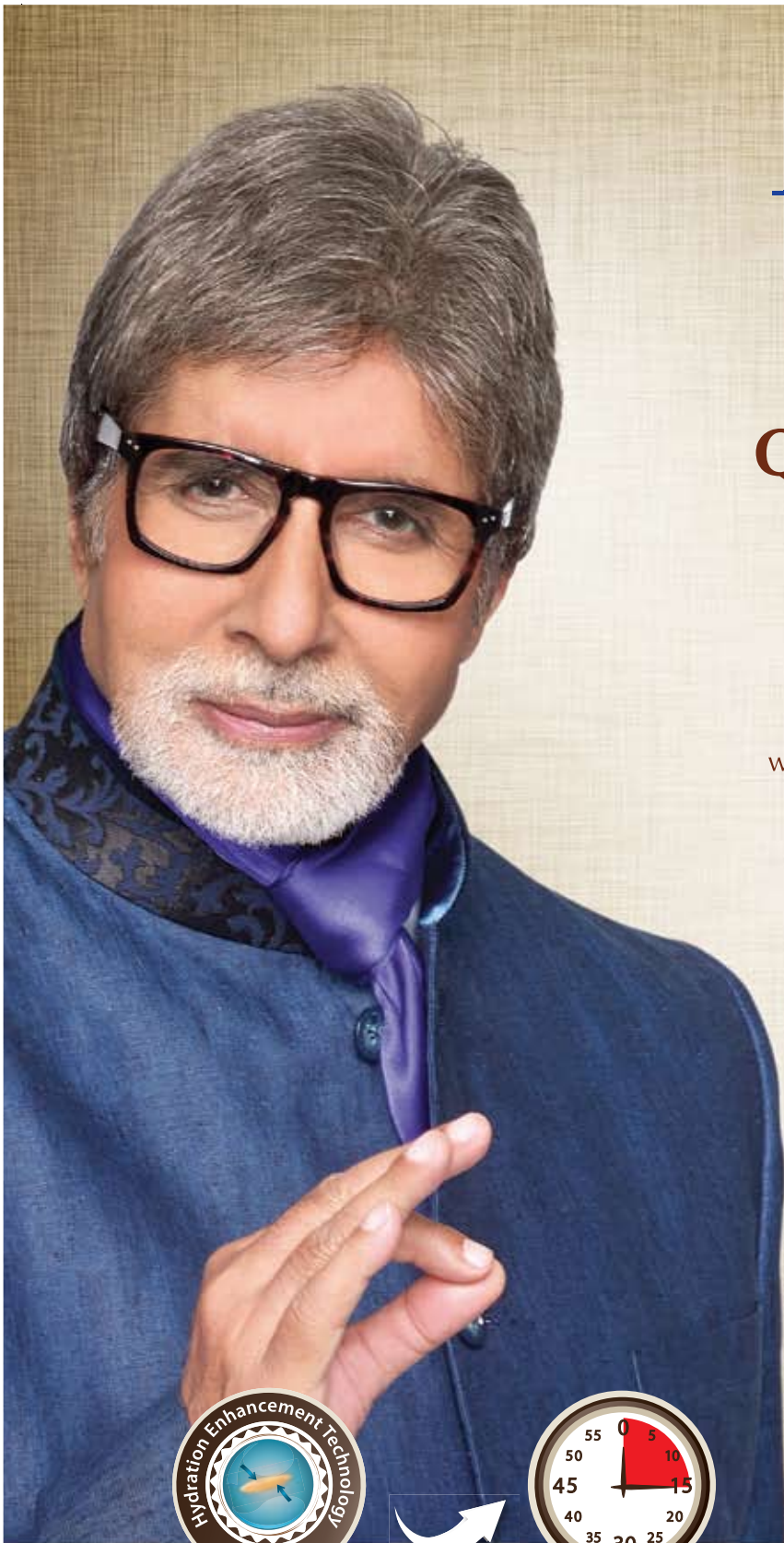


SOUVENIR

The 4th National Health Writers & Editors Convention

04 - 06 September, 2014
Country Inn, Candolim, Goa





— DAAWAT —

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A glimpse into HEAL...



Born with the objective of facilitating meaningful communication between journalists, health communicators, research scientists, doctors and policy makers; Health Education and Awareness League (HEAL) focuses on conceptualizing and implementing comprehensive education and intervention based health awareness modules in India.

HEAL Foundation has sought and availed support of health journalists and writers from across the country to achieve its mission of a healthy and aware India. Health writers' and editors' conventions and health writers' workshops are some of our initiatives to empower health journalists and give them a sense of purpose.

HEAL Foundation works ceaselessly to create knowledge dissemination opportunities for the media fraternity on a host of health issues affecting the Indian society. HEAL is committed to the cause of raising health awareness standards in India which, the foundation hopes, will go a long way in helping realize the health goals the country has set itself.

HEAL founded The National Health Writers & Editors Convention as a platform for spreading awareness around pressing health issues of the country. The conventions have provided the ideal opportunity for health writers to understand and comprehend new developments in the field of healthcare.

FROM THE PRESIDENT'S DESK



Mr. R Shankar
President, HEAL Foundation



Health is back in focus with issues like sanitation, malnutrition and lifestyle diseases garnering attention. More recently, the focus has also been on accessibility and affordability, and there has been a lot of talk about 'Health Assurance'. Recognizing the importance of these issues, the 4th NHWEC sought to engage participants in focused conversations on specific problems related to these issues and the possible solutions. The idea was to delineate clearly the role of health writers in helping implement these solutions.



The 4th National Health Writers and Editors Convention (NHWEC) held at Country Inn, Goa presented an excellent opportunity to health writers across the country to network, connect and train in the finer nuances of health journalism. The convention, which offered deep insights into trends shaping the healthcare sector in India, received an overwhelming response from health writers and stakeholders.

Health is back in focus with issues like sanitation, malnutrition and lifestyle diseases garnering attention. More recently, the focus has also been on accessibility and affordability, and there has been a lot of talk about 'Health Assurance'. Recognizing the importance of these issues, the 4th NHWEC sought to engage participants in focused conversations on specific problems related to these issues and the possible solutions. The idea was to delineate clearly the role of health writers in helping implement these solutions.

The issues discussed at the convention, which included disease management, critical care delivery, health insurance, data mining and healthy snacking, span the entire gamut of the healthcare spectrum. One of the key takeaways from the discussions was that health writers have a very important role to play in putting these issues at the centre of the nation's conscience.

