



HEAL HEALTH WRITERS CONVENTION

26th to 28th September 2019,
New Delhi

SOUVENIR

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A Glimpse into HEAL



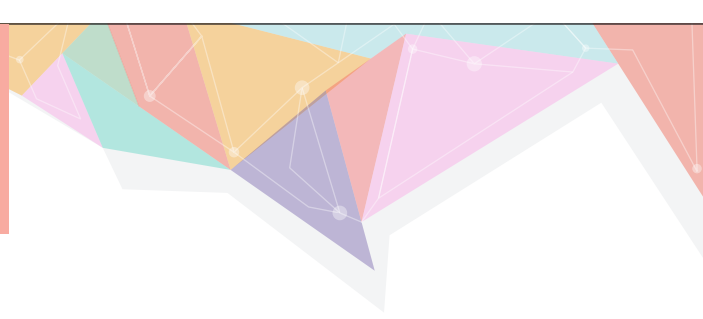
Born with the objective of facilitating meaningful communication between journalists, health communicators, research scientists, doctors and policy makers, we started as Health Essayists and Authors League to conceptualise and implement comprehensive education and intervention based health awareness campaigns 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 and strengthen health journalists and give them a sense of purpose. The Foundation works ceaselessly to create various knowledge disseminating opportunities for the media fraternity on a host of health issues impacting the Indian society. HEAL is committed to the cause of improving, innovating and to implementing healthcare delivery in the country so as to help realize the goal of achieving a high standard of health awareness in the society.

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 comprehend and understand new developments in the field of healthcare.

We are always open for partnership and association with like minded individuals and organisations to promote health awareness and improve health seeking behaviour of the Indian population. To know more or connect with us logon to www.healfoundation.in

Message from the Founder



Dr. Swadeep Srivastava

Chairperson of Organizing Committee,
HEAL Health Writers Convention and Founder,
HEAL Foundation

In the last 14 years, we have played catalysts to minimum 10,000 health related stories covering almost 100% of the Indian health media. We have been part of all health pages and health shows reaching to almost 50 crores people and influencing their health seeking behaviour in an effort to make India healthier.

In the last 14 years, we have played catalysts to minimum 10,000 health related stories covering almost 100% of the Indian health media. We have been part of all health pages and health shows reaching to almost 50 crores people and influencing their health seeking behaviour in an effort to make India healthier. We started this network with the purpose of their training and capacity building of health writers and editors, and of late, health and nutrition bloggers. This is probably the only platform in this part of the world which exists, survives and is growing day by day. Informally we started with regional level workshops. So far, we have conducted over 150 workshops in more than 20 cities of the country. In HEAL's journey of 14 years, we have touched base with almost 1000 health writers. Feature writers, freelancers, TV journalists, over 100 Key Opinion Leaders, experts, bureaucrats, government officials, planners from reputed institutes like Niti Ayog, Ministry of Health, National Institute of Nutrition, FSSAI, World Bank, FAO, IFAD, WFP and industry bodies like FICCI, Assoccham. We have been associated with many hospitals from across India like AIIMS, Safdarjung Hospital, Sir Ganga Ram Hospital, Apollo Group, Care Group, Manipal Group, Fortis Group and other leading hospitals and doctors. We are proud to have played a genuine role in highlighting key socio-health issues from time to time like malnutrition, childhood obesity, maternal and child health, diabetes and hypertension and other metabolic diseases, vaccination and key govt. health policies like the Ayushman Bharat Yojana. We have already organised 2 national level Ayushman Bharat Healthcare Summit and the third one is organised on this platform of 7th HEAL Health Writers Convention engaging policy makers, corporate bodies, as well as the media. In the 7th edition of the convention, we cover very interesting issues around nutrition like Low Calorie Sweeteners and link between nutrition and agriculture with leading international and national nutrition experts. In due course, our contribution to increasing health awareness and affecting positive health seeking behaviour is probably the most impactful in the country.

In the last 14 years, we have played catalysts to minimum 10,000 health related stories covering almost 100% of the Indian health media. We have been part of all health pages and health shows reaching to almost 50 crores people and influencing their health seeking behaviour in an effort to make India healthier. I hope our participants will make this initiative more interactive and engaging. My gratitude to all our speakers and delegate for always taking out the time for this venture. I hope this journey continues with the same zeal for a long time to come. We continue to follow the philosophy – '*ek swasth naagrik hi ek sammridhh desh ke nirmaan mein saccha bhagidaar ho sakta hai!*' Jai Hind, Jai Bharat!

HEAL Health Honours 2019

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 is recognizing 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.



Afshan Yasmeen,
The Hindu,
Senior Assistant Editor,
Banagalore



Kalyani Sharma,
Reporter,
BioSpectrum,
Delhi



Malathy Iyer,
Health Editor, The Times
of India - Mumbai with
"Excellence in Health
Journalism"



**Mr Dhirendra Pratap
Singh,**
Editor Swatantra Wartha
Hyderabad,



**Mr Ramesh Kumar
Singh,**
Deputy News Editor-
Rajasthan Patrika ,
Jaipur



Ms Rajneesh Anand,
Senior Chief Content
Writer,
Prabhat Khabar Ranchi



Preetu Nair,
Metro Editor,
The times of India,
Kazikode



Sai Gopal,
Health Principal
Reporter,
Telangana Today,
Hyderabad



Shahid Akhter,
Health Editor,
ET Healthworld,
Delhi



Tarun Bhardwaj,
Assistant Editor,
Financial Express



Thomas Abraham,
Associate Editor,
Hindu Business Line,
Chennai



Viswanath Pilla,
Principal Correspondent,
Moneycontrol,
Mumbai



Mr Swayam Prakash,
Editor,
Zee News, Bihar,
Jharkhand



Mr Abhishek Bajpae
Sr. Sub Editor,
Dainik Bhaskar,
Dehradun



Vivek Shukla
Deputy Chief Sub Editor,
Dainik Jagran,
Kanpur



Annona Dutt
Senior Coresspondent,
Hindustan Times,
Delhi



Mr Ashutosh Yadav,
Reporter/Sub Editer
Dainik Jagran,
Ghaziabad

INDUSTRY



Sanjeev Kapoor
Indian Celebrity Chef

It is a pleasure to be amongst this gathering of health media. It is indeed commendable that key nutrition issues, especially conflicted issues, like low-calorie sweeteners are being brought to the attention of the health media - who are true influencers for the masses. I wish all the very best to HEAL Foundation and hope they will continue this unique endeavour.



Dr. Sandhya Pandey
Head of Clinical Nutrition, Fortis Memorial Research Institute

HEAL Foundation offers a wonderful platform where people from industry, people from medical fraternity, all came together and discussed on key issues to build capacity of a niche audience of health media. Kudos!



Dr. Bhuvaneshwari Shankar
Senior Consultant & Clinical Dietitian, Apollo Hospitals and Utopian Diet Clinic

HEAL Foundation is a very nice platform. This is the first time that I have joined this platform and I would like to stay associated with HEAL more in whatever way I can bring awareness to the public on nutrition and health.



Manjari Chandra
Senior Nutrition Expert

I have been associated with HEAL for a long time and have had the privilege of joining HEAL Foundation's workshops, symposiums and conventions that happen on a regular basis. This is a very novel thing that nobody else is doing, it is truly one of its kind initiative, very successfully done year after year, very well thought out.



Dr. Sundeep Salvi
Director, Chest Research Foundation

HEAL is a very good opportunity for us to highlight the big issues that the country is facing. We doctors are making a lot of noise about issues in our medical conferences but still people are not listening. It is a great opportunity to tell the people that our India is facing a big problem of COPD, unless the media won't make noise about it, the govt will not do much about it. The society, the govt and the policy makers need to be sensitised about the subject and HEAL is doing a fine job of taking key health messages to these stakeholders.



Jitesh Mathur
Senior VP - Business Development, Medikabazaar

HEAL has a lot of health writers here. It is a conference which has got health writers, industry people like us, hospital owners, doctors and since there are a lot of subjects which don't have proper awareness among Indian consumers and healthcare industry, HEAL is playing an important role of generating this awareness. The health writers can write about relevant health issues they learnt about here.

INDUSTRY



Dr. P Siva Kumar
Medical Device Expert
and Former CEO,
Trivitron

The session on irresponsible reporting was very well curated, articulated and executed. Misreportings by media can have many negative communication for the society at large. It can create unwarranted panic. It needs to be arrested and there must a balance in stories. This is the second time that I am attending HEAL Foundation's health writers convention. It is reaching out to many media people and spreading awareness on many key issues. HEAL is helping improve access to this information in nook and corners of the country through this initiative.



