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8TH NATIONAL HEALTH WRITERS AND INFLUENCERS CONVENTION- 2024

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HEAL-Thy Samvaad: Fostering Global Health Collaboration through Indian Expertise





Padma Doctors Congregation

CHIEF GUEST



GUEST OF HONOUR



Padma Doctors Congregation was a historic evening wherein **Padma Doctors** from across the country joined and dined together with the **Chief Guest Dr Mansukh Mandaviya, Hon'ble Union Minister for Health & Family Welfare, Chemicals & Fertilizers, Govt., of India** and **Dr Bharati Pravin Pawar, Minister of State for Health and Family Welfare, Govt., of India**. Over **50 Padma Awardee Doctors participated** with enthusiasm and zeal. The galaxy of **Padma Doctors** who have rendered yeomen services to the landscape of healthcare in India with their respective skills got together at one stage and group photography with the 'Chief Guest' and the 'Guest of Honour' happened, which turned out to be a grand jamboree.

The Padma Doctors Congregation turned out to be the testimony of magnificence as the cream of the medical crops was there with their sterling aura to glorify 75 years of the evolution of healthcare in the Indian landscape.



Healthcare Changemakers Conclave- 2023

CHIEF GUEST



GUEST OF HONOUR



In the wake of the grand success of Bharat Swaasth Mahotsav, **HEAL Foundation** in association with **SPAG - A FINN Partners Co.**, organised yet another gala event to celebrate Healthcare Changemakers in India – '**Healthcare Changemakers Conclave-2023**' on **April 2, 2023**, to acknowledge and honour the contribution of Healthcare Changemakers. The first-of-its-kind award **Doctor Couple Changemakers Awards** were conferred to the Doctor Couples for their invaluable contributions to the healthcare landscape in India.

Chief Guest Smt. Meenakshi Lekhi, MoS for External Affairs and Culture of India said, "Organising such a conclave to bring together changemakers at one platform and conferring awards is a unique initiative. During COVID, our Healthcare Changemakers did a wonderful job at the risk of their own lives and saved the lives of the people."

The Guest of Honour, Shri C K Mishra, former Secretary for Health & Environment, Forests and Climate Change said, "Changemaker is a catchword, and the awards being conferred here are not symbolic of the excellent work people have done, but the awards are for the 'Change' they have brought in their respective fields. Thus, Changemaking is the only solution to building a strong, robust healthcare system. Now, it's the time to celebrate 'Changemakers' as it not only boosts their morale but also motivates others to do great things like them."

The Healthcare Changemakers Conclave-2023 turned out as one of the sterling events that honoured the accomplished healthcare changemakers and brought to discussion the core of the healthcare issues that need to be reimaged for a better healthcare ecosystem to develop.

The 8th National Health Writers & Influencers Convention (NHWIC-2024)

The 8th National Health Writers & Influencers Convention (NHWIC-2024) held at **AIIMS, New Delhi**, stands as a testament to the ever-evolving landscape of health communication in India. This prestigious two-day event convened a distinguished **gathering of healthcare writers, influencers, and thought leaders**, united by a common purpose: to empower individuals with knowledge and inspire a healthier future for all.

In the realm of health communication in India, **HEAL Foundation** stands as a beacon of transformative impact. Established with a steadfast commitment to fostering meaningful communication among journalists, health communicators, research scientists, doctors, and policymakers, HEAL has been at the forefront of conceptualising and implementing comprehensive education and intervention-based health awareness campaigns.

Since its inception, **HEAL Foundation** has garnered support from health journalists and writers nationwide, driving its mission of cultivating a healthy and informed India. Through initiatives such as Health Writers and Editors Conventions and Health Writers Workshops, HEAL has empowered and fortified health journalists, instilling in them a profound sense of purpose. The Foundation tirelessly creates numerous avenues for disseminating knowledge on various health issues impacting Indian society, aiming to elevate healthcare delivery standards and promote a high level of health awareness.

The National Health Writers & Influencers Convention (NHWIC), a pivotal initiative by HEAL, serves as a premier platform for raising awareness about pressing health issues in the country. These conventions have provided health writers with an invaluable opportunity to grasp new developments in the healthcare sector, thus enabling them to report more effectively and accurately.

In this eighth edition of NHWIC, held at AIIMS, New Delhi, we witnessed a convergence of healthcare writers, influencers, and thought leaders from across the country. This prestigious two-day event marked a pivotal moment in healthcare communication, offering a vital platform for these wordsmiths of wellness to sharpen their tools, glean the latest healthcare insights, and engage in stimulating discussions on navigating the ever-evolving medical landscape.

The NHWIC-2024 delved into cutting-edge topics, engaged with industry experts, and honoured the champions of NextGen Healthcare Changemakers. It offered a thought-provoking smorgasbord of discussions, from grappling with the ethical dilemmas of AI in healthcare to exploring the potential of digital therapeutics and debunking common nutrition myths. Renowned experts and thought leaders in their respective fields graced the event, providing attendees with invaluable insights on topics like TB elimination strategies, bridging the gap between medicine and meditation, and deciphering the complexities of NMC guidelines.

HEAL Foundation remains steadfast in its commitment to improving, innovating, and implementing healthcare delivery in India, with the ultimate goal of achieving a high standard of health awareness across society. The foundation is always open to partnerships and collaborations with like-minded individuals and organisations to further promote health awareness and enhance health-seeking behaviour among the Indian population.

As we reflect on the success of **NHWIC-2024**, we are reminded of our responsibility as health communicators to continue empowering individuals with accurate and insightful health information. NHWIC serves as a vital platform for equipping health writers and influencers with the knowledge and tools they need to navigate the complexities of the healthcare landscape. By fostering collaboration and knowledge exchange, NHWIC paves the way for a future where accurate and insightful health information empowers individuals to make informed healthcare decisions.

We extend our heartfelt gratitude to all the participants, speakers, sponsors, and partners who have contributed to making NHWIC-2024 a resounding success. Together, we can continue to drive positive change in health communication and contribute to building a healthier and more informed society.

To learn more or connect with us, please visit www.healfoundation.in

With Sincere Gratitude

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HEAL Foundation: Pioneering Health Communication in India

Established with the core objective of fostering meaningful communication among journalists, health communicators, research scientists, doctors, and policymakers, the Health Essayists and Authors League (HEAL) Foundation has been at the forefront of conceptualising and implementing comprehensive education and intervention-based health awareness campaigns in India.

HEAL Foundation, from its inception, has garnered support from health journalists and writers nationwide, driving its mission of cultivating a healthy and informed India. Through initiatives such as Health Writers and Editors Conventions and Health Writers Workshops, HEAL has empowered and fortified health journalists, instilling in them a profound sense of purpose. The Foundation tirelessly creates numerous avenues for disseminating knowledge on various health issues impacting Indian society, aiming to elevate healthcare delivery standards and promote a high level of health awareness.



8TH NATIONAL HEALTH WRITERS AND INFLUENCERS CONVENTION- 2024

8th National Health Writers & Influencers Convention (NHWIC):

A pivotal initiative by HEAL, the 8th National Health Writers & Influencers Convention (NHWIC) serves as a premier platform for raising awareness about pressing health issues in the country. These conventions have provided health writers with an invaluable opportunity to grasp new developments in the healthcare sector, thus enabling them to report more effectively and accurately.

A Platform for Collaboration and Progress

HEAL Foundation remains steadfast in its commitment to improving, innovating, and implementing healthcare delivery in India, with the ultimate goal of achieving a high standard of health awareness across society. The foundation is always open to partnerships and collaborations with like-minded individuals and organisations to further promote health awareness and enhance health-seeking behaviour among the Indian population.

To learn more or connect with us, please visit www.healfoundation.in



Wordsmiths of Wellness: 8th NHWIC 2024 Convenes at AIIMS

The 8th National Health Writers & Influencers Convention (NHWIC) 2024, recently held at AIIMS, New Delhi, marked a pivotal moment in healthcare communication. This prestigious two-day event brought together a distinguished gathering of healthcare writers, influencers, and thought leaders from across the country. The convention served as a vital platform for these wordsmiths of wellness to sharpen their tools, glean the latest healthcare insights, and engage in stimulating discussions on navigating the ever-evolving medical landscape. It also explored cutting-edge topics, engaged with industry experts, and honoured the champions of NextGen Healthcare Changemakers.

A Legacy of Empowering Health Communication

HEAL Health Writers & Editors Network, the visionary force behind NHWIC, has a rich history dating back to 2005. Recognizing the critical role of accurate health reporting, HEAL embarked on a mission to empower journalists and writers with specialized knowledge. Through meticulously designed conventions like NHWIC, they have nurtured over 1000 health writers, fostering a generation of responsible health communicators.

8th NHWIC 2024: A Fusion of Cutting-Edge Topics and Renowned Experts

This year's 8th NHWIC offered a thought-provoking smorgasbord of discussions. From grappling with the ethical dilemmas of AI in healthcare to exploring the potential of digital therapeutics and debunking common nutrition myths, the convention covered a diverse range of healthcare frontiers. Renowned experts and thought leaders in their respective fields graced the event, providing attendees with invaluable insights on topics like TB elimination strategies, bridging the gap between medicine and meditation, and deciphering the complexities of NMC guidelines.

A Glimpse into Past Achievements: Building on a Strong Foundation

HEAL's unwavering commitment to responsible health communication is evident in the success of past NHWIC conventions. Each iteration has addressed critical healthcare concerns, from demystifying fake news and promoting inclusive healthcare to fostering discussions on nutrition, agriculture, and flagship initiatives like Ayushman Bharat. The conventions have also served as a catalyst for policy influence, shaping public awareness and healthcare policy discourse.

The Road Ahead: Equipping Health Communicators for the Future

8th NHWIC 2024 stands as a testament to the enduring need for well-informed health communication. As the healthcare landscape continues to evolve at a breakneck pace, NHWIC serves as a vital platform for empowering health writers and influencers with the knowledge and tools they need to navigate this complex terrain. By fostering collaboration and knowledge exchange, NHWIC paves the way for a future where accurate and insightful health information empowers individuals to make informed healthcare decisions.

HEAL Foundation President Mr R Shankar's Address at 8th NHWIC-2024



Mr R Shankar
President, HEAL Foundation

Adapting to AI and AGI, expanding health reporting is imperative. Planning the next convention in the northeast and embracing Buddha's wisdom in thinking, listening, and speaking wisely are crucial. Increasing HEAL's footprint across India is essential for more inclusive, transparent, and informed reporting.

Welcome to 8th NHWIC-2024!

Respected senior doctors, members of the media, ladies and gentlemen,

As we gather for the **8th National Health Writers & Influencers Convention (NHWIC-2024)**, it marks a significant milestone in our journey. What was supposed to be our 10th convention, unfortunately, had to be postponed due to the pandemic. Before we begin, it's essential to pay our respects to the healthcare heroes and journalists who bravely faced the challenges of the pandemic, often at great personal risk.