The enthusiasm that pervaded the first day of the convention lasted throughout with speakers and delegates engrossed in conversations right up to the final session on the final day. Panel discussions, interactions, conversations, question-answer sessions and even quizzes saw keen participation from health writers and journalists, and contributed significantly to the success of the convention.

I would like to extend my gratitude to all health journalists who travelled from different corners of the country to attend the convention. My special thanks are due to all the experts, doctors and health professionals who took out time from their busy schedules to be with us so that we could benefit from their knowledge and expertise. I hope they will continue with their support and patronage in the times to come and help facilitate an even greater exchange of knowledge when we meet the next time.

MESSAGE



The Indian Media Centre works for professional excellence of media people across the country. We are delighted to have a fraternal collaboration with HEAL Foundation. I think HEAL's immense reach and the brilliant ideas that they have set the stage perfectly for a great synergy between the two organisations.

Together, we can work with government agencies and create awareness, which is critical to the success of all government led programmes. The Health Writers and Editors Convention is a brilliant platform to kick start efforts in this direction.

K G Suresh

Director, Indian Media Centre



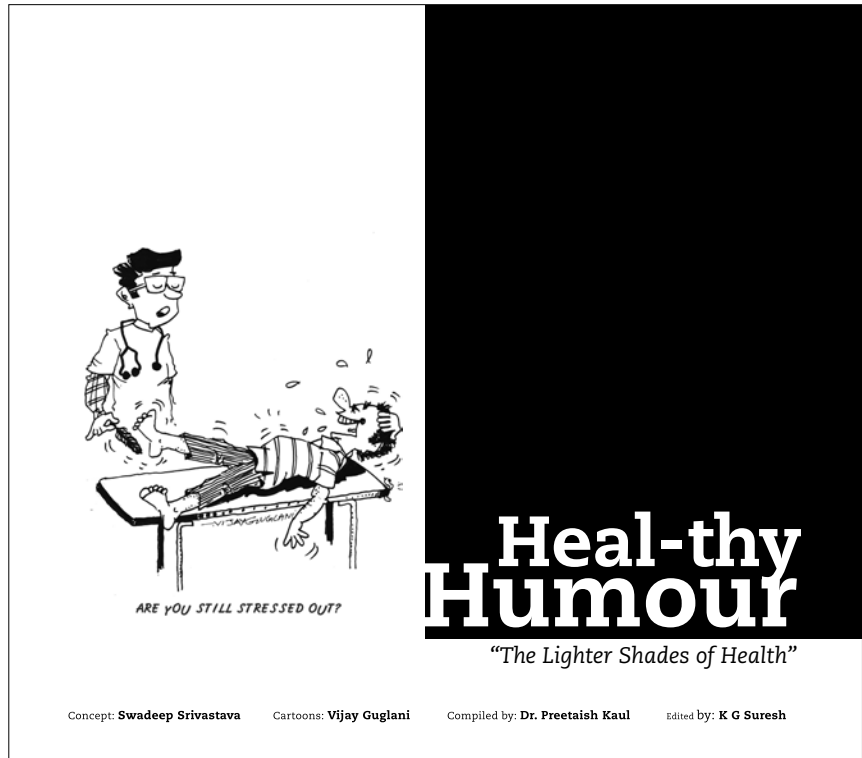
SPECIAL HIGHLIGHTS



Launch of Health Cartoon Series, 'Heal-thy humour'

A booklet featuring health cartoons by renowned cartoonist Mr. Vijay Guglani was released at the 4th National Health Writers and Editors Convention by Mr. Laxmikant Parsekar, the Honourable Health Minister of Goa.

'Heal-thy Humour' is a light-hearted take on some of the pressing issues in healthcare. Mr. Swadeep Srivastava, Founder, HEAL Foundation, Mr. K. G. Suresh, Director, Indian Media Centre and Mr. R. Shankar, President, HEAL Foundation were present on the occasion.



PROGRAMME SCHEDULE



DAY 1	
Welcome Address	Mr. R. Shankar, <i>President, HEAL Foundation</i>
Panel Discussion: Affordability and accessibility of healthcare in the Indian scenario	
Chairperson	Dr. Chandrakant S Pandav, <i>Professor and Head, Centre for Community Medicine, AIIMS, New Delhi</i>
Moderator	Ms. Rupali Mukherjee, <i>Senior Assistant Editor, Times of India</i>
Perspectives	Panellists
Healthcare Delivery	Mr. Neeraj Garg, <i>CEO, Apollo Clinics</i>
Pharmaceutical	Mr. D G Shah, <i>Secretary General, Indian Pharmaceutical Alliance (IPA)</i>
Diagnostic	Ms. Ameera Shah, <i>MD & CEO, Metropolis Healthcare Ltd.</i>
Health Insurance	Mr. Sanjay Datta, <i>Chief – Underwriting and Claims, ICICI Lombard General Insurance Company Ltd.</i>
Casting the health insurance net wide	Mr. Anuj Gulati, <i>MD & CEO, Religare Health Insurance Company Ltd.</i>
Perspective on health media	Mr. Swadeep Srivastava, <i>Founder, HEAL Foundation MD & CEO, ViaMedia Health</i>
Guest of Honour's address	Mr. Laxmikant Parsekar, <i>Hon'ble Health Minister, Goa</i>
Launch of Heal-thy Humour: A health cartoon series by HEAL Foundation	Honourable dignitaries
Introduction to the Chief Guest, Dr. Harsh Vardhan, Hon'ble Union Minister of Health and Family Welfare	Mr. K G Suresh, <i>Director, Indian Media Centre Senior Fellow, Vivekananda International Foundation</i>
Chief Guest's Address	Dr. Harsh Vardhan, <i>Hon'ble Union Minister of Health and Family Welfare, Govt. of India</i>
Presentation of 'India Health Awareness Awards'- to recognize excellence in 'health awareness programs' in India	Honourable dignitaries
TEA BREAK	
Panel Discussion: Quality and Innovation – Strengthening pillars for effective healthcare	
Chairperson	Mr. Kingshuk Nag, <i>Resident Editor, Times of India, Andhra Pradesh</i>
Perspectives	Panellists
Overview of healthcare delivery quality	Dr. K K Kalra, <i>CEO, National Accreditation Board for Hospitals and Healthcare Providers</i>
Talent crunch and effective management of health resources	Mr. Arvind Pandit, <i>CEO, Via Health Resources</i>
Innovation in Critical Care	Dr. Amit Varma, <i>Executive Director, CitiNext, Fortis Group of Hospitals</i>
Disease management	Mr. Ashok Jain, <i>Founder and MD, Lifespan Diabetes & Metabolic Clinic</i>
Media perspective	Mr. Ajit Gupta, <i>MD, Careworld TV</i>
Vote of thanks	Mr. K G Suresh, <i>Director, Indian Media Centre Senior Fellow, Vivekananda International Foundation</i>

