

SOUVENIR



# NATIONAL HEALTH WRITERS AND EDITORS CONVENTION

9<sup>th</sup> - 11<sup>th</sup> November 2017

Radisson Hitec City, Hyderabad



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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 Essayist and Authors League (HEAL) has been focusing 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 has conducted over 50 health writers workshop and 5 national health writers conventions, engaging over 200 health writers from across the country.

HEAL Foundation works seamlessly to create knowledge dissemination opportunities for the media fraternity on a host of health issues affecting the India 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 over the years have provided the ideal opportunity for health writers to understand and comprehend new developments in the field of healthcare.



# From the Chairperson's Desk



**R Shankar**  
Chairperson, HEAL Health Writers Conventions

**With all participating delegates pledging their support, I believe HEAL Foundation has started a significant initiative in improving quality of health news. With other initiatives like HEAL Health Journalism Fellowship, we will soon have a more empowered and accountable health media – and hence, more aware people.**

HEAL had a humble beginning when a group of health writers gathered to listen to experts in healthcare and research on how to build better bridges between health journalists and doctors, hospitals, pharma industry, research organizations and other industries connected with the medical field. HEAL's primary objective was to provide an opportunity for health writers to comprehend and understand new developments in the field of healthcare. The focus was on local language communication as health writers in this realm have a wider and more receptive audience. HEAL today is dedicated to promoting health awareness in the masses through constructive and accurate dissemination of information and developments. We aim for capacity building of the Indian health media as instrumental stakeholders in making health a priority in the country and to influence health seeking behaviour in the masses.

Today, we are proud to play a larger role in the health industry. We bring together all stakeholders of the Indian healthcare industry to discuss, deliberate and share thoughts on highly relevant subjects with the aim of finding an efficient solution. At the 5<sup>th</sup> National Health Writers and Editors Convention we engaged with 60 health writers from across the country in knowledge loaded sessions on food safety, complete nutrition, passive euthanasia, living will, technology in healthcare, changing dynamics of medical device industry etc. We also launched a petition to Facebook, Google, Twitter, YouTube and Yahoo to stop publishing unverified health news without authentic sourcing and referencing. With all participating delegates pledging their support, I believe HEAL Foundation has started a significant initiative in improving quality of health news. With other initiatives like HEAL Health Journalism Fellowship – in association with the Indian Institute of Mass Communication, I believe we will soon have a more empowered and accountable health media – and hence, more aware people.

The enthusiasm that pervaded the first session 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 extend my heartfelt gratitude to all our associates, partners and media delegates with whose support, we continue our sincere efforts. And I sincerely hope to see continued support and patronage of our friends and associates and an even greater exchange of knowledge, when we meet in the next convention.

# Message from the Founder



**Swadeep Srivastava**  
Founder, HEAL Foundation

**At HEAL Foundation, we consider each success as a milestone. I am confident that we will have continued support of the health media community of India to achieve our common objective of making India more health aware.**

The 5<sup>th</sup> Health Writers and Editors Convention brought together stakeholders from different sectors of the healthcare industry – public sector, private sector, associations, media, healthcare delivery solution providers, medical device manufacturers, doctors, entrepreneurs, technology experts etc. With support of the Department of Health, Medical & Family Welfare, Govt. of Telangana, HEAL Foundation organized the 5<sup>th</sup> edition of the convention at Hyderabad. An enthusiastic participation from all our associates and delegates made it a resounding success. But we consider true success when we are able to achieve our objectives. The workshop for health writers on understanding international studies and effective data mining, petition on writing and publishing verified news and the HEAL – IIMC Health Journalism Fellowships are efforts in this direction.

We have always attempted to make our conventions a learning experience for our delegates. Hence, this year with support of Medtronic, we organized a site visit to the Medtronic Engineering & Innovation Centre at Hyderabad where our media participants got a first hand insight about design and development processes of medical devices first hand.

I am grateful to the National Institute of Nutrition, Food Standards and Safety Authority of India, Andhra Med Tech Zone, Sir Ganga Ram Hospital, Healthcare at Home and India Virtual Hospital for making the convention knowledge rich, engaging and interesting.

At HEAL Foundation, we consider each success as a milestone. I am confident that we will have continued support of the health media community of India to achieve our common objective of making India more health conscious.





Petition Letter  
of  
National Health Writers and Editors Forum of HEAL Foundation  
to  
Facebook, Google, Twitter, YouTube, Yahoo

**Stop Publishing Unverified Health News  
(Without Authentic Sources & Referencing)**

News stories regarding the latest in the world of medicine are often popular. After all, most people are interested in their own health and that of their family and friends. However, there is a growing trend of health news that misinforms, without any authentic source or scientific referencing. Stories can end up generating false hopes or unfounded fears. These can range widely from stories about clinical hands-on practice to research, or from disease prevention to new drugs and techniques, or health risks to health policy. These shortcomings can be a problem as the public usually first hears about the latest scientific findings regarding advances in health and medicine from the news media.

For instance, remember when 150 health experts from around the world called for the 2016 Rio Olympic Games to be cancelled or postponed because of the Zika virus? This call was swiftly opposed by both the World Health Organisation and Centres for Disease Control and Prevention. Closer home, suddenly coffee becomes bad for your health one day and then comes a story on how coffee is the best thing that can happen to mankind. Sometimes these contradictions reflect differences of opinion in the scientific community, and different approaches to research. These are a normal part of the scientific process. But in other instances, health news misinforms because of the way some writers interpret and report research findings.

**The only proven way to combat this crisis is to stop publishing unverified health news without proper referencing or authentic sources or with a disclaimer where health information is evolving, under research.** A huge percentage of teens and young adults around the world use Internet as their primary source for all kind of health information. That's why **HEAL Foundation's National Health Writers and Editors Forum**, comprising over 200+ health writers, journalists and bloggers, has initiated this petition to request -- **Facebook, Twitter, YouTube, Yahoo, and Google** -- to stop publishing unverified health news and do their part in disseminating authentic health information and promote effective health messages.

**Please join this cause by Pledging Your Support & Signing the Petition**

**TEAM HEAL FOUNDATION**



Indian Institute of Mass Communication



## HEAL – IIMC HEALTH JOURNALISM FELLOWSHIP

HEAL Foundation has always strived to build knowledge bank of health writers and encourage them to write more accurately and with more credibility. In the 5th National Health Writers & Editors Convention, in association with the premier institute of media studies – Indian Institute of Mass Communication, HEAL Foundation launched the HEAL Health Journalism Fellowship. Every year, about 10 practising health journalists will be selected for 5 intensive days of training on health issues, challenges and reporting, which will be conducted at Indian Institute of Mass Communication (IIMC), India's leading premier media institute, under the expert guidance of Director General, IIMC.