Dr. Rajneesh Kapoor
Vice Chairman –
Interventional
Cardiology, Medanta

The session on misreporting and irresponsible reporting was very strong. It can hamper the healthcare delivery ecosystem by disrupting trust between patients and hospitals and doctors. This is not a good sign and it can be very distressing. The best way to curb this is that the media should be well versed with the facts. They run after quick stories and overlook facts in the race to meet deadlines. Media should have senior healthcare professionals as advisors with whom media people can talk and understand sensitivities of the subject and details of the case at hand. A story should always be substantiated facts. These relationships between doctors and media can be created by forums like HEAL. HEAL is making a strong bridge between doctor expert panels and media people to help them understand sensitivities of issues better.



Dr. J L Meena
General Manager
(Hospital Networking
and Quality Assurance),
National Health Agency

The most important focus of Ayushman Bharat is currently quality. The quality certifications introduced by us are a step in this direction. We are working extensively on quality hospital empanelment and ensuring their accessibility to the masses through this scheme. The hon'ble Prime Minister and Union Health Minister are in touch with all state governments to align them with this scheme in an effective and efficient manner. Ayushman Bharat requires team work. Platforms like HEAL Foundation can play an essential role by using their field forces and stakeholder connect to reach to as many people as possible and make the intended beneficiaries aware about the scheme. HEAL is doing a great job of training media influencers for the same.



Anand Shrivastava
Chairman, Maharishi Ayurveda

HEAL Foundation's steps to educate health media are noteworthy. If reporters are successful in reaching out to the masses with right, relevant and effective information on various health issues, it would be a tremendous step to improve overall health seeking behaviour of the masses and health status of the country at large.

INDUSTRY



Dr. Harit Chaturvedi
Chairman, Max Institute
of Oncology

I have been associated with Dr. Swadeep Srivastava and HEAL Foundation for a long time. HEAL is doing wonderful work to build capacity of the health media since years now. I am happy to be associated with HEAL and look forward to their future endeavours.



Dr. Sudarshan Jain
Secretary General, Indian
Pharmaceutical Alliance

The convention is a very powerful initiative by HEAL Foundation. Getting the media involved in key healthcare issues at this scale is a very powerful and wonderful step, especially for the success of schemes like Ayushman Bharat.



Vivek Tiwari
Co-Founder and
CEO, Medikabazaar

Media plays a very important role when it comes to healthcare. For communication and awareness or disseminating information among the masses, media plays an indispensable role. This is my third year participating in HEAL Foundation's health media capacity building convention. I really feel privileged to be here as it's a chance to interact with so many health writers and help them learn more about new developments in medical technology.



Dr. Rashmi
Member, Organising
Committee, Netra Kumbh by
RSS

HEAL Foundation's initiative will play an essential role in ensuring that awareness around Ayushman Bharat percolates to the grassroots level so that more and more people can benefit from it. It is a commendable program which HEAL Foundation has been successfully running since years now. I'd like to congratulate Dr. Swadeep Srivastava and his entire team for bringing health writers from across the country and helping increase their capacity of Ayushman Bharat and other highly relevant and important health related issues. HEAL also takes inputs from these writers, compiles them and shares them with relevant stakeholders. There is no better example of public - private partnership. I congratulate HEAL and pledge to support them in all their initiatives.



Yogeshwar Dutt
Indian Freestyle Wrestler

People follow the written word. They take their knowledge regarding health and fitness primarily from the media. In such a scenario, the role of health media becomes very critical. The role becomes even more critical for correct knowledge around illnesses, diseases and lifestyle management. Media's participation in health awareness will improve health seeking behaviour of the masses at large.



Bishow Parajuli
Country Director - India,
World Food Programme

I want to really congratulate HEAL and the delegation here for organising this unique initiative and driving this. And of course, congratulations to all the media delegates for participating in this convention and without active response of the health media, this would not have been possible. It is a great opportunity to exchange and share stories.

MEDIA



Prof. K G Suresh

Former Director General,
Indian Institute of Mass
Communication

My compliments to HEAL Foundation for continuing this initiative over the years. Issues like LCS, taken up by HEAL Foundation, are not much talked about. There is a lot of taboo and myth around them. People are still confused about its safety, credibility and usage. Some of these questions have been answered and discussed in detail in today's convention by not only experts from within the country and even from abroad. I'm happy that these kind of deliberations, critical to the society, are being taken up by HEAL Foundation.



Afshan Yasmeen

The Hindu, Bangalore

This is the third time that I am attending HEAL Foundaion's health writers convention. With every year, I have found that my horizons have broadened. It is a wonderful opportunity of meeting and networking with health writers from across the country. We have got to learn a lot here. The sessions this year extremely helpful. I would especially like to mention the CPR session. I hope I will be able to use it successfully when required. All sessions were very interesting and helpful. I would like to thank HEAL Foundation for having me and for executing such a successful event.



Anjali Kumari

Budding Journalist

All the sessions were very interesting as well as engaging. I particularly liked how the sessions were made interactive. The curated sessions were from a variety of healthcare verticals, hence, ensuring sustenance of interest in the attending participants. I look forward to be associated with HEAL Foundation for their future initiatives as well.



Vidya Suri

Healthcare Blogger

This is my third HEAL Health writers convention. Everytime, I go back home feeling extremely motivated and confident about the new information I have learned. I am amazed that the organisation has been successfully organising this convention for years now to bring together health writers, spreading awareness and sharing knowledge. I had the opportunity to interact with influential dignitaries and of course, there is always the excitement of the interactive quizzes organised by them! I am very happy that I got this opportunity to interact with other media people and make some new friends. Working together in a more synchronised way, we do more efficient work, learn from each other and contribute to the society.

Session Schedule

Day 1: Thursday, 26th September 2019

Time	Topic & Speakers
2.00PM - 2.30PM	Registration: Radisson Blu Marina Hotel, Connaught Place, Delhi
2.30PM - 2.40PM	Welcome address Dr Swadeep Srivastava, Founder Heal Foundation
2.40PM - 5.00PM	Decoding the science around Low/Non- Calorie Sweeteners
	Welcome Address for the Session Mr Abhinav Singh: Head Food-Processing and CIFTI
	Special Address Mr Sanjeev Kapoor, Indian Celebrity Chef
	Panel discussion on Decoding the Science Around Low/Non- Calorie Sweeteners: For Effective Diet Management Moderator: C H Unnikrishnan, Editor, Future Medicine Panelists: Dr. Bhuvaneshwari Shankar, Senior Consultant Clinical Dietitian, Apollo Hospitals and Utopian Diet Clinic Dr. Sandhya Pandey, Head Clinical Nutrition, Fortis Memorial Research Institute Dr. Berna Magnuson, Regulations, toxicology and Nutrition Expert Dr. Rebeca López-García, Toxicology and regulations consultant Prof. K G Suresh, Former Director General IIMC Ms. Manjari Chandra, Consultant – Nutrition, Max Multi Speciality Centre
5:00PM - 5.30PM	COPD: India's Silent Epidemic <ul style="list-style-type: none"> • Increasing burden of respiratory disorders • Why poor awareness? • Why poor action? Dr. Sundeep Salvi, Director, Chest Research Foundation
5:30PM to 6:00PM	Changing Dynamics of Healthcare Procurement Jitesh Mathur, Senior Vice President Business Development, MedikaBazaar
6.00PM - 6.15PM	Heal Health Quiz
7:00 PM- 7:10 PM	Welcome Address Dr. Swadeep Srivastava, Founder, HEAL Foundation
7.10PM - 7.30PM	Keynote Speaker: How India Can Save More Lives Through Organ Donation Sh. Alok Kumar, Patron, Dadhichi Deh Dan Samiti
7.30PM - 8.20PM	3rd Ayushman Bharat Healthcare Summit: Improving Access While Sustaining Quality of Healthcare Moderator: Prof. K G Suresh, Former Director General, Indian Institute of Mass Communication Panelists Dr. Harit Chaturvedi, Chairman, Max Institute of Oncology & Director, Surgical Oncology at Max Healthcare Amit Singh, Director Government Affairs, India Medtronic Sudarshan Jain, Secretary General, Indian Pharmaceutical Alliance Dr. Rashmi, Chief Coordinator NetraKumbh, Kumbh 2019, Prayagraj
8.20PM - 8.30PM	HEAL Health Honours
8.30PM	Dinner

