skill & capacity gap
• Encourage innovation
• Support best practices & promote accreditation
NATHEALTH – Powered by a Critical Need

NATHEALTH is the result of a critical need, the need for Indian Healthcare to come and work together for a common, big cause. It is a step towards bringing together various patrons on the same platform. Most importantly, NATHEALTH is an inclusive organisation. It already has participation from the diagnostic, medical device and the hospital sector.

NATHEALTH wants to encourage and support policies that will be beneficial not just for the healthcare sector, but also for the patients. It has a clear agenda in mind, which already started taking shape few months back. Today is when it gets formalised. Today is when it announces that NATHEALTH is here: For Healthcare, By Healthcare & Of Healthcare.

NATHEALTH’s key drivers are:

• Healthcare providers in India have to come together and work along with decision makers to create an environment that will power the next wave.
• As innovation will power this next wave, NATHEALTH will go the extra mile to nurture it in its environment.
• Any change in Indian healthcare has to percolate right to the bottom of the pyramid to be truly effective.
• A robust healthcare delivery system needs the wholehearted commitment of its fraternity and a foundation of strong legislature and far reaching policy.
• NATHEALTH works for Indian healthcare stakeholders, for the benefit of Indian healthcare stakeholders.
• NATHEALTH truly believes that healthcare in India stands for a highly skilled medical ecosystem with excellent clinical outcomes, as well as a very powerful value proposition.
Dear Healthcare Colleague,

Health is often described as our greatest asset, greater than any other wealth. With a view to safeguard and nurture the gift of good health for all in our country, an organization named NATHEALTH - ‘Healthcare Federation of India’ was formed in May 2012.

Indian healthcare stands at an inflection point - we are trusted by people all across the world and yet, there is a large section of India that is underserved and unable to access quality healthcare. Diseases are on the rise and the future looks even more challenging. Therefore, as participants of the healthcare ecosystem, it is crucial that we come together, address the inequalities that characterize Indian healthcare today, and strive to build a healthier tomorrow.

An undeniable fact about healthcare is that together, we are stronger - the sum is greater than the parts. A new healthcare paradigm needs a lot more infrastructure, more facilities, resources and empowerment. Moreover, a robust healthcare delivery system needs the wholehearted commitment of its fraternity and a foundation of strong legislature and far reaching policy. NATHEALTH is the endeavor to facilitate just that. It is the voice that will speak for us, that will address the urgent issues and in time will redefine our space. NATHEALTH will work for Indian healthcare stakeholders, for the benefit of Indian healthcare stakeholders.

In the short span of time since our inception, significant progress has taken place:

• NATHEALTH registered itself in May 2012 under the Societies Registration Act No. XXI of 1860, as applicable to the Union Territory of Delhi.
• Constituted a Governing Council of 16 members from diverse constituents of the healthcare ecosystem, and initiated discussions on a range of issues.
• Defined NATHEALTH Vision, Mission and the Roadmap for 2013 with active and inclusive deliberations among the Governing Council members and based on input from many stakeholders across India.

I urge you to join NATHEALTH, and be the voice that will help lead transformation of healthcare in India. Together we can be the change.
Many years back, when as a young engineer from IIT, I joined the Healthcare Sector through the Medical Technology route, little did I imagine that it was in my destiny to witness nothing short of a fascinating revolution, a metamorphosis of the most extraordinary kind in the decades to come! I feel blessed that I got the opportunity to be a part of this ever-flowing river, at times more like an awe-inspiring waterfall perhaps!

What an amazing story it has been. From an almost predominant Government-supported Healthcare Delivery system to a system where Privatisation has been at such a rapid pace that nearly 80% of the 5-odd % of our GDP spend on Healthcare comes from the Private side today. Apollo happened in the early 80s thanks to the bold initiative of a visionary and passionate leader called Dr. Prathap C Reddy and then there was no looking back. It opened a floodgate of investments and forays of private entrepreneurs into this critical sector around the country; from Kashmir to Kanya Kumari, and from Bengal to Maharashtra, there wasn’t any stopping of the new waves in Indian Healthcare! Eminent business leaders and top doctors moved into the field, like Fortis, Max, Manipal, Medanta, Narayana Health, with wonderful milestones of the “best in class” processes, talents, and new technology translating into hitherto unknown patient care. “Innovations” in technology has been mind-boggling. The journey from the days of simple X-ray machines in the 70’s to the best-in-class cutting edge “frontier technologies” like 3 Tesla MRI’s or PET CT’s making possible an extraordinary level of insights into the human body.