**Rai Umraopati Ray,**  
Executive Director of HEAL Foundation announces  
the HEAL - IIMC Health Journalism Fellowship

The fellowship goals are:

- Increase accurate reporting on health issues and decrease incorrect, stereotypical information.
- Help journalists produce high-quality work that reflects an understanding of health issues.
- Help journalists select a health topic/project on which they can produce articles/stories.
- Develop a cadre of better-informed professional journalists who will more accurately report information through newspapers, magazines, radio, television, film, and online and social media, influencing their peers to do the same.

### HIGHLIGHT

- 10 practicing journalists to undergo training at Indian Institute of Mass Communication
- Director General of IIMC to be expert guide

We believe that informed journalists & writers can have a significant impact on public understanding of health issues as they shape debate and trends with the words and pictures they convey. Hence, with the launch of this Fellowship, we encourage the health media to write responsibly and recognize those who inspire their peers.

# HEAL Health Honours

HEAL Foundation is dedicated to improving India's healthcare landscape. HEAL Health Honours are our token of respect for those who inspire us and the entire country with their incessant efforts to make India a healthy nation through their innovations, actions and words.

HEAL Health Honours recognises leaders of different sectors of the healthcare industry who have made a tangible difference in the healthcare sector of the country through their insistent efforts.



**Sh. C Laxma Reddy**  
Hon'ble Health, Medical & Family Welfare Minister, Govt. of Telangana honoured with **"Excellence in Innovating Health Infrastructure in Public Sector"**



**Dr. D. S. Rana**  
Chairman of the Department of Nephrology & Chairman, Board of Management at Sir Ganga Ram Hospital honoured with **"Lifetime Achievement Award for Nephrological Care & Healthcare Leadership"**



**Neuberg Diagnostics**  
honoured with **"Excellence in Innovating Collaborative Approach to New Age Pathology"**



**G. Ravender Rao**  
Chairman, Yashoda Hospital honoured with **"Excellence in Innovative Hospital Administration"**



**Dr. V Mohan**  
Founder, Dr Mohan's Diabetes Specialities Centre honoured with **"Excellence in Diabetes Research"**



**Bharat Financial Inclusion Ltd.**  
honoured with **"Excellence in Corporate Social Responsibility"**



**Sir Ganga Ram Hospital**  
honoured with **"Excellence in Quality & Ethical Healthcare"**



**Shashank ND**  
Founder & CEO, Practo honoured with **"Excellence in Innovative Integration of Technology for Effective Healthcare Solutions"**



**Quadria Capital**  
honoured with **"Excellence in Promoting Health Entrepreneurs"**



**Prashant Tandon**  
Founder, 1mg honoured with **"Excellence in Innovative Integration of Technology for Effective Healthcare Delivery Solutions"**



**T.V. Mohandas Pai**  
Chairman, Manipal Global Education Services honoured with **"Excellence in Promoting Innovative healthcare technology solutions"**



**Dr. Sumit Ghoshal**  
Senior Health Journalist, Managing Editor – Healthcare Executive honoured with **"Excellence in Promoting Ethical Health Journalism"**



**R Shankar**  
Former Editor, New Indian Express honoured with **"Excellence in Promoting Ethical Health Journalism"**



**Malathy Iyer**  
Senior Editor (Health) The Times of India Mumbai honoured with **"Excellence in Promoting Ethical Health Journalism"**



**Vivek Shukla**  
Health Feature Editor, Dainik Jagaran, HEAL Health Writers Convention honoured with **"Excellence in Promoting Ethical Health Journalism"**



**Biju CP**  
Chief Sub-Editor, Mathrubhumi honoured with **"Excellence in Promoting Ethical Health Journalism"**



**Vikas Vaidya**  
Principal Correspondent, The Hitvada honoured with **"Excellence in Promoting Ethical Health Journalism"**



**Chand Mohammed Sheikh**  
Deputy News Editor, Rajasthan Patrika honoured with **"Excellence in Promoting Ethical Health Journalism"**



**Shahid Akhter**  
Deputy Editor at The Economic Times Online Healthcare honoured with **"Excellence in Promoting Ethical Health Journalism"**

## The Agenda 9th November 2017

Time	Session	Speakers
1500 – 1530	Registration	
1530 – 1545	Welcome address	R Shankar, Chairperson – Organizing Committee, HEAL Health Writers Convention
1545 – 1645	<b>Inaugural session:</b> Role of awareness in making health a priority for Indians	<p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>Swadeep Srivastava, Founder, HEAL Foundation</li> </ul> <p><b>Hon'ble guests:</b></p> <ul style="list-style-type: none"> <li>Chief Guest: Sh. C Laxma Reddy, Health Minister, Govt of Telangana</li> <li>Dr. Arjun Khandare, Scientist F and Head – Food safety and Toxicology, National Institute of Nutrition</li> <li>Dr. D. S. Rana, Chairman, Board of Management, Sir Ganga Ram Hospital</li> <li>Suneeti Toteja, Director (FSMS), Food Safety &amp; Standards Association of India</li> <li>K R Sreenivas, Resident Editor, Times of India, Hyderabad</li> </ul>
1645 – 1715	HEAL Health Honours: Recognizing healthcare leaders who lead by example	
1715 – 1800	<b>Panel discussion:</b> “Food safety and complete nutrition for a healthy India”	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>Kavita Devgan, Nutritionist, Journalist and Author</li> </ul> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>Dr. Arjun Khandare, Scientist F and Head – Food safety and Toxicology, National Institute of Nutrition</li> <li>Amit Khurana, Programme Manager – Food Safety, Centre for Science &amp; Environment</li> <li>Suneeti Toteja, Director (FSMS), Food Safety &amp; Standards Association of India</li> <li>Smita Mankad, Principal Lead, Food Fortification Research Centre</li> <li>Dr. Jasvir Singh, Regulatory, Scientific &amp; Government Affairs Leader - South Asia, DuPont Nutrition &amp; Health, (Danisco India Pvt. Ltd.)</li> </ul>
1800 – 1830	<b>Panel Discussion:</b> Passive Euthanasia’ and ‘Living Will’ Threadbare	<ul style="list-style-type: none"> <li>R Shankar, Chairperson – Organizing Committee, HEAL Health Writers Convention</li> <li>Vivek Srivastava, Founder &amp; CEO, HealthCare atHOME (HCAH)</li> <li>Darpan Singh, Counsel, Trust Legal</li> </ul>
1830– 1915	<b>Panel discussion:</b> Technology paving the way for more effective healthcare solutions	<p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>Bhuwan Bhhaskar, Consultant – IT &amp; Communications, India Virtual Hospital</li> </ul> <p><b>Panelists</b></p> <ul style="list-style-type: none"> <li>Dr. Jitendar Sharma, CEO, Andhra Med Tech Zone</li> <li>Kingshuk Nag, Former Editor, Times of India, Hyderabad</li> <li>Dr. Karthik Anantharaman, Chief Marketing Officer, BPL Medical Technologies</li> <li>Vivek Tiwari, Founder &amp; CEO, Medikabazaar</li> </ul>
1915	Networking Dinner	