Session Schedule

DAY 2: 27th September 2019 at Radisson Blu Marina Hotel, Delhi

10.45AM - 11:15AM	<p>Farm to Fork- Holistic Reporting on Nutrition Moderator: Dr. Swadeep Srivastava, Founder, HEAL Foundation Panelists Tomio Shichiri, Food and Agriculture Organisation of the United Nations Representative in India Bishow Parajuli, Country Director India, World Food Programme Meera Mishra, Country Coordinator, International Fund for Agricultural Development for India</p>
11:15AM - 11:45AM	<p>Rise of Machines in Healthcare Moderator: Viswanath Pilla, Principal Correspondent, Moneycontrol.com Panelists Dr. Puneet Girdhar, Director - Spine Surgery in Institute for Bone, Joint Replacement, Orthopedics, Spine and Sports Medicine, BLK Super Specialty Hospital Ruchika Singhal, Director - Restorative Therapies Group, India Medtronic Dr. P Siva Kumar, Medical Device Industry Expert</p>
11.45AM - 12:15PM	<p>Workshop: How can Irresponsible Reporting on Healthcare Regulations Impacts Patients</p> <ul style="list-style-type: none"> • Responsible reporting • Case studies of instances where irresponsible negative reporting created panic poorly impacting patients <p>Moderator: Dr. Swadeep Srivastava, Founder, HEAL Foundation Panelists Abhishek Dubewar, Senior Director - Cardiac & Vascular Group, India Medtronic Dr. Rajneesh Kapoor, Vice Chairman - Interventional Cardiology at Medanta – The Medicity Dr. Sumit Ghoshal, Consulting Editor, Business India</p>
12:15PM - 12.45PM	<p>Chiranjeev Hriday: CPR Training Exercise A training exercise for health media in the CPR technique to help them understand the gravity of Sudden Cardiac Arrest and enable them to be able to save lives if required</p>
12.45 PM - 1.00 PM	<p>Digital Therapeutics for Better Chronic Care Prayat Shah, VP - Enterprise Partnerships, Wealthy Therapeutics</p>
1.00 PM - 1.30 PM	<p>Valedictory Function: Holistic Healthcare Health Coverage for All Panelists Chief Guest: Anand Shrivastava, Chairmen Maharishi Ayurveda Chief Convener: Atul Sharma, Founder and Managing Director HealthScape Guest of Honour: Dr. J L Meena, General Manager, Hospital Networking & Quality Assurance, National Health Agency Vivek Tiwari, Chief Executive Officer, Medikabazaar</p>
1.30 PM - 1.40 PM	<p>Prize distribution for HEAL Health Quiz winners</p>
1.40PM - 1.45PM	<p>Vote of Thanks Dr. Swadeep Srivastava, Founder, HEAL Foundation</p>
LUNCH, Leisure Time, DINNER	
End of Day 2	
Departure of journalists on Day 3, 28th September 2019 after breakfast	

Day 1, 26th September 2019

Decoding the Science Around Low Calorie Sweeteners



OVERVIEW

Low Calorie Sweeteners are amongst the most conflicted subjects on the world wide web today. The information available on the public domain is confusing at best. Incredible studies, researches and reviews have led to a lot of myths circulating amongst the masses at large as well the influencers too. The objective of this session was to present and deliberate on scientific evidences present around low-calorie sweeteners and understand its relevance for the Indian population especially. The session brought together international nutrition, clinical and toxicology experts to share relevant, credible scientific evidence findings on safety and health benefits of the low - calorie sweeteners. The session was meant to highlight the importance of quoting credible resources on the subject of LCS in any media story as impact of ill-researched media stories around LCS on the masses – especially patients with metabolic disorders – can be highly adverse.

Welcome Address for the Session



Abhinav Singh
Director - CIFTI,
FICCI

- *India is struggling with a burden of Non – Communicable Diseases. To address this issue, all stakeholders must come together.*
- *Major challenge in combating NCDs is to have a shared common perspective between all stakeholders and the right messaging.*
- *Reformulation is key to making products healthier by adding more nutrients. Reformulation is not just limited to processed food industry, it can be undertaken at home as well. This is especially important when it comes to Indian diets – considering Indians have a sweet tooth and there is a pressing need to reduce amount of sugar, along with salt.*
- *It is important to ensure that the right information about reformulation based products reaches the consumers as wrongful information can create unnecessary panic.*

SPECIAL ADDRESS



Sanjeev Kapoor
Indian Celebrity Chef

- Sweetness is a primary taste. But consumer's realisation that sugar can cause harm to the body causes trouble, especially considering that sugar is found in multiple forms in our diet.
- Low calorie sweeteners present a safe alternate to sugar. There is much evidence available globally which proves safety and efficacy of LCS. The key is use in moderation.
- After crossing the mental barrier that LCS works as a sugar replacement, I have found it very easy to use and effective as well.
- LCS have evolved tremendously over time. Earlier, some sweeteners were even heat sensitive. The new breed of LCS is more stable and useful even for Indian cooking.
- We should be prudent about replacing sugar with LCS, but if the substitutes are helping the conditions related to metabolic disorders or if there is a need to cut down on calories, the alternatives should be tried.

MODERATOR



C H Unnikrishnan
Editor, Future
Medicine

- The subject of LCS is extremely relevant in the current time and needs to be disseminated to all the relevant stakeholders.
- Despite LCS being around for a long time, the awareness around LCS is still very limited. The concerns around its safety and efficacy are manifold and discussions on such platforms help clarified them.
- It is important to ensure that credible information available on the subject is properly translated and disseminated to the consumers.

SPEAKERS



Dr. Bhuvaneshwari Shankar
Senior Consultant &
Clinical Dietitian,
Apollo Hospitals and
Utopian Diet Clinic

- Sugar substitutes are a better option to cut down calories in a country like India where we are known to have a sweet tooth.
- LCS are safe and because of their sweetness levels, as compared to sugar, they are required less – hence, chances of exceeding ADI are very less.



Manjari Chandra
Renowned Nutritionist,
Manjari Wellness

- Toxicology studies are done very rigorously before a new molecule is released in the market.
- In the clinical scenario, we sometimes need to cut down carbohydrates for patients and LCS help in reducing the overall calorie count for patients.
- There is a lot of anxiety and queries associated with LCS owing to some incorrect or incomplete media reporting. Hence, media training is very important to ensure they know the right sources for credible information.
- Use of LCS in moderation is accepted by every form of regulatory bodies and standards.

The Event



Dr. Berna Magnuson
Regulations,
Toxicology and
Nutrition Expert

- *Scientific evidence around safety of LCS comes from a wide variety of studies including many toxicological safety studies which have been recognised by global safety agencies.*
- *Unfortunately there are many studies published in journals of repute which have serious design flaws which mislead the reader. There are many appropriate methods to check the quality of studies which have been approved by the regulatory agencies. Hence, studies, researches and reviews endorsed by regulatory agencies and those studies which follow the right protocols should be referred to for making opinions.*
- *Toxicology studies on animals and humans follow different protocols. Toxicology studies for LCS on humans have proven their safety and efficacy.*
- *Randomised Chemical Control Trials (RCTs) are considered the gold standard as they help establish cause and effect.*



Dr. Rebeca López-García
Toxicology and
Regulations
Consultant

- *Medical community and the nutrition community are not much aware of the work that goes into creating an edible product which is safe, stable and okay for consumption of the entire family throughout their life cycle.*
- *All the LCS compounds are very different in nature from each other. Each compound has gone through its own specific evaluation which involves very simple studies to highly complex studies to assure its safety.*
- *The compounds during toxicology studies check their impact on pregnant women and the foetus. All international regulatory agencies have deemed LCS safe for pregnant women. Even metabolic differences in humans from different geographies are taken into account for safety evaluations of LCS.*



Dr. Sandhya Pandey
Head Clinical
Nutrition, Fortis
Memorial Research
Institute

- *Diabetes is usually synonymous to not having sugar. Non-nutritive sweeteners are found to be potential sugar substitutes by leading diabetes associations across the world because LCS do not impact the Glycemic load.*
- *Dietitians have to educate their patients that it is the overall calorie and other nutrition content of the food that has an impact on the consumer.*
- *Along with checking benefit of LCS, consumer should also look at the overall nutrition value of the product as LCS may impact calorie count but fat, carbohydrates etc content does not change.*



Prof. K G Suresh
Former
Director General,
Indian Institute of
Mass Communication

- *It is important to educate the consumers what sugars mean. They should know how to read labels properly.*
- *Platforms like HEAL Health Writers Convention will help sensitise the media about the need to bring to light issues like diabetes, sugar and what 'sugar free' means.*
- *The media can act as a source of credible information for the masses to ensure their doubts, myths and concerns are cleared.*

Changing the Dynamics of Healthcare Procurement



OVERVIEW

Affordability and accessibility is a big concern in India. Due to poor distribution of resources, healthcare infrastructure is not up to the mark in many areas like the north-east. Medikabazaar has emerged as the amazon for medical devices in India. It is an online B2B platform which gives access to customers in any part of the country to the entire spectrum of medical devices – from a needle to large scale medical devices for complex procedures. Such platforms help improve access to different varieties of medical devices to far-fetched regions of the company. The role of technology plays a significant role in helping hospitals and other healthcare delivery player get information about latest technologies as well as have access to them. Medikabazaar as pioneers of an online marketplace for

HIGHLIGHTS



Jitesh Mathur
Senior Vice President,
Business Development,
Medikabazaar

- Medikabazaar leverages technology to provide 270,000 medical devices on the online marketplace. It becomes a single point of contact for all infrastructure needs of the hospitals. No product is pushed to ensure neutrality.
- Furthermore, Medikabazaar also provides flexible financing and credit options for healthcare delivery providers.
- Medikabazaar is a Value Procurement Organisations. They pioneer this concept in India as they become procurement partners for hospitals helping them identify infrastructure and supporting with procurement. The entire process is technology and AI driven.
- The power of AI and data science is the future of healthcare delivery in India.

