

SOUKANYA



NATIONAL HEALTH WRITERS AND EDITORS CONVENTION

18th to 20th December 2018
Radisson Blu Hotel, Dwarka, Delhi



Honor • Hope • Happiness



Born with the objective of facilitating meaningful communication between journalists, health communicators, research scientists, doctors and policy makers, we started as Health Essayists and Authors League to conceptualise and implement comprehensive education and intervention based health awareness campaigns in India.

HEAL Foundation has sought and availed support of health journalists and writers from across the country to achieve its mission of a healthy and aware India. Health Writers and Editors Conventions and Health Writers Workshops are some of our initiatives to empower and strengthen health journalists and give them a sense of purpose. The Foundation works ceaselessly to create various knowledge disseminating opportunities for the media fraternity on a host of health issues impacting the Indian society. HEAL is committed to the cause of improving, innovating and to implementing healthcare delivery in the country so as to help realize the goal of achieving a high standard of health awareness in the society.

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

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



R Shankar

Chairperson of Organizing Committee,
HEAL Health Writers Convention

The present convention comes at a time when healthcare has hit a rare sweet spot in the 2018 Union Budget. 'Is Ayushman Bharat a game changer and what are the challenges ahead' - this will be the central theme at the Ayushman Bharat Summit.

Welcome to the 6th HEAL National Health Writers and Editors Convention.

It has been a momentous journey for Health Essayists and Authors League (HEAL) since 2008 when a nebulous idea to string together journalists and editors covering health germinated. Since then, HEAL has been head and shoulders above others in upholding high values in healthcare by bridging medical writers and stakeholders. The focus has always been on how and why health stories need to be high on facts and low on sensation.

Apart from national conventions, HEAL has also held numerous workshops at state levels focusing on vernacular newspapers and magazines. Here the focus was on interpreting data, finding suitable medical terminologies in regional languages and conveying the story with a local flavour.

The present convention comes at a time when healthcare has hit a rare sweet spot in the 2018 Union Budget. 'Is Ayushman Bharat a game changer and what are the challenges ahead' - this will be the central theme at the Ayushman Bharat Summit.

When HEAL was conceived in 2008, social media was at its infancy. But 10 years down the line, social media is both an angel and a brat – depending on which side you are dealing with. Fake news on healthcare, dubious information on remedies, a raft of eyebrow-knitting claims have pockmarked the turf of healthcare reporting. This will be an important session. Related to this is how to uphold trust in healthcare. With medical and healthcare info-overload, it is sometimes difficult to separate the grain from the chaff.

Other topics include nutrition and health – changing dynamics, creating a roadmap for inclusive healthcare and the Science of Ayurveda. I am sure you will enjoy the intellectual feast delivered by top domain experts. It is cold in Delhi, but the lectures, panel discussions and symposia would all keep you intellectually warm and help jog your ideas and thoughts.



Swadeep Srivastava

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

The surge in the communication mediums has improved the penetration of the healthcare knowledge amongst masses. In my 20 years long association with the healthcare industry, I always advocated the importance of healthcare communication.

Healthcare communication has seen a positive transition in the past few years. Every government launched big budget schemes but rarely any scheme could completely make it to the hands of target audience due to lack of awareness. The surge in the communication mediums has improved the penetration of the healthcare knowledge amongst masses. In my 20 years long association with the healthcare industry, I always advocated the importance of healthcare communication.

Understanding the importance of media in holistic healthcare, HEAL Foundation established a platform “National Health Writers and Editors Convention” to bring all health media and industry leaders together for a better networking and knowledge exchange. We have passed the test of time and changing dynamics of healthcare with flying colors and organizing the 6th National Convention gives me immense satisfaction.

Definition of a healthcare writer has also evolved drastically in recent times and broken the boundaries of health journalists. Bloggers too now play an important role in the key opinions about healthcare. With great power comes great responsibility, a cliché that holds true even today. Media's role in shaping the present and future of the healthcare industry can be understood by the fact that “most” people now go for voluntary check-ups. With your support, I see a dream of making this “most” into “all”.

I extend a warm welcome to all the delegates and friends.

