

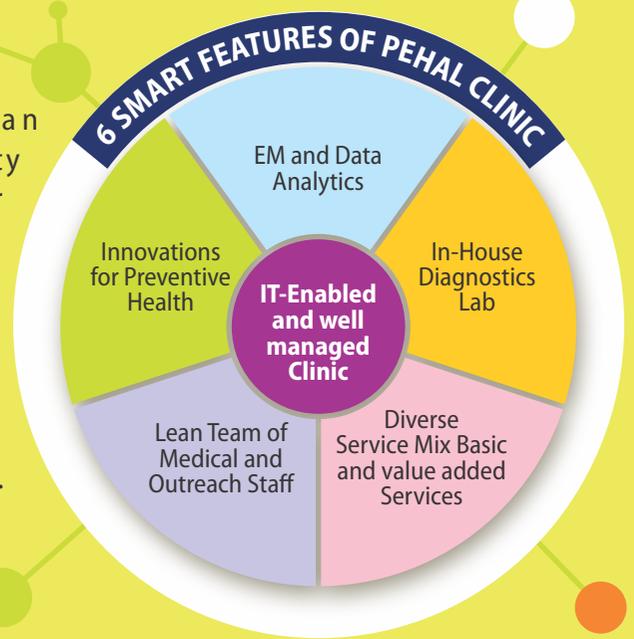
# SMART AND SUSTAINABLE USER-PAID URBAN HEALTH CLINICS FOR UNDERSERVED COMMUNITIES



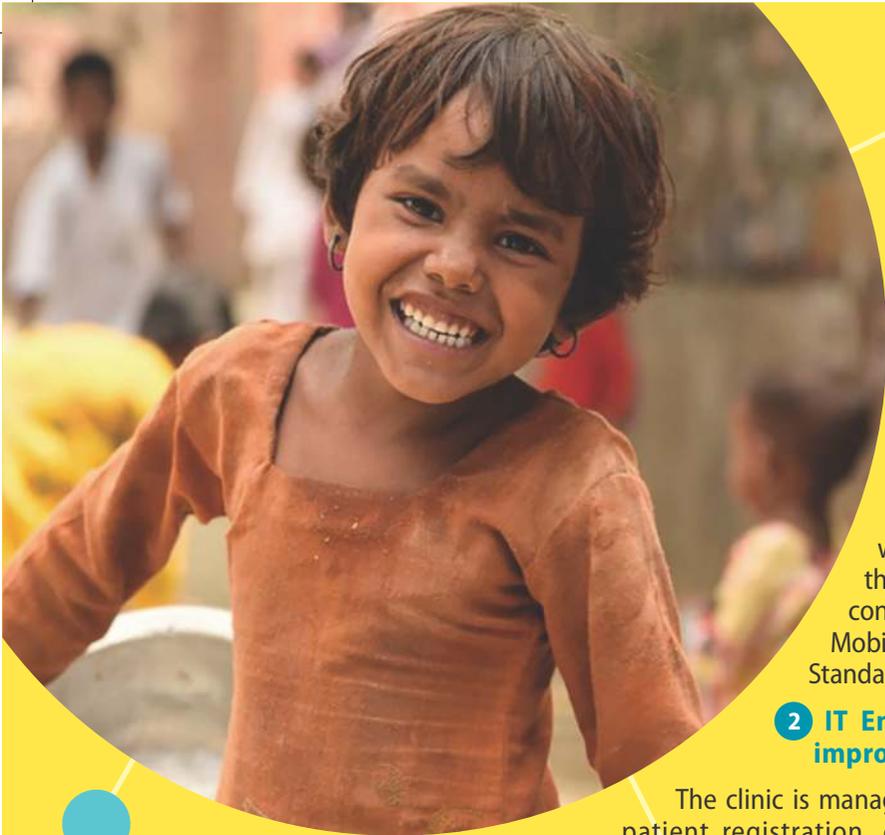
India is urbanising at a rapid pace. It is projected that by 2030 around 40% of the country's population will be living in urban areas (Lancet Global Health, Vol 3, Issue 12, December 2015). The quality of healthcare provided to this large and growing city-based population will determine the national health indices in the coming years. As the present public healthcare system is yet to achieve universal coverage, it leaves little choice with the people but to access costly private healthcare providers and bear the cost. Around 70% of healthcare expenditure in the country is borne 'out-of-pocket' by the individual, while only 15-18% have some sort of public or private insurance coverage.