# Session Schedule

## The Agenda 10th November 2017

Time	Session	Speaker
1000 – 1030	Re-registration	Special quiz
1030– 1130	<b>Workshop:</b> Understanding international studies and effective data mining for health writers	<ul style="list-style-type: none"> <li>Bappa Majumdar, Deputy Resident Editor, Times of India – Hyderabad</li> <li>Dr. Sumit Ghoshal, Senior Healthcare Journalist and Managing Editor, Healthcare Executive</li> <li>R Shankar, Chairperson – Organizing Committee, HEAL Health Writers Convention</li> </ul>
1130 -1145	Announcement of <b>HEAL Journalism Fellowship</b> in association with the Indian Institute of Mass Communication	<ul style="list-style-type: none"> <li>Rai Umraopati Ray, Executive Director, HEAL Foundation</li> </ul>
1145 – 1200	<b>Launch of TrustDoc</b> - India's unique second opinion - doctor consultation online portal	
1200 – 1300	The changing dynamics of the medical device industry in India	<ul style="list-style-type: none"> <li>Madan Krishnan, Managing Director, Medtronic</li> <li>Dheeman Vaidya, Director – PR &amp; Communications, Medtronic</li> </ul>
1300 – 1345	Healthy Lunch	
1345 - 1700	Site visit to Medtronic Engineering and Innovation Centre (R & D Centre)	
1700 – 2000	Free time to explore the city	
2000	Dinner	



## SPEAKERS



**Mr. C Laxma Reddy**  
*Health Minister, Govt. of  
Telangana*

I would like to congratulate the organizing committee for putting together this innovative conference in the city of Hyderabad. Media plays a major role in bridging the gap between the government and the people. Majority of the health problems can be avoided if people are made aware. HEAL Foundation is playing an instrumental role in helping the health writers do their work more efficiently.



**Dr. D.S. Rana**  
*Chairman, Department of  
Nephrology and Chairman,  
Board of Management, Sir  
Ganga Ram Hospital*

I am very thankful to HEAL Foundation for inviting me to the 5th National Health Writers & Editors Convention at Hyderabad and giving me an opportunity to address the health media of the country. A doctor can see a few thousand patients in his lifetime, but the media can reach out to millions of people every day. HEAL Foundation has created a very good forum, where all health writers – particularly the young ones who have just taken this up as their profession – will have an opportunity to learn how to write about health issues effectively and accurately.



**Dr. Arjun L Khandare**  
*Scientist 'F' and Head of Food  
and Drug Toxicology, National  
Institute of Nutrition*

India is currently struggling with malnutrition. The media has the reach to spread knowledge about the right kind of nutrition for all age groups. Media can become the bridge between organizations like the National Institute of Nutrition and the masses by taking research, studies and knowledge from the organizations to the masses.



**Suneeti Toteja**  
*Director FSMS, FSSAI*

The media can play a very important role in ensuring that food safety – which is a grave concern in a country like ours – should become a priority for the masses too. I congratulate HEAL Foundation for the efforts they have undertaken in bringing such key issues to the forefront for the media, and hence, the masses.

## MEDIA



**Vidya Sury**, Blogger

Congratulations to the entire team of HEAL Foundation. Thank you for a most enjoyable event filled with learning. Thank you for the wonderful stay; the whole event was so well organized, and best of all, I especially appreciated the warmth and affection. I do look forward to meeting you all again next time. I am also eager to know more about the Heal Health Journalism Fellowship which was launched at the event.



**Ankita**, Times of India, Hyderabad

Words of a health journalists hold a lot of importance for the readers. Hence, it is very important to ensure that the right message is reaching the right audience. The 5th National Health Writers and Editors Convention has been very helpful in upgrading our skills of reaching out to our readers with the right, accurate and credible knowledge. I congratulate HEAL Foundation for this tremendous task.



**Sachin Sharma**, Editor, Prabhat Khabar

Such conventions should happen often. It wasn't long back when journalists did not have a special beat. But with the distinction of beat, health journalists shoulder a big responsibility of making the right information available to our readers. Such conventions ensure that our skills are up to the mark to deliver as per our reader's expectations.



**Pranjal Dixit**, Navbharat Times

A health journalist is not a doctor but his role is no less than one's. HEAL Foundation is doing a fantastic job of bringing health writers from across India on one platform to exchange ideas and learn from each other. Not just that, with an impressive line-up of experts, the sessions were knowledge rich and engaging. I look forward to attend the next convention.



**Rajneesh Rastogi**, Hindustan

A commendable effort by HEAL Foundation to help health journalists write better stories. I attended the 4th edition of the convention as well and I am glad to see HEAL Foundation continuing this endeavour. I hope to be associated with all future initiatives of HEAL Foundation as well.



Day 1: 9th November 2017

## Inaugural Session: Role of Awareness in Promoting Health



### OVERVIEW

The role of media is critical as the fourth pillar of democracy. But the health media is entrusted with a more important role of promoting health, making health a priority for the masses and reducing the country's disease burden through knowledge. Mr. Swadeep Srivastava, Founder of HEAL Foundation shared his experiences of working closely with health writers and observing their impact on the masses. The panel was graced by Chief Guest of the session – Sh. C Laxma Reddy, Health Minister of Telangana. He congratulated HEAL Foundation on the initiative of capacity building of health writers and in his address, he urged the health media to report accurately with the intention of spreading awareness and improving health seeking behaviour of the masses. Other panellists touched upon the various awareness led initiatives of their organizations and stressed upon the instrumental role of health media in taking key researches, studies, initiatives to the masses. He also highlighted the efforts made by Telangana Government in making healthcare affordable and reachable, especially in the vast rural areas.