From Robotic surgery to Trans-oesophageal Cardiac Ultrasound, from Super precise Linear Accelerators for Cancer Therapy to the wondrous efficacies of ever-improving Drug Eluding Stents, Indian Healthcare has seen it all in these three four decades of fascinating journey.

As Private Sector has marched ahead, Government has been doing its bit very bravely and with wisdom. From bringing our 30,000-odd Primary Health Centres to a certain basic minimum standard to funding and meeting the expectations of top class Institutions like AIIMS and the PGI’s, I think our Government has shown great resilience, determination and savvy in general over the years in bringing Indian Healthcare to where it is today.

Today Indian Healthcare has the best of T’s – Talent, Technology, yet there’s a third T in this challenging Sector or Industry without which it is difficult to move forward. The most important T is for “Teamwork”? And this third “T” is possibly the most important goal of NATHEALTH. How? Well, Indian Healthcare is uniquely placed at this point of time. The positives and the negatives are at constant interplay. At one end of this uniquely colorful spectrum, we have taken giant strides to create highly skilled medical ecosystem with excellent clinical outcomes and powerful value propositions, at the other end our Country has an overwhelming disease burden that is compounded by significant delivery challenges of severe talent shortage and inadequate infrastructure. Addressing these challenges is our immediate priority and will require a joint commitment of all Healthcare stakeholders. As One Dedicated and Committed TEAM, we need to come together on to a Common Platform and work along with decision- and policy-makers to create an enabling environment that will power The Next Wave in Indian Healthcare. And hence try to address the myriads of challenges it faces every day. NATHEALTH is the genesis of this movement. I feel we are there halfway but borrowing from the eminent English poet “…We have miles to go before we sleep…” Let’s work TOGETHER as ONE GOOD TEAM with unwavering commitment and focus to just do it and make it happen!
Partnering with Government to scale up Healthcare
(Hony) Brig Dr. Arvind Lal, Chairman & Managing Director,
Dr. Lal PathLabs Pvt. Ltd.

Treasurer – NATHEALTH

I am delighted to be sharing my thoughts on this momentous occasion of the launching of NATHEALTH or the Healthcare Federation of India. I congratulate our members and especially the office bearers for making this happen. NATHEALTH will be the nodal organization that shall be the voice of all the healthcare providers in India. India ranks in the last 25% of the countries in the provision of healthcare services. In spite of the historic Alma Ata Declaration on Primary Health Care in 1978, of which India is a signatory, and the Government of India’s stated policy of providing Universal Healthcare Access to all, a lot needs to be done to achieve this in our country. In order to achieve our stated goals both the Government of India and the private healthcare providers will have to learn to work in tandem with each other. The creation of NATHEALTH is a step in this direction.

Our country that was already reeling under the burden of communicable diseases like tuberculosis, malaria, dengue and other viral fevers, water borne infections etc. have now to contend with the Non-Communicable Diseases (NCDs) that are also known as Lifestyle Diseases. They include diabetes, high blood pressure, cardio vascular diseases, cancer, obesity, smoking etc. Therefore, it is no surprise that these diseases have already become the number one killer in our country. This is going to be another area where NATHEALTH and GOI shall be working with each other. The other sector where NATHEALTH can be of great help to the people of India would be to partner GOI in creating a larger manpower in the healthcare industry or scaling up of the availability of skilled human resources in our industry. NATHEALTH will be happy to research, plan and finally help to execute such a strategic vision.

I wish NATHEALTH a thumping success.

Working on Reducing Trust Deficit in Healthcare
Ms. Terri Bresenham, President & CEO, GE Healthcare, India & South Asia

Governing Council Member – NATHEALTH

At NATHEALTH we are working on developing a framework for transparency in Indian healthcare. Right now, there is a lot of trust deficit; between developers and providers; providers and patients. This deficit cannot culminate into a ‘healthy’ working environment.

We are working together to address this challenge. The initiative will give us a common outline on how we should conduct ourselves as responsible stake-holders. Due to the diversity in the country, there are numerous areas where conflicts of interest can be a challenge. We are trying to decrease this conflict.

