



Report on healthcare access initiatives

Healthcare

August 2016

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Foreword

Enhancing the patient-centric healthcare system has been the focus of providing quality healthcare in the last few years in India.

The government continues to play a critical role in addressing problems impacting the health of its citizens by creating the desired infrastructure, adopting new medical technologies, increasing the availability of human resources in healthcare, and providing affordable care. The role of the private sector in India, which includes 'not-for-profit' organisations, is equally significant.

However, despite all efforts, there exist gaps in the Indian healthcare system which require immediate and collective attention. While investment in capacity, research and development (R&D), better technology and human resources is vital, health awareness and education remain the most neglected levers even today. Human life lost due to lack of awareness is staggering! Cardiovascular diseases (CVD) alone were responsible for around 2 million deaths in India in 2010.⁰¹

Often, disease detection is so delayed that neither access nor affordability can play any role.

While the public health system has successfully combatted several diseases through initiatives such as the Pulse Polio Programme, National AIDS Control Programme, National Rural Health Mission, National TB Control Programme, Swachh Bharat and many more, the awareness around preventive healthcare and Non-Communicable Diseases (NCDs) remains low.

NCDs have emerged as one of our foremost public health challenges accounting for nearly 60 per cent of deaths and uncountable cases

of disability.⁰¹ Further, NCDs also account for almost 40 per cent of hospital stays and nearly 35 per cent of all recorded Out-Patient Department (OPD) visits⁰¹. It is estimated that this ever-increasing NCD burden can cost India nearly USD 5 trillion due to loss of productivity⁰¹.

The first step towards mitigating this large and looming economic and wellness burden is to increase efforts on educating the public about the very existence of these diseases. Creating awareness about health, hygiene and disease prevention can go a long way in improving access and ensuring affordability. Prevention, rather than cure, needs to be our *mantra*.

Only a long-term, proactive strategy with education and awareness at its centre, involving all stakeholders, i.e., the government, healthcare providers, insurance companies and healthcare and pharmaceutical companies, can achieve the desired vision of a healthy country.

This report is a compilation of interventions undertaken by member companies of the Organisation of Pharmaceutical Producers of India (OPPI).



Utkarsh Palnitkar

Partner and Head

Infrastructure, Government and Healthcare
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KPMG in India

01. 'Economics of Non-Communicable Diseases in India', World Economic Forum and the Harvard School of Public Health, November 2014



Twenty five hundred years ago, the young Gautama Buddha left his princely home, pained and agonised. What was he so distressed about? We learn from his biography that he was moved in particular after observing the consequences of ill health – by the sight of mortality (a dead body being taken to cremation), morbidity (a person severely afflicted by illness), and disability (a person reduced and ravaged by unaided old age).⁰² Health has been a primary concern throughout history. Therefore, healthcare for all – ‘Universal Healthcare’ (UHC) – is a social priority. UHC aims to powerfully enhance the health of people and its rewards go well beyond health. Take a look at India- a growing middle class, rising income levels and increased life expectancy are all indicators of a developing country. What should be India’s healthcare strategy?

As a starting point, it is absolutely imperative that all the stakeholders collaborate and play their part in building better healthcare infrastructure in the country. The pharmaceutical industry in India remains a willing and committed partner to the Indian government, and OPPI stands firm in supporting India’s healthcare objectives. Indian patients need access to safe and effective treatment. OPPI member companies continue to work with several state governments and the central government in the herculean task of enhancing awareness about diseases, providing crucial lifesaving vaccines and engaging in preventive care programmes and

patient support programmes as one of the key steps in access.

The long-term solution to India’s healthcare challenges requires a holistic approach and a critical evaluation of our existing systems. We need sustainable policy solutions to address healthcare financing, infrastructure and human resource challenges. The prioritisation of healthcare has never been more critical and the pharmaceutical industry remains committed to fulfilling its role in helping to further the nation’s healthcare objectives.

OPPI supports patient access to medication as a public health priority. This report captures the several access initiatives of our member companies which patients benefit from and will go a long way in creating a healthy India.

Thank you to all those who have helped us create this report.



Dr Shailesh Ayyangar

President
OPPI







Setting the context

Public healthcare in India has achieved several milestones such as eradication of small pox and polio, and elimination of maternal and neonatal tetanus. However, despite strong efforts to improve the country's health index, expectations have fallen short and we were unable to meet most of the health targets under the Millennium Development Goals (MDGs), defined by the UN Summit in 2000.⁰³

Access to healthcare is limited to and restricted by a number of factors such as shortage of healthcare infrastructure, lack of trained human resources and limited health financing options.

Moreover, health awareness and education, accurate and timely diagnosis, and adherence to, and completion of doctor prescribed treatment are grossly neglected even today.

03. 'Millennium Project', UN Millennium Project website, <http://www.unmillenniumproject.org/goals/>, 25 June 2016



Gaps in healthcare

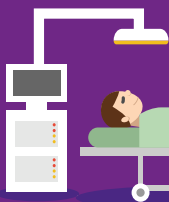


Poor healthcare indices

- Life expectancy (68 years in 2015) one of the lowest among Brazil, Russia, India and China (BRIC).
- Infant Mortality Rate (IMR) of 38/1,000 live births and Maternal Mortality Rate (MMR) of 174/ 100,000 live births in 2015, highest among peer group.

Growing NCD burden

- Non-communicable diseases (NCDs) account for nearly 60 per cent of deaths annually.
- Indian economy set to lose USD 4.58 trillion by 2030 due to NCDs.



Inadequate healthcare infrastructure

- Number of hospital beds per 1,000 population of 0.9, lowest among BRIC nations.
- Seventy-five per cent of dispensaries and 60 per cent of hospitals are in the urban areas.

Need for more trained human resources

- Lowest number of physicians per 10,000 population among BRIC.
- Eighty per cent of doctors are in the urban areas serving only 28 per cent of the population.





Poor availability

- In rural India, only 37 per cent of people have access to In-Patient Department (IPD) facilities within a 5 km distance; and only 68 per cent have access to an Out-Patient Department (OPD).



Burdened care

- Nearly 63 million people are in debt due to health expenditure.
- Nearly a third of population is driven below the poverty line due to health expenses.

Inadequate government support

- The government funds only a third of health expenditure.
- Gross Domestic Product (GDP) spend on healthcare (4.1 per cent) lowest among BRIC.



Poor insurance coverage

- Nearly 75 percent of population uncovered.
- Out-of-pocket (OOP) contributes close to 86 per cent of private and 60 per cent of overall healthcare expenditure.

Source: 'World Development Indicators', The World Bank data, accessed June 2016; 'Economics of Non-Communicable Diseases in India', World Economic Forum and the Harvard School of Public Health, November 2014; 'Universal Health Coverage', KPMG in India, April 2015; 'Foreign Investment In Hospital Sector In India: Trends, Pattern and Issues', Institute for Studies in Industrial Development, April 2015; 'Healthcare in India: Current state and key imperatives', KPMG in India, February 2015; 'Strengthening Health Systems – Lessons Learnt', KPMG in India, 29 April 2015; 'Mortality rate, infant and Maternal mortality ratio', The World Bank data, accessed June 2016



India spends less on healthcare than most other middle income countries. The total healthcare expenditure as a percentage of GDP is about 4.1 per cent,⁰⁴ which is among the lowest in the world.

The demand for a healthcare system in which all citizens receive health services they need without enduring financial burden is growing.

Universal Health Coverage (UHC) has never been more relevant or critical, and needs to be designed factoring the rising dual burden of communicable and non-communicable diseases.

While communicable diseases such as malaria, AIDS continue to be a challenge, the growing burden of NCDs, such as cardiovascular and diabetes can no longer be ignored. Today, NCDs, account for more than 60 per cent of all deaths, and pose a potential financial burden of USD 5 trillion by 2030.⁰⁵

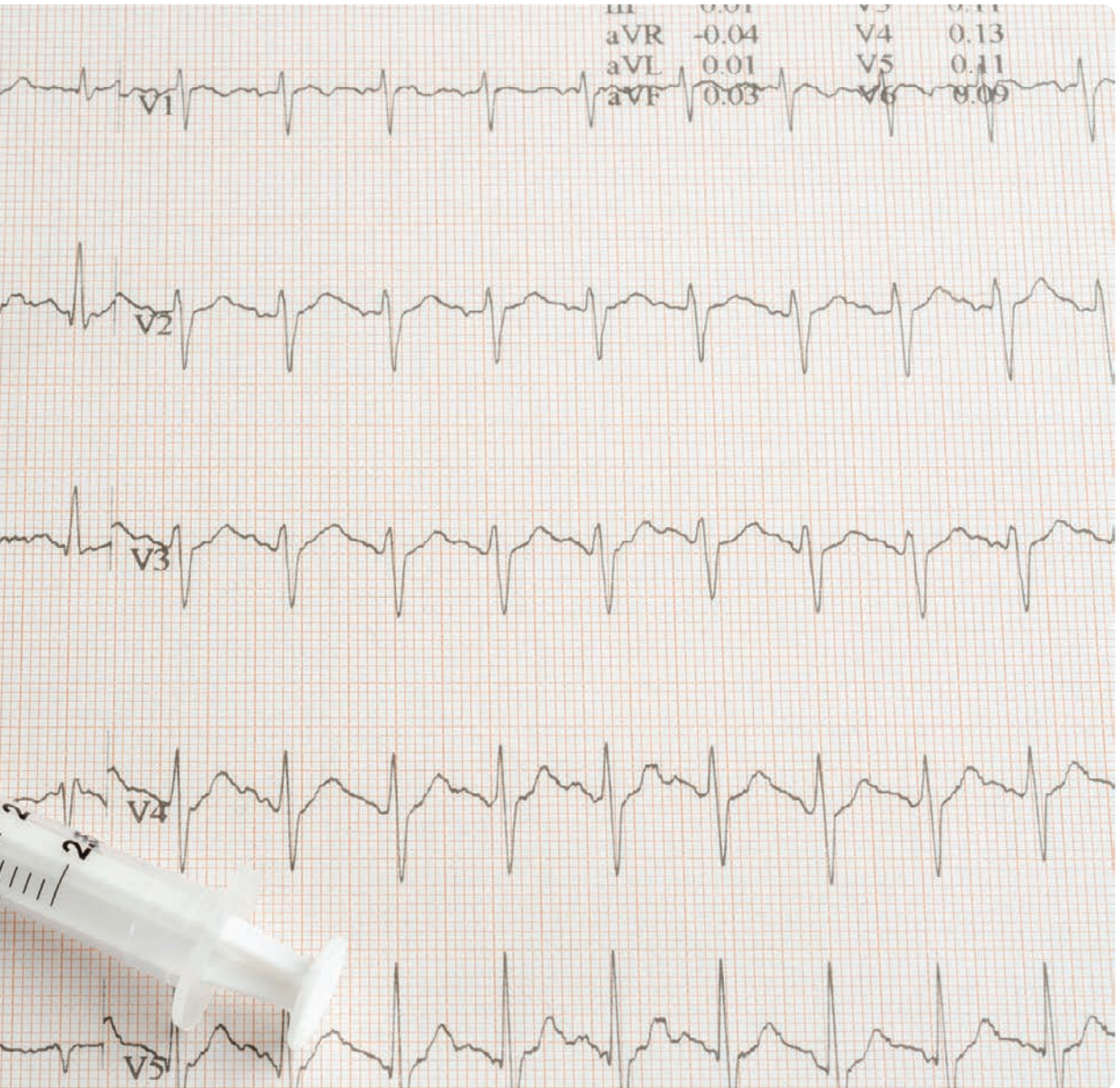
Increasing awareness and educating the masses on hygiene, preventive health measures, timely diagnosis and, above all, the importance of completing doctor prescribed treatment have to be prioritised.

Only an aware and informed public can then optimise the available healthcare options and benefits.



04. 'Health expenditure, public (% of GDP)', The World Bank, <http://data.worldbank.org/indicator/SH.XPD.PUBL.ZS>, accessed June 2016

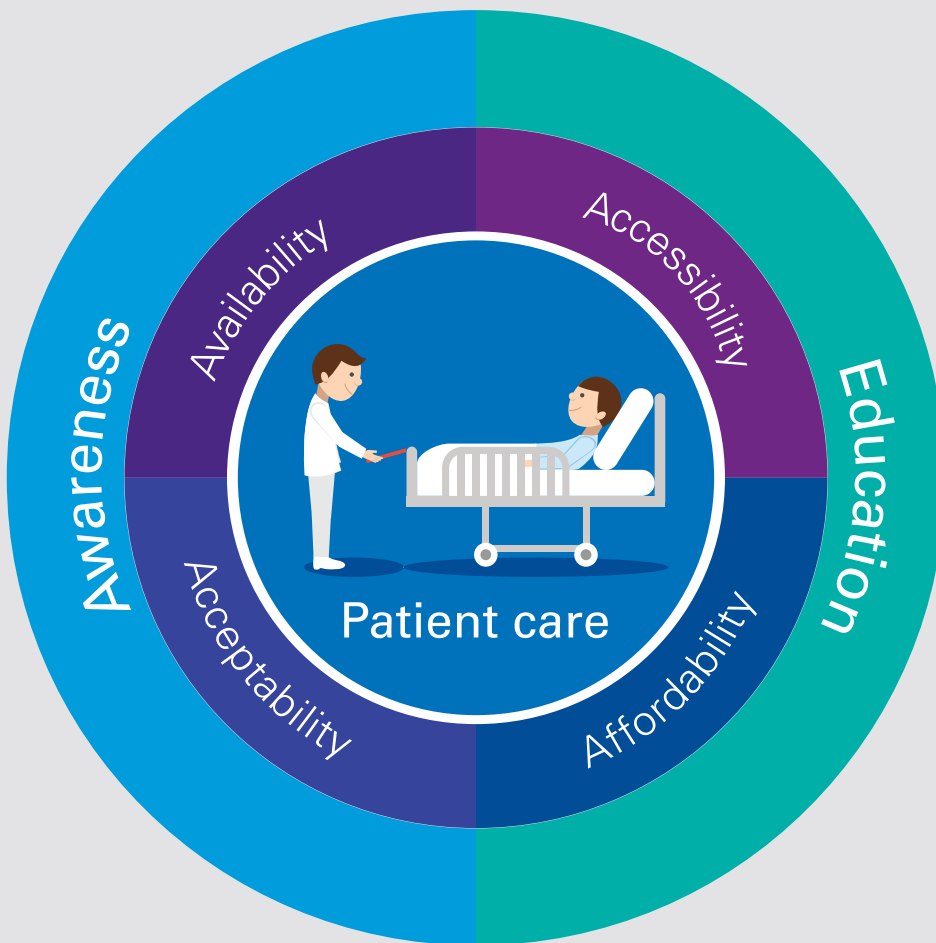
05. 'Economics of Non-Communicable Diseases in India', World Economic Forum and the Harvard School of Public Health, November 2014





A patient-centric approach to healthcare, therefore, requires equal focus on all aspects of access with education and awareness being the starting point.