COPD: India's silent epidemic



OVERVIEW

Chronic Obstructive Pulmonary Disease (COPD) was the second-highest cause of death in India after heart disease in 2017, killing 1 million (958,000) Indians that year, according to the University of Washington's Global Burden of Disease study, 2018.

COPD led to 13% of all deaths in India, and 7.5 million were at risk of the disease in 2016, IndiaSpend reported in January 2018. COPD is an incurable and progressive condition, which inflames airways in the lungs and destroys air sacs, which extract oxygen from the air and expel waste, including carbon dioxide. Patients often cough, wheeze and are short of breath. Despite the alarming number of people suffering from COPD in India, awareness levels amongst the masses and other stakeholders of the industry are very poor. This session by Dr. Sundeep Salvi is an effort to engage influencers to the masses – the media – on the subject of COPD, help them understand the gravity of the problem and help percolate the message to the masses.



Dr. Sundeep Salvi

Director of the Chest Research Foundation, Pune

- *The pollutants that remain in the lungs can never be washed out and remains permanently in the lungs. COPD patients often have heart disorders like an enlarged heart.*
- *In the early 1970s, the link between tobacco smoking and COPD was established. Later it came to light that COPD can also be caused due to exposure to biomass fuel and the chulha smoke. This, in fact, is the most prevalent cause of COPD. This knowledge brought to the world by India was a great contribution to the subject of COPD in the world.*
- *India contributes to 22% of Global COPD Burden, but 15% of global COPD DALYs. India ranks number one in the world when it comes to COPD cases and DALYs burden and number two when it comes to deaths associated with COPD. From 1990 to 2016, the burden of COPD in India across all states has increased significantly.*
- *The various occupations associated with COPD are farming, construction, and building work, closely working with mosquito repellents.*

Day 1, 26th September 2019

3rd Ayushman Bharat Healthcare Summit



OVERVIEW

In a vast and diverse country like ours, implementing nationwide programmes is a challenge. Especially with a sensitive subject like healthcare. The ambitious programme of Ayushman Bharat is a grand step in the direction of achieving universal healthcare coverage in India. But along with improving access and affordability, sustaining quality is also a huge requirement. Hence, after two very successful editions of the Ayushman Bharat Healthcare Summit, the 3rd edition was organised on the platform of 7th HEAL Health Writers Convention to deliberate on quality assurance while delivering healthcare services to a large chunk of the society. Speakers from the both the public and private sector participated in the Summit and put forward their thoughts on the subject.

The first two editions of the Summit received great response which triggered the need to continue discussions on the subject of Ayushman Bharat. Benefiting a record number of people, the challenges in the Ayushman Bharat Programme's execution are many. Further value was added by a keynote address on the important subject of organ donation.

Keynote Speaker on Organ Donation



Mr. Alok Kumar
Dadhichi Deh Dan
Samiti

- *The cause of cadaver and organ donation is an imminent one. Over years of Dadhichi Deh Dan Samiti's journey, it has come to light that cadaver or organ donation needs a large-scale social awareness. It is a spiritual work.*
- *In Delhi NCR, we are satisfied that we have spread sufficient awareness around organ donation. We need to take this knowledge to a larger audience.*
- *We even spread awareness on little known issues like skin donation and bone bank. The fight to spread awareness on these subjects was long and hard.*
- *Only filling out forms pledging organ and body donation is not sufficient. It is important to educate the family members as well so that as and when required, the family members can do the needful.*
- *We engage organ receivers and renowned doctors, we honour family members of donors in front of a wider audience so that they can inspire others as well.*

MODERATOR



K G Suresh
Former
Director General,
Indian Institute of
Mass Communication

- *Ayushman Bharat Yojana's 1st anniversary is being celebrated, but HEAL is organising the third summit on the subject. This highlights the importance of continued dialogue and deliberation on the subject to support policy makers and also help percolate the message to the ground roots with help of influencers like the media.*
- *To some extent, HEAL Foundation has played a very important in spreading awareness and creating efforts towards a healthier India. HEAL Foundation includes all the health writers associated with the foundation and those present at the convention who are doing their bit to spread knowledge about relevant health issues.*

SPEAKERS



Dr. Harit Chaturvedi
Chairman, Max
Institute of Oncology
& Director, Surgical
Oncology at Max
Healthcare

- *The key will be managing the challenges which will arise in tertiary care for various reasons. Especially in oncology. While the yojana is possible in some specialties maybe like cardiology but for other super specialties, the scheme may need some relooking.*
- *Now availability of specialists doctor is improving in Tier II and III cities. Improvement in infrastructure as well healthcare resource availability will change the game completely.*



Sudarshan Jain
Secretary General,
Indian Pharmaceutical
Alliance

- *I thank Dr. Swadeep Srivastava as well HEAL Foundation for giving me this opportunity to talk to health media, especially regional media, on a platform like this.*
- *Ayushman Bharat is a pioneering step. Every scheme of this large scale will have teething problems but overtime they make a huge difference.*
- *The US economy is a 20 trillion-dollar economy and Indian economy is 2.6 trillion dollars. US's budget on healthcare is more than the entire Indian budget. We are moving away from bare essentials of roti, kapda, makaan to include shiksha, sehat, sadak. These goals will be met by reforms, education, healthcare and infrastructure.*



Dr. Ram Kumar
General Secretary,
Sewa Bharti,
Delhi

- *Education, primary healthcare and post that skilling to sustain livelihood is essential for every individual.*
- *In a country like India, many can't afford treatments in private hospitals. They only have government hospitals for treatments. But private hospitals face a lot of challenges in terms of shortage of infrastructure, human resources etc. Hence, role of private sector in Ayushman Bharat is very important. A strong Public - Private Partnership is key to success of this scheme.*
- *Sewa Bharti is doing extensive work in supporting the Ayushman Bharat scheme. For example, we have started our own 2 dialysis centres.*

SPEAKERS



Amit Singh
Director
Government Affairs,
India Medtronic

- *Ayushman Bharat is a shared goal, vision and mission. We all have a role to play here – be it health writers, society, clinical community, healthcare providers, the pharma sector and the private sector at large.*
- *Ayushman Bharat has created ripples around the world since the day it was launched.*
- *Rome wasn't built in a day so we have to understand that to achieve a 100% success rate for this ambitious program, it will take time. But the start of this yojana is very strong.*
- *From the MedTech sector's perspective, there are certain areas from the clinical technology sector which could be addressed. MedTech sector can play a major role in terms of health infrastructure strengthening and supporting the government with clinical trainings and education.*



Jitesh Mathur
Senior VP – Business
Development,
Medikabazaar

- *While there are some healthcare providers who have voiced their challenges for the Ayushman Bharat program, but there are a lot of hospitals who have found synergies in working with PMJAY and have aligned themselves to the scheme. Hence, it is unfair to consider these as challenges in the first year of this program.*
- *It takes time for hospitals, patients and the govt to understand the overall healthcare landscape. The whole healthcare industry plays a key role to work together towards patient benefits.*
- *Hence, awareness will play a very important role to ensure that hospitals, patients as well as state governments come on board to ensure success of the program.*



Dr. Rashmi
Chief Coordinator
NetraKumbh, Kumbh
2019, Prayagraj

- *It is wonderful to have a platform which has the power to take important messages to their rightful intendeds.*
- *Netra Kumbh was a makeshift hospital where almost 10 crores people visited in Prayag. The infrastructure was as good as that of a big established hospital.*
- *Netra Kumbh proved that at a platform like that catering to thousands of people every day and meeting their needs. Ayushman Bharat is also a similar concept. There will be many learnings from on-ground implementation of the program and it will be better itself with time and learnings.*

Day 2, 27th September 2019

Understanding Nutrition: From Farm to Fork



OVERVIEW

Nutrition is a very complex concept. In a diverse country like ours, the need for focus on nutrition and ensuring that the masses have clarity about good and poor nutrition is essential. Often, we only limit nutrition to what is on our plate. But nutrition goes much beyond that. The link to nutrition goes as far as the farm. The nutritional content of a food product is determined even by the agricultural ecosystem it is grown in. Furthermore, processing of the product, the distribution system and role of food security nets of the country among other things play a key role in determining the long-term nutritional impact of the product on the population at large. In India, burden of malnutrition swings both ways to under and over nutrition. While facing this challenge, it is imminent to review the policies set by the government to provide food security to its people, understand the challenges, study the positive impact and find out ways to have a better impact on the masses. The Food and Agricultural Organisation of the UN, International Fund for Agricultural Development and World Food Programme have come together to sensitise health media on this unique subject of link between agriculture and nutrition. This session saw addresses by country representatives and coordinators from these three organisations.

