



Combating the threat of Non-Communicable Diseases April 10, 2015 Vigyan Bhawan

WISH Foundation brought together a dynamic group of experts representing the healthcare ecosystem at the 7th edition of the Sankalp Forum on April 10 at Vigyan Bhawan. The high level panel showcased promising innovations, garnered interest through a power-packed session and combined public and private energies to identify a plan of action and potential solutions to combat the ever-growing threat of non-communicable diseases.

Issues

- Non-communicable Diseases (NCDs) account for nearly half of all deaths in India.
- Extremely high Out-of-pocket expenditure on health with majority of it on NCDs
- Conflict of interest between the doctors that provide curative care and the innovators that help in creating devices for preventive care
- Primary Healthcare focuses more on curative care than preventive and Promotive
- Lack of motivation on preventive care by providers due to lack of incentives

"Behavior change is the fundamental premise for addressing the problem of NCDs. You have the democratic right to live a healthy life. Use it."

Distinguished Panelists

Mr. Harpal Singh, Chairman Emeritus, Fortis Healthcare Limited

Dr Damodar Bachani, Ministry of Health and Family Welfare, Government of India

Dr R.K. Srivastava, Health Services, Government of India

Yogesh Patil, Innovator for low cost medical devices

Shrish N R, Swasti - A health resource

4 Points of Action & Commitment

Create a sustainable healthcare ecosystem

The gap between greater resources in public sector and utilization in private sector should be bridged through PPPs.

A trans-disciplinary approach, integrating all healthcare resources, must be advocated for better resource utilization.

The doctors and the healthcare workers must be provided with incentives that keep them interested

Inclusive Business Models can be used to make the work look more lucrative for them.

Involve the Industry/Markets in the process

Partner with markets and industries for fostering behaviour change and social action

Moving beyond tokenism by government and private sector

Keeping the investment envelope fixed for people to work as one would have to work within pre-set boundaries.

Foster innovations and invigorate innovators

Foster innovations which are preventive. As life expectancy is increasing people will need to manage health

Provide platforms for innovators to understand the need gaps and provide assistance in devising innovations

Effectuate Behaviour change

Create a sense of ownership. Every individual must be responsible for his/her own health

Promotion of healthy lifestyle especially for the young

Increasing availability and subsidization of healthy products to encourage consumption.

Focus on mass awareness.



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“We should bring a positive narrative for addressing NCDs to inspire people to change. Opportunity is great to achieve success, we must stay committed.”