Awareness and education can strengthen
the four pillars (4As) of healthcare



Source: KPMG in India analysis, 2016



The country currently faces an acute shortage of infrastructure at the primary, secondary and tertiary levels, which is further hampered by inadequate trained healthcare professionals and staff.

Given the rising healthcare cost, affordability is another key area of growing concern for India's healthcare industry. A strong healthcare programme, which covers insurance-for-all, can provide the much-needed social security to all citizens in the country, especially those with limited means.

Currently, 60 per cent hospitals, 75 per cent dispensaries and 80 per cent doctors are located in urban areas servicing only 28 per cent of the country's population⁰⁶. This skew can only be

mitigated by strengthening the public healthcare system by first addressing gaps in rural areas.

There is also an urgent need for regular assessment of quality of healthcare being provided. A mechanism which benefits and incentivises 'patient-centric' public and private hospitals needs to be put in place.

The following section of the report is a compilation of non-commercial initiatives taken by the member companies of the Organisation of Pharmaceutical Producers of India towards improving healthcare in India. This information has been captured through the interview and survey methodology.



06. 'Healthcare in India: Current state and key imperatives', KPMG in India, 2015





Compendium of non-commercial initiatives of OPPI member firms



Education/
Training



Work related
initiatives



Safety training



Health checks



Waste reduction



Water conservation



Awareness



Community led total
sanitation project



Nirmal Dhara dairy
farmers livelihoods
programme



Knowledge Genie



A train-the-trainer
programme



First to inform



Indian Orthopaedic
Association – Ortho
Excellence Program
(IOA – OEP)



Product safety



Patient education



Collaboration
with government
regulators and
policymakers



Responsible
approach to sales
and marketing



Moving to zero CARE
programme



Making India thyroid
aware



Tackling diabetes
among pregnant
women and infants



Screening for liver
related diseases



iCARE road safety
awareness drive



Other initiatives



The Wonder Grain



Awareness



Making India thyroid aware

Abbott launched the Thyroid Awareness Campaign in areas with high prevalence of thyroid disorders but with limited access to diagnosis and low awareness. In order to address concerns regarding access and affordability of diagnosis, Abbott placed 100 point-of-care devices with the teams conducting thyroid camps. Here free testing was carried out, based on medical advice. After on-site testing, patients received in-clinic diagnosis and consultation. Not only did this programme reduce the hassle for patients because consultation and treatment could be carried out in one visit, it also reduced costs and improved access to diagnosis in these areas. In 2015-16, thyroid awareness camps saw participation from over 130,000 patients.

newborns and strengthening the capacity of health facilities to address GDM. To date, the programme has trained more than 60 healthcare practitioners and helped 177 GDM mothers successfully deliver healthy babies.



Screening for liver related diseases

The Fibroscan initiative (conducted in partnership with Echosens, makers of Fibroscan technology) screened over 21,000 patients, leveraging a non-invasive method for liver disease diagnosis.



Tackling diabetes among pregnant women and infants

The Abbott Fund has provided monetary assistance to the International Diabetes Federation for over four years to address the rising prevalence of Gestational Diabetes Mellitus (GDM) among women in India. The project aims to develop a model approach to care, that works towards: screening and managing GDM in low-resource settings, improving the health outcomes of women with GDM and their



iCARE road safety awareness drive

India has one of the worst records of road safety in the world, with 1 death every 4 minutes due to road accidents⁰⁷. In 2013 alone, more than 130,000 people lost their lives in nearly 500,000 road accidents. Responding to the need for road safety, Abbott partnered with the American Association of Physicians of Indian Origin (AAPI) and the distinguished Indian actor, Amitabh Bachchan, to lead an awareness campaign in an

⁰⁷. 'Healthcare in India: Current state and key imperatives', KPMG in India, 2015



effort to prevent road accidents and save lives. As a part of this programme, in April 2015, Abbott's sales staff visited medical clinics across the country to speak with and educate patients. Employees conducted training sessions to encourage people to be more responsible while driving and abide by road safety regulations. Through the awareness drive, Abbott's

employees reached out to more than 500,000 people with 318,445 out of them signing pledge cards, promising to take ownership of their own personal road safety and to share road safety awareness ideas with friends and relatives. This initiative led to Abbott being recognised by the Guinness World Records for 'Receiving Most Pledges for a Safety Campaign'.



Education/Training



Community led total sanitation project

Abbott has invested in an initiative to improve sanitation facilities in communities where the company's employees live and work. Abbott aims to make two villages in Bharuch District, Talodara and Dadheda, – open-defecation free. The company is helping build more than 500 new toilets in homes, schools and community centers, raise community awareness of the connections between sanitation and health and empower the community to maintain the new facilities. Using mobile apps and IT-based geotagging tools, Abbott is mapping the locations of the toilets. This is helping monitor impact by tracking more than 15 criteria, such as improved access to toilets, improvement in school attendance, enrolment and drop-out rates of school girls, cases of diarrhoea or intestinal infections, reduction in healthcare expenditure and missed days of work due to illness, among others.



Nirmal Dhara dairy farmers livelihoods programme

While nearly half of rural households in India depend on dairy farming for at least part of their income, most dairy farmers face barriers that prevent them from joining the organised dairy industry – which limits their ability to grow their farms. Abbott is now working in Maharashtra to provide up to 1,500 smallholder dairy farmers with the support and infrastructure they need to expand their production of high-quality milk. Working in partnership with local and global partners, the company provides the farmers – especially women, with training in financial and business skills, veterinary care, feeding and dairy development. The company is also building critical village-based infrastructure, including 10 new bulkmilk-chilling facilities.



Knowledge Genie

This is a multichannel, online platform providing medical practitioners with news about the latest developments and insights in medicine. Introduced by Abbott Healthcare Solutions in 2010, it provides access to an e-library of more than 3,000 medical journals, more than 2,000 e-books and daily updates on clinical and research developments. More than 55,000 of India's doctors across 15 specialties are enrolled in Knowledge Genie, with more than 160,000 doctors visiting the website annually.



A train-the-trainer programme

This was conducted with over 120 doctors, on thyroid disorder management, treatment and the therapy options available.



First to inform

This is a unique initiative to bring latest updates from international conferences to over 3000 Indian Neurologists on the very next day.



Indian Orthopaedic Association – Ortho Excellence Program (IOA – OEP)

A collaborative programme where Abbott with its tie-up with the Indian Orthopaedic Association, disseminates education by IOA panel doctors to 500 orthopaedicians across the country.



Work related initiatives



Product safety

Ensuring product quality and safety through maintenance of safety standards in production and distribution facilities. Abbott's product quality efforts are led by the Abbott Quality and Regulatory organisation. All the processes are regularly monitored, and products are assessed against approved specifications before distribution.



Patient education

Patients are educated on health conditions and available treatments to help them understand and effectively manage their conditions. They are also educated on working responsibly with health professionals so they can get better advice.



Collaboration with government regulators and policymakers

Abbott collaborates with various regulatory bodies and policy makers to share expertise and best practices. Abbott engages with expert bodies such as the National Institute of Nutrition and the Central Food Technological Research Institute to exchange the latest thinking on

nutrition science and to learn about national priorities on nutrition. Abbott works closely with various government bodies and industry associations like, Federation of Indian Chambers of Commerce and Industry, Confederation of Indian Industry, the Advertising Standards Council of India and the Protein Foods and Nutrition Development Association of India. Abbott works with the Ministry of Health and Family Welfare, Ministry of Consumer Affairs and the Ministry of Women and Child Development to advance the safety and quality standards pertaining to Food Laws.



Responsible approach to sales and marketing

It is Abbott's obligation to communicate responsibly with patients, consumers and health care professionals about diseases, its healthcare products and the alternatives that exist. The company's employees play an important role in providing doctors with information about disease-specific data, new treatment approaches, patient initiatives and clinical trial results – all of which can significantly affect a patient's health.



Moving to zero CARE programme

A behavior-based education programme designed to increase health and safety awareness - the letters CARE stand for Concentration, Attitude and Recognition for Everyone. The moving to zero CARE health and safety programme is a driving force at every Abbott manufacturing site in India and globally.



Safety training

Abbott conducts training programmes that deal with a broad spectrum of health and safety issues, such as work and road safety, first-aid and response to epidemics. All employees receive job-specific safety training, which includes working safely with machinery, working at high elevations and high temperatures, working in confined spaces and operating large vehicles.



Health checks

Abbott's commitment to promoting better health and well-being begins with its own employees. Employees are offered medical benefits and regular health checks. Abbott's flexi-time policies in India, help employees manage their work hours

while attending to personal work/life challenges and emergencies. The company also ensures that each plant employee receives an annual medical examination.



Waste reduction

A key part of the company's global waste reduction effort is a comprehensive programme to certify Abbott sites as Zero Waste to Landfill. This means none of the waste goes to landfill, but is instead diverted to become a resource for other beneficial uses. Abbott's manufacturing plant in Goa is their first plant outside of Europe to achieve Zero Waste to Landfill status.



Water conservation

Abbott's Jhagadia plant is the first nutrition facility in Gujarat to harness new environment-friendly Karnal technology to reuse water from the plant to nourish a new 10-acre forest of 6,800 eucalyptus and casuarina trees planted on-site. This innovative approach minimises water waste, while creating a green area that adds to the local ecosystem.



Other initiatives



The Wonder Grain

More than 200 million people living in India, many of them children, are hungry and malnourished. Rice, a staple for two-thirds of India's population, can play an important part in overcoming micronutrient malnutrition. Abbott and its foundation, the Abbott Fund, have partnered with international non-profit organisation PATH to reformulate its Ultra Rice® – an affordable manufactured grain that looks and tastes like

rice, but contains important nutrients that rice lacks. With funding support from the Abbott Fund, Abbott and PATH scientists have reduced the cost of Ultra Rice by approximately 10 percent, while enhancing it with additional vitamins. Abbott is also helping PATH catalyse the market for fortified rice by strengthening local production, quality and distribution in India.





Awareness



Education/
Training



Work related
initiatives



Young Health
Program (YHP)



Supporting primary
education in the
locality



Drive safe and safe
rider defensive
driving training



Employee health



Tree plantation



Awareness



Young Health Program (YHP)

Young Health Program began in India in 2010 and is an ongoing flagship initiative of AstraZeneca. It is founded in partnership with Plan International and John Hopkins Bloomberg School of Public Health. The programme focuses on adolescent health in marginalised communities, for primary prevention of the most common Non-Communicable Diseases (NCDs) – type 2 diabetes, cancer and heart and respiratory disease.

Multiple expert organisations come together to collaborate for the programme, combining on-the-ground programmes, research and advocacy to target the four most prevalent risk factors for NCDs: tobacco use, alcohol abuse, lack of exercise and unhealthy eating.

YHP is rolled out in five project sites covering (Badarpur, Madanpur Khadar, Mangolpuri, Holambi Kalan and Dwarka) three districts of Delhi. The programme completes five years and recently saw the launch of phase III (2016-2020) in five more resettlement communities in New Delhi (Sultanpuri, Kirari Suleman Nagar, Jahangirpuri, Bawana and Holambi Khurd). With this launch, YHP India continues to enhance knowledge on adolescent health issues and coping mechanisms and aims to reach out to an additional 1.3 lakh young people as the year progresses.

So far, YHP has benefitted 199,387 adolescents and reached out to 7,510 members of the wider community that include parents, teachers, health workers and policy makers. 2,200 peer educators received training as part of the programme.



Education/Training



Supporting primary education in the locality

Kattigenalli Government School located near AstraZeneca's manufacturing facility houses 135 students from Class I to VII standards. As part of this initiative, AZPIL has sponsored the salaries of teachers; conducted medical examinations for students; offered scholarships; improved sanitation and drinking water facilities; set up labs; and provided computers, uniforms, shoes, cycles and books. AZPIL also conducted educational activities and provided transport for the educational tours undertaken by the school. In 2015, AstraZeneca provided basic furniture i.e. desk with chair for school children, who until then were using the floor to attend their classes. In 2016, AstraZeneca plans to improve the illumination level in the school by repairing all electrical fixtures and improve sanitisation by undertaking painting of the school.



Work related initiatives



Drive safe and safe rider defensive driving training

Safety is an important business value for AstraZeneca, with the foremost goal of, 'Zero fatalities and reduction of serious accidents in the field'.

Driver Safety is one of the main focus areas of AstraZeneca's SHE (Safety Health & Environment) strategy. Over the years, AstraZeneca has launched and sustained a robust driver safety campaign to create increasing awareness of road safety across the organisation.

The sales force teams at AstraZeneca usually travel on two-wheelers or four-wheelers everyday as part of their job. AstraZeneca initiated DRIVE SAFE and Safe Rider defensive driving training to develop road safety culture among employees.

Defensive driving focuses on the need to develop a defensive attitude, given the unsafe behaviour of other road users, and unsafe conditions on the road. Both two-wheel and four-wheel drivers undergo a practical 'Behind the wheel' training. This training equips drivers to follow safe/defensive practices while driving in adverse conditions – bad roads, night driving techniques, adverse weather conditions, and also on fast moving/slow moving traffic scenarios, accident avoidance techniques, traffic signs etc.

The training is aimed at reforming the driver and takes the onus of avoiding injury and accidents on the roads. During assessment, 'risky' drivers are identified and counselled to undergo refresher training. Post-training results demonstrated a major reduction in the injury/accident rate in

the field. The defensive driving trainings are augmented by online email campaigns, poster campaigns etc. to reinforce the message of on-road safety in the field force. AstraZeneca has planned a refresher training for employees once every three years. Over the last five-six years, over 2000 employees have been trained in defensive driving.



Employee health

Employee health is also a major focus area. Employee health check-ups are arranged once every two years. Online campaigns on health and nutrition, quitting smoking, among others also raise employee awareness on health and nutrition.



Tree plantation

In 2015, AstraZeneca planted 250 saplings in and around the premises of the manufacturing facility in Bengaluru. For 2016, the company plans to issue 500 saplings to all employees and other stakeholders.



Bayer **Zydu**s Pharma



Awareness



Disease awareness talks



Water, Agriculture, Sanitation and Hygiene (WASH) project



Project SAHY



Health development programme



Health education and awareness



Education/
Training



Youth education and skill development programmes



Flood relief programme



Project Chiguru



Project PRERENE



Making Science Makes Sense



Training courses in agricultural skills



Fellowship programme



Research and intervention center



Breast cancer detection



Integrated rural development programme



Comprehensive educational interventions



Shiksha Abhiyaan



Mannschaft



Comprehensive rural development programme



ECHO



Skilling center



Vocational training for women



Village training programme



Education programmes for general practitioners



Importance of drug safety reporting



Work related initiatives



Employee initiatives



Tree of life



LEED certified



Other initiatives



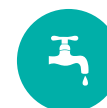
Community development programme



Water and Sanitation (WATSAN) enhancement programme



Flood relief programme



Clean water access



Improving agricultural productivity



Women empowerment programme



Awareness



Water, Agriculture, Sanitation and Hygiene (WASH) project

Bayer has collaborated with EFFORT – Society for the Development of Agriculture & Youth on the WASH project. The project aims to improve public health through sanitation, conservation of natural resources and spreading awareness on health and sanitation among the village population in Andhra Pradesh.