### MODERATOR



**Mr Swadeep Srivastava**  
Founder, HEAL Foundation

Mr. Srivastava has an experience of over 15 years in the healthcare domain. He has his finger on the pulse of the Indian healthcare industry. He considers bringing health media to the forefront in the media industry as one of the key highlights of his career. In his endeavor to make health a priority for Indians and help stalwarts of the healthcare industry to take their message to the masses, he created and successfully executed various Disease Awareness Campaigns like Diabetes Blue Fortnight, Queen of Heart, Organ Donation Awareness Drive, Improving Access at the Base of the Pyramid, Introducing Healthy Eating Habits in School Canteens, Medical Ethics Conundrum and many more under HEAL Foundation's banner.

He has set up Asia's largest 'Health Writers' capacity building program under the banner-HEAL, instrumental capacity building of health writers across India.

His latest endeavor – India Virtual Hospital aims to make India world's top destination for medical travelers through an integration of technological and knowledge based innovations.



## CHIEF GUEST



### Sh. C Laxma Reddy

Hon'ble Health, Medical & Family Welfare Minister, Govt. of Telangana

A homeopathic doctor by qualification, Sh. Reddy started his political journey as a sarpanch of his village, Avancha. His journey from there to being the state's Electricity Minister has been incredible.

Sh. C Laxma Reddy is currently the Health, Medical and Family Welfare Minister for the country's youngest state – Telangana.

Health is a state subject. Sh. Reddy understands this well and is already making waves in the healthcare domain with the reforms he is envisaging and carrying out in the health infrastructure of Telangana

## SPEAKERS



### Dr. D. S. Rana

Chairman of the Department of Nephrology & Chairman, Board of Management at Sir Ganga Ram Hospital

Dr. Rana is among the country's most respected and renowned nephrologists.

He currently serves as the Chairman of the Department of Nephrology and Chairman of the Board of Management at Sir Ganga Ram Hospital in New Delhi. Dr. Rana's academic qualifications include MBBS, MD and MNAMS degrees. He also holds an International Scholarship of Cleveland Clinic. His interest and achievements in nephrology have earned him various recognitions including the prestigious 'Padma Shri' award from the President of India.



### K R Sreenivas,

Resident Editor, The Times of India, Hyderabad

Mr. Sreenivas has been associated with the printed media for over 25 years now.

He is a renowned name in journalism. Before joining Times of India, Hyderabad as Resident editor last year, he had spent 6 years as Resident Editor of Times of India, Goa.

Born and brought up in Chennai, he started his career with Indian Express, Chennai, in 1991-92, before joining The Times of India, Bangalore, in 2000. He was the launch editor of Bangalore Mirror.



### Dr. Arjun L. Khandare

Scientist 'F' and Head – Food Programme and Toxicology at National Institute of Nutrition

Dr. Khandare's name is counted amongst the most respectable scientists of the country'

Dr. Khandare is an M.Sc. and has a Ph.D in Biochemistry. He is Scientist 'F' (Deputy Director – Senior Grade) Currently, he heads the Department of Food Toxicology, Food & Drug Toxicology Research Centre at the National Institute of Nutrition.

Dr. Khandare has a long and impressive list of publications to his credit. His work in the field of fluoride administration and toxicity is highly noteworthy.



### Ms. Suneeti Toteja

Director (FSMS), Food Safety & Standards Authority of India

Ms. Toteja is currently engaged as the Director of FSMS at FSSAI.

She pursued M. Tech in Dairy Technology from National Dairy Research Institute and has worked at the Bureau of Indian Standards for formulation of National Standards in area of processed food products with focus on food safety.

As in-charge of the FSMS, she has the important task of coordinating the work for development of sector specific GHP/GMP guidelines for the medium and small food businesses.

# The Event



## HIGHLIGHT

- Health writing must be accurate and credible
- Preventive healthcare should be key focus area
- Health journalists have the onerous duty to spread awareness

*"The health media of the country shoulder a big responsibility of imparting the right knowledge. Before the advent of the internet, media was the only source of information. But with the digital boom, the role of media has become even more important as they are looked upon as credible sources of information. We started with capacity building of health writers and today we take immense pride in this network of professionals who have gathered here today to brush up their skills."*

**– Swadeep Srivastava**

*"Telangana welcomes initiatives like this convention. We are committed to the cause of bettering health conditions in the state and are hopeful of the health media's support to take our initiatives to the masses, spread awareness around our various policies and programs which they can benefit from. We also expect the media to take on a proactive role in promoting health and hence, lend a hand in reducing the state and the country's disease burden."*

**– Sh. C Laxma Reddy**

*"Media understands the role of awareness better than everyone else. As representative of FSSAI, I see health in two segments – food safety and nutrition. These are both preventive techniques. Taking initiatives related to these to the masses is the media's responsibility. We are willing to work closely with the media to jointly work on improving country's health."*

**– Suneeti Toteja**

*"We as doctors spend most of our time in treating patients now. But I believe that every doctor has got a duty to take at least 10 – 20% of their time in promoting preventive health. Preventive health should be instilled from the childhood. Doctors and the media should work together, complementing each other's strengths to prevent and treat diseases."*

**– Dr. D. S. Rana**

*"Health writing is one of the most important verticals of journalism. It is not just about diseases and hospitals, it goes beyond. Deep knowledge on maintaining basic health should be available with everyone. Hence, the health writers should research a lot and simplify it for the masses. Health education should start at school level so that good health is made available to all."*

**– K R Sreenivas**

*"As far as nutrition is concerned, nutrition education is essential for everybody, across all age groups. Health writers can ensure that right information is reaching to the right audience. Through simple steps, nutrition can be improved in the entire country and the role of media in spreading awareness around the same is critical."*

**– Dr. Arjun Khandare**

# The Event

## “Food Safety and Complete Nutrition for a Healthy India”



### OVERVIEW

Kavita Devgan, the session’s moderator set the context for the panel discussion by highlighting the need of continued deliberations on subjects like food safety, nutrition and fortification to ensure a healthy future for India. Suneeti Toteja from FSSAI stressed on the need for spreading awareness around food safety at household levels while Smita Mankad of Food Fortification Resource Centre emphasized on the increasing need of fortification of simple everyday food items like milk, oil, flour etc. Dr. Jasvir Singh, representative of the private sector talked about how corporate organizations have the reach and resources to make tangible difference in the country’s health status. Amit Khurana from the Centre for Science and Environment voiced his opinion on nutrition labelling on food products and its rising relevance. Dr. Arjun Khandare, Scientist – F at National Institute of Nutrition talked about the importance of continued research and studies and the instrumental role of media in ensuring relevant studies and research are shared with the masses in an effective manner.