PROGRAMME SCHEDULE



DAY 2	
Highlighting misconceptions surrounding health insurance	Mr. Amit Bhandari, <i>Vice President – Health Underwriting & Claims, ICICI Lombard General Insurance Company Limited</i>
How to snack healthy?	Mr. Andre Marcel Pots, <i>Unilever Food R & D Director, South Asia, Bangalore, India</i>
	Mr. Abhiroop Chuckarbutty, <i>General Manager, Packaged Foods – India, Hindustan Unilever Ltd.</i>
	Ms. Devishree Murty, <i>Senior Nutritionist, Hindustan Unilever Ltd.</i>
TEA BREAK	
Bringing inhalation therapy out of the closet for asthma management	Dr. Sujeet Rajan, <i>Consultant chest physician, Bombay Hospital Institute of Medical Sciences</i>
Panel Discussion: Excising adulterants in Food : Wielding the ‘Responsibly Sourced’ scalpel	
Moderator	Mr. R Shankar, <i>President, HEAL Foundation</i>
Panellist	Ms. Manjari Chandra, <i>Senior Consultant Nutritionist, www.NutritionistsRepublic.com</i>
	Mr. Kamal Poplai, <i>Executive Vice President - Quality, LT Foods Ltd.</i>
	Dr. Digambar Naik, <i>MD, Vrundavan Hospital, Goa Senior Member, Indian Medical Association, Goa</i>
	Mr. Mrinal Mathur, <i>Head – Marketing, LT Foods Ltd.</i>
LUNCH	
Engagement Activity	
Workshop on data mining for health writing	Ms. Malathy Iyer, <i>Senior Editor (Health), Times of India, Mumbai</i>
	Dr. Preetaish Kaul, <i>Senior Consultant, HEAL Foundation</i>
	Dr. Saumitra Rawat, <i>Chairman – Surgical Gastroenterology & Liver Transplant, Sir Ganga Ram Hospital</i>
TEA BREAK	
Whole Grain Goodness; The Brown Rice Way	Ms. Manjari Chandra, <i>Senior Consultant Nutritionist, www.NutritionistsRepublic.com</i>
	Mr. Kaizar Colombowala, <i>Director - Technical, LT Foods Ltd.</i>
	Mr. Mrinal Mathur, <i>Marketing Head, LT Foods Ltd.</i>
Challenges and patient friendly solutions for reducing India’s infertility burden	Mr. Gaurav Malhotra, <i>MD and CEO, Bourn Hall Clinic, India</i>
Engagement activity	
Closing ceremony and vote of thanks	Mr. Swadeep Srivastava, <i>Founder and Principal Consultant, HEAL Foundation</i>
DAY 3	
Networking	
Sightseeing	
Departure	



Speakers



Dr. Harsh Vardhan

*Union Minister of Health and Family Welfare,
Govt. of India*

Dr. Harsh Vardhan, Minister of Health and Family Welfare, made his presence felt through a telephonic address. He said in his message:

“I often read how passionately you write about health issues, and I must say health journalism has a very important role to play in making a disease free India possible.”

“I have always believed that healthcare should be available to all and not just to a handful. I promise to work on improving the overall healthcare equation of the country. In the next couple of weeks, we will be introducing the national health cover to ensure that no one in the country is left out of the ambit of basic healthcare services,” he added.



Mr. Laxmikant Parsekar

Health Minister, Goa

Mr. Parsekar emphasized on the importance of awareness and said that it is the key to improving healthcare delivery across the country. He pointed out that Goa is the right place to hold the convention as it is doing extremely well on various health parameters.

Mr. Parsekar spoke at length about the importance of health reporting in improving the overall healthcare delivery in the country. He expressed confidence that with rising awareness among health reporters, things will improve as far as educating and empowering the masses is concerned.



Gaurav Malhotra

CEO, Bourn Hall India

The healthcare sector in India is growing but it cannot achieve its true potential until we deal with one of the most daunting challenges we are facing in this space right now – low levels of awareness. It is here that the media has a very important role to play.

I think Health Writers’ and Editors’ Convention is a wonderful platform because it gives the stakeholders an opportunity to interact with the media and facilitates a free exchange of Ideas. I compliment HEAL for making this possible.

Attendees



Kounteya Sinha
The Times of India, London

This year the health writers' convention is better and bigger; I am being told the number of people attending has almost doubled. What really excites

me, apart of course from the phenomenal sessions, is that health bloggers have also been invited. Blogging is playing an increasingly important role in shaping perceptions, and I think getting bloggers to the convention was extremely well thought of.

As for the sessions, there has been a great exchange of knowledge; we've had some very good speakers and the convention is living up to the expectations that had been built up.



Aditi Tandon
The Tribune, Delhi

As health reporters, we are constantly looking out for information, which in India is often hard to come by. I think an event like the Health Writers

and Editors Convention plugs this gap up to a great extent. We take back a lot of information from here, which helps us analyze trends and present our readers with a far more nuanced picture than is otherwise possible.

Personally, I have found discussions on technology to be particularly useful. I remember we had some really interesting sessions on technology at the last convention. I kept referring to the data presented at those sessions long after I went back. This year too I am looking forward to the sessions on technology.



Dr. Ashutosh
Health Blogger

I would like to congratulate HEAL Foundation for organizing such a meticulously planned event. Health awareness levels in India are rising, but we have

miles to go. I am sure HEAL's initiative will go a long way in galvanizing opinion on what needs to be done.

It feels good to be invited to this convention. Being here and interacting with so many health journalists has given me a sense of the context I am operating in. Besides, listening to experts has given me a clearer picture of the way healthcare industry in India operates. All this will certainly help me write better informed pieces once I get back.



Nida Khan
Hindustan Times, Indore

My experience here at the three day conference has been wonderful. It is good to meet so many people from a range of organisations operating in

the healthcare domain.

Interactions with doctors and people from the health industry really help because we don't discuss stories with them; we discuss ideas that might become stories. I really feel these conferences should happen more often.

The conference here was really good, with lots of interactions and opportunities for networking. I thank HEAL for making this happen.