HEAL Health Honours 2018

HEAL Foundation is dedicated to improving India's healthcare landscape. HEAL Health Honours are our token of respect for those who inspire us and the entire country with their incessant efforts to make India a healthy nation through their innovations, actions and words. HEAL Health Honours is recognizing leaders of different sectors of the healthcare industry who have made a tangible difference in the healthcare sector of the country through their insistent efforts.



Dr. Ashok Seth,
Chairman and
Cardiologist, Fortis
Escorts Heart Institute
with "Excellence in
Cardiology" Padma
Bhushan and Padma Shri
awardee by govt. of India



Sir Ganga Ra Hospital,
with "Excellence in
Healthcare Delivery"



Anand Srivastava,
Chairman, Maharishi
Ayurveda with
"Excellence in Alternate
Health"



Mallikarjun Reddy,
Health Correspondent
Sakshi with "Excellence
in Health Journalism"



**Nithya
Balasubramaniam,**
Vice President, Cipla
with "Excellence in Mass
Awareness on
Respiratory Health"



Sujesh Vasudevan,
President, Glenmark
India with "Excellence in
Affordable Healthcare"



Dr. Manreet Kahlon
COO, IVHSeniorCare
with "Excellence in
Senior Care"



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



Vinoj Kumar,
Editor,
The Weekend Leader
with "Excellence in
Health Journalism"



Dr. Pramod Kumar,
Chief News Coordinator,
The Organiser and
Secretary General, Delhi
Journalist Association
with "Excellence in
Health Journalism"



Dhananjay Kumar,
Managing Editor,
Medicare News with
"Excellence in Health
Journalism"



Manohar Singh,
Editor,
PTI Bhasha with
"Excellence in Health"



Viveka Roy Chowdhary,
Editor,
Express Pharma with
"Excellence in Health
Journalism"



Rahul Anand,
Health Editor,
NBT with "Excellence in
Health Journalism"



Manika Khanna,
Founder,
Gaudium IVF with
"Excellence in
Reproductive Health"

Day 1, 18th December 2018

Time	Session
2:30 pm - 3:00 pm	Registration
3:00 pm - 3:15 pm	Opening Remarks –R. Shankar, Chairperson, HEAL Health Writers Convention & Lamp lighting
3:15 pm - 3:30 pm	Welcome Address – Swadeep Srivastava, Principal Consultant, HEAL Foundation
3:30 pm - 4:40 pm	Keynote Session – The Menace of Fake Health News & Role of Media Key Panellists <ul style="list-style-type: none"> • Moderator: Dr. Sumit Ghoshal, Deputy Editor, Business India • R Shankar, Former Editor, New Indian Express • Dr. Shakti Kumar Gupta, Medical Superintendent, AIIMS, New Delhi • Dinesh C Sharma, Managing Editor, India Science Wire (ISW) • Kamal Shahani, Managing Editor, Cliniminds
4:40 pm - 5:10 pm	Addressing Unmet Patients Needs in Asthma Dr. Jaideep Gogtay, Global Chief Medical Officer, Cipla
5:10 pm - 5:50 pm	Panel Discussion: The Science of Ayurveda <ul style="list-style-type: none"> • Moderator: Dhananjay Kumar, Managing Editor, Medicare News • Anand Shrivastava – Chairman, Maharishi Ayurveda • Dr. Amit Arora – Vaidya, Maharishi Ayurveda • Lothar Pirc – Manager, Ayurveda Center, Germany • Dr. Amitaabh Varma - Senior Director – Neurology, Max Super Speciality Hospital • Dr. V D Agrawal - Professor, Kalpchikitsa, All India Institute of Ayurveda
5:50 pm - 6:10 pm	HEAL Interactive Quiz

Day 2, 19th December 2018

Time	Session
10:00 am - 11:15 am	Plenary Session: Editors & Health Industry Leaders Perspective – Upholding trust in healthcare Key Panellists: <ul style="list-style-type: none"> • Chairperson: Dr. Ashok Seth, Chairman, Fortis Escorts Heart Institute (Padma Bhushan, Padma Shri awardee) • Moderator: Sudhir Mishra, Managing Partner, Trust Legal • Dr. Pramod Kumar, Chief News Coordinator, Organiser and General Secretary, Delhi Journalist Association • Yogesh Pawar, Deputy News Editor, DNA