The session saw high engagement with the convention’s audience comprising media delegates with a highly interactive question and answer session.

### MODERATOR



**Ms. Kavita Devgan**  
Nutritionist, Author and Blogger

Ms. Devgan is a celebrated nutritionist and a weight management consultant. She is also an avid health writer and contributes to DailyO, Femina.in among other portals. She is the author of the successful ‘Don’t Diet! 50 Habits of Thin People’ Since 1993, she has contributed to various media groups and publications and of late, she has adopted the digital medium to share her words and work with the masses.



# The Event



**Dr. Arjun L. Khandare**

Scientist 'F' and Head – Food Programme and Toxicology at National Institute of Nutrition



**Ms. Suneeti Toteja**

Director (FSMS), Food Safety & Standards Authority of India

## HIGHLIGHT

- Food safety and incomplete nutrition need to be addressed.
- Based on published research, avoid chemicals that have harmful effect on health
- Relevant information on nutrition should reach the common man in a language he can understand
- Need to harmonise standards to adding additives to ensure highest safety

## SPEAKERS



**Mr. Amit Khurana**

Programme manager - Food Safety and Toxins, Centre for Science and Environment



**Ms. Smita Mankad**

Principal Lead, Food Fortification Research Centre, FSSAI



**Dr. Jasvir Singh**

Regulatory, Scientific & Government Affairs Leader - South Asia, DuPont Nutrition & Health

Mr. Khurana is among country's leading experts on food safety. Currently, he is engaged as the programme manager for Food Safety and Toxins at the Centre for Science and Environment.

He has spearheaded various issues on food safety, some of the recent ones being negligence in pesticide management, antibiotic misuse in poultry farms, carcinogenic elements in food items like bread and many, many more. He is a crusader with a strong voice on food safety

Ms. Smita Mankad has 20 years of experience in the corporate sector, combining business skills and social impact interventions successfully.

She dons many hats. Today she represents Food Safety & Standards Authority of India's Food Fortification Resource Centre.

FFRC is a resource hub, and works through multi-stakeholder engagement to motivate and nudge the food industry to adopt Food Fortification as a norm.

Jasvir is Regulatory, Scientific and Government Affairs Leader for Dupont Nutrition & Health in South Asia.

Jasvir holds a Masters in Microbiology from Guru Nanak Dev University, Amritsar and a Doctorate from Biochemical Engineering Research and Process Development Centre, Institute of Microbial Technology, Chandigarh.

His area of research involved enzyme fermentations and industrial process development.

*"In my dual role as a nutritionist and a health writer, I see the problems related to food safety and incomplete nutrition up close. Both these parameters are far from being hunky dory in India. The earlier we accept the problems related to these key issues and begin a dialogue about it, the better off we will be. Ours is a complex country and solutions don't come easily. This initiative by HEAL Foundation provides a serious platform for deliberation."*

**– Kavita Devgan**

*"Standards for food fortification have been issued and operationalized for five staple commodities – milk, edible oil, salt, wheat flour and rice. But fortification is not the only solution, it is a solution that can complement other solutions. For India, the statistics are not good. We have slipped further on the global hunger index. The issue is manifold with both under-nutrition and obesity rampant. But the key issue as well as the solution is awareness."*

**– Smita Mankad**

*"The research undertaken by bodies like NIN and FSSAI point out glaring gaps in food safety and nutrition aspects. Where industry can play an important role is in providing solutions to these gaps. With options of supplementation and fortification made more accessible and increasingly affordable by the private sector, the need is for the public and private sector to work closely."*

**– Dr. Jasvir Singh**

*"We as a country have the opportunity to bypass the learning curve when it comes to avoiding certain chemicals in food as we can learn from the experience of the western countries. It is a golden opportunity to understand what led to increase in NCDs in other countries and basis their learning, we need to act now."*

**– Amit Khurana**



# The Event

## “Passive Euthanasia and Living Will: Threadbare”



### OVERVIEW

Passive Euthanasia and Living Will have grabbed headlines of late. Mr. R Shankar, moderator of the session, started the session by defining Euthanasia and Living Will and what laws exist in other countries on the same. The panellists discussed prominent case studies like that of nurse Aruna Shaunbaug and deliberated upon the subjects of right to dignified death, challenges that religious sentiments can become in passing this law and end of life care.

### MODERATOR



**Mr. R Shankar**  
Chairperson, Organizing  
Committee,  
HEAL Health Writers Convention

He has 28 years of experience in the field of journalism and also has organised over 50 health writers workshops and 2 national health writers and editors conventions in past 5 years.

He was formerly associated with New Indian Express as Resident Editor (South) and later on took over as Editor for [www.msn.com](http://www.msn.com).

Currently, he is the Chairperson of Organizing Committee of HEAL Foundation Health Writers and Editors Convention and consultant with many media houses.

## SPEAKERS



**Mr. Vivek Srivastava**  
CEO & Co-founder,  
HealthCare at HOME (HCAH)

Vivek Srivastava serves as the CEO & Board Member at HealthCare atHOME (HCAH), India's leading provider of integrated home-based healthcare services.

He co-founded HCAH in 2012 and led its entry at pan India level in more than 40 cities. Under his direction, HCAH has grown manifold from 2 employees to 800+ employees, treating more than 3,50,000+ patients in less than 5 years.

Under his leadership HCAH has made some key acquisitions & JVs including merger with HIPL (Health Impetus Pvt. Ltd.) in 2014 and JV with Japan's prestigious US\$10bn healthcare media company M3, Inc. ("M3") in 2016.

### HIGHLIGHT

- Laws on euthanasia in different countries
- Key cases in India which brought the subject of euthanasia in the spotlight
- The role of end of life care in a dignified death



**Mr. Darpan Singh**  
Associate at Tempus Law  
and Counsel of Trust Legal.

Mr. Singh is a young lawyer with a penchant for health and environment issues. His interest in the subject of Euthanasia and Living Will led to in depth research about the subject. His contribution to the panel was valuable.