Now, as we stand on the cusp of a new era, much like we did at the onset of the pandemic, we are faced with the uncertainty of artificial intelligence (AI) and Artificial General Intelligence (AGI). However, history has shown us that humanity has a remarkable ability to adapt to change and overcome challenges. The key lies in our willingness to embrace change and adapt accordingly.

Reflecting on past innovations, such as the wheel and the steam engine, which were initially met with fear and resistance, we can draw parallels to the current apprehension surrounding AI and AGI. Just as humanity adapted to these innovations, we are confident that we will navigate this new era with resilience and ingenuity.

In today's world, health reporting occupies a small fraction of media coverage, often less than 1%. However, as we look to the future, AI applications may play a crucial role in determining how and when health stories are reported. This underscores the need for us to stay ahead of the curve

and adapt to emerging technologies in health communication.

As the President of HEAL Foundation, it is my fervent desire to expand our reach across India, particularly in regions like the northeast, which are often overlooked. I believe that by including these communities in mainstream reporting, we can gain a better understanding of their unique healthcare challenges and work towards addressing them effectively. In conclusion, I am reminded of the Buddha and his teachings. Like the Buddha, doctors and journalists alike must think, listen, and speak wisely. As we aspire to be like the Buddha in our professions, let us approach the future with open minds and unwavering dedication to our craft.

Thank you.

From Founder's Desk Dr. Swadeep Srivastava



**Dr. Swadeep
Srivastava**

Founder, HEAL Foundation
Chairman, Organising
Committee, NHWIC-2024

HEAL Foundation's journey spans two decades, training 1500+ health journalists across 30 cities. Our conventions engage 500+ experts and include sessions on AI in health writing. We're pioneering the integration of traditional media and new-age influencers for impactful health communication.

I extend heartfelt thanks to Dr. KP Kocher and the Physiology team at AIIMS for facilitating this convention, a long-held dream. **Over two decades, HEAL Foundation** has been at the forefront of revolutionizing health journalism education in India. We've touched base with 1500 health journalists in over 30 cities, training them in various aspects of health communication.

HEAL Foundation's journey spans two decades, training 1500+ health journalists across 30 cities. Our conventions engage 500+ experts and include sessions on AI in health writing. We're pioneering the integration of traditional media and new-age influencers for impactful health communication.

Our model, the first-of-its-kind in the world, focuses on empowering health journalists with the skills and knowledge necessary to effectively communicate health-related information to the public. Through workshops and conventions, we've engaged over 500 experts, including key opinion leaders from the Ministry of Health and other leading institutions, to train journalists on the latest trends and issues in healthcare.

This year's 8th NHWIC-2024 convention features dedicated sessions on interpreting data, anthropology, public health,

and a particularly interesting session on the role of AI in health writing. We're also excited to welcome some of India's top health influencers, including doctors and lifestyle influencers, who will share their insights and experiences. This convergence of traditional media and new-age influencers marks a significant step towards enhancing the impact of health communication in society.

Dr. (Prof.) K P Kochhar's Address



Dr. (Prof.) KP Kochhar

Professor & Head, Department of Physiology, AIIMS, New Delhi
Patron, Organising Committee, NHWIC-2024

Dr. Kochhar emphasized the synergy between ancient wisdom and modern science in health communication. She highlighted the need for improved doctors and journalists, advocating for the transformation of data into knowledge. The talk underscored the role of media in portraying doctors positively, leading to better healthcare outcomes.

Dr. (Prof.) K P Kochhar, Professor & Head, Department of Physiology, AIIMS, New Delhi

Ladies and Gentlemen,

A very warm welcome to all of you, our friends, and greetings from AIIMS, New Delhi. I am deeply grateful to Dr. Srivastava and Mr. Shankar for giving me the opportunity to address this esteemed gathering and attempt to bridge the gap between the medical and media communities.

As **Dr. Srivastava** eloquently mentioned earlier, both doctors and journalists play pivotal roles in society. However, to truly benefit society, we must strive for excellence in both professions. We must aim for better doctors who are not only skilled in their practice but also empathetic and compassionate, and likewise, better journalists who are not only adept at reporting but also ethical and responsible in their storytelling.

At AIIMS, we take pride in our ancient wisdom, which forms the foundation of our medical practices. We believe that this ancient wisdom, when combined with modern scientific knowledge, can lead to significant advancements in healthcare communication. As T. S. Eliot once said, we should not lose the knowledge we have gained to our wisdom. This ancient wisdom teaches us that health is not merely the absence of disease but a state of complete physical, mental, emotional, social, financial, and spiritual well-being.

In today's age, where data is abundant, we must transform this data into information and ultimately into knowledge. This is where the collaboration between doctors and journalists becomes crucial. Journalists play a vital role in translating complex medical information into accessible knowledge for the public. By working together, we can ensure that accurate and impactful health information reaches the masses. Our goal is not just to inform but to

educate and empower. We want to equip the public with the knowledge they need to make informed decisions about their health. This requires us to validate our traditional medical practices scientifically and present them to the world in a way that convinces them of their efficacy.

I urge all of us, doctors, journalists, and influencers, to join hands in this noble endeavour. Let us strive for excellence in our respective fields and work towards a healthier, more informed society.

Thank you.

The Event

Day -1
February 21, 2024

Session-1: Turning the Tide on Tuberculosis: Innovations, Challenges and Collaborative Solutions



Session Synopsis

The session delved into the current landscape of tuberculosis (TB) in India, acknowledging both progress and remaining hurdles. Panelists explored advancements in diagnosis and treatment, highlighting faster testing options, new drug regimens with reduced side effects, and the utilization of digital tools for improved adherence monitoring. They emphasized the critical role of tackling social determinants of health, like poverty and malnutrition, in effectively controlling TB. Achieving India's ambitious TB elimination targets was underscored as dependent on strong collaboration across various sectors, including public health, private healthcare providers, and NGOs.

Key Highlights

- **Diagnostic advancements:** Faster and more accurate diagnostic tests, like GeneXpert, have significantly improved TB detection.
- **Treatment advancements:** Newer drug regimens with fewer side effects and oral medications have enhanced treatment success rates and patient compliance.
- **Digital technologies:** Web-based platforms like NCSA and mobile apps like Nikshay Sathi are being used for case management, patient education, and adherence monitoring.
- **Social determinants of health:** Poverty, malnutrition, and lack of awareness contribute significantly to the TB burden. Addressing these factors is crucial for effective TB control.
- **Inter-sectoral collaboration:** Collaboration between public health, private healthcare providers, NGOs, and other sectors is essential for comprehensive TB care and achieving elimination goals.

The Event

Moderator

Dr. Sutapa B Neogi

Director, IIMR, New Delhi



As we gather here, it's evident that India faces a significant challenge with TB. With a commitment to the UN SDG target, aiming to reduce TB deaths by 90% by 2030, the journey ahead is extensive. The latest survey findings reveal a concerning rise in tuberculosis prevalence, urging us to intensify our efforts and collaboration to combat this pressing health issue.

Co-Moderator

Dr. Ankit Sharma

Head, Communications & Strategy, HEAL Group



Today, we address India's tuberculosis crisis, honouring commitments to UN SDGs. Initiatives like HEAL Group's India Fights TB provide hope. Key programmes like NTEP, backed by innovations like NICSA, DOTS, and 99 DOT, are pivotal. Let's unite in resolve, leveraging these resources for a TB-free future.

Panellists' Takes



Dr. (Prof.) Rupak Singla

HOD, TB and Chest Disease, NITRD

“
The game-changer in TB diagnosis is rapid testing. GeneXpert, for instance, provides accurate diagnosis and drug resistance detection within a day or two. Early diagnosis is paramount to preventing transmission and ensuring successful treatment outcomes.”

Panellists' Takes



Dr. Sanjay K Mattoo

Adl Deputy Director General, Central TB Division, NTEP, MoHFW GOI

“

”

India boasts one of the world's most robust TB programs, leveraging web-based case management systems like NICSA and mobile applications like Nikshay Sathi. These digital technologies enhance monitoring, evaluation, and patient education.



Dr. Vijay Hadda

Additional Professor, Pulmonary, Critical Care & Sleep Medicine, AIIMS New Delhi

“

”

For a truly healthy society, health must be central to all government policies. Eradicating TB necessitates addressing social determinants such as poverty, malnutrition, and lack of awareness.”

Conclusion

The session offered a comprehensive overview of India's fight against TB. While significant progress has been made, challenges remain. By leveraging new technologies, fostering collaboration, and addressing social determinants of health, India can move closer to achieving its TB elimination goals.

Media Coverage

India implementing largest digital programme for TB surveillance, says official

PTI / Feb 21, 2024, 19:19 IST

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NEW DELHI: India has made "significant progress" in scaling up molecular diagnostics and is implementing the largest digital programme for TB surveillance and monitoring, an official said during a convention for health writers in the national capital on Wednesday.

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India implementing largest digital programme for TB surveillance, says official

Experts discussed the latest innovations, challenges and collaborative solutions in the fight against TB at the National Health Writers and Influencers Convention held at AIIMS, Delhi.

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India implementing largest digital programme for TB surveillance says official

PTI | Updated: February 21, 2024 19:19 IST

New Delhi, Feb 21 (PTI) India has made "significant progress" in scaling up molecular diagnostics and is implementing the largest digital programme for TB surveillance and monitoring, an official said during a convention for health writers in the national capital on Wednesday.

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EXPRESS HEALTHCARE

India implementing largest digital programme for TB surveillance: Official



Experts discussed the latest innovations, challenges & collaborative solutions in the fight against TB at NHWIC-2024 held at AIIMS, Delhi.

India has made significant progress in scaling up molecular diagnostics and is implementing the largest digital programme for TB surveillance and monitoring, an official said during a convention for health writers in the national capital.

Experts discussed the latest innovations, challenges, and collaborative solutions in the fight against TB at the National Health Writers and Influencers Convention (NHWIC-2024) held at AIIMS, Delhi.

Experts explore innovative and collaborative ways to fight TB

TOD NETWORK CHANDIGARH

To discuss the latest innovations, challenges and collaborative solutions in the fight against TB, a session on "Turning the tide on tuberculosis: Innovation, Challenges and collaborative solutions India fights TB presentation" was held at the National Health Writers & Influencers Convention (NHWIC-2024), Asia's largest congregation of health writers and influencers, where over 60 traditional media and 15 top new age media from Chandigarh gathered.

The 8th edition of this prestigious event, organized by HEAL Foundation, brought together eminent experts, policymakers, researchers, and practitioners from the healthcare landscape of India.