TESTIMONIALS



Sagar Anand
Good Health Magazine
Women on Top

I'm really happy to be here. It's been great interacting with so many people from the healthcare sector. There's been

a free exchange of ideas, and I will have a lot to think about when I go back. I will definitely share some of these ideas with my readers.

For me, one of the best discussions we've had over here was the one on affordable healthcare. I really liked the fact that representatives from the insurance sector had been invited. Overall, all the sessions were really informative with some very good speakers. I think health writers' convention is a great idea and I hope such events will keep happening in the future. I, for one, will make sure that I attend as many as I can.



Joyita Chakravorty
Deccan Chronicle, Bangalore

I would like to thank HEAL for organizing such a wonderful programme. Overall, it was very informative, and I learnt a lot. I especially liked the sessions on

Nutrition.

My view is that we should have more of these programmes. Conferences and conventions help us put our work in perspective. They also help shape our perception of the overall healthcare landscape in the country. We begin to see things in a new light, and the way we write our stories changes for the better.



Nishi Bhat
Hindustan, Delhi

I have been covering health for six years now. I attended the last edition of the HEAL Health Writers Convention as well, and I must say I've found these conferences to be extremely useful. I think other organizations operating in this domain should take a cue from HEAL and organize such programmes.

There is great need to bust myths and resolve confusions as far as healthcare delivery in India is concerned. As journalists it becomes very important for us to be well-informed so that we can present a clear picture to our readers. In that sense the numerous interactions with experts that I've had here have gone a long way in sharpening my understanding of key concepts in healthcare.

Overall, I have found these conventions extremely useful and I look forward to attending many more in the future.

THE EVENT

Day 1: September 4, 2014

Affordability and accessibility of healthcare in the Indian scenario



MODERATOR



Ms. Rupali Mukherjee,
*Senior Assistant Editor,
Times of India*

Brief profile: A business journalist with around two decades of experience tracking key consumer-focused sectors like durables, retail, consumer goods, aviation, automobiles and advertising, as well as economic ministries of the Union government. She now writes primarily on pharmaceuticals and healthcare, and on issues of consumer interest. She also looks at trends that are shaping consumer behaviour and the broad consumer landscape.

SPEAKER'S PROFILE



Mr. Neeraj Garg,
CEO, Apollo Clinics

Brief Profile: He has more than 17 years of experience in the Healthcare, Pharmaceutical, Consumer Products and Retail sectors and combines a strong strategic perspective with entrepreneurial instinct. Mr. Garg spent over 10 years in the pharmaceutical industry, in diverse roles with Piramal Healthcare and Abbott where he conceptualized and built one of the largest mass-market pharmaceutical businesses in the country – True Care.

In his last role with Abbott, Mr. Garg led the Global Strategy function for Abbott's worldwide branded generics business.

Affordability and accessibility of healthcare in the Indian scenario



Ms. Ameera Shah,
MD & CEO,
Metropolis Healthcare Ltd

Brief Profile: Ms. Shah has been instrumental in the evolution of Metropolis from its single pathology laboratory status to a fully integrated multinational chain of 105 diagnostic and 700 collection centres across the globe.

Ms. Shah was elected the Secretary of IAPL (Indian Association of Pathology Laboratories) and is also the Chairperson of the 'FICCI Health services Western Subgroup' that drives policy decisions at the Centre. She was honored with 'Exemplary Women Leadership award' at the World Women Leadership Congress awards 2014. Recently she was chosen as one of the most respected leaders under 40 years by Economic Times & Spencer Stuart (2014).



Mr. Sanjay Datta,
MD & CEO,
ICICI Lombard General Insurance
Company Ltd

Brief profile: He has 25 years of experience in General Insurance and was a part of the start-up team at ICICI Lombard in 2001. He has been instrumental in helping the business grow into a market leadership position.

Mr. Datta is responsible for underwriting and claims function across the organisation and also heads customer service for all product lines of the business. He spearheads underwriting discipline, operational excellence, product development and pricing across Wholesale and Retail products.



Mr. D G Shah,
Secretary General, Indian
Pharmaceutical Alliance (IPA)

Brief profile: He has 45 years of varied experience in pharmaceutical industry. He is an independent director on the Board of Fresenius Kabi Oncology Ltd and Anuh Pharma Ltd. Before starting Vision in 1997, he was a Member of the Board of Directors of Pfizer-India for whom he worked for 30 years.



Mr. Anuj Gulati,
MD & CEO, Religare Health
Insurance Company Ltd

Brief Profile: He started his career with Procter & Gamble India Limited. He is well known for his entrepreneurial skills. Previously, at ICICI Lombard General Insurance Company Limited, Mr. Gulati was the Director for Services and Business Development.

THE EVENT

Overview

Mr. R Shankar, President HEAL, set the tone for the discussion by highlighting the impact of affordability and accessibility factors on the distribution of healthcare services in India. He pointed out that drastic inequalities in healthcare delivery can only be addressed through a robust mechanism that focuses on making healthcare services accessible and affordable.

Ms. Rupali Mukherjee, the moderator for the session, took the discussion forward by outlining the current state of affairs, pointing out that healthcare costs are spiralling out of control and little is being done to address this. Healthcare, she said, is inaccessible to a large section of the Indian

population and rising costs are now making it unaffordable even for people who do have access otherwise.

The panelists spoke about various aspects of the problem, dwelling at length on possible solutions and on the measures that may be taken to plug gaps. Even as specific solutions were discussed, the panelists stressed on the need for close cooperation between the public and private sectors.

The session turned out to be highly interactive with the panelists fielding a number of questions from the audience. The session concluded with Ms. Mukherjee highlighting the key takeaways.

"There's a lot of work that the healthcare industry in needs to do to finance doctor consultations, diagnostics and pharmacy. The moment financing becomes available; a lot of doctors will definitely go back to their hometowns and set up facilities to treat the poor. Insurance companies and hospitals need to work together to improve the overall customer experience".

Mr. Anuj Gulati

"It's not possible to cover the entire population of India in one go as far as health assurance for all is concerned. This will become possible only at a certain stage. Currently, with support from government schemes and policies, we can achieve around 20-25% coverage. Some other problems such as lack of enough doctors and lack of hospitals also present a significant challenge vis-à-vis health assurance."

Mr. Sanjay Datta

"If there is insufficient competition, affordable drugs will not be available in the far-flung areas of the country. Their accessibility will be limited only to metro cities or class 1 and class 2 cities. Promoting healthy competition can be an effective way of increasing accessibility across India. If we want to maintain affordable prices, we need to protect the 'multiple supply resource' situation."