*"Many people say their last words in front of the nurses or doctors, and not their families. End of life at home is not discussed as it is considered a taboo subject. And the first step should be to start educating people to talk about this important issue as death is inevitable. By talking about it, we can make it more comfortable for many. A conversation will help people to choose a dignified give the option of dying a dignified death amidst family members. The media can play an important role in instigating this conversation in the masses."*

**- Vivek Srivastava**

*"Living will is a new concept that has received the nod of the Supreme Court. An individual should be given the right -- while being mentally and physically healthy -- to decide when the plugs on artificial support systems should be pulled off if there is absolute no chance of survival. This will ensure dignified death. But there is need for strict protocols."*

**- R Shankar**

*"It is every lawyer's duty to contribute to ongoing discussions on dignified life and a dignified death. The idea of living will resonates with all families -- especially in Indian context. And it is a great start that we are here, in this convention, with a room full of health journalists, talking about these subjects."*

**- Darpan Singh**

## Technology Paving the Way for More Effective Healthcare Solutions



### OVERVIEW

Technological advancements have changed the healthcare industry. With every new technology, healthcare is becoming more viable, accessible and affordable. The session, moderated by Mr. Bhuwan Bhasker helped journalists understand the key issues they should focus on while reporting about technology in healthcare domain. Dr. Jitendar Sharma, CEO of AMTZ, said about new advancements in healthcare and how technology is going to bring paradigm shift in healthcare delivery and services. While Mr. Kingshuk Nag, Former Editor of The Times of India, Hyderabad had strong opinions on the challenges presented by our burgeoning population on the healthcare infrastructure, Mr. Vivek Tiwari, Founder & CEO of Medikabazaar and Dr. Karthik Anantharaman, Chief Marketing Officer of BPL Technologies shared their views on how technology is growing and helping the healthcare industry flourish.

### MODERATOR



**Mr. Bhuwan Bhaskar**  
Consultant - IT &  
Communications, India Virtual  
Hospital / Director, BTRC

Bhuwan Bhaskar is a Communications and Healthcare Tech Entrepreneur with a keen interest and acute focus on 'HTRTM - Healthcare Technologies for Remote Treatment Management'. He currently owns and manages a chain of 4 successfully running centres, exclusively for the treatment of Burns – Burn & Trauma Research Center (BTRC).

His other ventures include: Loadmaal – a technology platform for the Indian Transport and Logistics Industry, Aurucard – a bullion based pay and liquidity mechanism and Serotonin – A Healthcare Communication Solution Provider.

He currently consults with India Virtual Hospital in the field of Communications and IT.



## SPEAKERS



**Dr. Jitendar Sharma**  
Managing Director & CEO of  
Andhra Pradesh MedTech Zone

Known in technology forums as the “Med Tech Man” of India, Dr. Jitendar Sharma is the Advisor for Health to Govt. of Andhra Pradesh, Managing Director & CEO of Andhra Pradesh MedTech Zone which is Asia's first medical devices manufacturing city and Executive Director of Kalam Institute of Health Technology - a technology policy research body set up with the support of Dept. of Bio-Technology, Govt. of India.

He was awarded among the “100 most impactful healthcare leaders” in global listing by Health & Wellness Congress.



**Dr. Karthik Anantharaman**  
Chief Marketing Officer,  
BPL Medical Technologies

Dr Karthik Anantharaman is the Chief Marketing Officer (Vice President – Marketing) with BPL Medical Technologies, a Goldman Sachs Portfolio Company from September 2013.

He also plays the role of marketing consultant for Penlon Ltd, a UK based world leader in Anesthesia & Operating Room solutions, a company acquired by BPL Medical Technologies in 2015.

He is a trained medical doctor with a degree in Internal Medicine & Surgery (MBBS) and a post graduate MBA.



**Mr. Vivek Tiwari**  
Founder & CEO,  
Medikabazaar

Vivek Tiwari is an alumnus of IIM Calcutta, with an experience of more than 15 years in managing brands, business operations, national sales development roles across industries like FMCG, Telecom and healthcare.

Vivek is the Founder & CEO of Medikabazaar, a pioneering medical B2B medical supplies enterprise. Medikabazaar has won many awards and accolades for addressing a larger problem on medical procurement space and has been a successful start up enterprise.



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

Mr. Nag has been with the 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*, that is the biography of Narendra Modi, *Battleground Telangana* and *The Double Life of Ramalinga Raju*.

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

*There are three things that we expect health writers to do. Number one, most health writers talked about price capping on medical devices. But the problem is not of price capping but price declaration. This difference needs to be treated well by the health writers. Number two, there are a bunch of orphan things for which we don't see conversations about because they have not been written enough about in the Indian media. All issues which impact the masses need to be talked about outside of conference rooms. Number three, 70% of health is non-health. Hence, when one writes about health, we should look for inter-sectoral dimensions which talk about non health as well."*

– Dr. Jitendar Sharma

*"As a manufacturer of medical devices, I have a request to make to the health writers. There is a great opportunity in India for healthcare innovations and technical advancements. By tapping their intellect, the health media stands to gain a lot of information on pressing health issues. By understanding these subjects and getting them through to the masses in a simple and easy to understand language, we can make our large population into a powerful resource."*

– Dr. Karthik Anantharaman

### HIGHLIGHT

- 70% of health is non-health. We should look for inter-sectoral dimensions.
- An entrepreneur's life should be purpose driven, profit would follow.
- There is an ocean of excitement happening in the field of medical devices. Health media should tap this area.
- In a few years, hospitals might cease to exist. That is the power of technology.

*"Innovation need not be disruptive. While setting up a new platform, the first important thing is the effort put in, next is the funding and then the best in class execution. An entrepreneur's life should be purpose driven, profit would follow."*

– Vivek Tiwari

*Technology has to be responsible in ensuring that keeping the challenge of high population in India in mind, both concerns of maintaining jobs and making healthcare accessible are taken care of."*

– Kingshuk Nag



Day 2: 10th November 2017

## The Learning Curve



### OVERVIEW

At HEAL Foundation, we have always aimed to make our health writer conventions an interactive and engaging platform. In the same spirit, this year as well we organized a quiz on the second day of the convention. The quiz was based on the sessions of the first day. Five winners won tablet, kindles and vouchers. But the main objective of the quiz was to start off the day on a high note and keep the attending journalists enthusiastic about the convention. The quiz hit the right notes and pepped up the journalists for the coming sessions. Dr. Sumit Ghosal, Managing Editor of Healthcare Executive and Mr. Madan Krishnan, MD & VP of Medtronic India gave away the prizes to the winners.