Project SAHY

As part of this project, sanitation and hygiene related programmes are undertaken in schools in Andhra Pradesh.



Health development program

This initiative aims to achieve overall improvement in public health parameters. The programme is undertaken across India in collaboration with School Health Annual Report Program (SHARP).



Health education and awareness

These initiatives are undertaken in collaboration with TB Alert India with focus on TB, sanitation and hygiene.



Bayer conducts disease awareness talks

concerning women's health by doctors across India. In the year 2014-15, Bayer conducted 100 programmes related to general women health and 100 programmes related to antenatal care. In 2015, Bayer conducted awareness programme for polycystic ovarian syndrome.



Education/Training



Youth Education and skill development programmes

Bayer in collaboration with MAA Foundation undertakes Youth Education and skill development programmes in schools in Vapi.



Project PRERENE

The project in collaboration with Samark aims at improving reading and writing skills among primary school children in 10 government schools in Karnataka until 2017.



Flood relief programme for Jammu & Kashmir region

The programme undertaken in collaboration with Save the Children focused on providing educational facilities, shelters and health interventions to those affected.



Making Science Makes Sense

The programme undertaken with Durga Devi Charitable Trust and scientific partner Grey Sim Ltd. aims to inculcate inquiry based learning among students and provides school children an insight into natural science phenomenon. 60,000 students have benefitted from this programme since 2007.

The company also runs the programme in rural areas in Andhra Pradesh under the theme 'Agriculture education to high school students'.



Project Chiguru

The programme undertaken in Karnataka in collaboration with Association for Rehabilitation for Disabled (ARD) aims to rehabilitate and bridge school programme for children in the age group of 7-12 years affected by child labour.



Bayer - Ramanaidu Vignana Jyothi School of Agriculture in Telangana

The school conducts two 6 month vocational training courses in agricultural skills for students from rural areas. Bayer provided the school with upgraded equipment and infrastructure.



Fellowship programme

BAYER fellowship Programme provides support in Agro Science to 31 students for M.Sc. and 18 PhD students every year.



Research and intervention center

Bayer in collaboration with Public Health Foundation of India, KEM Hospital & Research Center Pune along with Charitee Berlin and World Health Summit supports a research and intervention center for the prevention of sexual violence against women and children in Maharashtra.



Breast cancer detection

DISHA Foundation and Discovering Hands along with Bayer have collaborated to support a training center in New Delhi for blind women to become 'Medical Tactile Examinators' in early breast cancer detection.



Integrated rural development programme

The company along with BAIF Karnataka runs an integrated rural development programme in 10 villages of Koppal District, Karnataka.



Comprehensive educational interventions

Comprehensive educational interventions are undertaken with AAKRUTHI Foundation for all age groups in selected villages in Karnataka and Telangana.



Shiksha Abhiyaan

As part of this programme, scholarships are given for promoting education among the students from the aqua farming community across the country. Bayer has tied up with Sarvodaya Integrated Rural Development (SIRD) for this programme and provides eight scholarships worth INR25,000 each to children who score the highest in 12th grade – science stream.



Mannschaft

Under this programme, the employees of Bayer volunteer to undertake village development initiatives like schools infrastructure repair, set up of information and communication technology lab, low cost toilet construction and demonstration, anti - tobacco campaign, health and hygiene awareness campaigns in schools, etc. The programme is undertaken in Karnataka and in collaboration with SIRD.



Comprehensive rural development programme

The Company has tied up with SIRDS for this programme and provides grant for education and livelihood initiatives.



ECHO

Bayer in collaboration with Karuna Trust provides specialist care and treatment at primary health centers using tele-health technology of ECHO (Extension for Community Healthcare Outcomes Model).



Skilling Center

Bayer has set up a skilling center in Karnal, Haryana in collaboration with National Skill Development Fund.



Vocational training for women

Bayer identifies adolescent women in the age-group of 15-19 years and trains them as per needs of the rural communities.



Village training programme

The Company undertakes village training programme in Karnataka in collaboration with SIRDS for the village youth to augment their opportunities to earn agriculture and non-agriculture income.



Education programmes for general practitioners

Bayer in collaboration with a university undertakes education programmes for general practitioners across India related to women's health issues and diabetes including therapy, care etc. The training modules for the programme are designed and undertaken by specialists such as endocrinologists and diabetologists.



Importance of drug safety reporting

Bayer in collaboration with Indian Medical Association undertakes education programmes related to importance of drug safety reporting for healthcare practitioners. Through this programme, Bayer reached out to over 120 general practitioners in Gujarat.



Work related initiatives



Employee related initiatives

Bayer undertakes various employee related initiatives. The initiatives include celebrating National and Bayer Safety Day, awareness talks on office safety and security, first aid training for employees, annual medical check-ups including pre-employment check-up, tie ups with tertiary care hospitals for catering to emergency medical situations, vaccinations when required, programme conducted by experts on office ergonomics and interactive health session by experts on various disorders like hypertension, diabetes, obesity among others.

Besides these, Bayer also ensures that the office canteens are inspected regularly, canteen staff are periodically counselled on personal hygiene and the kitchen, store room and dining hall are inspected regularly for cleanliness.

Bayer also organises interactive health talks by experts on diet and nutrition for its employees. Bayer also has an in-house body composition analyser machine for its employees to assess the effectiveness of individual's nutrition and exercise programme, both for health and physical fitness.



Tree of life

Bayer has collaborated with an NGO – PRAYAS for planting trees. The company distributed around 5000 saplings among its employees in 2014-15.



LEED certified

The new office of Bayer is LEED certified and makes use of natural resources for some of its energy needs.



Other initiatives



Community development programme

Bayer along with BAIF – Development Research Foundation undertakes a community development programme in selected villages in the company's neighborhoods in Vapi.



Clean water access

Bayer intends to increase access to clean water and has partnered with NGOs to set-up reverse osmosis plants for the rural population in Karnataka.



Water and Sanitation (WATSAN) enhancement programme

Bayer in collaboration with Mythri Sarva Seva Samithi (MSSS) undertakes the Water and Sanitation (WATSAN) enhancement programme in the neighborhoods of the company's vegetable seeds R&D site.



Improving agricultural productivity

Bayer in collaboration with S.M. Sehgal Foundation provides support for improving agricultural productivity and livelihood opportunities for small and marginal farmers through agriculture diversification in Bihar.



Flood relief programme

Bayer has provided relief support in Chennai and Nepal. The Company through Concern India Foundation supported the flood relief programme in Chennai, Tamil Nadu with a focus on healthcare initiatives. In Nepal, the Company contributed towards earthquake relief.



Women empowerment programme

The programme, through formation of self-help groups, aims to create income generating opportunities for women in North Karnataka. The programme was launched on International Women's Day 2016.



Awareness



Other initiatives



Making More Health (MMH)



Human health and wellness



Stroke awareness week



Community involvement



Health and hygiene awareness



Cleanliness drive



Drug safety programme



Awareness



Making More Health

Making More Health (MMH) is a global, long-term initiative to improve health around the world by Boehringer Ingelheim (BI) and Ashoka, the international association for leading social entrepreneurs. It works towards finding innovative ways to bring more health to individuals and to communities by supporting the concept of social entrepreneurship. Under this global initiative, BI has started its first MMH pilot project in India in Coimbatore, Tamil Nadu.

The project is undertaken in collaboration with Karl Kubel Foundation (Germany and India) and their large local network partners with an aim to improve healthcare facilities for rural population especially women and children, in the surroundings of Coimbatore, India. Currently in the target area of intervention, there is limited or no access to health facilities, lack of basic health insurance systems and people are often unable to pay for medicines due to their economic situations. Also, sanitation facilities and illness prevention measures are rare.

The project in India aims to improve access to healthcare by connecting MMH network of social entrepreneurs and scalable health ideas to meet the local health needs. MMH team works closely with the team of Karl Kubel Foundation for child and family welfare to identify the health needs. BI has supported the set-up of two kindergarten buildings, Children's Day and sponsored non-violence communication programmes for kindergarten teachers. A 'Tribal's cooking recipes' booklet has been developed together with tribal communities. Health education, health awareness programmes and setting up of mobile clinic services are made available for the public.

Since the beginning of the project in 2014, BI has undertaken several other initiatives such as organising twelve healthcare camps for tribal women; undertaking two workshops and one healthcare awareness programme for kindergarten teachers, a youth venture programme, tailoring training and livelihood income generation through MMH game changing business models, among tribal and urban women self-help groups. BI also organised visits to the project for its managers as part of learning week. Till date, the project has benefitted 176 families, 17 villages and 138 kindergarten teachers and students.



Stroke awareness week

BI conducts disease awareness and patient awareness programme related to stroke for a week twice or thrice every year. 1000 people attend each stroke awareness week.



Health and hygiene awareness

BI conducts disease awareness initiatives for all employees thrice a year. The programme revolves around health and hygiene. External experts/ in-house medical experts are invited to address the staff.



Other initiatives



Human health and wellness

BI supports initiatives focused on general health and well-being.



Community involvement

BI supports initiatives in the communities where the employees live and work through their involvement in local events, activities and programmes. Each year 25 to 30 employees volunteer in BI's CSR initiatives and each employee contributes approximately 200 hours in a year for the activities.



Cleanliness drive

BI along with United Way of Mumbai and Municipal Corporation of Greater Mumbai undertakes a post-immersion cleanliness drive after Ganesh Chaturthi once a year. BI employees volunteer for the cleanliness drive.



Drug safety programme

BI conducts four outreach programmes related to drug safety each year covering academia and paramedical staff. The initiative has benefitted close to 1000 people.



Bristol-Myers Squibb



Awareness



Education/
Training



Work related
initiatives



Other initiatives



Together with
Diabetes project



Joy of giving week



Employee related
initiatives



BMS India



Delivering Hope
project



Happiness tree



Patient support
programme



Patient forums



Training related to
pharmacovigilance



Free drugs



Screening camps



Awareness



Together with Diabetes project

Bristol-Myers Squibb (BMS) through its own BMS foundation, and in collaboration with, NGOs, hospitals and institutes (Humana People to People, Mamta Health Institute for Mother and Child, Sanjivani Health and Relief Committee, United Way Mumbai Helpline, All India Institute of Diabetes and Research (AIIDR) and Swasthya Diabetes Hospital), has initiated the Together with Diabetes project. The project tackles diabetes through a multi-pronged approach. It includes spreading awareness and providing treatment among the poor, rural and tribal population. This is done along with municipal and public school workers; training lay community health workers and local health workers, known as accredited social health activists and auxiliary nurse midwives.

The project is in operation in Andhra Pradesh, Rajasthan, Gujarat, Mumbai and New Delhi. In 2014, the project benefitted 243,529 people through the BMS Foundation funded programmes and trained 4,985 professional and lay healthcare workers. Overall 90 per cent of the initiatives under this project have shown improvement in health equity including access to care.



Delivering hope project

The project aims to spread awareness and provide treatment towards hepatitis B and C; and type 2 diabetes, together with training for rural health

practitioners on liver and metabolic diseases. The project is undertaken by the BMS Foundation, in collaboration with AIIDR, Hope Initiative, Liver Foundation West Bengal, Mamta Health Institute for Mother and Child, Samarth and United Way of Mumbai and has its presence in Gujarat, West Bengal, Manipur, Nagaland and Mumbai. The project reaches out to patients with hepatitis B, schools, rural communities, underprivileged population, rural health practitioners and high risk groups such as sanitation workers etc.

The BMS Foundation funded initiatives of the project, have benefitted 5,406,035 people and trained a total of 163,798 health care workers. All the initiatives under this project have shown improvement in health equity including access to care.



Patient forums

BMS supports patient forums, where doctors spread awareness about diseases such as blood cancer and discuss the dos and don'ts. Disease advisors connect with blood cancer patients over a call, and provide healthcare assistance. In 2015, 500-600 patients were reached out through the forums.



Screening camps

BMS conducts 12-13 camps for hepatitis B across the country. Such camps have benefitted approximately 20,000 people in a year.



Education/Training



Joy of giving week

BMS celebrated the Joy of giving week in Mumbai. As part of this initiative, the employees of BMS contributed towards education for children by donating school bags etc. which were then handed over to an NGO. 150-200 children benefitted from this initiative.



Happiness tree

BMS collaborated with a NGO that works for children education, Akanksha for the initiative - Happiness tree. The company along with its employees fulfilled the requirements of the NGO by providing them with footballs, school bags etc. 80 to 100 children benefitted from this initiative.



Training related to pharmacovigilance

BMS regularly arranges for training related to pharmacovigilance for nurses and paramedics. This year, training was provided to nurses and paramedics at Eastern Railway Hospital, related to dealing with adverse events and monitoring the side effects of drugs. 60 to 70 nurses benefit from such training every year.



Work related initiatives



Employee related initiatives

As part of its work related initiatives, BMS provides its employees with annual health check-ups, two compulsory EHS training per year, option to work from home, flexible timing for work and crèche allowance among others.



Other initiatives



BMS India

BMS contributed towards the Disaster Relief Fund for the victims of disaster in Uttarakhand, Jammu and Kashmir and Chennai. The employees of the company made voluntary contribution to the fund and their contribution was matched by BMS.

Besides this, the BMS employees also participated in the Standard Chartered Marathon, Mumbai 2016.



Free drugs

BMS provides free medicines to support needy patients through requests by doctors and NGOs.



Patient support programme

BMS runs a patient support programme for patients who cannot afford treatment for diseases like cancer and diabetes. When doctors of such patients request for medicines, BMS obliges by providing the medicines for a year. Similar support is provided to NGOs requesting for medicines. 200 to 300 patients have benefitted from this programme across the country.



Lilly



Awareness



Education/
Training



Work related
initiatives



MDR TB partnership



Step Up Project



Employee related
initiatives



Lilly NCD
partnership



Tree plantation



Sustainability and
recycling



Awareness



MDR TB partnership

With 1.9 million new tuberculosis (TB) cases every year, India has the highest incidence of TB in the world. In order to combat TB along with Multidrug-Resistant TB (MDR), Eli Lilly began with the Lilly MDR TB Partnership in 2004 with a pan India presence. For this partnership, the company collaborated with multiple partners such as International Union against TB and Lung Disease, TB Alert India, Reach, Indian Pharmaceutical Association, St. Stephens Hospital, Care India and the government – central TB division and district TB authorities.

As part of the partnership, Eli Lilly undertakes several activities such as healthcare provider trainings at state and regional levels for pharmacists, nurses, physicians etc. and adopts new approaches to engage with private sector healthcare institutions and providers. The company has also adopted more effective ways to engage with practitioners of traditional medicine, especially in rural areas through collaboration with the Government of India's Revised National TB Control Program (RNTCP) to assist in the implementation of the DOTS Plus Programme. It works with institutions like the Indian Pharmaceutical Association, NGOs and the industry associations along with the MoHFW and Delhi Government's DOTS Programme for launching an interactive CD with learning modules, games and a quiz based on TB. The company is working with different media houses to produce advocacy campaigns aimed at sensitising decision makers.