We, along with 12 other companies, are working on forming a ‘Code of Ethics’. Our discussions have started. In fact, we have also managed to make a list of the ‘deficits’, and after further deliberations, have prioritised them too. The initiative may seem more conceptual and difficult to implement, but the framework will make ‘healthcare healthier’. However, the challenge here is to make people realise the importance of such an initiative. We will address this by spreading awareness about the benefits it will provide us in the long run. In all practicality, it may not be accepted by 100% of the industry. However, even if a majority of players come on the same page, it will do us good.

Also, I would like to mention that Mr. Anjan Bose is doing outstanding work at NATHEALTH. The agenda of NATHEALTH will serve the government as well as various stake-holders of healthcare. Mr. Bose has managed to bring a good mix of strong-minded people on the same platform, and it is not an easy task to achieve!
This is a Red Letter Day for all Players

Dr. Nandakumar Jairam, Chairman and Group MD, Columbia Asia Hospitals

**Governing Council Member – NATHEALTH**

The health industry in India has, historically, remained fragmented. The various players did not communicate and there was no single forum to speak on behalf of the industry. This unfortunate situation resulted in the voice of the industry remaining unheard. Without dissecting the reasons behind this, it is heartening that the entire industry has understood the folly of the past and rallied together under a single flag! This is a red letter day for all players. A common forum of this kind enables dialogue, debate and an understanding of the commonality of issues. This will obviously result in concerted action for correction of brakes that tend to slow down the pace of growth. It also enables the forum to work on other issues like ethics and governance for the betterment of the industry and the people it serves. It is heartening to note that once the thought was kindled by the doyens in the industry, the pace at which the formation of NATHEALTH occurred was indeed rapid. Kudos to all concerned!

However, the formation is only the first step. The way the group interacts, and continues with ambitious agenda that the group has defined for itself will truly define the way the industry shapes itself in the decades to come. It is clear that the health industry is in for substantial growth. To funnel this growth with the ultimate aim of improving every aspect of the industry’s function is the responsibility of NATHEALTH. In turn this will translate into improving the health of the people of our beloved country. It is a privilege for me to have played a part in the genesis of NATHEALTH. May NATHEALTH grow from strength to strength!

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**Time is Right for all Stakeholders to Collaborate**

Mr. Daljit Singh, President, Fortis Healthcare

**Member – NATHEALTH**

The time for Healthcare has arrived in our country. It is now, rightfully, occupying a position of primacy in the minds of our Government and Civil Society, poised to witness a significant thrust in the depth and width of its coverage across the country. India recognises that the health of its citizens is a pre requisite to its emergence as a self-reliant and prosperous nation.

The challenges facing Indian Healthcare are indeed significant and daunting on all fronts, be it infrastructure, reach, talent, quality, and a disease burden spanning public health issues and communicable diseases at one end and the fast emerging onslaught of NCDs at the other.

The past decade has witnessed huge investments by the private sector in setting up hospitals and other innovative delivery formats across the country. The Government too has launched several initiatives, be it the expansion of infrastructure or funding mechanisms for those below the poverty line. Also evident has been the advent of National quality standards formulation and launch of quality accreditation of hospitals under the aegis of the QCI; adoption of these standards and quality accreditation need to be scaled up to cover the vast majority of healthcare providers to provide benefit to patients across the country. Given this scenario, the task of providing "Universal coverage" is a theme that needs to be brought to life through actions that span the gamut of the now familiar trinity - "Affordability, Accessibility and Reliability".