Mr. D G Shah

"We often ignore the urban poor when we talk about healthcare needs. We must consider the rural and urban poor as a whole, as all kinds of diseases are equally prevalent in both sections of the population. In trying to devise solutions for these people we must prefer quality over quantity. We must understand that it's better to have a few public healthcare centres with doctors and facilities than to have many centres with no doctors."

Mr. Neeraj Garg

"Diagnostics is the underdog of healthcare. The Diagnostics industry is very new due to which people don't know what happens behind the scenes. Though diagnostic facilities are available across the country, getting access to quality diagnostics is harder. You will find a thousand labs in every city but there is a big question mark on the credibility of many of them. So how does one choose? A good way is to look for agencies that volunteer to put themselves under the scanner by seeking accreditations."

Ms. Ameera Shah

THE EVENT

Perspective on health media

Mr. Swadeep Srivastava,
Founder, HEAL Foundation
MD & CEO, Via Media Health

Brief Profile: He set up India's first standalone 'Healthcare PR' organization, Via Media Health in 2002. He is also the driving force behind Asia's largest health writers' capacity building programme under the banner of HEAL.

Mr. Srivastava has created and successfully experimented with novel disease awareness modules through campaigns like 'Diabetes Blue Fortnight', the largest diabetes awareness programme in India and 'Queen of Heart', India's first 'women & heart diseases' campaign.

Mr. Srivastava pioneered the setting up of community based digital interactive platforms, www.doctorsrepublic.com and www.nutritionistsrepublic.com. He is the Founder of India Health 2020, a 'PPP' centered advocacy platform and the Co-Founder of 'Via Health Resources', India's first standalone executive search platform for the healthcare industry'.

Synopsis: Mr. Srivastava focused on lopsided media coverage on health issues, pointing out that health issues were not being reported proactively and that overall there was a huge gap between current and ideal trends. He talked about India Health 2020, a campaign being devised by HEAL, which intends to set a strong PPP platform to align the private sector with government's objectives so as to achieve certain health-related milestones by the year 2020.

Key points

- Health news trends
- Health media training and capacity building: Global benchmarks and the Indian need
- Capacity building for health media: Heal and the Indian landscape
- India Health 2020
- Role of Media



THE EVENT

Quality and Innovation- Strengthening pillars for effective healthcare



SPEAKER'S PROFILE



Mr. Kingshuk Nag,
*Resident editor, Times of India,
Andhra Pradesh*

Brief profile: Mr. Nag has been with TOI for the last 21 years and has worked in Delhi, Bangalore, Ahmadabad, Hyderabad and Mumbai. He is also an author; Nag's books include *The Saffron Tide*, which charts the rise of the BJP, *The NAMO Story*, a biography of Narendra Modi, *Battleground Telangana* and *The Double Life of Ramalinga Raju*.

Before becoming a journalist, Nag was an economic consultant with the Tata group.



Dr. K K Kalra,
*CEO, National Accreditation
Board for Hospitals and
Healthcare Providers*

Brief profile: He has 28 years of experience in health care services. He has been a member of the accreditation committee of NABH for 2 years. He helped in the establishment and development of CNBC as the Medical Superintendent. He was conferred the State award for Service Doctors in 2005.

THE EVENT

Quality and Innovation- Strengthening pillars for effective healthcare



Mr. Arvind Pandit,
*CEO,
Via Health Resources*

Brief Profile: He has accumulated over 15 years of management consulting experience in the areas of Leadership Development, Talent Management, Strategy, Operations and Executive Search across a variety of industries. He also served on CII's National Committee for Leadership and HR. Prior to joining Spencer Stuart, Mr. Pandit was a founder member & Director in the consulting practice of Hay Group in India.



Dr. Amit Varma
*Executive Director, CitiNext,
Fortis Group of Hospitals*

Brief profile: Dr. Varma is a renowned Critical Care Physician, trained from State University of New York & Pittsburgh Medical Center. He is Managing Partner of Quadria Capital and heads the Investment Committee of India Build-Out Fund focused on healthcare. He is on the editorial board of various research organizations and is a consultant with CNN-IBN.



Mr. Ashok Jain,
*Founder and MD, Lifespan
Diabetes & Metabolic Clinic*

Brief Profile: Mr. Jain was with Cadbury's for over 22 years and was last CEO & MD, Cadbury Schweppes (South East Asia). He has a wide-ranging experience in New Business Strategy and Marketing of Dollops Ice-creams, Canada Dry and Crush. A niche focused TV channel & World's largest chain of Diabetic clinics. A serial entrepreneur, Ashok strength lies in Business Strategy with aligned execution & strategic marketing.

THE EVENT

Overview

The panel discussion had speakers discussing a range of issues. The quality of healthcare delivery came up for a special discussion with panelists pointing out that there are a very few NABH (National Accreditation Board for Hospitals) accredited hospitals in India. Private hospitals, they said, are increasingly taking the accreditation route but hospitals in the public sector still have a long way to go.

Experts also discussed current trends and gaps in the reporting of diseases, emphasizing that an insufficient understanding of disease processes and treatment modalities serves to complicate the picture.

There was a detailed discussion on the importance of the golden hour in critically ill patients. In this context, mention was made of E-ICUs, which can help ensure that patients from tier 2 and tier 3 cities receive high end intensive care without having to waste the golden hour in commuting.

The acute shortage of healthcare experts and the dearth of world-class setups to accommodate super specialists was the focus of an intense debate. There was an urgent need, the experts felt, to train healthcare professionals working at grass root levels in the effective handling of critical patients.

"Quality continues to be a serious concern in India. Doctors in India are considered Gods, and are hardly questioned. However with the Google culture gaining ground things have started changing."

Dr. K K Kalra

"Indian healthcare is facing an acute shortage of hospitals, beds and experts. Most hospitals do not even have set-ups to accommodate super specialists. Although there has been some progress in terms of infrastructure, the acute talent crunch that the Indian healthcare industry is battling continues to be a problem. This issue needs to be addressed urgently."

Mr. Arvind Pandit

"The golden hour is a window of opportunity to save the life of a critically ill patient. Patients living in tier 2 and tier 3 cities often miss this opportunity due to the time they require to reach metro cities to receive intensive care. With advanced E-ICU technology we intend to bridge this gap and bring ICU services right to their door step."