Through the partnership, over 2000 doctors, 4000 pharmacists/chemists and 635 rural

healthcare providers (HCPs) have been trained; 1500 non-traditional healthcare providers have been trained to make appropriate referrals and 230 rural HCPs have helped in increasing the detection rate. Besides these, a chain of private hospitals have been engaged to improve treatment and care, referring previously 'missing' TB cases for appropriate care. The partnership has also benefitted 72,000 people at risk of TB by referring them to appropriate screening and care and 215,000 people are expected to benefit by 2016. Additionally, half a million people now have access to quality treatment through the partnership; 2,000 people were supported for treatment completion and an increased treatment completion rate of 5 per cent per year is observed for the target population in Burari (Delhi).



Lilly NCD partnership

Lilly NCD Partnership has a flagship project named UDAY since 2012 which aims to develop a cost-effective scalable 'Comprehensive Diabetes and Hypertension Prevention and Management Program' in India. The ongoing project will continue till 2018. As part of the project, seven blocks including rural and urban wards have been identified in Haryana (Sonapat) where healthcare workers go door to door to screen people. There is a separate team of counsellors for interpersonal communication to sensitise the awareness of diabetes and hypertension.



In the first phase, the project has been implemented in Vishakhapatnam (Andhra Pradesh) and Sonapat (Haryana). The key components include screening, public awareness generation and capacity building of healthcare workers and pharmacists. Healthcare workers' capacity building curriculum developed under project UDAY has been under review of GoI for adopting as a training manual for NPCDCS (National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke) workers. Through this approach, the programme will focus on sharing results with

key stakeholders, including the government and the global health community to encourage adoption of the best solutions and help to bridge the access gap through advocacy at government level. The project is being executed in partnership with PHFI, PSI and Project Hope. It has reached out to over 100,000 patients through screening and interpersonal communications, more than 12000 people through 462 street shows conducted at Vishakhapatnam on various aspects of diabetes and hypertension and 140 community health workers through capacity building initiative.



Education/Training



Step Up Project

The Step Up Project, operational since 2013, provides basic education including language, mathematics and computer skills and prepares underprivileged children out of school, to join government schools at the right age. The project undertaken by an NGO - Humana People to People, is close to the company's office in Gurgaon and provides opportunity to employees to volunteer time, provide ideas and resources

to improve education levels of the children. The company also works with the community through this project and conducts health camps and medical camps for children and families. Over 50 children of migrant and daily wage workers are reached out to each year, as part of the project. Besides this, all the families living in the area have been reached out to as part of this project.



Work related initiatives



Employee related initiatives

Eli Lilly undertakes various employee related initiatives and provides facilities which include regular health check-ups organised in the office, annual health check-ups at partner hospitals, visiting doctor facility for the employees twice a week at the head office, fully equipped gym within office - Lilly India fitness center and yoga classes conducted thrice a week.

The company also provides its employees with mandatory practical four wheeler training and two wheeler training; safety guards like helmet, jacket, etc. Additionally, it shares communication on road safety and health, along with commitment from senior leadership. It has also launched an HSE app in order to report injury if any, for better tracking and to initiate proactive steps to reduce the collisions. Furthermore, it has an online HSE training for all three directions i.e. Ergo, Mobile, Secure and Green directions.



Tree plantation

On each employee's birthday, a tree is planted by a partner organisation.



Sustainability and recycling

Rainwater harvesting, recycling of waste and mandatory double-sided printing for saving paper is practiced at the company's head office.



Awareness



Prevention of
Antibiotic Resistance
(AMR)



Work related
initiatives



Other initiatives



Neglected Tropical
Diseases (NTDs)
project



Education/
Training



Employee related
initiatives



Holistic care for
children with cancer



Mother and child
healthcare with
focus on newborn
survival



Thyroid certification
programme



Road safety
programme



Holistic care for
vulnerables



Awareness
on congenital
hypothyroidism



Pulmonary
Rehabilitation (PR)



Preventive
healthcare through
water and sanitation



Value of vaccines



Skills training



Awareness



Neglected Tropical Diseases (NTDs) project

As a key partner in the fight against Neglected Tropical Diseases (NTDs), GSK has begun this project to eliminate Lymphatic Filariasis (LF) in India in support of the London Declaration and WHO 2020 Roadmap on NTDs. In India, LF cases have been reported in 250 districts in 20 states. To combat LF, GSK produces the tablet Albendazole for donation purpose only. GSK reaches over a million people through this project.



Mother and child healthcare with focus on newborn survival

The project focuses on healthcare needs of newborns and improving their survival in high burden areas of Madhya Pradesh and Rajasthan. GlaxoSmithKline (GSK) has partnered with ARTH and Care India for the project to build capacity of ASHA workers, train skilled birth attendants, generate awareness and ensure improved facility-based and home-based care of newborns. 5800 new born lives have been saved through this project till date.



Awareness on congenital hypothyroidism

GSK has launched a campaign on Congenital Hypothyroidism which refers to the inability of a new born to make enough thyroid hormone and to develop and grow normally right from birth. It may also lead to mental retardation if not detected within the first few days after birth. To spread awareness about this condition, GSK has identified twelve major cities across the country. Here press meets are organised through which a team comprising an endocrinologist, gynaecologist, pediatrician and representatives of GSK spread awareness about the importance of testing for congenital hypothyroidism, and the treatment for it among parents and doctors. The company also tracks the number of publications released and traces the awareness created for the condition. GSK also intends to target bloggers, apps and websites that mothers browse through, in order to spread awareness.



Value of vaccines

Vaccines are considered the biggest preventive measure to avoid disease. Thus, GSK organises press meets to spread awareness about vaccines in 20 cities across the country where experts discuss importance of vaccinations, disease prevention and which vaccination prevents what. The objective of this exercise is to raise awareness among the general public.



Prevention of Antibiotic Resistance (AMR)

GSK has partnered with OPPI to create a media campaign on Prevention of Antibiotic Resistance (AMR). GSK's medical director was part of the panelists representing OPPI views in the industry session on AMR. GSK has also been working on health education programmes on AMR with doctors. The Company has put up several posters

on AMR at hospitals and clinics to educate patients on challenges of not completing the full course of antibiotics and the harmful impact of self-medication of antibiotics. GSK is now signing an MOU with the Maharashtra State Government to carry through the awareness of AMR across the state.



Education/Training



Thyroid certification programme

GSK has developed and/or supported scientific educational programmes for healthcare practitioners to update their knowledge about disease management, which will ultimately help their patients receive appropriate treatment. One such independent medical education programme, supported through an educational grant by GSK, is the Certificate Course in Management of Thyroid Disorders (CCMTD), which has been developed and implemented by Public Health Foundation of India (PHFI) in collaboration with Chellaram Diabetes Institute (CDI), Pune. This is a comprehensive training programme with the main objective of enhancing the knowledge and skills of primary care physicians in the management of thyroid disorders and till date, more than 700 physicians have completed this course. The programme has also been accredited/endorsed by some reputed international academic organisations and is certified by the Indian Medical Association.



Pulmonary Rehabilitation (PR)

GSK has also planned and conducted Pulmonary Rehabilitation (PR) workshops across India, in consultation with experts in the field, in order to educate chest physicians and physiotherapists regarding various aspects of PR and its benefits in patients with respiratory disease.



Skills training

GSK in collaboration with DB Tech and Save the Children provides training to 700 youth in industry related trades.



Work related initiatives



Employee related initiatives

Every employee at GSK is allowed to avail of a health package across the country which includes child immunisations, preventive care examinations, cancer screenings, diabetes management etc. through cashless facility. The idea is to promote preventive care. The company has partnered with Optum to provide counselling services for employees and their families through a 24-hour helpline for dealing with personal and professional stress. GSK organises regular talks on mental issues, women's health and relationship management. Besides this, the company provides crèche and day care facilities to its employees.



Road safety programme

The sales force at GSK travel on two-wheelers. To promote road safety amongst them, GSK has tied up with a global agency to conduct pan India online virtual training programme with pre-test and post-test related to driving built in.



Other initiatives



Holistic care for children with cancer

GSK in collaboration with Sri Chaitanya Seva Trust, Indian Cancer Society, St. Jude Child Care Centers and Bangalore Hospice Trust Cancer Care provides holistic care for 1000 children affected with cancer in Maharashtra, Uttar Pradesh and Karnataka.



Holistic care for vulnerables

GSK through partnership with Nai Dharti, Ashraya Seva Trust and Vanita Vikas Mandal aims to provide enhanced healthcare and education for 200 vulnerable girls and abandoned elderly in Bihar, Karnataka and Maharashtra.



Preventive healthcare through water and sanitation

GSK has collaborated with Habitat for Humanity and BITAN for provision of clean and safe drinking water and sanitation facilities benefitting 900 community members across Maharashtra and West Bengal.





Johnson & Johnson



Awareness



Education/
Training



TB awareness
campaign



Me without Migraine



Niramaya Arogya
Dham



Neonatal
Resuscitation
program – First
golden minute



Training schools for
auxiliary nurses and
midwives



Dissemination of
updated scientific
evidence



SOS nursing
scholarship project



Improving mother
and young lives
through community
participation



Community Aid
& Sponsorship
Program (CASP)



Other initiatives



Helen Keller Institute
vocational training
unit for the
Deaf-Blind



TOUCH project



Paramedical training
for underprivileged
girls



Project Anando



Programme for
compassionate use
of Bedaquiline



Mobile health for
Mothers



Holistic development
of Karahal Block
project



Providing support to
shelter home



Adhar



Khushi pediatric
therapy centre



Saving lives through
baby wraps initiative



Awareness



TB awareness campaign

Johnson & Johnson (J&J) partnered with Municipal Corporation of Greater Mumbai to drive TB awareness campaign for the commuters of suburban trains. J&J, in partnership with an NGO - Doctors For You, initiated a programme to raise awareness of Tuberculosis (TB) prevention and provided nutritional support, treatment support and counselling services to the underserved community (approx. 150 households). This project will benefit a population of 150,000 in an Eastern Suburb of Mumbai.



Me without Migraine

J&J has launched a digital campaign 'Me without Migraine' to raise awareness about migraine amongst the community. J&J has also initiated 'Caring for minds', a programme for education of schizophrenia patients and their care givers.



Niramaya Arogya Dham

Niramaya Arogya Dham provides care to 300 children with HIV/AIDS.



Education/Training



Neonatal Resuscitation program – First golden minute

Johnson & Johnson's 'Neonatal Resuscitation Program – First Golden Minute' programme in partnership with the Indian Academy of Pediatrics, aims at educating and training 200,000 healthcare workers and infant care providers on prompt and skilled resuscitation techniques to survive the neonatal period, in order to reduce Infant Mortality Rate in line with the Millennium Development Goals. Training is provided to private and government healthcare professionals and workers using low cost materials thereby enhancing its implementability and scalability.



Training schools for auxiliary nurses and midwives

Johnson & Johnson also supports two training schools for Auxiliary Nurses and Midwives for underprivileged girls from rural areas, in Maharashtra and Andhra Pradesh.



Dissemination of updated scientific evidence to the healthcare practitioners (HCPs)/training the healthcare workforce

J&J collaborated with Indian Medical Association – Maharashtra State to accredit the medical education events with Maharashtra Medical Council credit hours. In 2015, a total of more than 1700 CME credit hours points were awarded to more than 1200 HCPs across India.



SOS nursing scholarship project

It is a family-based care project for parentless and abandoned children through which the children acquire livelihood skills. The Johnson & Johnson nursing scholarship project supports girls under the care of SOS Villages as well as underprivileged girls from the SOS community projects. The girls undergo courses at the SOS nursing school in Anangpur in Faridabad that offers an optimum blend of technical and personality development skills to help nursing students excel in their individual performances and enhance their employability. 14 underprivileged girls have benefitted from this project.



To improve mother and young lives through community participation

J&J provides education, healthcare and sanitation facilities to women and children in Kolkata.



Community Aid & Sponsorship Program (CASP)

The programme focuses on provision of holistic education to students and has benefitted 1100 students in the remote villages in Mulshi Taluka in Maharashtra. Through the programme, schools are provided sports equipment and guidance workshops are organised for students. Annual general health check-ups are also conducted for all the children.



Helen Keller Institute vocational training unit for the Deaf-Blind

The unit focuses on developing vocational skills among the deaf and deaf-blind. The unit also spreads awareness about deaf blindness. 35 deaf and deaf-blind individuals have been trained by J&J.



TOUCH Project

TOUCH Project supports education of 1000 children from Karnataka, Rajasthan, West Bengal and Maharashtra. Also, a model Book Bank that stocks textbooks for all professional and degree courses has been started at Vihigaon.



Paramedical training for underprivileged Girls

The Arogyasahayak (Patient Assistant) course trains the girls as paramedical staff for hospitals and old age homes. The course covers all aspects of nursing, through theory and practical in the classroom as well as in hospitals. Over 100 girls benefitted through this programme.



Project Anando

Light of Life Trust started its Project Anando with the focus on overall development of out of school children in Maharashtra. J&J has provided support for the library and reading room at Project Anando's office for the benefit of the children. Overall 700 children, their families, school teachers and peer groups have benefitted from this project.



Other initiatives



Programme for compassionate use of Bedaquiline

J&J initiated a programme for compassionate use of Bedaquiline a drug for treatment of pulmonary MDR-TB and provided its access to the eligible patients in India. J&J also supported the launch of government's conditional access programme for the drug by providing free doses for 600 patients. Further, for patients from low socio-economic class who cannot access the company's drugs, J&J runs patient assistance programme for many of its Oncology, Immunology and Neuro-Psychiatry products, as part of which such patients may avail discount of up to 50 per cent on these drugs.



Mobile Health for Mothers

Johnson & Johnson provides healthcare services to 70,000 under-served patients. J&J's Mobile Health for Mothers provides free text messaging on prenatal care, appointment reminders, and calls from health coaches. Through J&J India's CINIASHA programme, the company reached out to 30,000 urban slum dwellers who are under-served by government health programmes.



Holistic development of Karahal Block project

Under the 'Holistic Development of Karahal Block' project, 3000 girl children's education is being supported under the Nanhi Kali scheme. Drinking water points are established, benefitting a population of 15,000, giving them access to safe drinking water. Primary healthcare and referral services are being provided to 102 villages by way of a mobile clinic. The programme has served 71,000 beneficiaries across these 102 villages. In the 'Bridge to Employment' programme, employees actively mentor students at risk of dropping out of school by providing them educational support and relevant exposure thereby motivating them to pursue higher education.



Providing support to shelter home

J&J, through an NGO provides support for shelter home for victims of commercial sexual exploitation in Mumbai.