Session Schedule

	<ul style="list-style-type: none"> • K G Suresh Director General, Indian Institute of Mass Communication • Atul Sharma, Founder and Managing Director, Healthscape • Sanjeev Malhotra, Partner, Prosignt Partners
11.15 am – 11.30 pm	Special Address on 'What is a Vascular Surgeon's Job' by Dr. V S Bedi, Vascular Surgeon, Sir Ganga Ram Hospital
11:30 pm - 12:30 pm	<p>Panel Discussion: Food, Nutrition and Health: The Changing Dynamics</p> <p>Key Panellists:</p> <ul style="list-style-type: none"> • Chairperson: Sourish Bhattacharya, Co-Founder, Tasting India Symposium and leading voice on India's food business • Bhuwan Bhaskar, Managing Director, Kainos Global Wellness • Dr. Amit Arora, Vaidya, Maharishi Ayurveda • Dr. Harald Stossier, Director, VIVAMAYR Maria Worth Medic-Clinic, Austria • Ashi Kathuria Senior Nutrition Expert, World Bank • Convenor - Manjari Chandra, Renowned Nutritionist
12:30 pm – 1:00 pm	Special Address on 'Interpreting Medical Research'-Prof. Dr. Anoop Misra, Chairperson, Fortis C-Doc
1:00 pm – 1:20 pm	Changing Trends in Liver Transplant - Dr. Abhideep Choudhary, Consultant, Department of Surgical Gastroenterology & Liver Transplant, Jaypee Hospital
1:20 pm - 2:00 pm	Lunch
2:00 pm – 2:50 pm	<p>Panel Discussion: Creating Roadmap for Inclusive Healthcare in India</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Moderator: Dr. P Siva Kumar, Leading Healthcare Consultant • Vivek Srivastava, Founder and CEO, HealthCare atHOME • Vivek Tiwari, Founder and CEO, MedikaBazaar • Prof. Dr. C S Pandav, Former HoD, Centre for Community Medicine, AIIMS, New Delhi • Nithya Balasubramanian, Vice President - Marketing, Cipla • Shashi Baliyan, Managing Director, Clearmedi • Dr. Rajeev Sood, Dean, RML Hospital • Dr. Nimesh G. Desai, Director, IHBAS • Dr. Mandeep Kaur, Consultant Surgical Gastroenterology & Bariatric Surgeon, Manipal Hospital
2:50 pm - 3:20 pm	<p>Innovations & Advances in Liver Transplant</p> <p>Dr. Naimish Mehta, Consultant, Department Surgical Gastroenterology & Liver Transplant, Sir Ganga Ram Hospital</p>
3:20 pm - 3:45 pm	<p>Ageing India: The Growing Need for Elder Care</p> <ul style="list-style-type: none"> • Capt. Harsh K Singh, CEO, IVHSeniorCare • Dr. Manreet Kahlon, COO, IVHSeniorCare

INDUSTRY



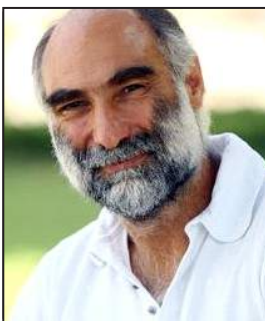
Dr. Ashok Seth
Chairman,
Fortis Escorts Heart
Institute,
Padma Bhushan and
Padma Shri Awardee

It is a pleasure to be here at National Health Writers and Editors Convention. I think it is an excellent forum in the transforming field of healthcare delivery where numerous changes are happening. It becomes very important to have such forum where all the stakeholders doctors, medical writers, medical editors, industry representatives, government representatives come together to create awareness, education, and uplifting the trust deficit among patients and stakeholders. I hope this forum continues in other directions to create educational programs, modules, and more such meeting.