Dr (Prof) Rupak Singla, HOD of TB & Chest Disease, NITRD, highlighted the importance of early and accurate diagnosis of TB, the availability of new drug regimens, and the use of digital technology for TB management. He also shared the experience of running a difficult to treat TB clinic, which is a unique model of online consultation and follow-up for patients with complex and resistant forms of TB.

Dr Sanjay K Mattoo, Adl Deputy Director General, Central TB Division, NTEP, MoHFW GOI, gave an overview of the NTEP and its achievements and challenges. He said that India has made significant progress in scaling up molecular diagnostics, providing the most advanced medicines, and implementing the largest digital programme for TB surveillance and monitoring.

He also spoke about the various initiatives and schemes that the NTEP has launched to incentivize and empower TB patients, such as the Aarogya Saathi app, which provides information and counselling to patients, and the Nikshay Poshan Yojana, which transfers money directly to the patients' bank accounts.

Dr Vijay Hadda, Additional Professor, Pulmonary, Critical Care & Sleep Medicine, AIIMS New Delhi, focused on the social and environmental determinants of TB, such as poverty, illiteracy, malnutrition, and poor ventilation. He said that TB is a disease of the poor and marginalized, and that addressing the social and economic factors that make people vulnerable to TB is essential for its elimination.

He also praised the NTEP for running a good programme that covers all aspects of TB control, from diagnosis to treatment to prevention.

The panelists also encouraged the health writers and influencers to spread awareness and information about TB and its prevention and treatment, and to support the NTEP in its goal of ending TB by 2025.

HEALTHCARE RADIUS

Experts discuss TB eradication at NHWIC-2024

Experts discuss TB eradication at NHWIC-2024

Experts share insights on NTEP, a program to eradicate tuberculosis in India by 2025 at the recently concluded NHWIC-2024.

by Staff Writer | February 24, 2024



The Event

Day -1
February 21, 2024

Session-2: Navigating Medical Ethics



Session Synopsis

The session illuminated key aspects including informed consent, generic medicine quality, and innovation in healthcare. Experts stressed adherence to National Medical Commission (NMC) guidelines despite legal hurdles for ethical medical practice. NMC guidelines advocate for quality generics akin to brand-name drugs. Emphasising the importance of informed consent to prevent complications, experts highlighted the need for adherence to NMC guidelines to prevent malpractice. They also advocated for patient consent in medical procedures and technology integration to improve healthcare accessibility. The discussion underscored the necessity of ethical standards amidst regulatory changes, expressing optimism for forthcoming amendments to enhance transparency in the healthcare sector.

Key Highlights

- **Respect for patient autonomy:** Obtaining informed consent and ensuring patient confidentiality are paramount ethical principles.
- **Balancing beneficence and non-maleficence:** Doctors must strive to benefit patients while avoiding harm through proper diagnosis, treatment, and medication choices.
- **Transparency in industry-doctor interactions:** Collaboration between doctors and the industry is crucial for developing new therapies, but such interactions must be transparent and conflict-free.
- **Navigating evolving regulations:** Understanding and complying with changing legal frameworks around medical ethics is essential for healthcare providers.

The Event

Moderator



Ms. Krishna Sarma

Founder and Managing Partner, Corporate Law Group

Navigating medical ethics is a critical issue impacting healthcare stakeholders. The current regulatory landscape, including the MCI Code and 'Uniform Code of Pharmaceutical Marketing Practices' ('UCPMP') shapes doctor-industry interactions. The National Medical Commission (NMC) Act 2019 brought significant changes, yet the recent NMC Regulations of 2023, albeit in abeyance, signal a shift in medical practice. As we await further updates, it is essential for all involved parties to adhere to ethical standards and prioritise patient well-being. The panel remains hopeful that amendments to the NMC Regulations will align with the interests of doctors, patients, and the healthcare sector.

Panellists' Takes



Dr. Girish Tyagi

Registrar, Delhi Medical Council, President-Elect,
Delhi Medical Association

“
The NMC guidelines are a comprehensive and updated set of rules and regulations that cover various aspects of medical practice, such as teachers' eligibility qualifications, registration of medical practitioners, licentiate examinations, and professional conduct. They also mandate the use of generic medicines, which can reduce the cost of treatment and increase the accessibility of drugs to the masses. The government should think and ensure that the generic medicines are not substandard or counterfeit, as they can compromise the treatment outcomes and increase the risk of drug resistance.”



Dr. Sunil Khetarpal

Director- Association of Healthcare Providers (India) – AHPI

“Informed consent is not only a legal requirement, but also a moral obligation. It ensures that the patients are aware of the benefits and risks of the procedure, and that they have the right to refuse or withdraw consent at any time. According to a study, 50% of cases of surgeries happen due to lack of consent, which can lead to complications, litigation, and loss of trust.”



Dr. Rajeev Gautam

Corporate Officer – HORIBA, Ltd., Japan,
President – HORIBA India

“Everything comes under regulation, but regulation should not stifle innovation. We need to leverage the latest technologies, such as artificial intelligence, machine learning, and molecular diagnostics, to enhance the accuracy, speed, and affordability of testing. We also need to collaborate with the public and private sectors, as well as the civil society, to ensure the accessibility and availability of these technologies to the masses.”



Ms. Manisha Singh

Partner, Corporate Law Group

“The regulations on promoting pharmaceutical and MedTech products in India needs to be revisited. She highlighted that direct-to-consumer promotion is prohibited under the Drugs and Magic Objectionable Advertisements Act. Ms Singh emphasised the importance of industry-doctor engagement, regulated by the Medical Council of India (MCI) code and the Uniform Code for Pharmaceutical Medical Practices (UCPMP). She also touched upon the National Medical Commission Act and the Registered Medical Practitioner Professional Conduct Regulations 2023, which were kept in abeyance.”

Panellists' Takes



Mr. Atul Sharma

Founder & Managing Director HealthScape Business Solutions Pvt Limited

“
The innovation can never ever come to practice, unless there is a conducive ecosystem that supports and incentivizes it. We have seen many promising innovations in healthcare, such as new drugs, vaccines, and devices, but they have not reached the market or the patients due to various barriers, such as regulatory hurdles, funding gaps, and market failures. We need to address these challenges and create a demand-driven and patient-centric innovation system for healthcare.”

Conclusion

The NHWIC-2024 panel discussion on "Navigating Medical Ethics" highlighted the importance of striking a balance between ethical principles, regulatory frameworks, and the need for innovation in healthcare. Open communication, transparency, and adherence to ethical guidelines are essential for ensuring patient well-being and fostering trust within the healthcare ecosystem.

Media Coverage

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Adherence to NMC guidelines may help docs with ethics, quality: Experts

on: February 23, 2024 | In: Health, Top Story

New Delhi, Feb 23 (IANS) Doctors must follow the National Medical Commission (NMC) guidelines, to keep up with medical ethics and quality, said experts here at National Health Writers & Influencers Convention (NHWIC-2024) held at AIIMS, New Delhi.

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Adherence to NMC guidelines may help docs with ethics, quality: Experts

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HEALTH

Adherence to NMC guidelines may help docs with ethics, quality: Experts

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Neel Shrodkar | February 23, 2024



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Adherence to NMC guidelines may help docs with ethics, quality: Experts

IANS | 23 Feb 2024 2:14 PM IST

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HIGHLIGHTS

Doctors must follow the National Medical Commission (NMC) guidelines, to keep up with medical ethics and quality, said experts here at National Health Writers & Influencers Convention (NHWIC-2024) held at AIIMS, New Delhi.



New Delhi: Doctors must follow the National Medical Commission (NMC) guidelines, to keep up with medical ethics and quality, said experts here at National Health Writers & Influencers Convention (NHWIC-2024) held at AIIMS, New Delhi.

Day -1
February 21, 2024

Session-3: Empowering Independence: Exploring Assistive Care Solutions



Session Synopsis

The session "Empowering Independence: Exploring Assistive Care Solutions" at NHWIC-2024 delved comprehensively into the critical domain of assistive technologies within healthcare. Led by esteemed speakers, the session illuminated the pressing need for these technologies, particularly in light of the growing elderly population and individuals with disabilities. Dr. R K Srivastava provided an illuminating overview of the scale of need globally, underscoring the importance of addressing this issue. Dr. Chandrakant S Pandav offered a poignant narrative, shedding light on the daily struggles faced by individuals with disabilities and the systemic barriers they encounter. Dr. Ashoo Grover delineated ICMR's efforts in advancing assistive technology research and implementation, stressing the significance of evidence-based approaches and collaborative engagement. The session encapsulated a call to action for stakeholders to work collectively towards enhancing accessibility, affordability, and inclusivity in assistive care solutions.

Key Highlights

- **Growing global population requiring assistive technologies due to aging, chronic diseases, and disabilities.**
- **Need for affordable, high-quality assistive technologies that are readily available in India.**
- **Importance of user-centred design and customization of assistive technologies.**
- **Lack of accessible public infrastructure and societal stigma faced by AT users in India.**

The Event

- Efforts by ICMR to prioritize AT needs, conduct research, and ensure proper implementation.
- Importance of evidence-based health technology assessment (HTA) for cost-effectiveness and user benefit.
- Need for increased awareness and a shift in societal attitudes towards people with disabilities.

Panellists' Takes



Dr. (Prof.) R K Srivastava

Ex-Chairman, Medical Council of India, Ex-Director General of Health Service, GOI

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The crucial role of assistive technologies in healthcare is evident, particularly for the elderly, individuals managing long-term illnesses, and those with disabilities. Globally, 30 to 40% of people in developed countries and 18% in LMICs require such assistance. These technologies are pervasive in daily life, underscoring the necessity for their availability and affordability. The ICMR's endeavours to standardise these technologies are pivotal for ensuring nationwide accessibility and enhancing the quality of care. Collaborative action is imperative to foster a more inclusive environment for individuals dependent on assistive technologies.



Dr. Chandrakant S Pandav

Padma Shri Awardee, Global Public Health Expert

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With a poignant account of personal experiences, the challenges faced by individuals with disabilities were eloquently articulated, drawing attention to the often-overlooked struggles encountered in everyday life. Systemic inadequacies, such as the lack of accessible facilities in public spaces and the dearth of assistive devices in critical institutions, were highlighted. Urging for a paradigm shift in societal attitudes towards individuals with disabilities, there is a

The Event

need for greater awareness, empathy, and proactive measures to ensure inclusivity and dignity for all. This impassioned plea serves as a call to action for policymakers, healthcare professionals, and the wider community to address systemic barriers and foster a more inclusive society.