Vidya Sury, Health Blogger

Biju CP, Mathrubhumi

Shardul Nautiyal, PharmaBiz



Ankita, The Times of India, Hyderabad

Bhavya, The Health Site

# Health Writers Workshop

## “Workshop: Interpreting International Studies and Effective Data Mining”



### OVERVIEW

It is unfair to expect a health journalist to be a doctor or an expert on science. But they have the responsibility of identifying relevant material, curating it and simplifying scientific researches and studies for their reader's ease of understanding. The health writers workshop at the 5th National Health Writers and Editors Convention aimed to educate the country's health journalists about understanding international studies, using their own intellect to curate it and bringing it out to the masses in a palatable manner. The workshop touched upon subjects like importance of referencing, double checking facts, avoiding exaggeration, avoiding cut copy paste and reviewing each study with help of subject matter experts before considering it print worthy.

#### KEY POINTS

- Do not exaggerate
- Cross-check with an independent expert
- Edit your own writing
- Avoid mixing metaphors or overusing them.
- Do not lecture the readers. Respect them.
- Check your facts.
- Make the story unputdownable.
- Get feedback from a friend.

### SPEAKERS



**Bappa Majumdar**  
Deputy Resident Editor,  
The Times of India,  
Hyderabad

Bappa Majumdar has the rich experience of working for top International and Indian media in a career spanning last 16 years.

Before joining Hyderabad edition of Times of India he was employed with Reuters. He has also worked in top publications like The Telegraph in Kolkata, The Statesman and The Asian Age for several years, coordinating between the reporting team and the news desk.



**Dr. Sumit Ghoshal**  
Senior Health Journalist,  
Managing Editor –  
Healthcare Executive

Dr Sumit Ghoshal is a healthcare writer with over 30 years of full time experience in mainstream newspapers and magazines in Mumbai, mostly with the Indian Express.

He has also worked in Business India magazine, Pharmabiz Hospital Review, a fortnightly paper for the Indian healthcare industry, LANCET, Canadian Medical Association Journal and the Medical Post of Toronto.



**Mr. R Shankar**  
Chairperson, Organizing  
Committee,  
HEAL Health Writers Convention



# Special Highlights

## Launch of Trust Doc



## INDIA'S UNIQUE TREATMENT OPINION- DOCTOR CONSULTATION PORTAL

Trust Doc, India's 1st technology-driven, Specialised Treatment Opinion platform by Industry Veterans like Government-Retired Super-Specialists (Ex-AIIMS, PGI etc.) launched its services in the country on the platform of 5th National Health Writers and Editors Convention. An unbiased and neutral platform comprising super specialists especially government-retired doctors from prestigious institutions like AIIMS, PGI, Armed Forces, Trust Doc provides expert treatment opinion for over 20+ specialities. Patients and their family members can get the treatment opinions from the best & most experienced doctors from the comfort of their homes, without the hassles of travelling to a bigger city.

### HIGHLIGHT

- India's 1st Technology-Driven, Specialised Treatment Opinion Service by Veterans Doctors (Ex. AIIMS, PGI, Armed Forces, Government-Retired etc.)
- Trust Doc provides treatment opinions for over 20+ Specialties from a pool of 100+ Super specialist Doctors
- Being an unbiased and neutral platform, it empower patients to take informed treatment decisions

*"When a patient is recommended for a surgical procedure or operation and that too critical in nature, such as Organ Transplant, Oncology Surgery, Bypass etc., the patient and the family members are surrounded by number of questions on the diagnosis, the treatment line, its pros & cons, recovery chances and similar queries. Trust Doc addresses all these queries by taking opinions from the pool of veteran doctors who are mostly retired from super specialty hospitals like AIIMS, PGI, Safdarjung, Armed Forces etc. Making the best use of technology, the whole process of Trust Doc is tech-driven, thereby removing the hassles of patients who otherwise needs to travel to a bigger city to take an opinion from a senior doctor."*

**- Swadeep Srivastava,  
Chief Belief Officer, Trust Doc**

*"The Patients' guide and partner, one can connect with Trust Doc through four ways — SMS TrustDoc to 56677, Call us at 09999-668-222, email us at contact@trustdoc.in or by registering on our website, www.trustdoc.in. Thereafter, our specialised patient counsellors will get in touch with the patients and they shall hand-hold them through the entire process. The core objective is to try and provide them with correct treatment opinions from the best doctors with an unbiased and neutral approach. Such a service shall surely provide lot of confidence, support, and reassurance at a time when the patient needs to put all her energies and thoughts toward preparing for procedures and having a stress-free recovery."*

**- Bhuwan Bhaskar, Consultant - IT &  
Communication, Trust Doc**

## “Changing Dynamics of the Medical Device Industry”

### OVERVIEW

Technology is like a human being. It ages, evolves, dies and gives direction to newer technology. This session led by Medtronic talked about the evolution of the medical technology industry in an immersive sense. Medtronic is today the world’s largest standalone medical device company. Hence, their role has been instrumental in the changing dynamics of the medical device industry. The session threw light on how medical technology has evolved over the years to make devices smaller in size but bigger on impact. The session highlighted the difference between drugs and medical device – while one is chemistry, the other is engineering. While the basic chemistry of the drugs does not change, but engineering leads to creation of a whole new product which caters to the same purpose. Medical technology intersects on three core sciences – engineering science, life science, information technology and connected care. The session touched on all of these and more. Medtronic also brought to the platform two patients who were diagnosed with heart condition and Parkinson’s disease. They shared their heart touching stories of making a full recovery and getting a second lease of life thanks to technological advancements in the healthcare industry. Medtronic had set up a global innovation village at the convention where they displayed some landmark medical devices created by them.

### SPEAKERS



**Mr. Madan Krishnan**  
Vice President  
Medtronic – Indian Sub Continent

Madan joined Medtronic in 2011 and was named to the current role in 2016. Prior to this current role, he led the finance function and the integration activities for the Medtronic-Covidien integration in Asia Pacific.

Madan was the International Controller at Medtronic.

He was employed for 12 years in AstraZeneca where he held key positions in Turkey, South Korea and South East Asia.

Madan has keen interest and expertise in emerging markets, M&A, corporate finance, sales and marketing effectiveness.

**Mr. Dheeman Vaidya**  
Director – PR& Communications  
Medtronic – Indian Sub Continent

Dheeman joined Medtronic in 2015 as the Director for Medical Affairs responsible for Clinical Research, Medical Education & Health Economics. In January, 2016 he took over as the Director – PR & Communications.