Dr. Amit Varma

"Lifestyle diseases like diabetes cannot be addressed purely through a pharmacological approach. What we need is high-end diabetes clinics where experts spend quality time with patients and go beyond just screening and advising them. People need to be trained to live life with diabetes."

Mr. Ashok Jain



Highlighting misconceptions surrounding health insurance



Mr. Amit Bhandari,
Vice President – Health Underwriting & Claims, ICICI Lombard General Insurance Company Limited

Brief profile: Mr. Bhandari has 14 years of experience in Marketing and Risk Management. He has been associated with ICICI Lombard since 2003. He is the driving force behind retail, corporate and mass health insurance underwriting, portfolio management as well as claims management in the company.

Mr. Bhandari holds a Bachelor of Engineering (Chemical) degree from the prestigious Indian Institute of Technology (IIT), Roorkee and an MBA degree, with specialization in Finance and Marketing, from FMS, Delhi.

Synopsis: Mr. Bhandari highlighted the misconceptions surrounding health insurance. He

emphasized on the fact that health insurance is still at a nascent stage in India in spite of its importance in making medical care affordable. He pointed out that lack of awareness as well as myths surrounding health insurance are the biggest roadblocks as far as universalizing health insurance in India is concerned.

Key points:

- Observations from an online study to gauge the conceptions of people on health insurance
- Health insurance myths busted
- Need for creating awareness among people on the importance of being medically insured
- Role of media in making an impact

How to snack healthy?



Ms. Devishree Murty,
*Nutrition and Health Leader,
South Asia,
Hindustan Unilever Limited*

Brief profile: Ms. Devishree is a Nutrition and Health Leader for South Asia at Hindustan Unilever Research Centre. She has more than 19 years of experience in the Food industry. She has worked with various partners globally and has many innovative food product launches to her credit. As a nutrition leader, her current role encompasses embedding nutrition science into communication for foods products

Synopsis: Ms. Murty talked about the concept of nutrition labeling of food items and its importance. She pointed out that before choosing snack food options, reading and understanding the nutrition label provided at the back of the food packet can go a long way in ensuring good nutrition and healthy living. Ms. Murty demonstrated the correct method of reading labels and discussed the labelling standards followed globally.

Key points:

- Understanding the importance of reading nutrition labels and making informed choices as consumers
- Lack of awareness in consumers about nutrition labelling
- Sensitizing health writers on the importance of nutrition labelling
- Structure of a complete nutrition label
- Problems with food labels found on Indian packaged food products



Ms. Richa Mattu,
*Manager-Nutrition,
South Asia,
Hindustan Unilever Limited*

Brief profile: Ms. Richa Mattu is a postgraduate in Foods & Nutrition with over 12 years of experience in the fields of R&D, academics and marketing. She is currently Manager-Nutrition, South Asia at Hindustan Unilever. She is an expert in Nutritional R & D, claims and consumer marketing & communication. She also has experience in university academics and analytical research.

Ms. Mattu's earlier responsibilities as a member of the R&D set-up of one of the world's biggest and best-known names in healthcare and consumer goods business have given her extensive exposure to the health care industry. Mother of two year old twins, she is an expert in multi tasking.

Synopsis: Ms. Mattu underscored the importance of differentiating between healthy and unhealthy snacking. She analyzed global trends in obesity and explained the globally accepted guidelines for nutrient requirements. She pointed out that while food companies can look at global information, scan it and create an internal guidance to create accurate food labels, there is a need for health writers to build consumer awareness and create a consumer demand for accurate labelling.

Key points:

- Principles of healthy snacking
- Nutritional content of common Indian snacks and changing food habits of Indians
- Nutrition scoring benchmarks
- Partnering for better health



THE EVENT

Bringing inhalation therapy out of the closet for asthma management



Dr. Sujeet Rajan,
*Consultant chest physician,
Bombay Hospital Institute of
Medical Sciences*

Brief profile: Dr. Rajan is a practicing respiratory physician in Mumbai. He has conducted research on asthma practice methods in primary care, and has a special passion for improving asthma care in the primary care setting.

Dr. Rajan has been actively involved in research on pulmonary hypertension, sleep-disordered breathing and advanced lung disease at the Bhatia Hospital and Bombay Hospital Institute of Medical Sciences in Mumbai. He is currently involved in the setting up of the first sputum cell differential count study lab in the private sector at Bombay Hospital.

Synopsis: In his talk, Dr. Rajan spoke about the stigma attached with the word asthma, pointing out that many doctors, instead of counseling them, give in to this bias and label their condition

as bronchitis. He stressed upon the importance of making people understand that there is no need to be afraid of asthma.

Dr. Rajan spoke at length about the importance of inhalation therapy with steroids and trashed the notion that it could lead to addiction. Enumerating the advantages of inhalation therapy, he pointed out that an inhaler takes the steroid directly to the lungs so that the dosage is actually forty times lesser than what is required in case of tablets and syrups. Accordingly, the side-effects are lesser.

Key points:

- Dispelling the myths around steroids
- Importance of regular medication and consultation in asthma treatment
- Simplifying inhalation therapy
- Changing mindsets of doctors; recommending inhalation therapy as the best treatment for asthma
- Inhalers are safe even for two-year-old children



Excising adulterants in Food: Wielding the Technology scalpel



Ms. Manjari Chandra,
Senior Consultant Nutritionist,
www.NutritionistsRepublic.com

Brief Profile: She is an experienced Clinical Nutritionist and Diet Consultant with over 12 years of experience in Fitness, Therapeutic Nutrition, Chronic degenerative diseases, Weight Management and Lifestyle Counselling.

Ms. Chandra has worked actively in areas of Food Safety, Counseling, and Nutrition Intervention for lifestyle disorders and chronic diseases and successfully conducted several workshops on food safety and enteral / parenteral nutrition.



Mr. Kamal Poplai,
Executive Vice President - Quality,
LT Foods Ltd

Brief profile: Mr. Poplai has nearly 20 years of experience in the area of food testing. This includes inspection, testing and certification of food products vis-à-vis pesticide residues, mycotoxins, heavy metals and microbiology. He is well-known for having studied the effects of pesticide residues on staple products.



Dr. Digambar Naik,
MD, Vrundavan Hospital, Goa,
Senior Member,
Indian Medical Association, Goa

Brief Profile: Dr. Naik was a topper in Medicine, Surgery and Obstetrics and Gynecology at the final MBBS level. Dr. Naik's contribution to Rotary International and to the medical, social and educational fields has also been extraordinary, and he has been honoured with a number of awards, felicitations and appreciations. He won the Corporate Social Responsibility Excellence Award by Green Triangle Society, Goa for his contribution to healthcare.