Dr. Ashoo Grover

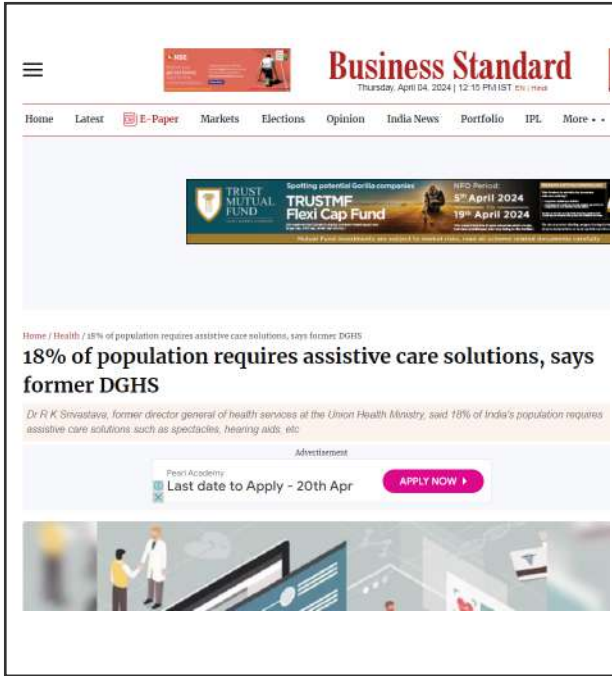
Scientist F, Deputy Director General- Indian Council of Medical Research, New Delhi (ICMR)

“Offering valuable insights into ICMR's endeavours, the discussion underscored the pivotal role of evidence-based approaches in shaping policy decisions regarding the advancement of assistive technology research and implementation. Highlighting the challenges in translating research findings into practical outcomes, a call for collaborative efforts and stakeholder engagement emerged. The outlined initiatives in health technology assessment by ICMR aimed to comprehensively evaluate the efficacy, affordability, and accessibility of assistive technologies. These observations underscore the critical importance of multidisciplinary collaboration and data-driven decision-making in effectively addressing the multifaceted challenges surrounding assistive care solutions.”

Conclusion

The NHWIC-2024 session on assistive technologies (AT) highlighted a crucial but under-addressed issue in India. While the growing population necessitates accessible and affordable AT, significant gaps exist. The panellists emphasized the need for user-centric design, proper implementation, and a societal shift towards inclusion. Collaboration between research bodies, policymakers, and media can bridge these gaps and empower people with disabilities to live independently. Increased public awareness through media advocacy can further improve social attitudes and create a more inclusive environment.

Media Coverage



Business Standard
Thursday, April 04, 2024 | 12:10 PM IST en | News

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19th April 2024

Home / Health / 18% of population requires assistive care solutions, says former DGHS
18% of population requires assistive care solutions, says former DGHS
Dr R K Srivastava, former director general of health services at the Union Health Ministry, said 18% of India's population requires assistive care solutions such as spectacles, hearing aids, etc.

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18 per cent of India's population requires assistive care solutions, says former DGHS

PTI |

Mar 10, 2024 10:23 AM IST

18 per cent of India's population requires assistive care solutions, says former DGHS



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Industry - 2 Min Read

18 per cent of India's population requires assistive care solutions, says former DGHS

The experts at a session on 'Growing Need for Assistive Technologies' at the 8th National Health Writers and Influencers Convention, held at AIIMS, asserted that India has a huge and growing demand for assistive technologies (ATs) to help about 250 million people who need them to cope with disabilities, ageing or chronic illnesses.



ThePrint

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18% Indians require assistive care solutions, says former DGHS Dr. R K Srivastava

He added that these solutions were to improve the quality of life and social inclusion of the elderly, long-term hospital patients and individuals with congenital or acquired disabilities.

PTI 10 March 2024 10:00 am IST

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the pioneer
Thursday, 04 April 2024

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AGENDA - THE

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A few able to avail assistive tech due to affordability barriers, says experts

Saturday, 02 March 2024 | Pioneer News Service | New Delhi

SHARE
Even as there are an estimated 250 million Indians in need of Assistive Technology/Assistive Products (ATs/APs) to address disabilities, aging, or chronic illnesses, just a few are able to avail these vital resources due to barriers such as affordability and accessibility, lamented experts here at an event held to deliberate on ways how to bridge the gap.



MEDICAL BUYER

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HEADLINES OF THE DAY

18% of India's population requires assistive care

March 05, 2024

About 250 million Indians need assistive technologies (ATs) to cope with disabilities, aging, or chronic illnesses. However, they face barriers in accessing quality and affordable ATs. ICMR and other partners have identified some priority ATs for India and are working on developing and delivering them indigenously. They aim to make ATs accessible and affordable for all who need them.

Day -1
February 21, 2024

Session-4: Digital Innovation in Clinical Communication comply with Data Protection Act 2023 and other Use cases



Session Synopsis

The session on “Digital Innovation in Clinical Communication Comply with Data Protection Act 2023 and Other Use Cases” at the National Health Writers & Influencers Convention (NHWIC-2024) held at AIIMS, New Delhi, delved into the crucial role of digital technology in medical communication while ensuring compliance with data protection regulations. Mr. Rohit Singh, Managing Director of Feedback Medical India Pvt. Ltd., delivered a compelling talk, emphasising the significance of secure clinical communication in safeguarding patient data amidst evolving regulatory frameworks. The session explored innovative solutions offered by Feedback Medical, a renowned London Stock Exchange-listed medical imaging technology company, including BLEPA, Care Locker, and Feedback Connect. These solutions address the need for secure communication and data accessibility among healthcare professionals, enhancing clinical efficiency while prioritising patient privacy. Mr. Singh underscored the importance of transitioning from public messaging platforms to secure clinical communication platforms, highlighting the potential impact on patient care and regulatory compliance.

Speaker's Take



Mr. Rohit Singh

Managing Director, Feedback Medical India Pvt Ltd

“As we delve into the realm of digital innovation in clinical communication, ensuring adherence to the Data Protection Act 2023 and addressing various use cases. In today's session, I'll shed light on the significance of secure clinical communication amidst evolving regulatory frameworks and technological advancements. Feedback Medical stands as a beacon of innovation, pioneering world-class medical imaging and clinician communication software. Our commitment to data security and privacy is unwavering, aligning seamlessly with the stringent requirements of the Digital Data Protection Act 2023. With a comprehensive suite of products like BLEPA, Care Locker, and Feedback Connect, we empower healthcare professionals to collaborate securely, transcending geographical barriers.

Our journey has been marked by accolades and endorsements, including recognition from the ISW council for our digital solutions in rural healthcare. By leveraging cloud-based technologies and AI integration, we're revolutionising tele-radiology, disaster relief management, and public healthcare delivery systems.

As we navigate the complexities of modern healthcare, it's imperative to embrace secure clinical communication platforms. Together, let's embark on a transformative journey towards enhanced patient care and clinical efficiency. Thank you for your attention, and I remain at your disposal for any inquiries or demonstrations.”

Conclusion

The National Health Writers & Influencers Convention (NHWIC-2024) at AIIMS, New Delhi, provided invaluable insights into the pivotal role of digital innovation in clinical communication. With a focus on compliance, efficiency, and patient-centric care, the session led by Mr. Rohit Singh shed light on Feedback Medical's pioneering efforts to revolutionise healthcare communication while safeguarding patient privacy. The event underscored the importance of collaborative innovation in addressing contemporary healthcare challenges.

Day -1
February 21, 2024

Session-5: Workshop on AI in Health writing: Benefits and Ethical boundaries



Session Synopsis

The Workshop on AI in Health Writing delved into the transformative impact of artificial intelligence on healthcare content creation, emphasizing its benefits and ethical considerations. Mr. Daleep Manhas, in his presentation, highlighted the evolving landscape of AI tools such as ChatGPT and BARD and their increasing integration into healthcare writing processes. He underscored AI's role in enhancing efficiency, scalability, and personalization in content creation while acknowledging ethical concerns such as biases, data privacy, and the need for human oversight. Mr. Pratyush Ranjan further elaborated on the challenges and opportunities AI presents for journalists, emphasizing the importance of human verification and critical analysis in AI-generated content. The session provided valuable insights into the evolving intersection of AI and health journalism.

Key Highlights

- Discussion on the role of AI tools like ChatGPT and BARD in healthcare content creation.
- Exploration of AI's benefits, including efficiency, scalability, and personalized content generation.
- Addressing ethical considerations such as biases, data privacy, and the need for human oversight.
- Insights into AI adoption in newsrooms and the importance of human verification in AI-generated content.

The Event

- Emphasis on the evolving landscape of AI and its implications for health journalism.
- AI can significantly improve efficiency and scalability of content creation.
- AI tools can personalize content for diverse audiences and increase accuracy and consistency.
- Journalists can leverage AI to summarize articles, generate press release drafts, and fact-check information.
- Copyright and plagiarism remain grey areas when using AI-generated content.
- AI literacy is crucial for journalists and health writers to effectively utilize AI tools.

Moderator



Mr. R Shankar
President, HEAL Foundation

Exploring the nexus of AI and health writing unveils a realm where innovation meets responsibility. As stewards of information, we navigate the ethical boundaries while harnessing the transformative potential of technology.

Panellists' Takes



Mr. Daleep Manhas
Co-Founder & CEO - The HealthPresso

“ In the profound confluence of AI and health writing lies a narrative of boundless possibilities. AI signifies not just efficiency, but a gateway to personalised discourse. Yet, amidst the algorithms and data streams, let us not forget the irreplaceable human touch. Our stories must resonate with accuracy, empathy, and ethical integrity, ensuring that technology serves humanity, not the other way around. ”

The Event

- Daleep emphasized the growing use of AI writing tools like ChatGPT, Bard, and Bing across various industries.
- Highlighted the advantages of AI in content creation, including efficiency, personalization, accuracy, and consistency.
- Discussed potential ethical concerns surrounding AI, such as bias, data privacy, and the lack of transparency in training data sources.
- Briefly mentioned the regulatory landscape surrounding AI and the ongoing discussions on defining boundaries for its use.
- Introduced HealthPresso, a platform utilizing AI for health-specific content creation.
- Showcased the potential of AI in newsgathering and production, citing examples from Reuters, ABC, BBC, and Guardian.
- Shared examples of how editors can leverage AI to improve content quality.
- Briefly mentioned new AI tools like Sura (text-to-video) and their potential impact on content creation.



Mr. Pratyush Ranjan

Head of Digital Services, Multimedia, Social Media & Fact-Checking Unit - Press Trust of India (PTI)

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In the ever-evolving landscape of AI, journalists wield the power of discernment. Our role transcends mere data processing; it encompasses critical analysis and ethical scrutiny to uphold the integrity of information. As guardians of truth, we navigate the complexities of AI with unwavering commitment, ensuring that innovation serves the greater good and empowers our narratives with authenticity and depth.