MODERATOR



Dr. Swadeep Srivastava
Founder,
HEAL Foundation
Managing Partner,
India Virtual Hospital

- *Diversification of crops, for instance making millets an important part of Indian diets, plays a crucial role improving nutrition status of the country. The International Millets Year proposed in 2023 will be a major step in this direction.*
- *Nutrition should be thought of as beyond the plate.*
- *Examples of food crops like quinoa bring to light how diversifying into more nutrition rich crops leads to overall economic and health benefits to the farmers.*

SPEAKERS



Meera Mishra
Country Coordinator
for India, International
Fund for Agricultural
Development

- *What consumers consider as good nutrition for them means good news for the farmers. It not only helps in boosting production of the crop considered nutritious, it also leads to increase price of the cost due to high demand. Quinoa is a strong instance of the same.*
- *Growing healthy and nutritious food also affects the nutrition status of farmers and their families as well because they tend to consume more of what they grow. Thus, introducing diversity in crop produce leads to better nutrition for consumers at large including the farmers as 50% of people in our country are agriculturalists themselves.*
- *High demand of a nutritious food crop has a strong positive impact on economic conditions of the rural areas and lives of farmers. Good and strong reporting around diversifying diets to include different and nutrition rich food crops will have long term impact on the entire economic cycle of the farmers and their community.*



Bishow Parajuli
Country Director
India, World Food
Programme

- *India has made tremendous improvement in production, supply and various great programs around food security of the population.*
- *Earlier India used to import world but now India is self-sufficient when it comes to food. Positive initiatives need to be scaled up to maintain this self-sufficiency of food production as the population continues to grow and producing insufficient food can pose a challenge. There is potential that if the productivity per acre doesn't increase, it can lead to deficit. Stress on increased productivity and diversity in type of food is important.*
- *Despite availability, there is a challenge of access to nutritious food. As a result, India has one of the highest levels of malnutrition. But there is a solution available and there are efforts being undertaken like the Poshan abhiyaan to improve these dismal facts.*



Tomio Shichiri
Food and
Agriculture
Organisation of the
United Nations
Representative in
India

- *Healthy diets is an integral element of food and nutrition security. FAO is the custodian agency of 10 indicators under SDG-2. FAO is responsible for providing technical support to the Government of India on measuring global indicators and developing national indicator framework.*
- *Developing and upgrading rural infrastructure, training farmers on post-harvest practices that minimize losses, integrating small scale enterprises into value chains, organizing small-holder farmers into farmer producer organizations and last-mile marketing channels are extremely important to overcome food and nutrition security and ensure social equity, gender inclusiveness and reduce agriculture's carbon footprint.*
- *To overcome the ill effects of malnutrition, FAO is working closely with the Government to promote production of millets, pulses, homestead gardens and diversification of agriculture production towards fruits, vegetables and indigenous fishery, livestock and poultry. Ensuring the availability of diversified food items can improve the quality of Indian diets.*

Day 2, 27th September 2019

Rise of Machine in Healthcare



OVERVIEW

The role of technology in evolution of healthcare has been evident. But the rate of this evolution is now fast increasing. From a simplistic needle to a complex pacemaker, from a scalpel to robotics, machines have changed the face of healthcare. And this is just the beginning. Technology leaders Medtronic, subject expert Dr. P Siva Kumar and technology user – Dr. Puneet Girdhar of BLK Hospital come together with moderator Viswanath Pilla of Moneycontrol.com to discuss evolution of healthcare in technology and its future.

MODERATOR



Viswanath Pilla
Principal
Correspondent,
Moneycontrol.com

- *There is no escaping from technology. Technological boom in the space of cardiology made cardiologists like Padma Shri Dr. Ashok Seth superstars of the healthcare industry.*
- *Healthcare is also shifting to preventive care and hence role of diagnostics is going to increase tremendously.*

SPEAKERS



Dr. Puneet Girdhar

Director - Spine Surgery in Institute for Bone, Joint Replacement, Orthopedics, Spine and Sports Medicine, BLK Super Specialty Hospital

- *Technology has really revolutionised the way how doctors used to work about a decade back and the current way of delivery. We are currently using high end microscopes which help immensely in anatomy linked fields, it allows us to perform procedures more safely. Doctors now use neuromonitoring techniques which allows doctors to understand functionally how close they are to nerves and how to avoid errors. Hence, technology increases productivity and helps deliver better patient outcomes. We use ultrasonic osteotomes for cutting bones which increases amount of bone grafts required to fuse spines.*
- *Technology not just allows to specify patient outcomes, it also makes delivery more patient centric and personalised. Artificial Intelligence allows computer algorithms which provide scientific solutions based on millions of journals, research works and treatment guidelines which is impossible for an individual to come out with for a specific patient.*
- *Robotics are now very well established in general surgery, neurosurgery, oncology and now in spine surgery. It will soon be a routine affair. They make procedure much less invasive which helps plan surgical outcomes better.*



Ruchika Singhal

Director – Restorative Therapies Group, India Medtronic

- *Even a medical technology giant like Medtronic has evolved tremendously in the past decade. It is currently focusing on innovations. The key areas that Medtronic is focusing on include the entire central nervous system from brain to the spine.*
- *Medtronic's focus is going to be on technology as it wants to ensure better health outcomes for its patients and improving them every year.*
- *Medtronic's core focus in R&D. Last year we acquired Mazor robotics arm. The next decade will see Medtronic focusing on robotics and artificial intelligence as we believe they are great enablers in hands of doctors.*



Dr. P Siva Kumar

Medical Technology Expert and Former CEO, Trivitron

- *70% of Indian population is in the rural areas and 70% of medical technology is available in the urban areas. This poses a huge challenge. Lack of consistent availability and affordable healthcare is a continuing problem for India.*
- *Technology should be developed in the direction to ensure high quality, efficient and also accessible to everyone. The focus should not only be limited to urban areas. But efforts should be made to make sure technology innovations are reaching lower income population.*
- *The two critical areas that need to be kept in mind are preventive care over sick care and focus on solutions over devices.*

Day 2, 27th September 2019

Impact of Irresponsible Reporting



Workshop: How can irresponsible reporting on healthcare regulations impact patients

OVERVIEW

Health media has come a long way. Less than a decade back, there were few dedicated journalists in healthcare sector. Hence, expertise on the subject was limited. From there, we have seen a tremendous change in media's mentality on health which is also reflected in mass mentality on the subject. Healthcare is in focus. While the credible information on the subject rests in journals and review papers, the masses at large rely on media stories on health and related subjects to get their information. Hence, the health media have become key influencers when it comes to health. This position comes with a lot of responsibility. The most important responsibility is to ensure credibility of the story being carried followed by sensitive dealing of the subject. Irresponsible reporting, especially related to regulatory issues, can create a lot of unwarranted panic in the media. The workshop aims to discuss the sensitivity related to regulatory reporting on health.

MODERATOR



Dr. Swadeep Srivastava
Founder,
HEAL Foundation
Managing Partner,
India Virtual Hospital

- News about health and medicine touch the lives of many people, therefore they often become highly circulated on the internet. Many of these articles achieve viral status, but how many of these viral articles are actually scientifically accurate? From the top 10 most shared healthcare articles on social media in 2018, only 3 articles achieved high credibility rating.
- Trust in doctors is diminishing. It can be said that irresponsible reporting plays a big role in disturbing the doctor – patient relationship.
- New forms of media should be dealt with very carefully when talking about health issues.