Adhar

Adhar is a residential center supported by J&J which provides complete physical, psychological and partial financial relief to the aged parents of 200 mentally challenged adults.



Khushi pediatric therapy centre

Khushi Pediatric Therapy Centre is supported by J&J for psychometric and therapeutic tests to assess the functional ability of autistic individuals. The Center also plans to set-up a pre-vocational training center.



Saving lives through baby wraps initiative

J&J through donating baby wraps, supports the Saving lives through baby wraps initiative by the Impact India Foundation. The initiative aims to motivate rural women to deliver their babies under skilled medical care. The initiative has benefitted 2000 new borns.



MERCK



Awareness



Education/
Training



Work related
initiatives



Other initiatives



River Ambulance
project and river
water testing project



Merck India
Charitable Trust
scholarship
programme



Regular checks on
the distribution
network



Waste management
project



Stem cell donor
registration drive



Active kids, Active
India



Complete health
check-up camps



Support to Usgaon
panchayat (Goa)



Education at Goa site



Tamil Nadu flood
relief



PARK - Sparking
curiosity in science



Donation to drought
affected areas in
Latur



Awareness



River Ambulance project and river water testing project

Merck has collaborated with Narmada Samagra on a River Ambulance project. Through this project, Merck aims to improve access to basic healthcare facilities for people, mainly tribals living on the banks of the Narmada River in Madhya Pradesh. The programme, ongoing since 2014, covers 30 banks of the Narmada River, benefitting approximately 40 to 50 people on a daily basis. Till date, more than 12,000 people have benefitted from the project. Awareness about health and hygiene is also given through the ambulance by the on-board Health Care Practitioners (HCP).



Stem cell donor registration drive

The drive was organised by Merck on 16 and 17 May 2016. The primary focus of the stem cell registration drive was to initiate the discussion about stem cell donation among employees, spread awareness about the advancement in the technology and procedure of stem cell donation and also to bust other common myths about being a stem cell donor. A total of 100 employees from Merck Mumbai and Bengaluru office willingly registered as stem cell donors at the end of registration drive. A second registration drive of the kind, is also proposed by the company.



Education/Training



Merck India Charitable Trust scholarship programme

Merck India Charitable Trust encourages talented under-privileged students to pursue higher education by sponsoring their key educational expenses up to the completion of their graduation.

Merck has laid down specific criteria for selecting the beneficiaries and tracks the progress of these students. Every year marksheets of the students are collected along with submission of invoices, to track the marks the student has obtained in the academic year. Meritorious students are encouraged to write letters/communicate through phone call to Merck about their achievements in terms of awards and other recognitions. These are then highlighted in the key events of the company such as company town halls and selection of new batch of students for the MICT Scholarship. If the student is unable to pass all the exams in an academic year, the scholarship cheque is held back for the year, till the student clears the exam and shows progress in the next exam. If the student shows consistent drop in grades two consecutive times, the student is removed from the scholarship.

The programme provides opportunity to the beneficiaries to chase their academic dreams without worrying about the economic aspects. In this way, Merck, aims to encourage education and reduce dropouts on account of lack of resources. Over 200 students in Mumbai, Navi Mumbai and Thane have benefitted from the programme.



Active Kids, Active India

Merck, in collaboration with the Magic Bus Foundation supports education for underprivileged children in Thane. Around 600 children have benefitted from this programme.



Education at Goa site

Merck distributed school uniforms among 184 children from an underprivileged background in the villages of Usgaon, Goa.



SPARK - Sparking curiosity in science

SPARK, is an employee engagement programme that works around arousing the curiosity of students and getting them interested in the world of science. SPARK was created over two weeks from 29 February – 13 March, 2016. Under SPARK, which is built on the CR pillar of Science of Tomorrow, Life Science, employees in Bengaluru and Mumbai Merck offices carried out volunteering activities: demonstrating scientific experiments to students at schools, working with NGOs to create study material for physically challenged children and cooking in kitchens that serve midday meals to thousands of under privileged children. Strong support from senior leaders encouraged employees to take time out from work and get together to give back in their own way. 541 SPARK volunteers from Bengaluru and Mumbai Merck offices reached out to a total of 5163 students in 24 schools clocking 3564 volunteer hours.



Work related initiatives



Regular checks on the distribution network

At Merck, safety, quality, efficacy and security remains a key commitment. Across the globe, Merck performs thorough and regular checks on the distribution network of their products and supply chain partners to ensure compliance with their internal requirements.



Complete health check-up camps

Merck has an annual health check-up policy for all full time employees across India. This policy aims to serve as a preventive healthcare measure. It also aims to inform the employees about their health condition and possible health risks to avoid illness. Under this policy, an employee can undergo annual health check-up through pre-defined tests based on age bracket of the employee. The health check-up is company sponsored and all the expenses are reimbursed by the company. Additional tests required by the employee are available at a 10 per cent discount.

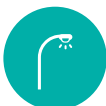


Other initiatives



Waste management project

Merck, as part of the Swachh Bharat Abhiyan, has donated wheeled waste bins to Ponda Municipality in Goa. In support of the Goa government's initiative to make Goa garbage free, Merck, has donated a fork lift and bailing machine to the Department of Science and Technology, Solid Waste Management, Goa Pollution Control Board.



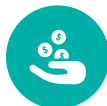
Support to Usgaon panchayat (Goa)

Merck has distributed street lights for the benefit of the villagers living in Usgaon.



Tamil Nadu flood relief

Chennai floods, which took place in November – December 2015, claimed lives of more than 500 people. In response to this calamity, Merck through AmeriCares, an international emergency response and global health organisation donated 2099 floor mats, 1060 bed sheets and 1050 mosquito nets to those affected by the flood. 1000 families in Thiruvallur, Thambaram (Chennai) districts of Tamil Nadu, which were considered some of the worst affected areas in Tamil Nadu, benefitted from this support.



Donation to drought affected areas in Latur

In 2016, as an emergency response to the severe drought which affected the Marathawada region in Maharashtra, the Government of Maharashtra decided to supply water daily, through a train called Jaldoot from 12 April 2016. As the situation of water availability was very grim, the Union Railway Minister, Shri Suresh Prabhu and Chief Minister of Maharashtra, Shri Devendra Fadnavis, through this initiative are still working towards meeting the immediate need of the citizens in drought hit areas. Merck contributed INR11.30 lakhs towards the freight expenses of train with 50 rakes to transport water from Miraj to Latur. The whole initiative was initiated and coordinated by Bombay Chamber of Commerce.



Awareness



Education/
Training



Other initiatives



MSD's SPARSH
programme



MSD's CCEBDM



MSD for Mothers



MSD Wellcome
Trust Hilleman
Laboratories



Support my school
campaign



Health camps



Antibiotic
stewardship
programme



Join my village



Free medicines



Guard yourself



ASMAN



Safe water network



Awareness



MSD's SPARSH programme

MSD's SPARSH programme offers comprehensive diabetes management, including diet counseling, exercise counseling, education, and physician training. Around 25,000 patients have been referred for active counseling by physicians and enrolled patients receive support from a dedicated 'Care Counselor'. Currently, a team of 70 care counselors provide services to over 15,000 patients and over 35,000 patients have received support since the beginning of the programme.



Support my school campaign

It is a joint initiative by MSD, Coca-Cola, NDTV, UN-HABITAT, Charities Aid Foundation (CAF) India and Sulabh International to create awareness in students in rural and semi-urban areas on 'Water, Agriculture, Sanitation and Hygiene' (WASH).



Join my village

This initiative focuses on strengthening maternal and new born health and improving education, which is the foundation for helping women and girls in securing a brighter future for themselves and their families.



Guard yourself

MSD launched 'Guard yourself', an initiative which centers in partnership with private hospitals and clinics with an objective to spread awareness about cervical cancer and its prevention, including education, screening and vaccination.



Education/Training



MSD's CCEBDM

(Certificate Course in Evidence Based Diabetes Management): MSD India has partnered with Public Health Foundation of India (PHFI) and Dr. Mohan's Diabetes Education Academy (DMDEA) for launch and expansion of CCEBDM to develop core skills and competencies in primary care physicians for the practice of evidence-based diabetes management, focused on the management of type 2 diabetes. The aim of the programme, CCEBDM, is to impart on-job training to the primary care physicians on the latest advances in the field of diabetes management. The course curriculum is divided into twelve modules spread over 12 months under which physicians are trained by regional faculty identified by the programme organisers. This programme is the first of its kind to receive IDF accreditation. To date, 7500 doctors have been trained by 165 faculty across the country and currently the fourth cycle is ongoing.



Other initiatives



MSD for Mothers

The MSD for Mothers is a ten year commitment by the company to help address the issue of maternal mortality due to complications from pregnancy and child birth, globally. In India, MSD for Mothers (phase I – for a period from March 2013 to May 2016) aims for innovative partnerships with leading non-governmental organisations. As part of this Project, MSD has tied up with multiple partners such as Jhpiego Corporation, Hindustan Latex Family Planning Promotion Trust, Federation of Obstetric and Gynecological Societies of India, Pathfinder International, World Health Partners, Gram Vaani and The White Ribbon Alliance. These partnerships engage in and explore the potential of local private providers and health businesses to strengthen maternal healthcare in three states of Uttar Pradesh, Jharkhand and Rajasthan, states with high rates of maternal mortality. The activities that form a part of the programme include - generating demand for maternal healthcare through education and community outreach, expanding the 'Merrygold' network of maternal health clinics and hospitals, training private providers on safe birthing practices and use of technology, introducing low-cost, easy-to-use technologies to improve care and keep it affordable. Furthermore, the company does its bit by developing and implementing quality standards to help private providers qualify for government programmes that subsidise the cost of maternal health services, designing free phone-based service for women to rate the care they receive and hold private providers accountable for delivering high quality services, improving access to care for women in hard-to-reach communities through telemedicine and telediagnosics (the

remote treatment and diagnosis of patients through phones and internet), establishing links between public and private providers to offer a continuum of services and bringing high-quality, low-cost medicines to rural villages through a network of delivery agents.

Overall, the partnerships are set out to improve the affordability, accessibility and quality of private maternal health services and have reached nearly 500,000 pregnant women over three years (2013-2016). After Phase I, MSD will enter into Phase II interventions which are under process now.



Health camps

MSD employees played a significant role in the OPPI Jawhar project.



Free medicines

MSD provides free medicines during calamities and emergency situations.



ASMAN

Alliance for Saving Mothers and Newborn (ASMAN) – a health initiative of private sector foundations – Bill & Melinda Gates Foundation, MSD India, Tata Trusts, Reliance Foundation and USAID. This project was launched on 3 November 2015 with an alliance for 3 years. The alliance would work with central and state governments in a Public Private Partnership (PPP) mode to help accelerate the efforts to reduce and eliminate

avoidable maternal and infant mortality in some of the high priority areas in India.



Safe water network

MSD and safe water network launched a three-year partnership to increase access to safe water and reduce the impact of water-borne diseases in impoverished communities in Andhra Pradesh, India.



MSD Wellcome Trust Hilleman Laboratories

MSD has joined the Wellcome Trust to form the MSD Wellcome Trust Hilleman Laboratories based at New Delhi, the first-of-its-kind, R&D joint venture with a not-for-profit operating model to focus on developing affordable vaccines to prevent diseases that commonly affect low-income countries.



Antibiotic stewardship programme

An initiative aimed to promote rational use of antibiotics and help formulate hospital specific antibiotic policy to improve healthcare outcomes and minimise antibiotic resistance. This programme has been advocated by the Indian Society of Critical Care Medicine (ISCCM) and under their banner antibiotic stewardship was expanded to antimicrobial stewardship by including management of fungal infections as well.



NEKTAR[®]



Arogyasri healthcare

Nektar contributes to a government run healthcare programme – 'Arogyasri Healthcare' in Hyderabad which works for the benefit of families below the poverty line.





Arogya parivar
program



Prayaas



Breast cancer
awareness



NGO excellence



Thalassemia
programme



Skill development
and nursing
scholarships



Annual scholarships
for higher education



Vocational training



Education
enhancement



Mid-day meal for
children



Subscription of
NatGeo Explorer



Mobile science
laboratory



Employee related initiatives



Donation programmes for cancer patients



Day care center



Supporting maintenance of gardens



Novartis Oncology Access (NOA)



Rural tele-ophthalmology camps



Disaster relief



Oncology



Flood relief programme



Eye care and vision center



Leprosy



Supporting medical and nutritional needs of promising athletes



Supporting environment sustainability



Awareness



Arogya Parivar Program

Novartis is working to improve access to medicines and health education and awareness for rural poor people across eleven states of India through its Arogya Parivar Program that has been in place since 2007. Since 2010, more than 14 million villagers have attended health awareness sessions and 750,000 patients have been diagnosed in health camps organised by Novartis. Arogya Parivar offers education on diseases, treatment options and prevention as well as increased access to affordable medicines. Through Arogya Parivar, Novartis has established strong links with more than 60,000 doctors and pharmacies and has also set up direct distribution channels in order to ensure availability of medicines even in rural areas. Women's health is a focus area with awareness programmes on iron and calcium being conducted across the states where Novartis operates. The product portfolio of Novartis is expanded to offer affordable medicines to treat common diseases.



Prayaas

'Prayaas' is a Novartis initiative that focuses on overall diabetes management. Patients prescribed Novartis medicines for diabetes are enrolled on to the programme on the recommendation of the treating physician with the patient's consent. The programme offers comprehensive diabetes care including inputs on lifestyle management, diagnostic support and disease management education. At present, there are 25,000 patients on the programme.



Breast cancer awareness

Novartis collaborated with Indian Cancer Society for breast cancer awareness conducted for the benefit of general public in Mumbai.



Education/Training



NGO excellence

Novartis has partnered with SP Jain Institute of Management and Research (Mumbai) to strengthen competencies and skills of patient organisations and patient advocates in India. A customised organisational development programme 'NGO Excellence' aims at empowering patient organisations by strengthening skills in advocacy, governance, resource mobilisation, financial management, project management, counselling and social media. Since its launch in 2015, the programme has helped more than 35 patient organisations in building capacity.



Thalassemia programme

Novartis has collaborated with SP Jain Institute of Management & Research for capacity building of NGOs related to Thalassemia. Similar programme is being held for patient advocacy groups and NGOs working for cancer.



Skill development and nursing scholarships

Novartis undertakes skill development for critical care nursing assistants and provides nursing scholarships through Narayana Hrudalaya.



Annual scholarships for higher education

Novartis provides annual scholarships for higher education to needy, meritorious women from small towns pursuing higher education at the Indian School of Business, Hyderabad.



Vocational training

Novartis provides vocational training to increase employability among school-drop outs and women around their facilities through Aarambh.



Education enhancement

Novartis helps in education enhancement by supporting NGOs working in municipal schools in Maharashtra e.g. Paragon Charitable Trust and Akanksha Foundation.



Work related initiatives



Mid-day meal for children

Novartis provides support to mid-day meal for children in municipal schools through ISKCON Food Relief and Akshaya Patra in Mumbai and Karnataka respectively.