- Pratyush emphasized the importance of human expertise in using AI tools effectively.
- He highlighted the limitations of AI in understanding context and the need for human journalists to verify information.
- He discussed the potential for AI to rewrite press releases and the importance of human intervention to ensure quality and avoid copyright issues.
- He raised concerns about the lack of transparency in AI training data and its potential impact on content accuracy.

The Event

- He emphasized the importance of AI literacy for journalists to navigate the ethical and practical aspects of using AI tools.
- He suggested using Bing for tasks requiring referenced data due to its ability to provide source citations.
- He shared a 10-step framework for newsrooms considering AI adoption, emphasizing careful planning and evaluation before implementation.

Q&A

- A question regarding the threat of AI replacing health writers was addressed, with both panellists agreeing that AI will not replace human writers but rather augment their skills.
- The session concluded with Pratyush reassuring the audience that AI is a tool to be used by writers, not a replacement.

Conclusion

The Workshop on AI in Health Writing unveiled the synergies between innovation and responsibility. As we embrace the transformative potential of AI in healthcare content creation, let us remain steadfast in our commitment to uphold ethical integrity and human-centric values. In this dynamic landscape, the fusion of technology and journalistic expertise heralds a new era of informed and empathetic storytelling. Overall, the session provided valuable insights into the potential of AI for health writers and journalists while acknowledging the ethical considerations that need to be addressed.

Launch of a Unique Media-Tech Platform for 'Storytelling in Healthcare'



About HealthPresso

In response to the challenges health providers face—limited time, skills, and social media constraints, **HealthPresso** emerges as the solution. More than just a platform, it's a journey to enhance health communication and outcomes. Our primary goal is to empower providers to connect more effectively with health consumers, using the art of storytelling to bridge the communication gap.

HealthPresso is a platform exclusively for health providers, making storytelling easy and helping doctors build their practice. It has an advanced tool that empowers health providers through Humeta™, a deep-tech solution that automates content creation, content distribution and message amplification.

HealthPresso draws inspiration from a barista's customization of coffee. We empower health providers to enhance their expertise using our practice-building tools. This ensures they excel as health connectors, creating and delivering value for health consumers.

HealthPresso revolutionizes communication, connecting patients and healthcare providers seamlessly, reducing misinformation, and reclaiming valuable time for practitioners. Our commitment to enhancing health outcomes through innovative solutions is reshaping the way healthcare is delivered and experienced.

By 2028, **HealthPresso** strives to build the world's foremost global content ecosystem with over 1 million empowered users, enhancing healthcare experiences for over 100 million health consumers.

To know more, visit <https://healthpresso.in>

Launch of a Holistic Health Newswire with the Theme - 'Information that Heals'



About Dochealix

Dochealix is your premier destination for cutting-edge health news. Committed to delivering insightful, accurate, and timely information, we empower individuals on their journey to well-being. Our tagline, 'Information that Heals,' underscores our commitment to providing informed choices to news consumers for health and well-being. With a team of dedicated experts and journalists, we curate content across various health domains, ensuring you stay informed and inspired to make choices for a healthier life. At **DocHEALix.com**, we believe knowledge is the cornerstone of well-being, and we're here to guide you on your path to a healthier, happier life.

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To know more, visit <http://dochealix.com/>

Day -1
February 21, 2024

Session-6: Revealing CTB on Narendra Modi – The Healthcare Change- Maker of the Century



Session Synopsis

The session titled "**Revealing CTB on Narendra Modi** – The Healthcare Change-Maker of the Century" at the NHWC-2024 delved into the unveiling of a coffee table book (CTB) highlighting the healthcare initiatives spearheaded by Prime Minister Narendra Modi. Led by Dr. Swadeep Srivastava and supported by Mr. Shelley Vishwajeet, the session aimed to provide insights into the rationale behind creating the CTB and the transformative impact of Modi's healthcare policies on the Indian landscape. The speakers emphasised the importance of authenticity, readability, and endorsement by key stakeholders in documenting Modi's legacy in healthcare.

Key Highlights

- **Conceptualisation of the coffee table book (CTB) on Narendra Modi's healthcare initiatives.**
- **Emphasis on authenticity and endorsement by leading medical professionals, policymakers, and diplomats.**
- **Recognition of Modi's visionary approach in reshaping Indian healthcare with compassion and foresight.**
- **Documentation of the transformative impact of Modi's incentives and policies on the future of Indian healthcare.**
- **Anticipation for the formal release of the CTB, showcasing Modi's legacy as a healthcare change-maker.**

Panellists' Takes



Dr. Swadeep Srivastava

Chief Anchor, Coffee Table Book

“The journey of crafting this coffee table book was driven by a vision to fill the void in documenting Modi's profound impact on Indian healthcare. Our approach prioritised authenticity, readability, and endorsement by key stakeholders. As we delved deeper into the research, it became evident that Modi's initiatives have propelled Indian healthcare into a futuristic realm with unprecedented compassion and foresight. This book is not just a tribute but a comprehensive testament to his legacy as a healthcare change-maker of the century.”



Mr. Shelley Vishwajeet

Chief Author, Coffee Table Book

“In unveiling the coffee table book on Narendra Modi's healthcare initiatives, we aimed not only to document but to celebrate a transformative era in Indian healthcare. Through meticulous research and endorsement by esteemed medical professionals, policymakers, and diplomats, we present a narrative that reflects Modi's pioneering efforts in reshaping the healthcare landscape with compassion and foresight. This book stands as a testament to his vision and the collaborative spirit of those who have contributed to its creation.”

Conclusion

The session on **“Revealing CTB on Narendra Modi – The Healthcare Change-Maker of the Century”** at NHWIC-2024 provided a compelling insight into the transformative journey of Indian healthcare under Prime Minister Narendra Modi's leadership. Through meticulous research, authentic documentation, and endorsement by esteemed stakeholders, the unveiling of the coffee table book celebrated Modi's visionary initiatives and compassionate touch. This session underscored the pivotal role of collaboration and documentation in recognising and commemorating impactful healthcare reforms. As the CTB prepares for its formal release, it stands poised to inspire and inform future generations about Modi's enduring legacy as a healthcare pioneer.

The Awards

Day -1
February 21, 2024

Session-7: NHWIC 2024: Awards & Felicitation Ceremony



Session Synopsis

The Awards & Felicitation Ceremony at NHWIC-2024 was a prestigious event honouring exemplary contributions in healthcare journalism and innovation. Key dignitaries, including Padma Shri awardee Dr. Chandrakant S Pandav and Dr. Ajay Shukla, graced the occasion, underscoring its significance. Distinguished jury members meticulously evaluated nominees, culminating in the recognition of outstanding healthcare professionals, media personalities, and influencers. The event featured the presentation of the prestigious Under-45 NextGen Healthcare Changemakers Awards by a distinguished jury panel. Additionally, nearly 40 media representatives and healthcare influencers were felicitated for their contributions to the field. The ceremony celebrated excellence and dedication in advancing healthcare discourse and accessibility.

Key Highlights

- Recognition of Under45 NextGen Healthcare Changemakers Awards recipients.
- Felicitation of healthcare media representatives and influencers.
- Attendance of nearly 40 media professionals, enhancing networking opportunities and collaboration.
- Awards categories included Jury's Choice Nextgen Healthcare Changemakers Awards and NextGen Healthcare Changemakers Awards.
- Notable awardees encompassed a diverse range of healthcare sectors, from surgical oncology to digital marketing.
- Presence of esteemed jury members, comprising senior journalists and healthcare experts.
- Acknowledgement of media outlets and individuals for their impactful contributions to healthcare communication and advocacy.

The Awards

Jury's Choice Awards:



Fourteen individuals received Jury's Choice NextGen Healthcare Changemakers Awards, including prominent medical professionals, journalists, and media relations specialists.



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8TH NATIONAL
HEALTH WRITERS
AND INFLUENCERS
CONVENTION- 2024

FELICITATION
OF

Jury's Choice Healthcare Changemakers Awardees 2024



Dr. Atul Kumar Srivastava
Senior Consultant - Surgical Oncology,
Dharamshila Narayana Hospital,
Vasudhra Enclave



Dr. Dheeraj Gautam
Director of Histopathology,
Medanta, the Medicity, Gurugram



Dr. Nikhil Mahajan
Interventional Cardiologist,
Shri Mata Vaishno Devi Narayana
multispecialty Hospital, Jammu



Dr. Deni Gupta
Senior Consultant - Medical Oncology,
Dharamshila Narayana Hospital,
Vasudhra Enclave



Dr. Yasir S. Rizvi
Associate Director and Senior Consultant-
Nephrology & Kidney Transplant,
Dharamshila Narayana Hospital,
Vasudhra Enclave



Mr. Ajoy Sehgal
Senior Manager and Head Media
Relations, Sir Ganga Ram
Hospital, Delhi



Mr. Shahid Akhter
Editor, the Economic
Times Online Healthcare



Mr. Biswajit Das
Editor, Health & Senior Principal
Correspondent, Bartaman P Ltd.



Dr. Akhil Kumar Sharma
Professor (Dr.), Department of cardiology,
King George's Medical University,
Lucknow



Mr. Viswanath Pilla
Assistant Editor, The Economic Times



Mr. Vivek Shukla
Columnist, Navbharat Time Online



Dr. Gaurav Mahajan
Director and Head - Cardiothoracic
Vascular Surgery, Dharamshila Narayana
Hospital, Vasudhara Enclave



Dr. Vijay Kumar
Director Interventional Cardiology,
Fortis Escorts Heart Institute, New Delhi



Dr. Nagendra S Chouhan
Director cardiology, Medanta
the medicity, Gurugram

The Awards

NextGen Healthcare Changemakers Awards:



Fifteen individuals were recognized with NextGen Healthcare Changemakers Awards, acknowledging their impactful work across various healthcare disciplines.



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FELICITATION
of

Under 45 NextGen Healthcare Changemakers Awardees 2024



The Awards

Felicitation of Health Media and Healthcare Influencers:

Fifteen individuals were recognized with NextGen Healthcare Changemakers Awards, acknowledging their impactful work across various healthcare disciplines.