SPEAKERS



Abhishek Dubewar
Senior Director -
Cardiac & Vascular
Group,
India Medtronic

- *Today healthcare is highly under-penetrated. A lot of people who need healthcare do not have access to it. Healthcare is provided by 5 stakeholders: The govt, the regulator, the hospital, the doctor and the suppliers from the industry. All five work together in a way to ensure right healthcare for the patient.*
- *Media acts as a medium to communicate what is going right or wrong in the process of delivering healthcare but in a country where even access is limited, hurting trust levels between healthcare providers and receivers can create an unhealthy environment in the country.*
- *We need to correct the system and encourage balanced reporting which covers perspective of all involved stakeholders.*



Dr. Rajneesh Kapoor
Vice Chairman,
Interventional
Cardiology at
Medanta,
The Medicity

- *We have witnessed since the past few years that healthcare reporting needs to be more responsible in nature.*
- *It is very important for health media to pass on apt statements to the masses. Taking back words and corrections have limited or no impact as the first incorrect report tarnishes the image already. A story should only be carried out after thorough fact checking.*
- *I believe 99% doctors do the best for their patients. There is no scope for wrongdoing of patients for a doctor. In the natural history of patient, there is always a chance that mortalities or morbidities may occur. If we go a decade back, patients used to thank doctors with folded hands for trying their best. But now, patients are not ready to listen to even genuine concerns of the doctors and always treat them with suspicion.*
- *What is most distressing is that over the last few years due to miscommunication, a breach of trust has happened between patients and doctors and doctors are becoming scared of getting into a complex procedure worrying about reaction of the patients.*



Dr. Sumit Ghoshal
Consulting Editor,
Business India

- *The World Health Assembly in May 2019 observed September 17 as World Patient Safety Day. 4.8 million people in low income countries suffer grievous medical harm due to acts of omission or commission of healthcare workers including the paramedics. Some of that gets in the media – but that number is very less. Some of it will be negative but there will be cause to make it negative.*
- *Also, it is different to understand the distinguish between irresponsible and inaccurate reporting.*

Day 2, 27th December 2018

Chiranjeev Hriday: CRP Training



Issued in public interest by

Medtronic

An India Medtronic initiative to increase awareness of health media around Cardio-Pulmonary Resuscitation.

OVERVIEW

Sudden cardiac arrest (SCA) is an electrical problem of the heart that triggers a dangerously fast heart rate (ventricular tachycardia) or irregular rhythm (ventricular fibrillation). If not treated immediately, SCA can be fatal. Signs of SCA include unconsciousness and irregular or no breathing.

Cardiopulmonary resuscitation (CPR) is the only technique which can save a person suffering from Sudden Cardiac Arrest (SCA) outside a hospital. This life-saving medical procedure should be administered on an SCA victim with the purpose of keeping the oxygenated blood flowing through the body in order to keep the vital organs alive. CPR, or cardio-pulmonary resuscitation, is simply a technique to help restart a patient's non-beating heart.

The Event

Hands-only CPR can be started instantly and requires the provider to simply push hard and fast in the centre of a patient's chest, approximately 2-2.4 inches in depth. These actions are key in the chain of survival and need to be executed as soon as possible or the victim is likely to die in minutes.

As per the survey conducted by Lybrate [2] around 98 percent Indians are not trained in basic

life-saving technique of cardiopulmonary resuscitation (CPR) during sudden cardiac arrest. The survey which was conducted in 20 Indian cities among the age group of 25-50 showed that less than two per cent of the 100,000 surveyed agreed to knowing the technique, while only 0.1 percent said they have performed it at least once on someone in case of an emergency.

The survey also says that even though people in metropolitan and Tier 1 cities are more proactive about their health, the knowledge of CPR is dismal even among them, with 95 per cent of the people claiming to have no knowledge about administration of the procedure.

Companies like Medtronic are already playing an active role in conducting such trainings. They

launched Chiranjeev Hriday at Divya Kumbh 2019 – a campaign designed to spread awareness

around Sudden Cardiac Arrest and trained 8000+ people in the Cardio Pulmonary Resuscitation (CPR) technique. Apart from the 23-day CPR and SCA awareness at Kumbh, Medtronic has also been conducting CPR awareness in conjunction with qualified trainers across the country to make more people aware of the gravity of the situation, that is SCA.

Taking forward this initiative, India Medtronic organised an SCA awareness and CPR education workshop on the platform of HEAL Foundation's 7th HEAL Health Writers Convention. Close to 90 health media personnel from across country learnt about CPR and saw live demonstration by expert trainers.

The objective of this initiative was to increase confidence of health media in helping SCA patients and also further spread awareness around the importance of learning CPR through their respective media mediums.



Day 2, 27th September 2019

Digital Therapeutics for Better Chronic Care



OVERVIEW

The session threw light on digital health's subsection – digital therapeutics. While digital health is a fairly common term, digital therapeutics is still little known. Experts from the field – Wellthy Therapeutics – shared their insights on the subject by giving a demo of their product, how it works and what it aims to achieve.



Prayat Shah
VP - Enterprise
Partnerships, Wellthy
Therapeutics

- Digital health apps are now common to help people manage their health on a day to day basis. Digital therapeutics is a small sub section of that need of the hour for managing chronic illnesses.
- Chronic diseases like diabetes, hypertension, cancer etc. need a list of medication and managing lifestyle. The medical part of care is delivered by healthcare providers, lifestyle and behaviour care is delivered by nutritionists, gyms etc. But in one year, after meeting all these providers, there is still a lot of time where a patient has to take care of themselves on their own and chances of damage are high here as scope of error is high.
- In the Western healthcare ecosystem, doctors are surrounded by paramedics, nutrition experts and a slew of digital tools to help the patient stay connected with this ecosystem. But in India, doctors are a one man show – they have to manage everything on their own and they are stressed with a lot of patients.
- A digital companion which helps patients take everyday lifestyle decisions based on their chronic condition will be a huge help to the patient and help maintain the patient's health.
- In a time and age where smartphones are used to book cabs, order food, book movie tickets, it is time to use smartphones for health management as well. Can health and wellness products be measured by the same standards of a pharmaceutical drug or medical device? Can digital health tools have the same level of health benefits as a drug or medical device? Only if this is possible, it can truly be digital therapeutics.

Day 2, 27th September 2019

Valedictory Function



OVERVIEW

The valedictory function of HEAL Foundation's 7th HEAL Health Writers Convention touched upon a variety of subjects and summed up the convention beautifully. The panel saw a mix of professionals from different walks of – public sector, alternate healthcare therapies, medical technology, and pharma sector. The objective was to discuss various aspects of healthcare to present a holistic view of India's healthcare sector.

The valedictory function was attended by close to 90 health writers from all parts of the country as well as some health industry experts. The session was led by Dr. J L Meena, general manager for hospital networking and quality assurance at the NHA followed by Sh. Anand Shrivastava, Chairman of Maharishi Ayurveda. Mr. Vivek Tiwari, Co-founder, and CEO of Medikabazaar also presented his views in the session on the role of the private sector in improving the healthcare status of the country.

The valedictory function ensured that the 7th edition of the convention ended on a high note leaving the participants looking forward to the next edition with excitement.

MODERATOR



Atul Sharma
Founder & Managing
Director,
Healthscape

- Thanks to the Hon'ble Prime Minister, hospitals and doctors and the country at large for initiating an unprecedented humongous initiative to give healthcare insurance coverage to 50 crore people in India.
- With an initiative like this, when the scheme operates at such a large scale, it is important to have a quality check and the govt's method of ensuring quality is noteworthy.
- Role of the private sector increases multi-fold to meet the rising demand and ensure supply is uninterrupted.

SPEAKERS



Dr. J. L. Meena
General Manager
(Hospital
Networking and
Quality Assurance),
National Health
Agency

- *First time ever, hospitals will be receiving gold, silver and bronze quality certificates to create quality culture in the PMJAY.*
- *The formalisation of healthcare delivery packages in the Ayushman Bharat program are revised and finalised after much deliberation with IMA, state govt, central govt, renowned doctors and hospitals and other expert stakeholders.*
- *Within one year, PMJAY has shown promising progress. The scheme already has 45 lakh beneficiaries in this duration and over 18000 hospitals have been empanelled already.*



Vivek Tiwari
Founder & CEO,
MedikaBazaar

- *Medikabazaar is now India's largest platform for medical and pharma supplies for hospitals. Countries like the US have a lot of focus on aggregation which reduces cost margins. This is what Medikabazaar is aiming for - to reduce input costs for hospitals.*
- *When we talk about the health of the nation, the health of the healthcare providers of the nation is even more important as only an infrastructure wise healthy hospital can treat its patients well.*
- *Till now in healthcare, we have followed the concept of revenue-based pricing. But post-Ayushman Bharat, for the first-time healthcare providers follow cost-based pricing. This suddenly made healthcare more affordable for the masses. Hence, this is a commendable achievement by the govt. of India.*
- *We strongly believe that private sector participation is essential to the success of this scheme. It is essential for hospitals to understand their potential and reduce their expenditure. This is where Medikabazaar plays a very important role.*



Sh. Anand Shrivastava
Chairman of the
Internationally
Reputed Maharishi
Ayurveda Group

- *Ayurveda is the knowledge of the entire lifespan. But many of us limit it, hence, limiting its application as well.*
- *The approach to health and healthcare should not only be limited to allopathic treatment only. But allopathy is disease care - not healthcare. From Ayurveda's perspective, the word health i.e. swaasth is made of two words swa meaning soul and stha meaning establishment. Hence, we can only be healthy if we are completely aware of our soul.*
- *While schemes like Ayushman Bharat increase our strength to cure diseases, Ayurveda can play an essential role in preventing diseases and promoting health from within.*

The Learning Curve



OVERVIEW

Learning is a two-way process. We, at HEAL Foundation, understand this very well. Hence, we aim to make our initiative of capacity building and interactive initiative. We encourage question and answer sessions post each session and encourage media to interact with the speakers we have curated for them post the session as well. To add more fun to the engagement, we design quizzes around the subjects covered in our session to keep the attending participants on their toes at all times! Along with the interesting subject matter, we also add exciting incentives to the mix to ensure the attending health media remain attentive.