K G Suresh
Director General,
Indian Institute of Mass
Communication

I am delighted to be here at Health Writers and Editors Convention. This is the third time I am here and I have always found it very useful. It is a great confluence of medical practitioners, medical writers, and people writing on health issues. Presence of all stakeholders makes it an ideal platform to exchange ideas. I find a lot of learning in these sessions great takeaways for all health journalists and some great initiatives are announced. Congratulations to Swadeep Srivastava and his team for organizing the knowledge-rich platform.



Dr. Harald Stossier
Director,
VIVAMAYR Maria
Worth Medi-Clinic
Austria

I am very happy to be part of this symposium. I see we have a lot of similarities in the medical field. Nutrition is an important part not only to be healthy or stay healthy; it is an important part to keep people healthy in protective and preventive aspect. Nutrition is a daily need, getting food is not the only concern but to eat the right food correctly is too. The convention is a great platform to meet colleagues and share ideas.



Prof. Dr. Anoop Misra
Chairperson,
Fortis C-Doc

I thank Swadeep Srivastava for giving me this opportunity to come to this magnificent conference, which involves health writers and editors. I am attending this conference for the second time and it is encouraging to see more and more people interested in health writers. If I go 20 years back, there were hardly 2 to 3 writers who were dedicatedly writing in the healthcare field. I believe such conferences help new writers to understand the concept of correct interpretation of medical studies that transform into reliable and correct media stories.

MEDIA



Dipak Misra
The Telegraph,
Patna

I have been in the media industry for over 20 years now and I firmly believe that the initiative taken up by HEAL foundation is exclusively for the vast healthcare industry and such conventions should be organized often, especially in the tier 2 and 3 cities where health reporting is considered to be monotonous and ordinary. This convention is an eye-opener for journalists covering the healthcare industry as their primary beat from across the country. Budding journalists can get a fair idea about how and what to report in health journalism which will lead to a boom in the future.



Dr. Pramod Saini,
Coordinator, The Organiser
and Secretary General,
Delhi Journalists Association

I extend my best wishes to HEAL foundation for organizing such an informative and interactive convention which is not only beneficial for the health veterans but is also very inspiring for health journalists of the country. Media plays a major role in uplifting the trust in healthcare industry by spreading awareness about numerous issues in healthcare however there is still a gap which needs to be bridged between media and healthcare industry which will certainly happen with time.



Karnakar Reddy,
Telangana Today,
Hyderabad

HEAL foundation has done tremendous work by presenting a platform for all the media personals to expand their network and reach which will eventually bridge the gaps and help us in writing about unexplored, unique and recent developments in the industry.



Mallikarjun Reddy,
Sakshi,
Hyderabad

I am extremely thankful to HEAL foundation for organizing the convention which focuses on filling the loopholes in the healthcare sector. This also helps us in extending our outreach within the industry.



Kalyani Sharma,
BioSpectrum,
Delhi

The convention organised by HEAL Foundation is the first step towards knitting the vast healthcare industry. All the health experts under one roof not only gives us an option to interact but also gives us a clear picture of the current trends in the industry.

Day 1, 18th December 2018

Menace of Fake Health News



OVERVIEW

Health is a serious and sensitive subject. With the recent boom of social media, credibility of content and news has become a concern. It is even more worrisome with respect to news relevant to health. In a country like ours, where the written word is considered sacrosanct, it is important to ensure that the information received by the masses is correct. This subject was one of the key subjects of the convention. The objective was to deliberate upon ways to help the masses understand credibility of source and also the role of media in ensuring that the flow of accurate information to the masses is maintained and wrong information is weeded out before it reaches to the masses. Speakers from different backgrounds like medical superintendents of leading government hospitals, editors of science based news portals, veteran journalists etc. shared their views on the subject.

MODERATOR



Dr. Sumit Ghoshal
Consulting Editor,
Business India Magazine,
Mumbai

Media persons always work under time pressure. if they do not get correct information from the correct source, they will extract it from somewhere. Therefore it is extremely important that every public office has a dedicated spokesman to deliver correct facts to the media. Another issue is that most of the fake news arises from so-called legacy media. People forward Whatsapp messages they receive without analysing them out of habit or concern. Media people have to be proactive to stop the spread of such news and take stand against it.