The Jury



IN ASSOCIATION WITH

PRESENTS



UNDER 45 nextGen HEALTHCARE CHANGEMAKERS AWARDS 2024

JURY

CHAired BY



DR. R.K. SRIVASTAVA

Senior Policy Analyst, NIHF, Ex-Chairman, Medical Council of India, Ex-Director General of Health Service, GoI

CO-CHAired BY



DR. CHANDRAKANT S PANDAV

(Padma Shri Awardee)
Former HOD, Department of Community Medicine, AIIMS, New Delhi & President, ICCIDD, Iodine Man of India



DR. PROF. MOHSIN WALI

(Padma Shri Awardee)
Past Physician to 3 Presidents of India, Senior Consultant, Medicine, Sir Ganga Ram Hospital



MR. ALOK MEHTA

(Padma Shri Awardee)
Former Editor, Navbharat Times & Hindustan Ex-Secretary General, Editors Guild of India



DR. MAHESH VERMA

(Padma Shri Awardee)
Indian Prosthodontist, Vice Chancellor of Guru Gobind Singh IP University, New Delhi



DR. SWADEEP SRIVASTAVA

Founder & CEO
HEAL Health Group



DR. KANWAL PREET KOCHHAR

Prof. & Head, Incharge
Cognitive Neurophysiology & Nutrition Lab, Department of Physiology, AIIMS, New Delhi



MR. R SHANKAR

Former Editor of
The New Indian Express,
Karnataka



DR. JATINDER KUMAR

Sr Neurosurgeon Mch (AIIMS), Former Group
Medical Director, Paras Hospital, Director
Medical Services, Yashoda Medicity,
Medical Advisor, IMAPH



DR. HARSH MAHAJAN

Chairman of
Mahajan Imaging



DR. URVASHI PRASAD

Director Office of
Vice Chairman,
NITI Aayog



DR. VINAY AGGARWAL

Director, Crosslay Remedies Ltd,
Past President-CMAAO, Past
National President, IMA

The Jury



**DR. JUGAL
KISHORE**

Director Professor and Former
Head of Department at Vardhman
Mahavir Medical College and
Safdarjung Hospital



**DR. (PROF.)
RAJ KUMAR**

Director,
Vallabhbhai Patel
Chest Institute (VPCI), Delhi



**MR. MANISH
RASTOGI**

Founder,
Healthcare Continuum



**MR. RAJIV
TIKKOO**

Senior Journalist,
& Editor



**MR. RAJEEV
GAUTAM**

President at
HORIBA India



**DR. SUSHIL KUMAR
VIMAL**

Deputy Commissioner, National
Urban Health Mission



**MR. PRASHANT
SINHA**

Ex COO, Momspresso &
Co-Founder, Pravis Digital



**MR. SUDHIR
MISHRA**

Managing Partner,
Trust Legal



**MR. NARESH
HASIJA**

Co-Founder & CEO,
REMEDI



**DR. SUBHASH
GIRI**

Director, Lady Hardinge,
Medical College



DR. SUNIL K KHETARPAL

Director, Association of Healthcare
Providers (India) - AHPI



DR. K MADAN GOPAL

Advisor- Public Health Administration
NHSRC-MoHFW GOI

The Awards

Jury's Choice NextGen Healthcare Changemakers Awards



1 Dr. Atul Kumar Srivastava

Senior Consultant Surgical Oncology
Dharamshila Narayana Hospital
Vasudhra Enclave, New Delhi

2 Dr. Dheeraj Gautam

Director of Histopathology Medanta,
The Medicity, Gurugram

3 Dr. Nikhil Mahajan

Interventional Cardiologist, at
Shri Mata Vaishno Devi Narayana
Multispeciality Hospital, J&K

4 Dr. Deni Gupta

Senior Consultant Medical Oncology
Dharamshilas Narayana Hospital
Vasundhra Enclave, New Delhi

5 Dr. Yasir S. Rizvi

Associate Director and Senior Consultant
Nephrology & Kidney Transplant,
Dharamshila Narayana Hospital Hospital,
Vasundhra Enclave, New Delhi

6 Mr. Ajoy Sehgal

Senior Manager and Head Media
Relations, Sr. Ganga Ram Hospital,
Delhi

7 Mr. Biswajit Das

Editor, Health & Senior Principal
Correspondent, Bartaman

8 Dr. Akhil Kumar Sharma

Professor Department of Cardiology
Chief Resident at KGMU, Lucknow

9 Mr. Viswanath Pilla

Assistant Editor, The Economic
Times

10 Mr. Vivek Shukla

Navbharat Time Online

11 Dr. Gaurav Mahajan

Director and Head Cardiothoracic Vascular
Surgery, Dharamshila Narayana Superspeciality
Hospital (DNSH) Vasundhara Enclave, New Delhi

12 Dr. Vijay Kumar

Director Interventional Cardiology,
Fortis Escorts Heart Institute,
New Delhi

14 Mr. Nitendra Singh

Senior Correspondent at DD News

15 Mr. Shahid Akhter

Editor, Economic Times Online
Healthcare

The Awards

NextGen Healthcare Changemakers Awards



- 1 Ms. Akriti Bajaj**
Senior AVP, Invest India
- 2 Mr. Arvind Pahwa**
GM-Sales & Marketing Fortis Memorial Research Institute (EM Gurugram, Fortis Shalimar Bagh, Fortis Vasant Kunj)
- 3 Dr. Chhavi Gupta**
Senior Consultant, Infectious Diseases, Yashoda Super Speciality Hospitals, Kaushambhi
- 4 Dr. Neha Rastogi**
Senior Consultant, Infectious Diseases Fortis Shalimar Bagh, New Delhi
- 5 Dr. Nikhil Modi**
Senior Consultant, Pulmonology Respiratory Apollo Hospital, Indraprastha
- 6 Ms. Saloni Anand**
Co-Founder, Traya Health
- 7 Dr. Suman Karanth Gupta**
Senior Consultant, Medical Oncology Fortis cancer institute
- 8 Dr. Shilpa Jaiswal**
Consultant-Neurology. Fortis Hospital, Gurugram
- 9 Mr. Naveen Uppal**
Digital Marketing and Branding Expert, Fortis Healthcare
- 10 Dr. Imran Patel**
Founder, Asian Children Hospital, Ahmedabad, Gujarat
- 11 Dr. Mekhala Bawsay**
Dentist, Social Media Influencer
- 12 Mr. Rohit Singh**
Managing Director, Feedback Medical India Pvt. Ltd
- 13 Dr. Tanu Anand**
Scientist D, ICMR
- 14 Dr. Sneha Kumari**
Assistant Professor, Vardhman Mahavir Medical College and Safdarjung Hospital, New Delhi
- 15 Dr. Priyanka Rohatgi**
Chief Nutritionist, Apollo Hospital
- 16 Dr. Nimarjeet Rajpal**
Founder, Satnaam Herbals
- 17 Dr. Prashant Warier**
Co-Founder & CEO, Qure.ai
- 18 Dr. Robin Khosai**
Senior Consultant, Radiation Oncology
- 19 Dr. Shubhank Singh**
Vice President, Delhi Medical and Dental Society
- 20 Dr. Sandeep Katiyar**
Consultant and Interventional Pulmonologist, Apollo Hospital, Kanpur
- 21 Mr. Bidhan Chowdhury**
Founder, TaCa Healthcare
- 22 Dr. Taniyaa Bakshhi**
Director, Bakson Drugs
- 23 Dr. Saumya Tandon**
Assistant Consultant Psychiatry, Sir ganga ram Hospital
- 24 Dr. Pankaj Raina**
Lead - Medical Affairs MDS India, Becton Dickinson

The Awards

Felicitation Of Health Media and Healthcare Influencers

- 1 **Mr. Shahid Akhter**
Editor, the Economic Times Online Healthcare
- 2 **Ms. Ramanshi Mishra**
Reporter Fellow
- 3 **Ms. Sheezan Nezami**
Principal Correspondent, TOI, Patna
- 4 **Mr. Biswajit Das**
Editor- Health Bartaman
- 5 **Mr. Subhendu Maiti**
Special Correspondent, The Statesman
- 6 **Ms. Praneeta Bharadwaj**
Chief Sub Editor, Danik Bhaskar
- 7 **Mr. Vivek Shukla**
Health Editor
- 8 **Ms. Kshirod Dipti Bhattacharya**
Special Correspondent, Sangbad Pratidin
- 9 **Ms. Donita Jose**
Senior Digital Content Creator, Times of India
- 10 **Mr. Bandari Maheshwar Rao**
Senior Journalist, Namaste Telangana
- 11 **Mr. Nomula Srisailam**
Assistant Chief Reporter, Sakshi Telugu Daily
- 12 **Mr. Macharia Dinesh**
Sub Editor, Deccan Chronicle
- 13 **Mr. Azam Khan**
Health Writer, Anand Prabha
- 14 **Ms. Taruni Gandhi**
Principal Correspondent, The Sunday Gurdian
- 15 **Mr. Sachikanta Nath**
Chief Sub-Editor Sangbad
- 16 **Mr. Manash Panda**
DGM News, Samay
- 17 **Mr. Hemanta Kumar Pradhan**
Principal, Correspondent, TOI
- 18 **Mr. Anand Kumar Tiwari**
Senior Medical Reporter, Prabhat Khabar
- 19 **Mr. Arul P**
Principal Correspondent, Deccan Chronicle
- 20 **Mr. Mukut Das**
Senior Correspondent, TOI
- 21 **Ms. Samatha SP**
Senior Correspondent, Silicon India Magazine
- 22 **Dr. Mekhala Bawsay**
Densit, Fashion, Influencer
- 23 **Ms. Chaitra Narendra**
Fitness Influencers
- 24 **Dr. Rashi Agarwal**
Mental Health Influencer
- 25 **Dr. Umesh Wadhvani**
Fitness and Nutrition Influencer
- 26 **Ms. Medhavi**
Lifestyle & Mental Health Influencers
- 27 **Mr. Digvijay Singh**
Fitness Influencers

The Awards

28 Mr. Atul Kumar Singh
Resident Editor, Swadesh

29 Mr. Pawan Kumar
Input Head, Dainik Jagran

30 Mr. Ranjan Kumar
Principal Correspondent,
Hindustan

31 Ms. Ranju Abhimanyu
Digital Head, Prabhat Khabar

32 Mr. Santanu Ghosh
Deputy Principal Correspondent, ABP

33 Mr. Prithvijit Mitra
Assistant Metro Editor, Times
of India

34 Mr. Dinesh Paliwal
Health Reporter, Dainik Bhaskar

35 Mr. Javed Khan
Health Reporter, Dainik Navjyoti

36 Ms. Shameem Khan
Health Writer

37 Mr. Dhritiman Ray
Special Correspondent, Times of India

38 Ms. Simrat Kathuria
Nutritionist and Holistic Health Coach

39 Dr. Dimple Jangda
Ayurveda & Gut Health Coach

40 Dr. Prateek Makwana
Consultant Embryologist &
Health Influencer

41 Ms. Shivi Gusain
Nutritionist PCOS & Women's
Health Expert

42 Ms. Neha Uttam
Health, Nutrition & Fitness Coach

43 Mr. Abbas Haider
Assistant Programming
Head - Red FM

44 Mr. Saurabh Kanojia
Producer - BIG FM

45 Mr. Prabhu Jha
Vice President and National
Head - Government and Political
Vertical, Radio Mirchi

46 Ms. Meenakshi Jha
Development Communication
Expert

47 Dr. Harleen Oberoi
Surgeon, Aesthetician & Social
Media Influencer

Conclusion

The Awards & Felicitation Ceremony at NHWIC-2024 encapsulated the spirit of innovation, collaboration, and excellence driving positive change in the healthcare landscape. Through recognition and appreciation, the event reinforced the importance of media advocacy and professional contributions in advancing healthcare for all.