Subscription of NatGeo Explorer

Novartis has collaborated with National Geographic through subscription of NatGeo Explorer to raise standards of English literacy, Science and Environmental education in less privileged schools in Mumbai, Pune and Dharmashala e.g. Life Trust schools, Akanksha schools and schools run by the Dalai Lama.



Mobile science laboratory

Novartis through partnership with Agastya International supports a mobile science laboratory that helps in bringing science to the doorstep of municipal schools in Mumbai.



Employee related initiatives

Health and well-being of its employees is high on the agenda of Novartis and there are several initiatives taken to support this. 'Be Healthy' is a global initiative to help employees around the Novartis world embrace healthy lifestyles. It covers the entire gamut ranging from information, activities and tips to promote employee health and prevent future health issues. Among the various initiatives available to employees are access to a gym on site, yoga classes, annual medical check-up, other disease specific checks through the year, flu vaccination for employees and their families, access to a healthy meal where meals are available on site and access to counselling services for employees and their family members through a partner organisation where confidentiality is maintained among many others. The ultimate goal is for the employee to achieve optimal health.

HSE training is an on-going exercise with regular drills to ensure that employees are fully aware of what to do in case of an emergency.



Other initiatives



Donation programmes for cancer patients

Through its full donation programmes, Novartis provides one of its cancer medicines completely free of charge to 95 per cent of patients who are prescribed the drug in India, currently close to 18,000 patients. The remaining 5 per cent of patients are either reimbursed, insured, or participate in a very generous co-pay programme.



Novartis Oncology Access (NOA)

Novartis Oncology Access (NOA) is a sustainable access solution through which Novartis shares the cost of its medicines with the patients without healthcare coverage who are unable to pay for the full cost of their medication. Patients who opt to apply for the NOA programme have to undergo financial evaluation by an independent financial institution, post which they are offered the appropriate slabs where the treatment cost is shared between Novartis and the patients. Novartis believes that through this partnership-based approach, it can extend affordable access to a broader base of patients in a sustainable manner.



Oncology

Novartis provides holistic support to children suffering from cancer in association with St Jude's India Childcare Centers. Novartis through Tata Memorial Hospital provides funds for equipment to treat patients suffering from renal cancer and to manage hemodynamics in critically ill patients undergoing major lung and GI surgery. Novartis has also contributed towards refurbishment of part of a floor at Dr E Borges Memorial Home of Tata Memorial Hospital that offers accommodation to outstation cancer patients.



Leprosy

Novartis has been funding a post-exposure prophylaxis project by Netherlands Leprosy Relief through which patients suffering from leprosy are examined and given treatment if required. The aim is to achieve zero transmission of the disease. The programme supports training of medical and para medical workers including Auxiliary Nurse Midwives (ANMs) and Social Health Activists (ASHAs) in leprosy as well as in the Leprosy Post Exposure Prophylaxis (LPEP) project. A prophylactic dose for prevention of transmission of leprosy was given to 12,540 eligible persons. For 25 years Novartis through Novartis Comprehensive Leprosy Care Association provided for rehabilitation, reconstructive surgery and organised screening camps for leprosy for rural and semi-rural population suffering from or at the risk of leprosy in Maharashtra and Gujarat.



Day care center

Novartis in association with Dignity Foundation provides support for the care of the less-privileged elderly suffering from dementia who are without access to home care, by sponsoring a day care center in Mumbai.



Rural tele-ophthalmology camps

Together with Sankara Nethralaya, Novartis provides for rural tele-ophthalmology camps for cataract surgeries for people suffering from vision impairment.



Flood relief programme

The floods in Chennai saw unprecedented damage to healthcare facilities and disrupted the lives of thousands of people. Medicines, health and hygiene kits to ensure that the primary hygiene needs of families were met were provided by Novartis for those affected by the Chennai floods through AmeriCares India Foundation.



Supporting medical and nutritional needs of promising athletes

Novartis supports the medical and nutritional needs of promising athletes in preparation for the Olympic Games together with Olympic Gold Quest (Foundation for Promotion of Sports) across India.



Supporting maintenance of gardens

Novartis supports maintenance of two gardens - Nehru Centre Garden and Rajni Patel Garden across Novartis India headquarters in Mumbai.



Disaster relief

Novartis conducts health camps in slums plus disaster relief for the underserved population of Mumbai in collaboration with AmeriCares India Foundation.



Eye care and vision center

Novartis through Govel Trust- Aravind Eye Care System supports the eye care and vision center for treatment of the less privileged in Tamil Nadu and Puducherry.



Supporting environment sustainability

Novartis supports environment sustainability on the campus of L V Prasad Eye Institute by preparing compost using hospital canteen waste.



Awareness



Education/
Training



Novo Nordisk
Education
Foundation (NNEF)



Changing Diabetes®
in Children



World Diabetes Day



NovoHealth



Awareness of
Diabetes



WINN



Prerana, a patient
education newsletter



CDiC educational
scholarships



Awareness



Novo Nordisk Education Foundation (NNEF)

The Changing Diabetes® Barometer (CDB) is an initiative from Novo Nordisk Education Foundation (NNEF) driving improvement in diabetes care and reducing the economic burden on healthcare systems and society by collecting and sharing data for diabetes care worldwide. In India, the CDB programme works closely with seven state governments, measuring the burden and outcomes of diabetes and facilitate knowledge sharing among doctors, people with diabetes and other stakeholders. Till date, over 7.3 lakh people have benefitted under the programme, more than 3000 government healthcare professionals have been trained and around 100 community diabetes centers have been launched at government healthcare units.

Steno Diabetes Centre

As part of Novo Nordisk's commitment to create awareness and train healthcare professionals, the Company collaborates with Steno Diabetes Centre to train public healthcare professionals, through the 'Practical Diabetology' programme. The Steno Diabetes Centre has many years of international experience in providing training and education to healthcare professionals and Novo Nordisk is now using this expertise to build capabilities in the public healthcare system. So far through this intervention there are more than 2300 doctors and nurses from the government and private sector who have been trained across India. Part of the concept is 'Train the Trainer'. The NNEF supports the centre which trains some of the key healthcare professionals in each State and District Hospitals and they in turn

train other healthcare professionals within their organisations. In this, they perpetuate capability building after their internal training is complete. Together with their partners, Novo Nordisk has trained and educated more than 400 healthcare professionals particularly from the public healthcare sector.



World Diabetes Day

As part of awareness creation, NNEF marks World Diabetes Day each year with various initiatives including talks; distribution of patient education literature, etc. In a geographically wide country like India, it is imperative that people living in the remotest corners are made aware of diabetes and associated complications to ensure they get themselves screened on time. By marking World Diabetes Day in collaboration with government organisations and NGOs, events are arranged under Novo Nordisk Education Foundation (NNEF). Novo Nordisk ensures that through the participants the awareness message is spread to a wide cross section of society. Novo Nordisk has always stressed on creating a strong social support ecosystem for people with diabetes. The focus is on ensuring that people with diabetes live a healthy life, free from complications. Through these initiatives, approximately 20 crore people have been reached. The NNEF has entered the Guinness Book of World Records thrice consecutively in 2011, 2012 and 2013. In 2011 for testing the largest number of people for blood



sugar levels (3,573 people in 8 hours); in 2012 for attracting the largest number of people for its 'health awareness' programme where 2621 people participated; and in 2013 for checking the maximum people (1,676) in 8 hours for foot related complications arising out of diabetes.



Awareness of Diabetes

NNEF partnered with Bruhat Bengaluru Mahanagara Palike (BBMP) to make over 1200 sanitation workers aware about diabetes. In the past, the foundation has collaborated with Karnataka Postal Department for issuing a WDD special stamp and delivered 1 lakh patient education booklets through 9800 post office networks.



Prerana, a patient education newsletter

Prerana, a patient education newsletter featuring useful tips and informative articles, is distributed to people with diabetes.



CDiC educational scholarships

CDiC Educational Scholarships, is a programme for underprivileged children with type 1 diabetes. It is designed to make them self-reliant in the long run and help them take care of their life long disorder. Through this programme, the company provides educational scholarships for eligible children. These children are selected based on their academic performance and are those who manage diabetes as per doctor's instructions. So far 362 deserving children across the country have been offered these scholarships.



Education/Training



Changing Diabetes® in Children

India has a huge burden of ~69 million people with diabetes. Of all people with diabetes ~95 per cent are estimated to have type 2 diabetes. This has led to an oversight of children with type 1 diabetes with terrible consequences. In an attempt to address the critical gap in the management of children with type 1 diabetes in India, Novo Nordisk AS, through the Novo Nordisk Education Foundation, in collaboration with leading government institutions, private hospitals, NGOs and key doctors has launched Changing Diabetes® in Children (CDiC) programme for improving access to care, with the main objective of giving children, with type 1 diabetes <18 years coming from below the poverty line families, access to comprehensive diabetes care. The programme was launched in India by Late Dr APJ Abdul Kalam on 7 September 2011 in Bengaluru.

There are currently 21 CDiC main and 27 sub centres spread across the country with more than 4000 children under its care, thus creating

a pan India footprint. Each child registered in this programme is provided; free insulin, syringes, glucometer, test strips and diagnostic tests. Apart from the primary objective of better outcomes through improving access to proper medication, monitoring, diagnostics and Doctor consultation, the programme incorporates several other key elements of diabetes management. These include - training of healthcare professionals, periodic diabetes children camps and advocacy programmes. So far, the company has trained more than 4200 HCPs across India on management of children with type1 diabetes. To make the children self-confident more than 350 children camps have been conducted to educate them on managing their diabetes better. Two national level and 5 state level advocacy programmes have been conducted as part of the programme to bring the attention of the government and the policy makers on the specific needs of children with type1 diabetes in India.



NovoHealth

As part of the employee health and wellness initiative, Novo Nordisk has launched Novohealth. Aimed to create a healthy workplace, Novo Nordisk has formed two clubs- running and cycling, wherein individual and team competitions are regularly organised. Employees are also encouraged to undertake a full-body health check-up as part of the Novohealth programme.



iWINN

iWINN (Women in Novo Nordisk India) is a women initiative launched by Novo Nordisk India. It is aimed, to drive business performance, architect their career growth and empower themselves to resume larger roles in their department and organisation. It is a platform for women that focuses on developing strong, capable, competent women employees who can lead, manage, and deliver business results at all levels.





Awareness



Other initiatives



Pfizer India goes to school



Project Echo



Pfizer IIT Delhi
Innovation and IP
Program launch



Chennai floods Pfizer
India's response to
emergency



Project Ummeed



Air pollution project



Maternal and
newborn health
programme



Awareness



Pfizer India goes to school

Pfizer continued its efforts towards the Swachh Vidyalaya Campaign- a part of government's National Swachh Bharat Abhiyan: Pfizer in partnership with Habitat for Humanity foundation has built and re-furbished sanitation facilities across 18 schools (i.e. 84 units) in Karjat and Raigad districts of Maharashtra. The project has benefitted 5000 school students. Grants have already been awarded to extend this programme further, to build and refurbish 150 sanitation facilities in 11 schools across Delhi, Mewat (Haryana) and Lucknow (UP) for the year 2016.

Around 100 employees volunteered through the year to help build sanitation facilities and impart basic healthcare awareness among school students.



Chennai floods

Pfizer India response to emergency: As a part of emergency relief efforts, Pfizer joined hands with AmeriCares India to help set up emergency health assistance camps. Pfizer's assistance was in the form of donation of a large number of essential and required medicines – over fifty thousand strips were provided for use by the doctors at the medical relief camps. The camps were set up in the villages of Satthamai, IKKT, Pudhupattu, Allencherry and others in the district of Kanchipuram which was one of the worst affected. The camps were set up from 16

December to 22 December 2015. Around 65 Pfizer colleagues in and around Kanchipuram volunteered at the medical camps set up in the district. 14 medical camps were set up, reaching out to 2000 survivors of the floods.



Air pollution project

Pfizer has partnered with All India Institute of Medical Sciences (AIIMS), towards a multi-objective programme at 30 schools and colleges in Delhi and NCR regions. The programme seeks to generate data that for the first time evaluates the linkage between poor ambient air quality and health indicators among students. It will also raise awareness among students on air pollution – ways to curb it and how to protect oneself from its harmful effects.



Maternal and newborn health programme

Pfizer participated in the Standard Chartered Mumbai Marathon to support SNEHA, an NGO that works for the welfare of women and children. In partnership with SNEHA, the company directly works with communities and municipal health facilities to improve the state of maternal and



neonatal health services. The outreach activities with local communities are aimed at creating and generating demand for quality healthcare services.

SNEHA works with two municipal corporations - Municipal Corporation of Greater Mumbai and Thane Municipal Corporation for this project to educate communities on various health related issues.



Project Echo

Project Echo is Pfizer's patient-centered, data-driven access demonstrator project for breast cancer being implemented in India. This project is an attempt to prove how interventions starting from building awareness towards higher detection, reducing barriers to medical treatment, increasing capacity at regional cancer centers and increasing visibility for available patient assistance programmes can enhance access to drugs across different socio-economic strata of the society.

The pilot project was launched in the week of 7 March 2016 in four Indian states with large rural and below poverty level populations to increase breast cancer awareness, prevention, and provide easier access solutions to diagnostics through mobile vans and capacity building.

The implementation phase of Project Echo will aim to conduct 30 awareness and screening camps in the following states: Madhya Pradesh, Andhra Pradesh, Assam and Chhattisgarh with implementation partners as a) The NGO 'ROKO Cancer' and b) Regional Cancer Centers (RCCs). This phase comprises four elements:

- a. Training and capability building,
- b. Awareness programme,
- c. Screening and diagnostic camps, and
- d. Follow up and data monitoring.



Project Ummeed

Pfizer India Cancer Helpdesk

Cancer, one of the most dreadful diseases of our time, has affected almost 2.5 million people in India⁰⁸. Around 1 million new cases of cancer are diagnosed every year in a population of 1.2 billion⁰⁹. In spite of the path breaking innovations in the field of Cancer, the disease still remains the second leading cause of death in India; that is around 0.6 million deaths every year⁰⁹ (one of the highest mortality to incidence ratio in the world).

The Cancer helpdesk acts as a bridge connecting patients to different hospitals and charitable organisations for subsidised treatment and financial assistance. It is a collaborative information aggregator supported by Pfizer that provides information to the cancer patients/ caregivers on the following:

- Available government schemes, NGOs, Trusts/charitable organisations and Hospitals for financial assistance
- Different support groups for cancer patients/ survivors and relatives
- List of budget hotels/accommodation for patients and relatives during treatment
- Crowdfunding/sourcing and other available funding options
- Accommodation.

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Other initiatives



Pfizer IIT Delhi Innovation and IP Program launch

The Pfizer IIT Delhi Innovation and IP Program in partnership with Foundation for Innovation and Technology Transfer (FITT), a technology incubator at IIT Delhi, launched Pfizer IIT Delhi Innovation and IP program, an incubation accelerator initiative co-created to support, celebrate and reward healthcare innovations that are made in India.