Time is right for all stakeholders – the Government, Civil Society, Private Sector – to enhance collaboration and work collectively to the delivery of this agenda in a sustainable manner. It is against this backdrop that the need arose to create a ‘pan healthcare sector’ body that reflects the collective aspirations and conscience of this sector, be recognised as ‘the’ credible voice of Indian Healthcare and perform the role of a responsible and effective partner to the Government and civil society at large, to deliver healthcare to all citizens of our country. ‘Healthcare Federation of India’ – NATHEALTH - established in May 2012, represents the culmination of this need. Many of us, deeply associated with this creation, feel especially privileged to witness the coming of age of this body. NATHEALTH holds the promise of steering the fortunes of Indian Healthcare in the decades to come.
Government of India and Tamil Nadu Government are doing wonderful work for the healthcare of the country. Specially, the Tamil Nadu Government is excellent in its access in preventive and curative healthcare of the population of Tamil Nadu, which is highly commendable. Across the country, we have thousands and thousands of healthcare institutions trying to treat the millions and billions of people. Millions of people who are uneducated find it difficult to take appropriate and proper preventive and therapeutic medical treatments. Institutions like PGI (Chandigarh), All India Institute of Medical Sciences (New Delhi), JIPMER (Pondicherry), Sanjay Gandhi and Rajiv Gandhi Institutes of Medical Sciences (Kadapa) cater to lakhs and lakhs of poor people. Hospitals like Apollo, Wockhardt and various corporate, multi and super speciality hospitals are also doing their bit to provide best healthcare for the people of the country. The private charitable trust hospitals like K.G. Hospital – which has been in existence for four decades – have done their mite to help lakhs of people to tide over their health and medical situations. We have excellent doctors and excellent facilities across these hospitals. However, Hospitals like K.G., which are certified by NABH, can only perform 600 to 700 cardiothoracic surgeries, 40 kidney transplantations and 4,000 free eye surgeries per year conforming or equivalent to America or England standards. The leaders of NATHEALTH should address this issue and devise ways and methods to replicate and multiply these ‘centres of excellence’.

Hi-tech machines, experienced and qualified doctors are available. Disease care is interesting, but preventive care is most important. Almost 80% of the diseases can be prevented through preventive health, which is relegated to the back seat both by the politicians and doctors. It is our combined responsibility to see that India becomes a ‘Powerful India’. How can India be a powerful country when the health status of the people is poor? This is where a body like NATHEALTH can play a part.

Need to Improve the Health Status of Indians
Dr. G. Bakthavathsalam, Chairman, K.G. Hospital & Post Graduate Medical Institute

Good Healthcare for all Indians is a fundamental requirement and needs great importance and focus. It is crucial to ensure that the foundation blocks are laid correctly so that the goal of Universal Healthcare for all is achieved sooner than later. We need good Access, Awareness, Availability and Appropriate affordability to ensure that the good healthcare reaches far corners of the country.

NA THEALTH is a good initiative which brings the best minds in Healthcare together on a common platform and acts as a repository of knowledge and common commitment to transform Indian Healthcare. NA THEALTH is expected to play a decisive role in shaping the future of healthcare in India. This collaboration among various stakeholders will be instrumental in guiding policy, settings standards and protocols to achieve the overall goals.

It has been an honour and privilege for us to be a part of this esteemed group to contribute to making a Healthy India. Going forward, I see NA THEALTH having representation from across the country, getting more thought leaders involved and continuing to provide solutions for transforming healthcare in India.

It is Critical to Ensure Universal Healthcare
Gautam Khanna, Country Business Leader & Executive Director, 3M HealthCare Business

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The World Health Organization defines Health as a state of complete physical, mental and social wellbeing and not merely the absence of disease. Access to quality healthcare is every citizen’s right. The achievement of all health-related development goals including Universal Health for all Indians depends upon a robust healthcare delivery system that has the unreserved commitment of the entire stakeholder fraternity and is based on sound government policy.

Such a healthcare delivery system needs to be considered in the wider context of the complete health-care package necessary to address our country’s growing health needs - prevention, clinical care (investigation, diagnosis, treatment and management, follow up, and rehabilitation) and access to appropriate healthcare.

The Healthcare Industry in India is in an exciting phase currently. We have made rapid strides with exceptional tertiary care facilities. Medical tourists are pouring in to avail benefits of quality medical treatment at a fraction of the cost incurred in their home countries. The Government has also been focussing on healthcare with positive results in the form of upgraded public health facilities and setting up of new medical colleges and hospitals to plug the skilled professionals’ gap.

The stakeholders realize that far reaching policy changes and setting a strong foundation for growth needs a unified effort. In this exciting time, the Healthcare Federation of India (NATHEALTH) provides a perfect platform for private and government players to partner together to enhance the overall healthcare ecosystem and focus on improving the quality of healthcare in India.

Zimmer is excited to be a part of this endeavour and looks forward to partnering with the NATHEALTH.