Day -2
February 22, 2024

Session-1: The Impact of Social Media Influencers on Behaviour Change: Navigating Ethics, Responsibility, and Cultural Influences



Session Synopsis

The session titled "The Impact of Social Media Influencers on Behaviour Change: Navigating Ethics, Responsibility, and Cultural Influence" at the NHWIC-2024 featured a diverse panel of experts who discussed the role of health influencers in shaping societal behaviours. The panel included Dr. Mekhala Bawsay, a dentist and fashion/travel influencer; Ms. Simrat Kathuria, a nutritionist and holistic health coach; Dr. Umesh Wadhavani, a nutrition and women's health specialist; Dr. Dimple Jangda, an Ayurveda and gut health coach; Mr. Dhananjay Kumar, the managing editor of Medicare News; and Dr. Imran Patel, a paediatrician and social media influencer. The session was moderated by Mr. Rajiv Tikoo, a senior journalist.

Key Highlights

- **Social media influencers have a significant impact on people's health behaviours, making it crucial to ensure ethical and responsible content creation.**
- **Influencers should prioritize transparency by disclosing brand partnerships and sponsorships.**
- **Content should be based on evidence and avoid fear-mongering or promoting unproven solutions.**
- **Influencers should acknowledge the limitations of their expertise and avoid providing specific medical advice.**
- **It's important for audiences to be critical consumers of health information online and to consult with qualified professionals when necessary.**
- **Social media can be a valuable platform for promoting preventive healthcare and empowering individuals to take charge of their well-being.**

The Event

Introduced by



Dr. Swadeep Srivastava
Founder, HEAL Foundation

I am delighted to introduce this esteemed panel discussing 'The Impact of Social Media Influencers on Behaviour Change.' Each member brings a unique perspective, from dentistry and nutrition to paediatrics and Ayurveda. Their insights promise to enrich our understanding of health influencers' roles in shaping societal behaviours.

Moderator



Mr. Rajiv Tikoo
Senior Journalist, Outlook

As the moderator for this insightful session, I am privileged to guide our discussion on the ethical and responsible use of influence in health communication. We aim to explore how influencers navigate the complexities of cultural influence while upholding ethical standards. I look forward to a stimulating and enlightening discussion.

Panellists' Takes



Dr. Mekhala Bawsay
Dentist, Fashion and Travel Influencer

“I believe health influencers are crucial as they deal with the lives of people, sometimes more crucial than doctors, who engage on an individual level. It's about impacting the masses, and I'm excited to be part of this session.”

Panellists' Takes



Ms. Simrat Kathuria

Nutritionist and Holistic Health Coach

“As a full-time dietitian, I focus on creating content that revolves around food over medicines, aiming to reverse lifestyle-related issues. Selectivity in collaborations is key, ensuring credibility and trust with my audience.”



Dr. Umesh Wadhavani

Nutrition and Women's Health Specialist

“My content revolve around preventive medicine, creating relatable stories to engage with the audience. Authenticity is paramount; I avoid facades and prioritize relatability and authenticity.”



Dr. Dimple Jangda

Ayurveda & Gut Health Coach

“My journey from an investment banker to a gut health coach was driven by personal health challenges. I focus on educating and empowering people to make better health choices, promoting a blend of Ayurveda and modern science.”

Panellists' Takes



Mr. Dhananjay Kumar
Managing Editor- Medicare News

“
As a veteran health writer, I believe influencers have the power to prevent non-communicable diseases (NCDs) that threaten our society. I pin my hope on them to influence positive health behaviours.”



Dr. Imran Patel
Pediatric & Social Media Influencer

“
Being a pediatrician, my content is natural and unedited, capturing real moments with my patients. I aim to influence parents positively, ensuring a friendly and approachable atmosphere in my hospital.”

Conclusion

The session underscored the significant influence health influencers wield in shaping societal health behaviours. It highlighted the importance of authenticity, evidence-based content, and responsible use of influence to positively impact health outcomes. As influencers continue to evolve, maintaining ethical standards and prioritizing public health remain paramount.

Day -2
February 22, 2024

Session-2: Digital Therapeutics: A Boon to Diabetes Remission Synopsis



Session Synopsis

The session on "Digital Therapeutics: A boon to Diabetes Remission" led by Dr. Maluk Mohamed highlighted the revolutionary approach of using digital therapeutics to address chronic diseases beyond just diabetes. Dr. Mohamed emphasized the alarming rise in non-communicable diseases (NCDs) globally and the need for innovative solutions to combat these conditions. He discussed the limitations of current medical treatments that focus on symptom management rather than addressing the root cause of diseases. The session focused on how digital therapeutics, through the use of technology and data, can provide personalized treatment plans and lead to the remission of chronic diseases, ultimately improving patients' quality of life.



Dr. Maluk Mohamed

Co-Founder and Global Vice President (Research) - Twin Health Inc., San Francisco. Head, India Operations - Twins Digital Services India Pvt. Ltd.

“In the face of rising non-communicable diseases, the world needs a paradigm shift in healthcare. We must move beyond merely managing symptoms to truly understanding and addressing the root causes of chronic conditions. Digital therapeutics offer a transformative approach, providing personalised treatments based on individual metabolism. This innovative technology has the power to not only manage but also

”

The Event

reverse chronic diseases, improving the quality of life for millions. By focusing on nutrition, micronutrients, and real-time data, we can achieve remarkable health outcomes. Digital therapeutics offer a path to remission, regeneration, and ultimately, a cure. Our vision is not just for a healthier world, but a happier one too, where individuals can live life to the fullest. Let us embrace this revolution in healthcare, where technology and compassion converge to create a brighter, healthier future for all.

Key Highlights

- **Introduction to the concept of digital therapeutics**
- **Overview of the prevalence of chronic diseases globally**
- **Challenges in current medical treatments for chronic diseases**
- **The need for personalized treatment plans based on individual metabolism**
- **Success stories of patients who have benefited from digital therapeutics**
- **The role of nutrition and micronutrients in metabolic health**
- **The importance of monitoring and adapting treatment plans based on real-time data**
- **The impact of digital therapeutics on improving patients' overall health and well-being**
- **The scalability and potential of digital therapeutics in revolutionizing healthcare**
- **Scientific validation and endorsements from prominent medical associations**
- **Patented technology and proven outcomes through randomized control trials**
- **Emphasis on long-term engagement and adherence for sustained health benefits**
- **Vision for a future where individuals can achieve not just health but also happiness through digital therapeutics**
- **Continuous innovation and research to further enhance the effectiveness of digital therapeutics**
- **The holistic approach of digital therapeutics in addressing metabolic health and organ function**
- **The potential for beta cell regeneration and insulin resistance regulation through digital therapeutics**
- **The concept of optimizing metabolic memory to sustain remission and achieve long-term health goals**

Conclusion

The session concluded with a strong message of hope and possibility, highlighting the transformative impact of digital therapeutics in the field of healthcare. Dr. Maluk Mohamed's presentation showcased a paradigm shift in the approach to managing chronic diseases, offering a beacon of light for millions of individuals worldwide suffering from these conditions. As the world faces the growing burden of NCDs, digital therapeutics stand out as a promising solution, paving the way for a healthier and happier future for all.

Day -2
February 22, 2024

Session-3: Case study of Leading Healthcare Social Media Influencers



Session Synopsis

The session on Leading Healthcare Social Media Influencers featured Dr. Mekhala Bawsay, Dr. Dimple Jangda, and Ms. Simrat Kathuria discussing their journeys, evolution, and future aspirations as influencers in the healthcare space. They highlighted the importance of responsible content creation, education, and the impact of social media on healthcare awareness.

Key Highlights

- **Shifting Gears:** Influencers like Dr. Bawsay highlighted the evolving nature of social media and the growing influence it holds.
- **Content with Responsibility:** Dr. Bawsay and Ms. Kathuria stressed the importance of creating informative content and taking responsibility for the impact it has on audiences.
- **Science & Tradition:** Dr. Dimple Jangda emphasized the value of evidence-based information while acknowledging the wisdom of traditional practices like Ayurveda.
- **Transparency is Key:** All panelists agreed on the importance of transparency regarding brand collaborations and sponsorships.
- **Focus on Education:** Ms. Kathuria highlighted the role of social media in creating awareness about health and wellness.
- **All three influencers emphasized the need for authentic, informative content and the evolving responsibility that comes with influencer status.**
- **The influencers collectively emphasized the role of social media as a platform for education and positive change in healthcare practices.**

Panellists' Takes



Dr. Mekhala Bawsay

Fashion & Travel Influencer

“
Social media has transformed careers. Creating informative and trustworthy content is essential for building a responsible and influential online presence.”



Dr. Dimple Jangda

Ayurveda & Gut Health Coach

“
Social media empowers us to educate the public about the power of traditional practices like Ayurveda, supported by modern scientific research.”



Ms. Simrat Kathuria

Nutritionist & Holistic Health Coach

“
Social media can be a game-changer in promoting healthy lifestyles. Influencers should focus on creating awareness and dispelling myths about diet and nutrition.”

Conclusion

The session provided valuable insights into the evolving role of influencers in healthcare. It underscored the importance of evidence-based content, education, and responsible messaging in promoting health and wellness through social media. Dr. Mekhala, Dr. Dimple, and Ms. Simrat's experiences highlighted the transformative power of digital platforms in shaping health narratives and empowering individuals to make informed choices about their health.

Day -2
February 22, 2024

Session-4: Healthcare Industry- Media Interface: Fostering meaningful dialogue



Session Synopsis

We are thrilled to present the key highlights and valuable insights gathered from the recently concluded National Health Writers & Influencers Convention (NHWIC-2024), where we explored the dynamic relationship between the healthcare sector and the media. This event convened esteemed panellists and participants, igniting thought-provoking discussions and nurturing a deeper comprehension of crucial topics in health communication. Our discussions unveiled insights into the potential revolution of preventive healthcare in India, and the need to write more about preventive healthcare to make the people aware of it, and take preventive measures.

Moderator



Dr. Swadeep Srivastava
Founder, HEAL Foundation

We need to facilitate a constructive dialogue to explore the synergies between the healthcare industry and the media. We should focus on the accurate and timely health information dissemination, underscoring the pivotal role of both sectors in shaping public health perceptions and behavior.

Co-Moderator



Mr. Manish Rastogi
Founder, Healthcare Continuum

Phygital Infrastructure needs to be strengthened and leveraged for last mile healthcare delivery in rural India. This could lead to an exponential and much needed economy of scale, accessibility, affordability and enduring sustainability of health systems.