Dheeman has 20+ years of experience in the fields of Medical Devices, Diagnostics & Pharmaceuticals in Strategy, Clinical, Market Access, Marketing & Sales across wide range of therapeutic areas.



*“Role of health writers is equal to the role of any other stakeholder in the care continuum. A lot has been said about inefficiencies, mortality and morbidity but what we need to discuss is the cost of disease burden to the economy and how together, as partners in healthcare delivery, we can address healthcare needs and create a healthcare sector which is a motive force for the economy because without health nothing else prevails or flourishes.”*

– Madan Krishnan

*“Increasing demand for healthcare services, pressure on efficacy and costs, quality, focus on wellness and patient centricity are some global megatrends that are the driving force behind evolution of technology. These trends are also leading to certain developments in the field of personalized medicine, remote patient management, reduced invasiveness and preventive and restorative care. By delivering on these fronts, Medtronic is able to maintain its anthem of further together.”*

– Dheeman Vaidya



# Special Highlights

## “Visit to the Medtronic Engineering & Innovation Centre, Hyderabad”

To meet our objective of enriching our delegates’ time at the convention with immersive experiences, HEAL Foundation organized a site visit to the Medtronic Engineering and Innovation Centre to showcase design and development of medical technologies up close to the participating media delegates. The visit to MEIC entailed first-hand immersive experience of technology innovation, precision engineering, quality, and clinical science that goes behind some of the path breaking medical technologies that are designed and developed at the 80,000 square feet state-of-the-art center. MEIC provides engineering and development support in the areas of design, analysis, hardware, software development, and testing, while developing a footprint for future product development for India and the global market.



*Prof. Y. N. Rao (left) and Mr. Eric Purushottam (right) sharing their pre and post therapy experiences*



### HIGHLIGHT

- Technology has evolved over the years to become smaller in size but bigger on impact.
- Medical technology intersects on three core sciences – engineering science, life science, information technology and connected care.
- Role of health writers is equal to the role of any other stakeholder in the care continuum.
- The focus on medical technology is on personalized medicine, remote patient management, reduced invasiveness and preventive and restorative care.

*“Meaningful innovation can come in many forms like a new feature to make a product more useful or a unique way to apply an evolving technology to a real-world problem. As a global leader in medical technology, Medtronic aspires to drive progress in innovation and devise powerful solutions with proven clinical and economic value as the basis of our offerings and value proposition. For us, our customers and patients remain at the center of our relentless pursuit to transform healthcare”*

**– Madan Krishnan, VP & MD, Medtronic, Indian Sub-continent.**



*Medtronic Global Innovation Village at the Convention*

*Site visit for the media delegates at the Medtronic Engineering and Innovation Centre*

## *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*





# Vote of Thanks



**R Shankar**  
Chairperson, HEAL Health Writers Conventions

I thank everyone for their participation. We had a distinct Hyderabad flavour in the convention and we thoroughly enjoyed it. I hope to see all our delegates in our upcoming initiatives too. We welcome feedback and are confident of your support in bettering ourselves. As a take back from this convention, we will be creating a network of health writers to connect share and learn. I am particularly grateful for all our partners who made this convention successful with their support. The Department of Health, Medical and Family Welfare of the Govt. of Telangana has been very proactive and supportive in holding this seminar at Hyderabad. Medtronic, HealthCare atHOME, Continental Hospital and Minute Maid have made this convention possible with sponsorship. NATHEALTH, IMA PH, Indian Nutrition Academy and India Virtual Hospital have added great value to this convention through their knowledge support. We are hopeful of continued support of our partners and our delegates in the future again. Till we meet again – stay healthy, stay happy.





వార్తల సమాఖ్య ద్వారా వార్తలను ప్రసారం చేసే వార్తల సమాఖ్య

వార్తల సమాఖ్య ద్వారా వార్తలను ప్రసారం చేసే వార్తల సమాఖ్య

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Why Fortified Foods Are A Must Have For All Age Groups?

When the body lacks in adequate nutrition, you tend to suffer from several health issues. The food that you eat might not be able to provide the needed amount of nutrients.

Well, it isn't just the kids, the problem persists even among the adults and elderly too. When the body fails to get the needed amount of nutrients and micronutrients, it gives rise major health issues like anaemia, poor eyesight, weak bones, frequent fractures (where one can be highly prone to it) and several other serious ailments.



సాక్షి పత్రిక

- ఆరోగ్యవేదికలకు సాక్షి పత్రికలో ప్రత్యేక ప్రాంతం
- పత్రికలో ఆరోగ్య వార్తలను ప్రత్యేకంగా ప్రసారం చేసే ప్రాంతం

'హీల్' ఆరోగ్యభారత్



ఆరోగ్యవేదికలకు సాక్షి పత్రికలో ప్రత్యేక ప్రాంతం... ఆరోగ్యవేదికలకు సాక్షి పత్రికలో ప్రత్యేక ప్రాంతం

PARADIGM SHIFT IN HEALTH CARE, THE HEAL FOUNDATION WAY

HEALTH CARE IS IN THE process of undergoing a paradigm shift. Today, HEAL Foundation has developed a paradigm shift in health care...



Medtronic, globally installed 82.2 million in IVD in FY2017 and saved more than 32,000 patients across 80 countries...

Govt to bring down C-section deliveries

Hyderabad: The government wants to bring down the number of Caesarian deliveries, health minister Dr C Laxma Reddy said on Thursday. Reddy said that 600 labour rooms have been given an uplift with latest equipments and ambience.

ప్రజారోగ్య రంగాన్ని పటిష్టపరిచాలా



రాష్ట్ర వైద్య ఆరోగ్యశాఖ మంత్రి లక్ష్మారెడ్డి ప్రజారోగ్య రంగానికి అభ్యుదయ ప్రాశస్త్యం తెలిపారు. ఆరోగ్య వ్యవస్థను పటిష్టం చేయడానికి ప్రభుత్వం ప్రయత్నిస్తున్నట్లు ఆయన తెలిపారు.

Advertisement for 'హీల్ ఆరోగ్యభారత్' featuring a photo of a man and text describing the initiative.

Medtronic showcases technology excellence at its R&D facility in Hyderabad. The site visit was part of the 5th Health Writers Workshop organized by Heal Foundation.

Advertisement for 'యశోద హాస్పిటల్స్ కు జాతీయ పురస్కారం' featuring a photo of a man receiving an award.

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