Creating a Country-wide Consensus

Dr. Sanjeev K Chaudhry, Managing Director, SRL Limited

A nation’s prosperity very largely depends upon the health of its people. Only healthy people can produce healthy outputs and a healthy growth in an economy. Health industry forms the backbone of a nation. Health in India is a state subject and therefore involves multiple regulators, agencies and policy makers. An entity that offers healthcare services in multiple regions has to deal with multiple governmental agencies in a highly fragmented macro environment. It had been a long felt need of the health industry in India, where the private sector provides three fourths of nation’s healthcare needs, to have a dedicated, unified platform and voice. In forming and creating NATHEALTH, the industry finally has a forum that can help play a leading role in championing the national health agenda and create a wide countrywide consensus in favour of providing good quality healthcare services. As India’s largest healthcare diagnostics company with a nationwide footprint, SRL welcomes the formation of NATHEALTH and assures its full support and cooperation in achieving India’s healthcare goals and aspirations.
Culminating towards an Equitable Delivery Model
Anuj Gulati, Managing Director & CEO, Religare Health Insurance Co. Ltd.

Member – NATHEALTH
It gives me immense pleasure to congratulate the Health Care Federation of India (NATHEALTH) as they embark on their maiden journey with a goal to improve access and quality of healthcare. We are delighted to be part of this forum that comprises of industry captains, pioneers and noted strategists, and look forward to consistently contributing to the federation’s objectives.

The ever-promising healthcare industry, estimated to be valued at US$ 280 billion by 2020, today services a variant diaspora of demands owing to consistent changes in the country’s socio-demographic milieu. However, even in these progressive environs, healthcare financing continues to be an area of concern, with over 70% of healthcare expenditure still being funded from out-of-pocket sources. Charting a roadmap for cohesive growth of the industry would entail a unison of objectives among the healthcare delivery and healthcare financing sectors; and NATHEALTH provides an apt forum for the same with imperative representation of stakeholders from both domains.

At its very initiation, it gives immense confidence to see NATHEALTH’s objectives seamlessly align with the requisites that must form part of the healthcare industry’s roadmap. Be it funding for long term growth, optimization of healthcare infrastructure, promoting innovation, best practices, quality-driven delivery and accreditation – the outcome of these forward-looking initiatives would all culminate towards building a sustainable, equitable and affordable healthcare delivery model.

AMC and NATHEALTH working towards Similar Goals
Dr. Sujata Rao, President, The Association of Medical Consultants (AMC)

Member – NATHEALTH
The Association of Medical Consultants (AMC) represents consultants practicing at corporate and non-corporate tertiary care referral hospitals (both government and private) and individual consultants practicing through their own consulting rooms, clinics and nursing homes spread across India and hence are able to identify with the vision and mission of NATHEALTH.

AMC’s Vision is: To promote professional solidarity and initiate path-breaking healthcare policy reforms and enable doctors to excel in ethical practice and patient care in pursuit of a harmonious doctor-patient relationship.

AMC’s Mission is: To guide, steer, motivate and hold hands of every practicing consultant in order to fulfill his medical, ethical and social responsibilities and duties fearlessly and endorse an all-encompassing medical education structure, to achieve safe and qualitative healthcare delivery in coordination with other stakeholders of healthcare system.
Healthcare industry is unique in terms of its opportunities, challenges and practical realities. In India, we as doctors, nurses, or patients face innumerable trials with our massive population and complex systems of medical practice. In a country where the literacy rate does not exceed 70%, it is a gigantic task to steer our respective teams through the bureaucratic hurdles, infrastructure crunch and the ever increasing disease burden.

AMC holds a firm belief that the healthcare providers across India should unite to streamline the healthcare services in an efficient and professional manner. We take great pride in joining hands with other stakeholders from all over India to form a united voice and evolve path breaking reforms in order to lay down a structured and conceptual framework for the healthcare system. We hope this meeting of minds in the form of NATHEALTH will usher rich dividends to the Indian healthcare industry and provide a level playing field to every stakeholder of the healthcare system.

The NATHEALTH Round Table Session

NATHEALTH has been actively arranging meets and forums for the healthcare industry. It is a platform for the decision makers to come together and share their ideas, while trying to learn from each other. The pictures here give you a sneak peek into one of the Round Table sessions conducted by NATHEALTH on some relevant healthcare topics.
Vision
Be the credible and unified voice in improving access and quality of healthcare

Mission
• Enable the environment to fund long term growth.
• Help develop and optimise healthcare infrastructure.
  • Help shape policy & regulations.
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• Support best practices & promote accreditation.

For more details, contact Healthcare Federation of India
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