The Event

Key Highlights

- **Shifting Landscape:** The session acknowledged the growing influence of social media and digital influencers alongside traditional media outlets.
- **Information Overload & Quality Concerns:** Panelists highlighted the abundance of health information online, raising concerns about accuracy and potential for misinformation.
- **Importance of Evidence-Based Reporting:** The session emphasized the need for media to prioritize evidence-based, peer-reviewed information from credible sources.
- **Role of Journalists:** Experts stressed the responsibility of health journalists to filter information, ensure clarity, and avoid creating unnecessary fear or confusion.
- **Focus on Preventive Care:** The discussion highlighted the need for media to raise awareness about preventive healthcare and healthy lifestyle habits to combat non-communicable diseases.
- **Collaboration & Education:** Collaboration between healthcare professionals and journalists was identified as crucial for disseminating accurate and impactful health information.
- **Insights into the evolution of health media and its impact on public health**
- **The role of preventive health in ensuring a healthier society**
- **Challenges and opportunities in healthcare journalism and content creation**
- **Leveraging technology for effective health communication**

Panellists' Takes



Mr. Deepak Sahni

Founder & CEO of Healthians

“Healthians is one of the fast-growing health tech startups in India. We started in 2015 and have rapidly expanded to become India's largest health test-at-home service, operating in almost 210 cities. Our unique approach, offering direct-to-consumer diagnostic services backed by technology, has set us apart in the industry. Our overarching vision at Healthians is to add 10 healthy years to every Indian's life through preventive healthcare. We believe in empowering individuals to take control of their health by providing access to comprehensive tests and analytics, enabling early detection and intervention. In the post-COVID era, the importance of preventive health has been magnified, and our mission is to make every day healthier for everyone.”

Panellists' Takes



Dr. Mohsin Wali

Padma Shri Awardee, Past Physician to 3 Indian Presidents, Senior Consultant, Medicine, Sir Gangaram Hospital, Delhi

“India's young population faces unique health challenges due to changing lifestyles. Health media plays a crucial role in correcting health-related misconceptions and promoting behavioural change.”



Mr. Harbinder Narula

CEO - Businessworld Healthcare & Wellbeing

“The digital age has brought an overload of health information. It's crucial for healthcare journalists to provide accurate, science-based information to the public.”



Dr. Shashank Joshi

Padma Shri Awardee

Senior Consultant- Endocrinologist, Diabetologist, Lilavati Hospital and Research Centre

“The media's role in health education is paramount. It's important to provide accurate, evidence-based information to combat misinformation and promote healthy living.”

Conclusion

The session emphasized the critical role of media in shaping public health awareness. It underscored the need for collaboration and education to ensure the public receives accurate, evidence-based information to make informed health decisions. There is a pressing need to play a pivotal role in promoting preventive healthcare in India through innovative approaches and a steadfast commitment to empowering individuals in the face of lifestyle diseases, especially as we navigate the post-COVID era.

The Event

Day -2
February 22, 2024

Session-5: APICON Press Conference



Session Synopsis

The APICON Press Conference marked the commencement of the 79th annual conference of the Association of Physicians of India (APICON 2024). The session highlighted the importance of evidence-based medicine, focusing on the evolution of medical practices and the need for continuous education and updates in the field of healthcare. Speakers emphasized the role of conferences like APICON in disseminating knowledge, improving skills, and addressing contemporary health challenges.

Panellists' Takes



Dr. Rajesh Upadhyay
Organising Secretary, APICON

“
A PICON 2024 is a Maha Kumbha of physicians, providing updates on the latest developments in knowledge, skills, and technologies for better patient care and cost-effective healthcare.”

Panellists' Takes



Dr. Pritam Gupta

Vice Chairman, APICON 2024

“
More stress is being given to lifestyle diseases and preventive health in this conference, aiming to reduce the incidence of cardiovascular diseases, strokes, and cancers.”



Dr. Anupam Prakash

Treasurer, APICON 2024

“
APICON presents information as a capsule for doctors to take home and translate into patient care, with sessions covering disaster preparedness, advancements in medical education, and more.”



Prof. Roman

McMaster University, Ontario, Canada

“
Evidence-based medicine is crucial, and understanding evidence is essential for clinicians, academic teachers, and journalists to provide accurate and reliable information to patients and the public.”

Key Highlights

- **APICON 2024** is the 79th annual conference of the Association of Physicians of India, held in Delhi after 21 years, with a registration of 10,000 physicians from India and international faculties.
- Sessions covered various specialties, including cardiology, gastroenterology, rheumatology, and neurology, addressing contemporary topics like climate change, pollution, and biological warfare.
- The conference emphasized the importance of understanding and preventing diseases like gallstone disease and colorectal cancer due to environmental factors.
- Workshops on disaster preparedness, clinical examination skills, communication skills, and post-COVID telemedicine were conducted to enhance healthcare delivery.
- The conference also focused on ethics in healthcare, with sessions regulated by the Delhi Medical Council.
- **International Collaboration:** APICON 2024 featured renowned international speakers, such as Professor Roman from McMaster University, Ontario, Canada, emphasizing global collaboration in advancing medical knowledge and practices.
- **Research and Innovation:** The conference showcased over 1000 research papers and posters, providing a platform for young faculty and researchers to present their work and contribute to the advancement of medical science.
- **Hands-on Workshops:** With more than 12 workshops, including sessions on point-of-care, communication skills, and telemedicine, APICON 2024 focused on practical, skills-based learning to enhance healthcare delivery.
- **Public Health Focus:** Sessions on disaster preparedness, post-COVID telemedicine, and preventive healthcare highlighted the conference's commitment to addressing broader public health issues and improving healthcare accessibility and affordability.
- **Ethical Practice:** The inclusion of sessions on medical ethics, endorsed by the Delhi Medical Council, underscored the importance of ethical considerations in medical practice, ensuring patient safety and trust in healthcare professionals.

Conclusion

The APICON Press Conference at NHWIC-2024 set the stage for a comprehensive and enlightening conference, highlighting the importance of evidence-based medicine, preventive healthcare, and empathetic treatment in improving patient outcomes and advancing the field of healthcare. The conference aims to equip physicians with the knowledge and skills necessary to address current and future healthcare challenges effectively.

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



8th National Health Writers & Influencers Convention (NHWIC-2024)



Photo Gallery



Photo Gallery



Photo Gallery



Photo Gallery



UPCOMING EVENTS

2

Social Health Impact Summit & Awards: A Celebration of Social Responsibility in Healthcare

ORGANISED BY



IN ASSOCIATION WITH



SOCIAL
HEALTH IMPACT
SUMMIT & AWARDS

Introduction

The Social Health Impact Summit & Awards, scheduled for August 2024 at the India Habitat Centre in New Delhi, India, promises to be a landmark event. This comprehensive and inclusive Corporate Social Responsibility (CSR) initiative aims to celebrate and inspire impactful social action in the critical realm of healthcare. The summit will be an all-day event spearheaded by HEAL foundation, featuring a series of sessions, discussions, and award ceremonies. It aims to bring together industry leaders, healthcare professionals, and CSR enthusiasts to explore the intersection of healthcare and CSR, and to celebrate the initiatives that have made a significant impact on society.

Vision:

To foster a vibrant ecosystem of collaboration and innovation within CSR, driving positive and sustainable change in health outcomes for all.

Mission:

The Social Health Impact Summit & Awards aims to showcase successful CSR initiatives in healthcare and foster knowledge sharing through impactful sessions. It also recognises excellence in social good in healthcare through prestigious awards.

Targeted Areas of Impact:

Feminine Hygiene, Empowering Women's Health: The summit will explore innovative solutions, strategies for access, and best practices besides promoting knowledge about menstrual hygiene management. Experts will discuss the understanding and the impact of proper hygiene on physical and mental health, affordability, health impact, and eco-friendly options.

Health and TB Screening: The summit will address the importance of early detection and diagnosis through dedicated sessions on health and TB screening initiatives. Interactive discussions will explore innovative approaches, reach optimization strategies, and best practices in ensuring early interventions.

Technology in CSR: Recognizing the transformative power of technology, the event will feature sessions exploring how technology can be leveraged for effective CSR interventions. Discussions will explore topics such as telemedicine, mobile health solutions, and data-driven approaches to improving healthcare delivery.

SDGs and CSR: Understanding the vital role of CSR initiatives in achieving the United Nations Sustainable Development Goals (SDGs) will be a key focus. Experts will discuss aligning CSR efforts with specific SDGs, particularly those related to health and well-being, and explore practical strategies for measurable impact.

CSR Waste Management: Highlighting the importance of environmental sustainability within CSR practices, the summit will include dedicated sessions on responsible waste management in healthcare settings. Discussions will explore effective waste segregation, disposal techniques, and potential recycling initiatives within CSR programs.

Engaging Activities:

Engrossing Sessions: The summit will feature a series of panel discussions, presentations by leading experts, and interactive workshops designed to stimulate dialogue and learning.

Mega Quiz and Prizes: A lively mega quiz with exciting prizes will further engage participants and create a vibrant atmosphere. This knowledge-based competition will focus on various aspects of social health and CSR initiatives.

Awards Ceremony:

The highlight of the event will be a prestigious awards ceremony recognizing outstanding achievements in **CSR** within healthcare. The coveted awards will be presented to Saukhyam in multiple categories to organizations and individuals who have demonstrably improved lives through their dedication to social change. Additionally, **CSR Awards** will celebrate excellence in specific domains, applauding the efforts of companies and initiatives achieving noteworthy results.

Target Audience:

The Social Health Impact Summit & Awards welcomes a diverse audience, including:

CSR professionals & leaders

Healthcare policymakers & practitioners

Non-profit organizations

Social entrepreneurs & changemakers

Businesses focused on social responsibility

Media representatives

Students & individuals passionate about social good

Benefits of Participation:

Learn from the Best: Gain valuable insights from prominent CSR leaders, healthcare experts, and innovators.

Network & Collaborate: Build connections with like-minded individuals and organizations, fostering partnerships for greater social impact.

Showcase Your Work: Gain recognition for your impactful initiatives through award nominations.

Stay Ahead of the Curve: Stay informed about the latest trends and best practices in healthcare-focused CSR.

Contribute to Change: Be a part of a vibrant community dedicated to improving health outcomes and empowering communities.

Venue:

The Social Health Impact Summit & Awards will be held at the distinguished **India Habitat Centre in New Delhi, India**, offering a professional and vibrant space for knowledge exchange and networking.

Conclusion:

The Social Health Impact Summit & Awards promises to be a landmark event, igniting new ideas, fostering collaboration, and celebrating outstanding contributions to social good. We invite you to participate, share knowledge, and be a driving force in creating a healthier future for all.




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