This year, we had exciting prizes for winners of the quiz. The prizes included fitness monitoring bands, Amazon firesticks and Google Home along with Amazon vouchers. These exciting prizes ensured that the response to the sessions as well as the quizzes was high and very positive. It was exciting to see the energy in the hall during the quizzes.

Many journalists won the prizes, the top winners were:

FIRST PRIZE WINNER



Vidya Suri
Health blogger

SECOND PRIZE WINNER



Viswanath Pilla
Principal Correspondent,
Moneycontrol.com,

THIRD PRIZE WINNER



Dr. Sumit Ghoshal
Editor, Business India Magazine

The Learning Curve



Runner up winners of Amazon Vouchers



Mr Biswajit Das
Bartaman - Kolkata



Ekanki Sharma
ExpressPharma, Delhi



Anirban Ghosh
Ei Samay, Kolkata

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



5th National Health Writers and Editors Convention



6th National Health Writers and Editors Convention



7th National Heal Health Writers Convention

Photo Gallery

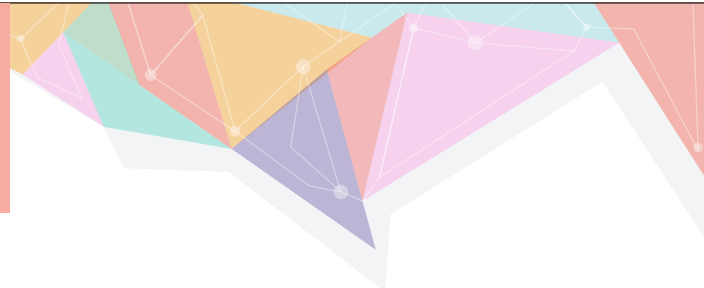
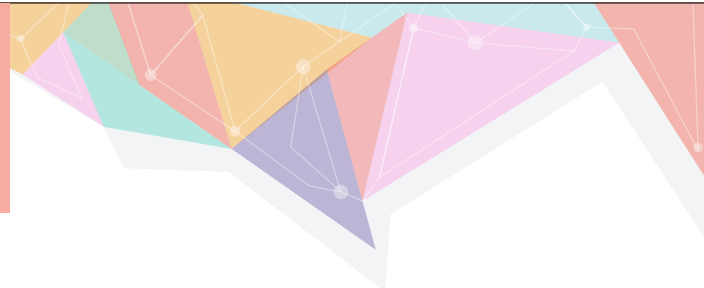
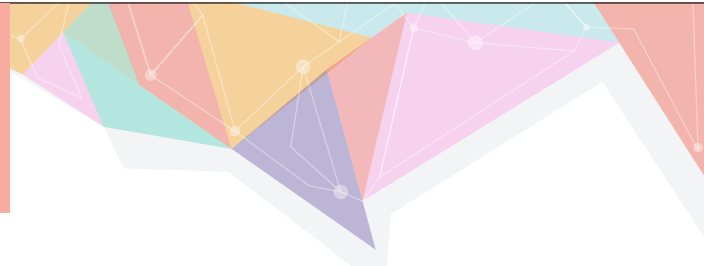


Photo Gallery





Outlook

THE NEWS SCROLL

15 OCTOBER 2019 Last Updated at 8:10 PM | SOURCE: IANS

FAO calls for boosting millets to fight malnutrition



FAO calls for boosting millets to fight malnutrition

New Delhi, Oct 15 (IANS) India and the Food and Agriculture Organisation (FAO) of the United Nations have proposed to declare the year 2023 as the International Year of Millets, which are one of the most climate-resilient traditional crops of India.

World Food Day (WFD) is celebrated every year around the world on October 16, the founding date of the FAO, as an actionable day against world hunger.

Focussing on the role of agriculture and food production with nutrition and food security, FAO Representative Tomio Shichiri said: "While food grain production in India has increased over five times since independence to almost 284 million tonnes in 2018-19, there is a high rate of malnutrition in the country. Therefore, there is a need for diversification toward nutri-rich crop production such as millets and pulses."

The focus must not only be on increased food grain production but to also increase the production of targeted nutri-cereals (nutrition-rich crops) such as millets, he said.

"FAO and the Government of India have proposed to declare year 2023 as the International Year of Millets, which are one of the most climate-resilient traditional crops of India. Promotion of homestead gardens and diversification of agriculture production towards fruits, vegetables and aquaculture can contribute towards addressing the malnutrition," Shichiri said.

Meera Mishra, Country Coordinator, International Fund for Agricultural Development (IFAD) India Country Office, said the changing patterns of consumption directly benefits farmers production system and income.

Changing dynamics of nutrition-what we should learn? Moving towards Future Smart Foods

By: EH News Bureau | On: Oct 16, 2019

QUEST BLOGS



9 0

Tomio Shichiri, Country Director/ Representative, FAO of the UN emphasises on combined efforts to help improve nutritional dynamics making the world a healthier place to live

For centuries, people in Asia and the Pacific including India have grown and consumed a wide variety of crops both for their resilient as well as nutritious qualities. Unfortunately, more recent generations have moved away from many traditional crops. Over the past 2-3 decades there has been a major shift in diets under the impact of modernisation, standard of living, household characteristics and change in rural and urban demographics. This shift has led to a change in the dynamics of nutrition. Nutrient dynamics is broadly defined as the way nutrients are taken up, retained, transferred, and cycled over time and distance, in an ecosystem (Hauer and Lamberti, 2006; Allan and Castillo, 2007) (describe this please?). This dietary shift has been influenced by large scale agriculture including mono-cropping, technological advances related to food processing, increasing influence of internet, media and communication, etc. The graphic below describes the gradual change in the dietary pattern and the long-term impact on human health.

FAO Calls For Boosting Millets To Fight Malnutrition

India and the Food and Agriculture Organisation (FAO) of the United Nations have proposed to declare the year 2023 as the International Year of Millets

IANS | Updated: October 16, 2019 11:47 IST



Image credit: iStockphoto.com/ArunPati Sathia

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"FAO and the Government of India have proposed to declare year 2023 as the International Year of Millets, which are one of the most climate-resilient traditional crops of India. Promotion of homestead gardens and diversification of agriculture production towards fruits, vegetables and aquaculture can contribute towards addressing the malnutrition," Shichiri said.

S CITY 5

COPD: Deadly lung ailment largely ignored in Telangana

State Reported Over 19,000 Deaths in 2016

Moulika.K.V@timesgroup.com

GASPING FOR BREATH

Symptoms of COPD

- Frequent coughing
- Tightness in chest
- Shortness of breath
- Wheezing
- Increased breathlessness



WHAT EXPERTS SAY

- Given that there is no systematic effort to control COPD in India, there is a clear need for more awareness
- Introducing medicines that will curtail damage to the lungs
- Focused policy interventions that will enable early diagnosis
- Steps to reduce causes of the disease that are specific to India

Hyderabad: Telangana is witnessing an increase in the number of people living with Chronic Obstructive Pulmonary Disease (COPD), a progressive lung disease that has become the leading cause of deaths in India.

Studies revealed that the deaths caused due to COPD is second only to those caused by heart diseases. Of the 8.4 lakh deaths due to COPD across India in 2016, around 19,000 deaths were reported from Telangana.

A recent Lancet study revealed that the prevalence of COPD cases in united Andhra Pradesh, which was 3,249 cases during 1990 in a population of 1 lakh, increased to 4,479 cases in 2016.

"There is a definite increase in the number of COPD cases in the city and across the state. People who live in industrial areas, polluted environments or in poorly ventilated homes are more prone to the disease," said Dr V.V. Ramana Prasad, consultant pulmonologist at KIMS Hospitals, Hyderabad.

Though over 5.5 crore people battle COPD across the country, the disease is neglected, experts said.