Pehal Project is an integrated community development program for the urban underserved population living in Gurugram.

Supported by United Way Delhi and their corporate partner, Carrier India, WISH has curated an NGO-led model of SMART Clinics which aims to combine innovation, management efficiencies and resources to enhance client satisfaction and increase sustainability through improved cost recovery measures.



The first such user-paid clinic established in June 2016 at Chakkarpur village, Gurugram caters to a 15,000 slum population comprising migrants and local residents. The objective of the initiative is to over a period of time, make quality healthcare available at the doorstep; affect health-seeking behaviour change and create a demand for quality healthcare services; generate revenue through affordable value-added services; increase cost recovery for clinics and subsequently reduce the dependency on grant funding. CSR partners are encouraged to support the scale-up of this model.



## STRATEGIC PILLARS OF USER-PAID CLINICS

### 1 Curating a Smart Health Facility for the Under-served Community

The aim is to provide the underserved with a clean, well maintained health facility that provides low-cost healthcare with dignity. Pehal clinic provides one-stop health services to the slum population by servicing the patients through doctor's consultation, pharmaceutical drugs and in-house laboratory by Mobile Pathological Lab (MPL). The clinic strictly adheres to the Standard Operating Procedures (SoPs) for primary health clinic.

### 2 IT Enabled and Digitalized Management processes to improve Accountability

The clinic is managed by customized android application that takes care of patient registration, consultation and diagnosis recording, e-prescription generation, inventory management, making the processes transparent, safely stored on a cloud storage. The clinic management application generates electronic medical records on daily basis leading to data analytics to understand the disease burden as well as to monitor operations of the clinic.

### 3 Use of innovations in Point-of-Care Devices for community outreach and promoting healthcare

Based on specific requirements, Point-of-Care devices and technologies are being used in the clinic as well as in the community mobilization efforts and health camps.

- a) **SüChek** - A low cost Glucometer by Biosense Technologies that can perform a blood glucose test at Rs 10 per test.
- b) **ToucHb** - A non-invasive, IT enabled Anemia Screener by Biosense Technologies that performs a hemoglobin test by screening the retina for free of cost.
- c) **uChek** - A portable IT-enabled Urine Analyzer by Biosense Technologies that conducts a urine test on 11 indicators for free of cost.
- d) **Mobile Pathological Laboratory** - An innovative portable testing platform by Accuster Technologies that can conduct up to 37 diagnostic tests at Rs. 18 - Rs. 200.

### 4 Sustainable model focuses on increasing cost recovery over the next few years

The user-paid model envisions cost recovery measures, to increase sustainability and a long-term benefit to the underserved in the urban areas. A well thought and cost efficient pricing plan is charged to the community for quality healthcare services. A basic package of Rs. 30 for medical consultation which is valid for 5 days is offered. In addition, pharmaceutical drugs (Rx and OTC), basic diagnostics; value-added services such as comprehensive care package for pregnant women, family planning services and emergency services for diarrhea, malaria, dengue and chikungunya are also offered. The aim is to increase footfall, and raise revenue that can be ploughed back into the clinic operations for self-sustenance to reduce dependence on external funding.

#### OUR PARTNERS

USAID FROM THE AMERICAN PEOPLE  
 United Way United Way Delhi National Capital Region  
 Accuster...  
 Biosense health + technology + people

#### WISH GOALS FOR INDIA @ 80

100 Million Families receive Quality Primary Healthcare

2 Million Families stay above the Poverty Line

1 Million Pregnant Women's Lives Saved

50,000 Infant Deaths Averted

50 Healthcare Innovations Piloted

Aligned with Sustainable Development Goals

4,457 paid clients registered in the Pehal Clinic from June 2016 - September 2017. A total of 13,113 people were reached through community outreach programs.



#### An Initiative of LEHS

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