SPEAKERS



R Shankar
Chairperson,
Organizing Committee,
HEAL Health Writers
Convention

Fake health news has spread as fire in forest in the recent past. Sadly even the media person fall pray to this. The fake news is camouflaged in such a way that even an experienced eye can miss its authenticity. This panel discussion was a much-needed one to address this menace and how we can prevent it from spreading.



Dr. Shakti Kumar Gupta
Medical
Superintendent,
AIIMS, New Delhi

Media persons are always in hurry to report news and when they can't get hold of the right person they try to extract information from other means. As a result, we see totally distorted news next day on TV or newspaper. To address this issue, AIIMS established a dedicated media centre in which a person is assigned with the responsibility to provide correct information to the media person. Once a media person raises their query at the media centre, the suitable doctor is identified from the institution for that topic and a meeting is fixed with the media person in the media centre.



Dinesh C. Sharma
Managing Editor,
India Science Wire

We must realize that the media landscape in past 5 to 10 years has drastically changed. The new entry in the field is of social media where the numbers are mind-boggling. If we put the reach of all the newspapers together, it will still be short of the reach of the mobile phones. The millennial generation rarely read print media. Their major source of information is digital platforms which are sadly driven by technology companies rather than media companies.



Kamal Shahani
Managing Editor,
Cliniminds

Clinical trials and vaccines are two important healthcare aspects that often receive a negative connotation. Health writers and editors share the responsibility of projecting the clinical trials in a positive way. There may be a bad fish like every other industry but most of the clinical trials are conducted ethically. We must understand that without clinical trials there would not be any reliable drugs.

Addressing Unmet Needs of Asthma Patients



OVERVIEW

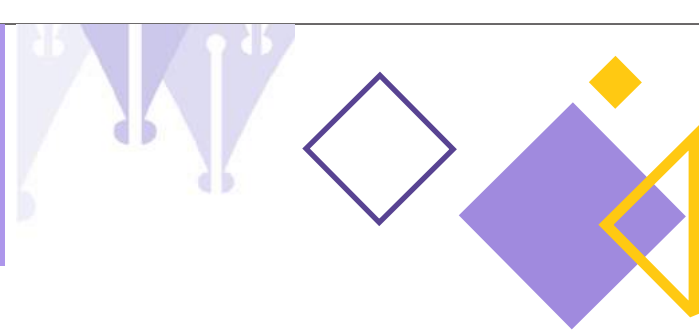
Respiratory diseases are the second most common cause of death in India as per the DALYs report. In India, 37.86 million people suffer from COPD. Out of this number, more than 18 million are children. These drastic circumstances require immediate measures. There are many steps to ensure needs of respiratory disorder patients are taken care of. The first step is awareness followed by acceptance and correct treatment. Cipla, a leader in respiratory disease management, shared stark statistics which highlighted the need for spreading awareness around the disease and also bust myths around inhalers - the safest and most effective way to manage asthma. The session was followed by a riveting interaction with the media where media addressed a lot of queries to Cipla's Global Chief Medical Officer - Dr. Jaideep Gogtay who shared interesting insights on the subject.

HIGHLIGHTS



Dr. Jaideep Gogtay
Global Chief Medical
Officer,
Cipla

- COPD and Asthma account for the second largest number of deaths in India.
- In India, 500 people may be dying of asthma every day.
- Rajasthan tops the list of statewise mortality of asthma adjusted for the population.
- 18 million asthmatics in India are children.
- International and national guidelines recommend the use of inhalers for the treatment of asthma.



OVERVIEW

India is home to some of the world's most popular alternate therapies. Ayurveda is amongst the leader in them. Maharishi Ayurveda, a globally renowned organisation working to bring Ayurveda to the forefront globally and popular for their Ayurveda based products and as the pioneers of Transcendental Meditation, led a very insightful session on the subject of 'Science of Ayurveda'. The session was attended by leaders of the Ayurveda segment in Indian healthcare industry. Along with vaidyas and Ayurveda experts, allopathic doctors also participated in the session as panellists and highlighted the role of alternate medicine in treatment and more importantly, prevention of diseases. The session highlighted how Ayurveda is based on ancient science which still holds true. In stead of working on the symptoms, Ayurveda works on the root cause eliminating it completely.