Mr. Mrinal Mathur,
Head – Marketing, LT Foods Ltd

THE EVENT

Overview

The session moderated by Mr. R. Shankar, President HEAL Foundation, focused on health hazards posed by food adulteration. The experts present elucidated the harmful effects of food adulterants, pointing out that almost all foods are adulterated in some form. Fruits and vegetables, they said, are the worst hit, being contaminated with metals like

lead, arsenic, and cadmium from the insecticides and pesticides sprayed on them.

Among the other food items that are affected, the panelists spoke particularly about fish, which they said, has high amounts of toxic mercury. The speakers singled out switching to organic or home grown foods as the way out.

"It is practically impossible to avoid adulterated and chemically treated fruits and vegetables, but people can ensure better eating if they buy them from local markets or if they buy organic foods."

Dr. Digamber Naik

"Prioritizing the procurement of safe and healthy foods is an important factor which people need to pay attention to in order to eat and stay healthy"-

Ms. Manjari Chandra

"The extent of adulteration in foods is hard to measure and as consumers, people feel apprehensive about the safety of any food. Food companies need to have more stringent quality control measures in place to check the menace of adulteration"

Mr. Kamal Poplai



Whole Grain Goodness: The Brown Rice Way



Ms. Manjari Chandra,
Senior Consultant Nutritionist,
www.NutritionistsRepublic.com



Mr. Kaizar Colombowala,
Director - Technical,
LT Foods Ltd



Mr. Mrinal Mathur,
Head – Marketing, LT Foods Ltd

Brief profile: He spent 27 years at Uncle Ben's Inc, a division of Mars Inc. as engineer, and R&D expert. At Mars he developed fast cooking brown rice. His first stint after graduating was with the largest onion and garlic dehydrating firm in California.

Mr. Kaizar introduced quick cooking brown rice in India right after joining the LT Group. He and his team also introduced several new products for markets in India. Mr. Kaizar guides the company in the selection of technologies to assure highest quality products that are most cost effective to produce.

Overview

The session, moderated by Mr. R Shankar, President, HEAL Foundation, focussed on the importance of fibre. The panelists pointed out that since advanced technology has already made brown rice easy to cook and good to taste, it is high time that media spoke to the masses about the goodness of brown rice and whole grains.

"Brown rice, which is one of the best forms of whole grain, is a storehouse of numerous anti-oxidants that counter oxidative stress and prevent diseases. It is important to know that inclusion of fibre-rich whole grains in diet helps keep ailments and chronic diseases like diabetes, obesity, cardiovascular diseases and colon cancer at bay."

Ms. Manjari Chandra

"To deal with issues like off flavour, long cooking time and poor shelf life of brown rice, we introduced the Hydration Enhancement Technology and

Health writers actively participated in this open and interactive session and asked questions on brown rice, hydration enhancement technology and Rancidity Retarding Technology.

the Rancidity Retarding Technology. Hydration Enhancement Technology helps water penetrate the grain by moisturizing the nutritive bran layer and therefore reduces cooking time to just 15 minutes. Rancidity Retarding Technology enhances shelf life."

Mr. Kaizar Colombowala

"With our brand taking good health seriously, a health food like brown rice will surely find its deserved place and help keep away the threat of many diseases"-

Mr. Mrinal Mathur

Challenges and patient friendly solutions for reducing India's infertility burden



Mr. Gaurav Malhotra,
MD and CEO,
Bourn Hall Clinic,
India

Brief profile: He has over 19 years of experience in the healthcare domain, and has been leading business and change management across MNCs, start-ups and joint ventures, often reengineering some of these organisations. He was the CEO of Medfort Hospital, which achieved Top 4 Eye-Care Player leadership position in India within two years of its inception. He was also Business Head-South Asia for Bausch & Lomb and Business Director for Johnson & Johnson Medical.

Synopsis: Mr. Malhotra explained the psychological effects of childlessness and apprised the health writers of its reasons and consequences. He pointed out that female factors are responsible for only 30%

Overview

Data mining is the process of analyzing data from different perspectives and summarizing it into useful information. The session was focussed on the importance of data mining, its need in the Indian context and common roadblocks.

A careful examination of available data can throw up interesting stories hidden in that data. However,

"If journalists are patient with data, if they look at it long enough and hard enough, they will see it falling into a pattern. The thing with data is that if you handle it properly, you may have stories leaping out at you. Our problem in India is that we do not have enough of it available, so maybe we need to begin by questioning this."

Dr. Preetiaish Kaul

"Health journalists are doing many things right when it comes to data mining considering the number of print articles with excellent use of available data. However, there are an equal number of articles where

of the cases of infertility. Male factors, he said, are implicated in about 30% of the cases, and for the remaining cases the cause remains unknown.

Mr. Malhotra focussed on the enormity of the problem of infertility in India. He spoke in particular about factors that serve to complicate the picture. He pointed out that in the Indian context people tend to relate a couple's capacity to bear children with manhood or womanhood. It is important, he said, to respect the couple's choice and let them decide between getting treated for childlessness, adopting a child or doing nothing about it.

Key points:

- Psychosocial impact of childlessness on couples
- Infertility Trends in India
- Infertility etiquettes
- Exploring In-Vitro Fertilization (IVF) as a solution

in India data is often hard to come by. Given that 'data mining' is a vital tool that can help journalists uncover systemic flaws, it becomes important for them to question the non-availability of data. Government agencies, hospitals and healthcare providers need to be prevailed upon to record data for useful analysis and trend establishment.

"the journalists have not justified the data, to the extent of misquoting it. There is still a long way to go when it comes to proactive journalism and giving out correct information"

Ms. Malathy Iyer

"Data mining is a powerful tool that helps healthcare professionals identify effective treatments and best practices, which goes a long way in ensuring that patients receive better and affordable healthcare services"

Dr. Saumitra Rawat

THE EVENT



Data mining for health journalism



Ms. Malathy Iyer,
*Senior Editor (Health),
Times of India,
Mumbai*

Brief profile: She writes mainly on health related subjects and has been associated with the Times group for more than eight years.