The programme comprises two components: For innovators seeking comprehensive support to translate their healthcare ideas into patents, the programme provides resident incubation at IIT-Delhi for a period of up to two years; Funding of up to INR50 lakhs for each innovator to take ideas through proof of concept to IP; Mentoring support from IIT Delhi's faculty and experts; Access to infrastructure, prototyping laboratories and space for setting up an office; IP search and filing services guidance from Pfizer's global experts; and access to venture capitalists and other industry linkages. For innovators who have a ready proof of concept and are seeking to obtain a patent, the programme provides access to IP counseling services at IIT-Delhi and funding support to cover the patent fee.

Call for proposals for the first round was open from 2 December, 2015 until 15 January 2016. An independent panel of subject matter experts established by FITT together with representatives from Pfizer Ltd. reviewed and shortlisted the awardees.

Pfizer was invited by the Department of Industrial Policy (DIPP) to showcase the Pfizer IIT Delhi Innovation and IP Program at the 'Start-up India, Stand Up India' event held on 16 January, 2016. and neonatal health services. The outreach activities with local communities are aimed at creating and generating demand for quality healthcare services.



Awareness



Education/
Training



Work related
initiatives



Healthy Children
Happy Children
(HCHC)



Saath 7



Employee related
initiatives



Kids and Diabetes in
School (KiDS)



Promoting training
amongst HCPs on
critical healthcare



Contractor safety



Tuberculosis:
Improving access



Use of renewable
energy



Other initiatives



Fighting
Tuberculosis:
Improving access to
diagnosis and care in
the slums of Mumbai



Reducing health
inequalities around
manufacturing sites



Employee
volunteering: Gyan
Express



Humanitarian
emergencies



Anti-counterfeiting
Initiatives



Fun centers



Awareness



Healthy Children Happy Children (HCHC)

This largest student-led campaign for healthcare awareness is an integrated programme bringing together Public and Private Schools, NGOs and Sanofi. Through creative workshops on eight identified health themes, the campaign has reached out to approximately 80,000 children covering 200 schools in 4 cities (New Delhi, Mumbai, Hyderabad and Chennai).



Kids and Diabetes in School (KiDS)

In partnership with IDF (International Diabetes Federation) and PHFI (Public Health Foundation of India), Sanofi aims to foster a school environment that creates a better understanding of diabetes and supports children with this condition. Training is currently underway with information packs available in Hindi and English.



Tuberculosis: Improving access

This programme aims to improve access to TB diagnosis and care in slum areas of Mumbai. TB is being tackled through: opening health centers in slums to improve access to care, private doctors are involved, spreading awareness about TB and provision of technical support to NGO centers working in slums.



Education/Training



Saath 7

Sanofi's patient support programme in diabetes management, currently engages over 167,000 patients by connecting them with trained diabetes educators who help patients understand their disease better.

Sanofi India, has broadened the parameters of its long running Diabetes Patient Counseling Program, 'Saath7'. Under this umbrella, the company is additionally conducting a PPP in the area of NCD. Launched in October 2014, the goal is to upgrade the knowledge of healthcare personnel (counselors and nurses) about the management of patients with diabetes, hypertension, CVD and cancer.

Over the next 5 years, Sanofi India, will support the Maharashtra State Government in training counselors and nurses from NCD cells across all 35 districts and impact the lives of 103 million people (excluding Mumbai) across Maharashtra. It will also install 6500 hoardings and posters on patient information in the area of diabetes and hypertension in government hospitals across 35 districts. The impact of PPP till June 2016 is as follows: completed training in Module 1 of 311 counselors and nurses in 11 districts and Module 2 in 5 districts and Module 3 in 6 districts. Besides this, Sanofi has installed 1011 hoardings and posters in 255 Hospitals/Community Health Centers in 17 districts and reached out to approx. 20 million people through awareness posters.



Work related initiatives



Promoting training amongst HCPs on critical healthcare

While patients are treated in hospitals, training of the Healthcare Practitioners (HCPs) is carried out in critical issues like deep vein thrombosis (DVT) management, communication with family members of terminally ill patients and pharmacovigilance. Sanofi, with its experience in training, holds awareness initiatives for HCPs in an attempt to improve the life of patients. Sanofi, promotes training for several purposes: to control infections in the ICU for reducing hospital induced infection and on good practices like managing drugs, organising drugs, regulations which improves HCP efficiency and dispensing of medicines. Sanofi, also trains for monitoring of different errors in dispensing drugs.

Sanofi's personnel provide training to nurses for managing patients with diabetes; talking to terminally ill patients' relatives; identification of patients suffering from DVT and carry out the risk assessment. The nurses get the statistics of low, moderate and high risk. The nurses then discuss the line of management with the doctors. Besides this, a comprehensive evaluation, training is undertaken for the nurses and junior doctors for patient's medication regimen. Sanofi pharmacovigilance team trains the healthcare professionals in reporting adverse drug reactions.

Through its training programmes, Sanofi has reached out to 2290 HCPs in 2015, 2450 in 2014 and 1795 in 2013.



Employee related initiatives

Sanofi undertakes multiple initiatives for its employees, such as annual medical check-up for all industrial affairs sites and once in three years for others; process safety to minimise the probability of accidents / incidents; fire explosion preventive measures and exposure control by engineering controls.



Contractor safety

Sanofi ensures contractor safety and undertakes HSE audit once in two to three years.



Use of renewable energy

Sanofi makes use of renewable energy, wind energy for about 25 per cent electricity needs and also makes use of solar energy for street lights and boiler feed water. Besides this, Sanofi has energy and water conservation programmes; waste water treatment plant with zero liquid discharge facility and makes use of scrubbers and dust collectors for air emission control.



Other initiatives



Fighting tuberculosis, improving access to diagnosis and care in the slums of Mumbai

Launched in 2008, Sanofi implemented awareness activities involving seven partner NGOs and five institutional actors (the public services in charge of tuberculosis -TB- control within each municipality: the 'TB control societies'), and covering a total slum population of about 3 million people. As a result, over 3 million people across five municipalities have been made aware of what TB is, and how to avoid or minimise infection risks, and how to diagnose and treat it. The programme has helped identify 4366 patients who are put on treatment.



Responding to humanitarian emergencies

Sanofi through AmeriCares donated medicines to those affected by natural disasters in Uttar Pradesh, Assam, Uttarakhand, Bihar, Odisha, and Jammu & Kashmir.



Fun centers

These centers are created in leading hospitals for the comfort and support of children coping with long term treatment and hospitalisation.



Reducing health inequalities around manufacturing sites

Health camps are conducted in schools to check immunisation status etc. of children around the company site in Goa. Also, SEWA rural conducts blood sugar level testing for the local community near the Ankleshwar plant of Sanofi. Besides this, Sanofi is committed to improve maternal and infant health for the tribal villages of Jhagadia. Fetal bilirubinometer and ultrasound probes supported by Sanofi have helped doctors in the hospital cater to more number of patients and save more lives.



Employee volunteering: Gyan Express

Some of the initiatives supported by Sanofi include opportunities for employee volunteering. One such initiative is Gyan Express, where Sanofi employees volunteer to mentor and educate underprivileged school children in health, science etc. across Mumbai, Delhi, Chennai, Hyderabad, Kolkata, Bengaluru, Goa, Ankleshwar and Lucknow. In another initiative, employees volunteer for reducing maternal and child mortality.



Anti-counterfeiting Initiatives

In India, a number of factors such as: low levels of consumer awareness regarding counterfeit medicines, lack of coordination among law enforcement agencies and low entry barriers to medicine counterfeiting contribute to the growth of medicine counterfeiters. With patient's access to safe medicine worldwide in mind and as part of its anti-counterfeiting strategy, Sanofi, created and conducted several anti-counterfeit awareness programmes across India, for both internal and external stakeholder groups. For the internal stakeholder, Sanofi executives, including field force have been made aware about identification and reporting of counterfeit drugs. In addition, Sanofi organises 'Sanofi Global Anti-Counterfeit day' across all locations to create anti-counterfeiting awareness among

internal stakeholders. For external stakeholders, Sanofi anti-counterfeiting team conducted a training session on 'Investigating Trafficking in Spurious Medical Products' for senior officers of INTERPOL, Central Bureau of Investigation (CBI), Indian Customs and Indian Drug Authority.

Sanofi worked with OPPI, AIOCD and IMA to create Anti-Counterfeiting Joint Task Force with the aim of creating anti-counterfeiting awareness among retailers, distributors, medical colleges, pharmacy institutes and various other stakeholders. As part of this initiative, Sanofi conducted anti-counterfeiting awareness session for 120 chemists and distributors in Patna and more than 200 students of National Institute of Pharmaceutical Education and Research in Hyderabad.

Sanofi also worked with Messe Frankfurt in a knowledge partnership (provided idea, concept, industry connection, and subject matter knowledge) to organise India's first Pharma Anti-counterfeiting and Brand Protection conference namely 'Pharmasafe' in Mumbai on 24 and 25 November 2015, in India. This event brought the pharma industry, law enforcement agencies, drug regulators and anti-counterfeiting experts together, to discuss the solution to counterfeiting problems.





Future burden of access

India currently accounts for 20 per cent of the global disease burden,¹⁰ higher than other emerging economies such as Mexico, Brazil, Sri Lanka and China. Although non-communicable diseases, such as cardiovascular, diabetes, cancer and chronic obstructive diseases are increasing due to lifestyle changes and urbanisation, communicable diseases such as malaria, dengue, tuberculosis, cholera and diarrhoeal diseases continue to remain a major public health challenge.

Communicable diseases and NCDs cause 25 per cent¹¹ and 60 per cent¹² of all deaths in the country, respectively. Additionally, NCDs account for about 40 per cent of hospital stays and approximately 35 per cent of all recorded Out-Patient Department (OPD) visits.¹¹

The ever-increasing threat of emerging and re-emerging infectious diseases, such as H1N1, Ebola, SARS and Avian influenza, also looms large. India thus faces a triple burden of communicable, non-communicable and emerging infectious diseases.

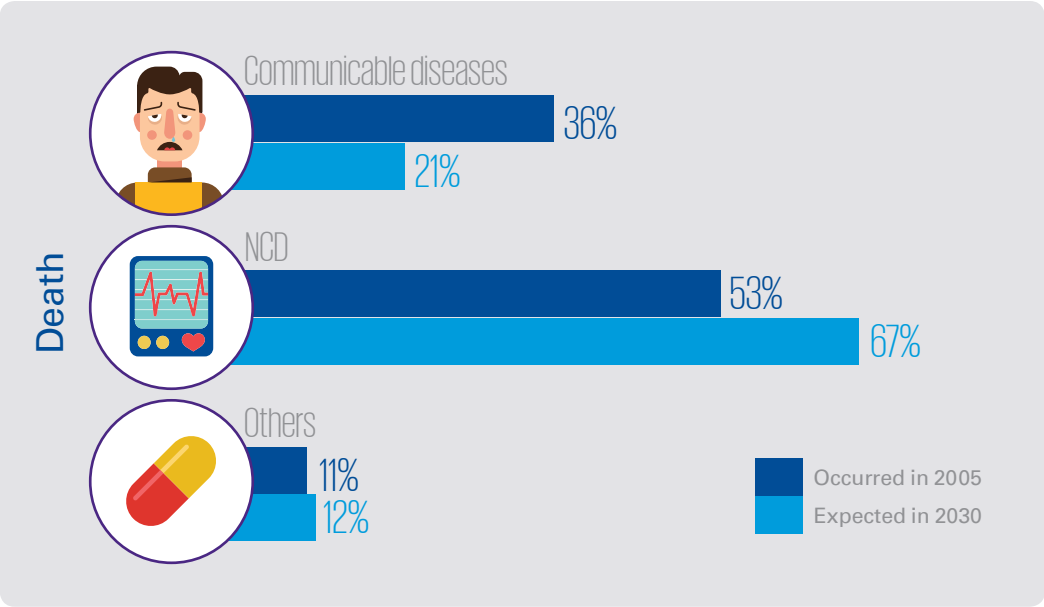
10. 'Indian Healthcare Services, Asia Pacific Equity Research', J.P. Morgan, via Thomson research database, accessed July 2015

11. 'National Health Profile', Central Bureau of Health Intelligence, Ministry of Health and Family Welfare, 2015

12. 'Economics of Non-Communicable Diseases in India', World Economic Forum, November 2014



Causes of mortality in India by 2030

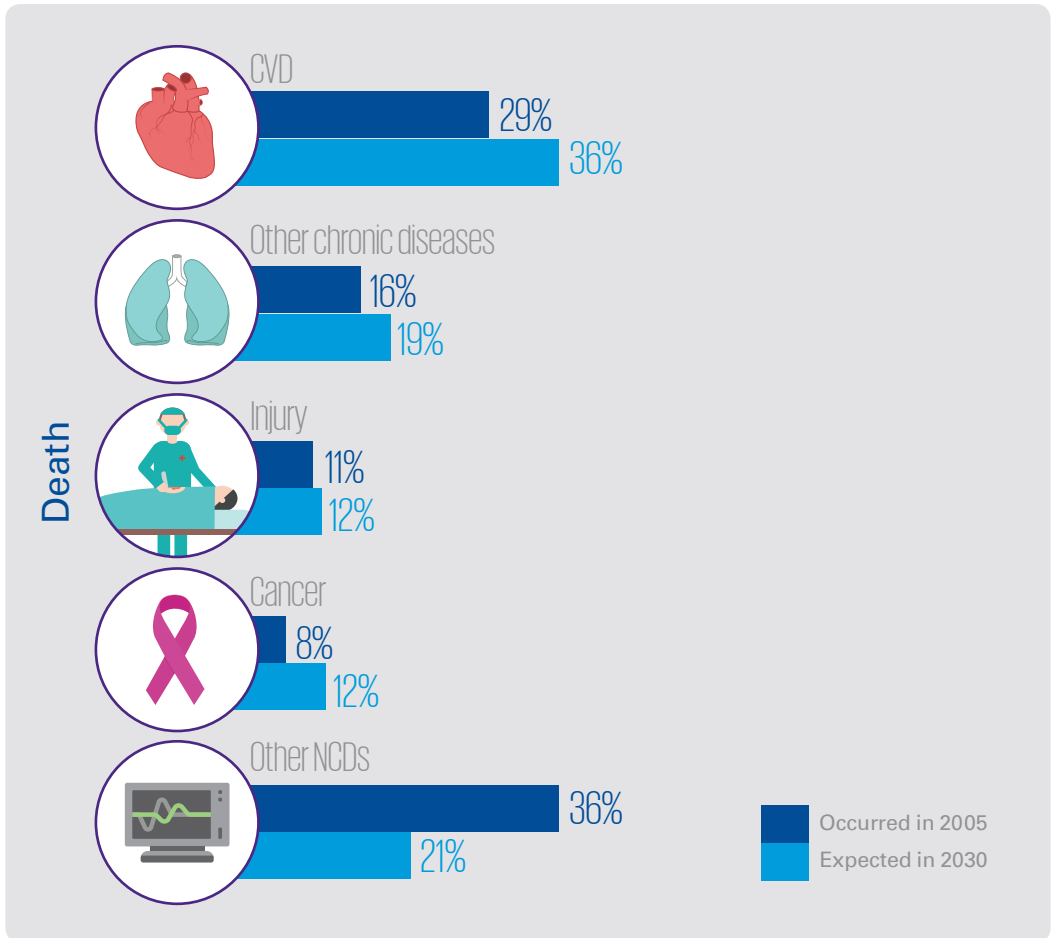


Source: 'Economics of Non-Communicable Diseases in India', World Economic Forum, November 2014, p5, p13; 'The impact of chronic diseases in India', World Health Organization, accessed June 2016; 'Chronic Diseases in India: Burden and Implications', Swiss Re, January 2014