Speaking at Health Convention - 2019 in New Delhi, Dr Sundeep Salvi, director, Chest Research Foundation of Pune highlighted that COPD causes more deaths than AIDS, TB, malaria, diabetes put together and despite alarming numbers, it is given little public attention.

"India is the COPD capital of the world and yet it is the most neglected disease. There is a definite need to establish a national control and prevention programme aimed at early diagnosis," he said. According to a study by Burden of Obstructive Lung Disease, the disease has seen a high prevalence in non-smokers, Dr Salvi added.

The study revealed one-fourth of COPD patients had never smoked. "More than two-third India's households use biomass fuel for cooking and a significant proportion of the smoke is released indoors. Women in rural areas suffer the most by inhaling the smoke arising from cooking with wood and coal," the study reported.

The Lancet study also pointed out that the increasing trend of the people living with COPD in Indian states calls for immediate focused policy interventions to address early diagnosis.



स्वस्थ रहने के लिए कैलोरी सीमित करना जरूरी

नई दिल्ली, लोगों के स्वास्थ्य के प्रति जागरूक होने के साथ-साथ नया दृष्टिकोण है। यह है कि कैलोरी का नियंत्रण करना स्वास्थ्य के लिए जरूरी है। यह है कि कैलोरी का नियंत्रण करना स्वास्थ्य के लिए जरूरी है। यह है कि कैलोरी का नियंत्रण करना स्वास्थ्य के लिए जरूरी है।

A Holistic Approach to Food and Nutrition Security This World Food Day

NEW DELHI, Oct. 16, 2019 /PRNewswire/ -- With World Food Day around the corner, the three Rome-based UN agencies in India - The Food and Agriculture Organization (FAO), The United Nations World Food Programme (WFP) and The International Fund for Agricultural Development (IFAD) came together to deliberate on the issue of food and nutrition security from the holistic lens of a food systems approach. Food systems approach takes into consideration the entire cycle of production, access (or transformation) and absorption of food to ensure food and nutrition security in India. This ties in with this year's theme for World Food Day which is making a healthy and sustainable diet affordable and accessible to everyone.

Headline: Half of the priests

অর্ধেক পুরোহিতের

একের পাতার পর

চোখে পড়ার মতো বৃদ্ধি পায়।

দিল্লিতে স্বাস্থ্যসংক্রান্ত এক সম্মেলনে সিওপিডি নিয়ে আলোচনায় উঠে এসেছে এ রোগের ক্রমবর্ধমান আগ্রাসনের কথা। দেশের মধ্যে উত্তরপ্রদেশ আর পশ্চিমবঙ্গ, এই দুই রাজ্যই আপাতত সিওপিডির কবলে সবচেয়ে বেশি আক্রান্ত। এ রাজ্যে ধূমপায়ীর সংখ্যা বেশি হলেও বায়ু দূষণে পশ্চিমবঙ্গকে পিছনে ফেলে দিয়েছে উত্তরপ্রদেশ। বাতাসে 'সূক্ষ্ম ভাসমান ধূলিকণা' যার সর্বোচ্চ ব্যাসার্ধ ২.৫ মাইক্রন, বিপজ্জনকভাবে বেড়ে গিয়েছে উত্তরপ্রদেশে। এতদিন সিগারেটকেই সিওপিডির আঁতুরঘর বলে মনে করা হত। কিন্তু নতুন সমীক্ষার তথ্য অন্য কথা বলছে। সিওপিডি হয়েছে এমন ৩৫০০ লোকের মধ্যে সমীক্ষা চালিয়ে দেখা গিয়েছে এঁদের মধ্যে ৮৫ শতাংশ কখনও ধূমপানই করেননি। কলকাতার পালমোনোলজিস্ট ড. ধীমান গঙ্গোপাধ্যায়কে এ বিষয়ে জিজ্ঞেস করা হলে তিনি জানিয়েছেন, এই তথ্যে চমকে ঝাঙকার কিছু নেই। এমন অনেকেই ফুসফুসের এই অসুখে আক্রান্ত যারা সিগারেট থেকে কয়েকশো হাত দূরে। শ্রেফ মেইন রোডে জনবহুল এলাকায় বাড়ি থাকার কারণেই গাড়ির ধোঁয়ায়

এঁদের ফুসফুস বিকল হয়ে গিয়েছে।

ফুসফুসের স্বাভাবিক কর্মক্ষমতা হারানোর অসুখ সিওপিডি। ক্রমিক অবস্ট্রাকটিভ পালমোনারি ডিজিজ শুধু যে ফুসফুসের রং বদলে যায় তাই নয়, বড় হয়ে যায় হার্টও। কীভাবে তা মহামারীর আকার নিয়েছে তারও ছবি উঠে এসেছে দিল্লির স্বাস্থ্য সংক্রান্ত অনুষ্ঠানে। দেখা গিয়েছে এইচআইভি এইডস, ম্যালেরিয়ার থেকেও মারাত্মক আকার নিয়েছে সিওপিডি। প্রতি বছর ৫২ হাজার ব্যক্তির মৃত্যু হয় এইডসে। সেখানে সিওপিডিতে মৃত্যুর সংখ্যা নয় লক্ষেরও বেশি। গ্রামে গ্রামে মানুষের মধ্যে ঘুরেছে চেস্ট রিসার্চ ফাউন্ডেশন। দেখা গিয়েছে গ্রামের অনেক মানুষ এখনও এই অসুখের নামই শোনেননি। তাই চিকিৎসকের কাছেও যাননি। সে সংখ্যাটাও চমকে দেওয়ার মতোই। গ্রামাঞ্চলে শতকরা ৯৯.১৫ শতাংশ মানুষ জানেনই না সিওপিডি কী। গ্রামে গ্রামে ভারত সরকার ন্যাশনাল সিওপিডি প্রিভেনশন কন্ট্রোল প্রোগ্রাম শুরু করার তোড়জোড় করছে। এই মুহূর্তে উত্তরপ্রদেশে ১০০ জনের মধ্যে পঁচিশ জন ফুসফুসের এই মারণ অসুখে আক্রান্ত। এ রাজ্যে সেই সংখ্যাটা ২০। যোগীর রাজ্যকে ছুঁতে না চাইলে এখনই সাবধান হওয়ার বার্তা দিচ্ছেন চিকিৎসকরা।

14 মঙ্গলবার, 15 জনুয়ারি, 2019

স্বস্তি বাবা, হৃদয়বাধ

কম ক্যালোরি মিঠাস সে ডায়াবিটিজ কা খতরা কম কিয়া जा सकता है : डॉ. रेबिका लोपेज़

নই দিল্লী, 14 অক্টোবর (এসিএন) বিশ্ব স্বাস্থ্য সংস্থার (WHO) মেক্সিকো সিটিতে অনুষ্ঠিত 'কম ক্যালোরি মিঠাস' (Low Calorie Sweets) নামক কর্মসূচীর উদ্বোধনী অনুষ্ঠানে ডা. রেবিকা লোপেজ (Dr. Rebekha Lopez) এর সভাপতিত্বে একটি কর্মসূচী অনুষ্ঠিত হয়। ডা. রেবিকা লোপেজ (Dr. Rebekha Lopez) এর সভাপতিত্বে একটি কর্মসূচী অনুষ্ঠিত হয়। ডা. রেবিকা লোপেজ (Dr. Rebekha Lopez) এর সভাপতিত্বে একটি কর্মসূচী অনুষ্ঠিত হয়।

'COPD rising among non-smokers, courtesy bad air quality'

HT Correspondent

www.healfoundation.in

LUCKNOW: With 35 million cases, India has become chronic obstructive pulmonary disease (COPD) capital of the world while Uttar Pradesh shares 29% burden of the country.

Dr Suryakant, HoD respiratory disease department at the KGMU, gave this information.

Highlighting the severity of chronic obstructive pulmonary disease, he said, "Out of 15 lakh deaths from COPD across the world annually, 5 lakh occur in India alone. We lead both in terms of morbidity and mortality."

Despite alarming numbers, COPD is highly neglected in the country, he said while cautioning that the coming season may give rise to such cases.

Another grave factor is that majority of the people have never

heard the word COPD characterised by long-term breathing problems and poor airflow causing breathing difficulty, cough, mucus and wheezing.

It is caused by long-term exposure to pollution. COPD, which was considered as the 'smoker's disease', has seen an increase in the cases among non-smokers.

This is a major concern for the developing country like India as it is reported that at least one-fourth of patients suffering from COPD have never smoked.

Current condition of air pollution has also made COPD a major concern in urban areas. "In terms of air pollution, 10 out of the most 20 polluted cities in the world are from India," he said. As per the Global Burden of Disease Study 1990-2016, women are more affected by household air pollution while smoking and occupational risks are common in men.



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