Dr. Preetaish Kaul,
*Senior Consultant,
HEAL Foundation*

Brief profile: He has an MBBS degree from Jammu University. He has nine years of experience with medical writing. Before the plunge, he practiced clinical medicine with the departments of Emergency and Cardiothoracic Surgery at Acharya Sri Chander College of Medical Sciences, Jammu, J&K. Currently, he is a senior consultant with HEAL Foundation and renders his expert advice on HEAL's initiatives.



Dr. Saumitra Rawat,
*Chairman – Surgical
Gastroenterology & Liver
Transplant, Sir Ganga Ram
Hospital*

Brief profile: Dr. Rawat did his advanced Laparoscopic, GI and HPB Training in England where he worked for 17 years. In England he was Consultant Surgeon at Glasgow, Cheshire and Manchester. He was also a Surgical Tutor at Royal College of Surgeons of England. He is a contributor to Oxford handbook of Surgery, one of the best selling surgical books in the world.

Dr Saumitra Rawat is also a Laparoscopic trainer and Member, Court of Examiner of Royal College of Surgeons of England.



BRAIN GAMES!

QUIZ AND TREASURE HUNT



WINNERS



Ashish Gaur,
The Times of India, Indore



Gyan Prakash,
Rashtriya Sahara, Delhi



Vikas Vaidya,
Hitvada, Nagpur

The sessions at the convention were interspersed with interactive quizzes and a treasure hunt. These were seen as pleasant diversions on a busy day. The quizzes and the treasure hunt were based mostly on the prominent health campaigns of the last ten years and on general awareness about common health issues. The activities elicited enthusiastic participation from health writers, many of whom won exciting prizes.

HEAL Conventions... At a glance



1st National Health Writers and Editors Convention



2nd National Health Writers and Editors Convention



3rd National Health Writers and Editors Convention



4th National Health Writers and Editors Convention



TILL WE MEET AGAIN!



Friends,

I must begin by complimenting Mr. Swadeep Srivastava, Mr. R. Shankar, and their wonderful team for bringing together some of the finest journalists and some of the best doctors in this country for this two-day convention.

We are grateful to the Health Minister of Goa who spared his valuable time to be with us. I must also thank Dr. Chandrakant S Pandav, Professor and head; Center for Community Medicine, All India Institute of Medical Sciences, New Delhi, whose guidance and support was instrumental in the success of this convention.

Friends, I must place on record here our sincere gratitude to our sponsors and supporting partners including Hindustan Unilever Ltd. ICICI Lombard, Cipla, Dawat Brown Rice, Devayaa, our health care partners, Life Span and of course our media partner Careworld, Asia's only complete health and wellness satellite channel.

Before I conclude I would like to thank each one of you for making it to this convention. I hope you benefited from the proceedings here. HEAL intends to organise more such conventions in the future. We promise to make the next convention bigger and better. We hope you will keep up your association with HEAL and give us a chance to host you again. Thank you!



Mr. K G Suresh,
*Director, Indian Media Centre
Senior Fellow, Vivekananda
International Foundation*

VOTE OF THANKS



It gives me great pleasure to witness so many health writers and journalists gathered under one roof. I thank you all for taking out time to be here and for giving us a chance to host you.

Since it was conceptualized in the year 2006, HEAL foundation has come a long way. Over the years, HEAL has played an important role in bringing together health writers and journalists, and in giving them a sense of empowerment.

This year we had invited some of the leading health bloggers of the country to the convention. I hope they found their experiences useful, and will keep associating with us in the times to come. Since digital is the 'new normal', it makes sense for us to explore the opportunities this medium presents in terms of reaching out to people and spreading awareness.

I must say we have had a wonderful time here with everyone so upbeat and eager to learn and participate. I would like to thank my team for planning this event meticulously and for the hours of hard work they put in to turn it into a resounding success.

Thanks are also in order for our speakers and panelists, who in spite of their busy schedules travelled to Goa, and gave us a sense of how the healthcare landscape in India is shaping up.

Last but not the least I would like to extend my gratitude to our sponsors without whom this event would not have been possible. I hope they will keep supporting us in our endeavour of keeping the torch of health journalism burning bright.



Mr. Swadeep Srivastava,
Founder,
HEAL Foundation

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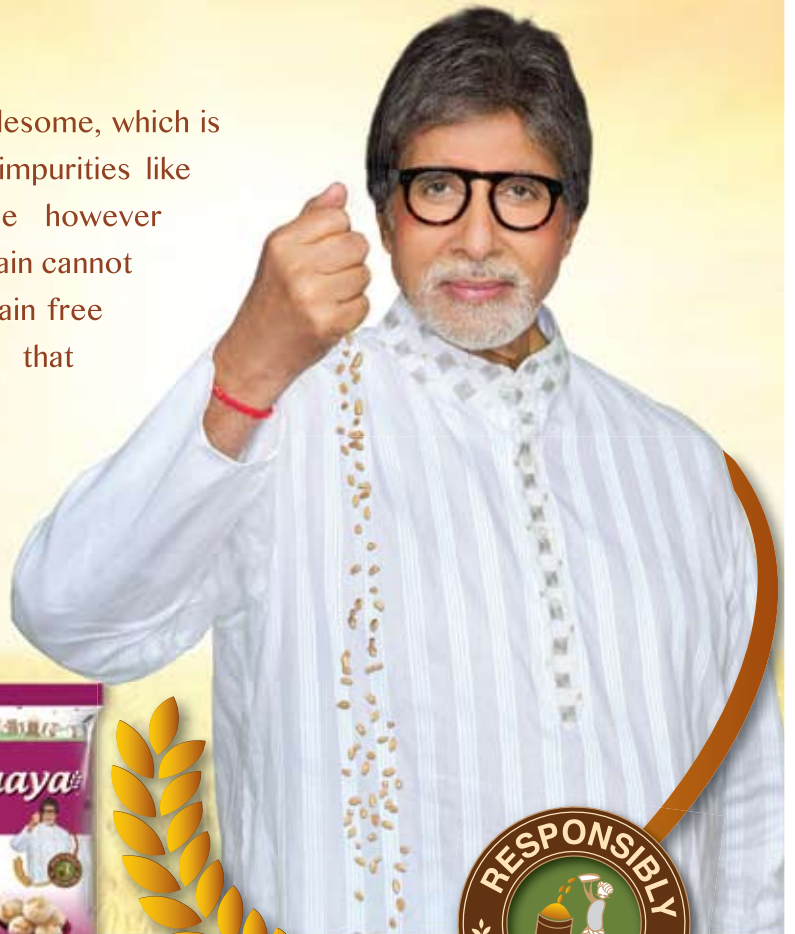


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