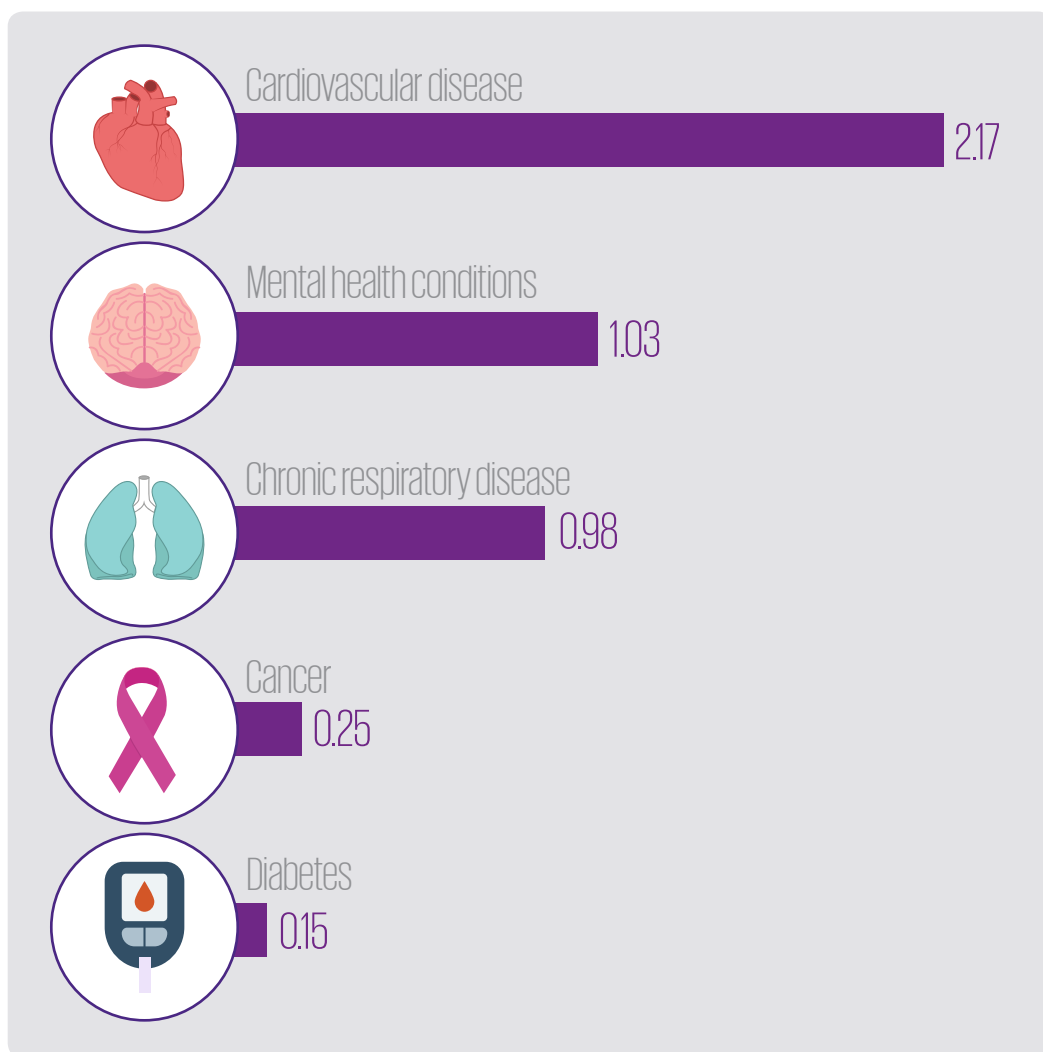
Causes of mortality by NCDs in India by 2030



Source: 'Economics of Non-Communicable Diseases in India', World Economic Forum, November 2014, p5, p13; 'The impact of chronic diseases in India', World Health Organization, accessed June 2016; 'Chronic Diseases in India: Burden and Implications', Swiss Re, January 2014



Economic burden of NCDs in India, 2012-2030 (in trillions of 2010 dollars)



Note: The estimates are based on EPIC model

Source: Economics of Non-Communicable Diseases in India, World Economic Forum, November 2014, p22



In 2012, communicable diseases accounted for Disability-Adjusted Life Years (DALYs) loss of approximately 200 million years. Another 272 million years were lost due to NCDs.¹³

The economic burden of communicable diseases and NCDs in the same year was USD290 billion and USD394 billion, respectively.¹⁴

Between 2012 and 2030, it is estimated that NCDs alone would lead to a total loss of output amounting to USD4.58 trillion.¹⁵ Needless to say that managing this disease burden will be vital for the economic and social progress of the country.

The large looming economic and wellness burden can be addressed through prevention and cure. A government-led healthcare programme enabling all stakeholders, with prevention at the crux would be most desirable. It would also be financially prudent to control diseases at the very root, rather than investing a large amount of time, effort and money in curing it later.

While the government has made significant inroads resulting in strong awareness in the urban areas, coverage needs to be further strengthened among the poor and rural population. Going by precedence, early intervention can be the most judicious economic investment because, if applied in a timely manner, expensive treatments at later stages of disease can be reduced significantly.

There is also a dire need to educate the public on the importance of treatment adherence. Poor adherence to long-term therapies have compromised the efficiency of treatments, thereby making this an alarming challenge in public health — both from a perspective of health economics and quality of life.

In the following section, we have presented a few success stories of countries with demographics similar to India where diseases have been successfully combatted through timely and widespread awareness initiatives.



13. 'DALYS', World Health Organization, Department of Statistics, May 2014

14. KPMG in India analysis based on data from World Economic Forum, 2016

15. 'National Health Profile', Central Bureau of Health Intelligence, Ministry of Health and Family Welfare, 2015





Case studies



A case in point

Awareness through 'Health Life Science Centres' to combat non-communicable diseases (NCDs) in Sri Lanka

Background

- Increased affluence, coupled with sedentary lifestyles and less healthy diets, have led to high prevalence of NCDs in Sri Lanka in the last few decades
- NCDs accounted for 75 per cent of total deaths in 2014, up from 71 per cent in 2001. The mortality rates in Sri Lanka from NCDs are currently 20–50 per cent higher than the averages in developed countries.

Initiatives taken

- The World Health Organization (WHO) initiated a project with the Sri Lankan government in 2011. Healthy Lifestyle Clinics (HLCs) were established under the Package of Essential Non-communicable (PEN) Disease Interventions.
- The HLCs adopted a primary care approach for NCD prevention and control in a low resource setting. Approximately, 668 HLCs were established in permanent buildings, mobile clinics, temples and community centres.

- Many measures were adopted to increase the reach of this programme, such as deployment of mobile screening vehicles at public gatherings, work place screening, word-of-mouth publicity, referral systems through public health officials and use of media, communities, and health workers to create awareness.
- The Ministry of Health, Government of Sri Lanka collaborated with different ministries, such as the Ministry of Youth Affairs and Skills Development Council, to create awareness among the masses. In Sri Lanka, political commitment and vision are mentioned as pivotal factors for its success in tackling NCDs.

Impact

The total number of screenings for early detection of NCDs reached 195,847 in 2012, up from 117,768 in 2011, an increase of about 66 per cent.

Source: Tackling Noncommunicable Diseases Sri Lanka's biggest killer', World Health Organisation, 2015; 'Leading by Example: Combating Non-Communicable Diseases in Sri Lanka through Health Promotion and Prevention', The World Bank, 2015; 'Non Communicable Diseases unit', Ministry of Healthcare & Nutrition, Government of Sri Lanka, accessed June 2016



A case in point

The Bangladesh Diabetic Samity and government awareness efforts to prevent diabetes

Background

- In 2015, about 7.1 million people (5 per cent of the total population) were living with diabetes
- It is estimated that the prevalence would increase to 13 per cent by 2030, placing Bangladesh among top-10 countries in terms of the number of people living with diabetes.

Initiatives taken

- The Bangladesh Diabetic Samity (BADAS), a non-profit organisation, was established to look after people with diabetes, irrespective of their income group. Over a period of time, BADAS has developed several programmes and projects to fulfil its mission.
- It has developed a successful Public-Private Partnership (PPP) model with the government and other private organisations, creating a business model that is self-reliant and does not depend on donors.

- It organised diabetic care through its own country-wide institutional network of Bangladesh Institute of Research and Rehabilitation in Diabetes, Endocrine and Metabolic Disorders (BIRDEM).
- BADAS created mass awareness through various programmes — rallies, discussions, TV and radio programmes, seminars, distribution of awareness literature, education through religious leaders, free consultations, use of video animations for patients, etc. Currently, a diabetes educator also helps patients to effectively modify their lifestyle to keep diabetes in control. Regional languages are used to convey messages to patients.

Impact

In terms of awareness, Bangladesh has done exceptionally well in reaching out to its patients when compared with many developed countries. People are generally aware about the need to act and to moderate the possible impact of diabetes.

Source: 'Awareness Programme', Diabetes Association of Bangladesh, accessed June 2016; 'Increasing Diabetes Healthcare Capacity in Bangladesh through a Distance Learning Project', Journal of Diabetology, February 2015; 'Prevalence of diabetes and prediabetes and their risk factors among Bangladeshi adults: a nationwide survey', World Health Organization, January 2014; 'changing diabetes in Bangladesh through sustainable partnerships', Novo Nordisk, June 2012; 'United for diabetes awareness', Shaka Tribune, 28 February 2016; '7.1m people living with diabetes in Bangladesh', Daily Sun, 14 November 2015



A case in point

HIV prevention in Zimbabwe

Background

In the 1990s, the HIV epidemic was one of the most serious health challenges faced by Zimbabwe with a prevalence rate of approximately 26 per cent. The country had one of the highest infected HIV rates in the world.

Initiatives taken

- The government worked with international agencies, such as UNAIDS to spread awareness about HIV infection. It launched 'The Behaviour Change Communication Programme' as a means to prevent sexual HIV transmission.
- Mass media and inter-personal communication methods through the church, friends, workplace and family were used to create awareness.
- The government advertised and increased the access to antiretroviral treatment (ART) for HIV-infected people.

- A social marketing approach was followed to create awareness about condoms. In 2014, the government distributed 104 million male and 5.2 million female condoms in the country.
- 'Prevention of Mother-to-Child-Transmission' (PMTCT) programme was introduced to create awareness and reduce the infection rate from mother to child. The government also created several National HIV and AIDS Strategic Plans to counter the spread of HIV infection in the country.

Impact

The HIV prevalence rate declined to approximately 14–15 per cent in 2015 from over 26 per cent in 1997. Today, Zimbabwe is one the most admired countries by the United Nations (UN) for its achievements in HIV prevention.

Source: 'UN Applauds Zimbabwe's Efforts in Combating HIV, Urges Donors to Stay the Course as Major AIDS Conference Gets Underway in Zimbabwe', UNDP, 28 November 2015; 'Zimbabwe: An HIV Prevention



A case in point

Cervical cancer screening awareness in Zambia

Background

- Zambia has the world's second highest rate of cervical cancer incidence (58.4/100,000 per year) and mortality (36.2/100,000 per year) rates.
- It accounts for more than one-third of new cancer cases among women in the country annually.

Initiatives taken

- In 2006, the government introduced Cervical Cancer Prevention Program in Zambia (CCPPZ) to provide screening and treatment services for cervical cancer.
- It is a nurse-led programme in which a trained nurse provides 'screen-and-treat' services on the same day or refers women who are ineligible for cryotherapy to a tertiary care clinic.

- CCPPZ clinics are co-located with HIV clinics to provide cervical cancer screening to HIV and cervical cancer patients free of cost.
- With the help of media, community health workers, traditional marriage counsellors, church counsellors, and former patients, CCPPZ has created an awareness programme that has reached more than 550,000 Zambian women with the message of preventing cervical cancer.

Impact

The CCPPZ has screened more than 200,000 women in Zambia for cervical cancer. It represents one of the largest national level initiatives in sub-Saharan Africa. This programme has prevented one cervical cancer death for every 46 women screened with AIDS.

'Success Story', UNAIDS, March 2011; 'Number of deaths due to HIV/AIDS Estimates by country', World Health Organization, <http://apps.who.int/gho/data/node.main.623>, accessed June 2016; 'Global Aids Response Progress Report 2015', UNAIDS, 2015;

Source: 'Our History', African Center of excellence for women's cancer control, accessed June 2016; 'Population-Level Scale-Up of Cervical Cancer Prevention Services in a Low-Resource Setting: Development, Implementation, and Evaluation of the Cervical Cancer Prevention Program in Zambia', US National Library of Medicine National Institute of Health, April 2015





Acknowledgement

OPPI's Access Work Group has been focusing on improving access to healthcare in India through a variety of measures with an emphasis on collaboration amongst key stakeholders, keeping the patient at the centre of all our initiatives.

Access to healthcare is unusually challenging in India. A large portion of the country's 1.2 billion population lives in remote rural areas where distribution of healthcare products and services is difficult. The U.S. has one bed for every 350 patients, while the ratio for Japan is 1 for 85. In contrast, India has one bed for every 1,050 patients. The low ratio of doctors and nurses (7 doctors per 10,000 compared to 25 doctors per 10,000 people in US) in India becomes an impediment in the delivery of healthcare services across the length and breadth of the country.¹⁶

To adequately address this pressing issue, OPPI's Access Group has made a significant contribution by identifying the key issues based on evidence based research and then bringing together the pharmaceutical industry, government stakeholders, healthcare policy experts and medical practitioners to explore possible solutions and move the agenda forward.

Over the years, through well-known patient access programmes, OPPI member companies have taken strides in tackling the issue of access to healthcare. We believe that 'responsible

healthcare' can become a reality only through a collaborative approach, with all our stakeholders coming together with a clear vision of 'Health for All.'

This report is a small evidence of collective responsibility making a difference towards a better tomorrow. The pharmaceutical industry is committed to working with the government and other stakeholders to realise the dream of good health to every Indian.

A big thanks to all those who have helped us put this report together.



Sudarshan Jain

Vice President
OPPI

Chair
OPPI Access and Affordability Work Group

16. <http://data.worldbank.org/indicator/SH.MED.PHYS.ZS>



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