MODERATOR



Dhananjay Kumar
Managing Editor,
Medicare News

Ayurveda existed in India for thousands of years and it has also spread its wings to Europe and America lately. With the increased incidence of chronic diseases like cancer, diabetes, etc., it is important that we realize the importance of Ayurveda which works on principles of prevention and cure. Modern medicine has definitely saved thousand or lacs of lives but failed to provide any cure. Time has come when we marry the two systems for holistic healthcare.

SPEAKERS



Anand Shrivastava
Chairman,
Maharishi Ayurveda

Ayurveda is high on claims and low on data is an incorrect notion. The first objective of the Ayurveda is to maintain the health of healthy and second objective is to cure the disease of the patient. This is the only science, which can claim these two objectives. Thousands of years of experience stands as data for Ayurveda. Around 78,000 medicines are given to us through our Rishis and none of the ayurvedic medicine has been withdrawn from the market due to side effects or any other reason.



Dr. Amit Arora
Vaidya,
Maharishi Ayurveda

Ayurveda is vast when it comes to diagnosis. Broadly, there are eight methods that are used to diagnose a disease. Out of the eight methods, the most popular one is pulse diagnosis. The pulse diagnosis is based on the underlying principles of Ayurveda called vata, pita, kafa. Any imbalance in the vata, pita, or kafa is an indication of a disease. Assessing the pulse accurately can even give an indication of a disease that has not manifested in symptoms.



Lothar Pirc
Manager,
Ayurveda Center,
Germany

There is a general awakening about Ayurveda. In Europe, 75% of people want to use natural medicine. From Germany alone, 50,000 people fly to India and Srilanka for Panchkarma and around 200,000 take natural medicines. I can envision that in future Ayurveda will be regarded as the most developed medicine as modern medicine is only treating the diseases but not providing any prevention. On the other hand, Ayurveda works on prevention and cure. The world will be thankful to India for preserving this wonderful science for thousands of years.



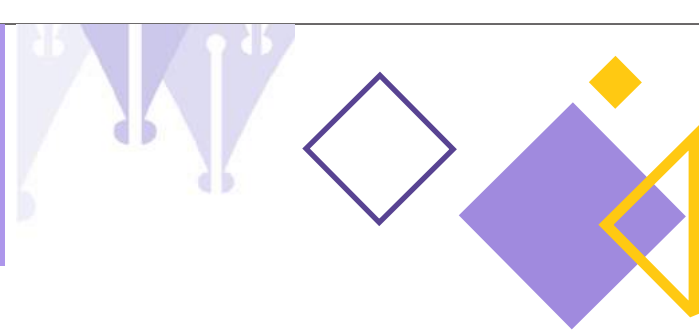
Dr. Amitaabh Varma
Senior Director -
Neurology,
Max Super Speciality
Hospital

Time has come when Allopathy and Ayurveda should go hand in hand to relieve human agony. According to WHO, 65 to 75 percent of diseases are lifestyle disease, and Ayurveda has some very effective treatment methodologies for such disease. I personally like Ayurveda because they work on the belief that every human is different whereas in allopathy we believe in one size fit all. The major concern among allopathic doctors is always about the training of Ayurveda doctors as many claims to be an Ayurvedic expert but do not have a real degree from a real medical college.



Dr. V D Agarwal
Professor, Kalpchikitsa,
All India Institute of
Ayurveda

Ayurveda has a vast literature on preventive and curative medicine. It is the only medical science, which prescribes a lifestyle keeping every body part in mind. It talks in details right from brushing your teeth to the type of bath and food depending on body type. Not only that, but it also prescribes particular lifestyles depending on the seasons. In curative treatment, Ayurveda uses herbs, rasayanas, minerals, etc, where positive effects and positive side-effects are used to cure a disease.



The Learning Curve



OVERVIEW

At HEAL Foundation, we have always aimed to make our health writer conventions an interactive and engaging platform. In the same spirit, this year as well we organized a quiz on all days of the convention. The quiz was based on the sessions of the convention. Many winners won tablet, kindles and vouchers. But the main objective of the quiz was to keep the attending journalists enthusiastic about the convention. The quiz hit the right notes and pepped up the journalists for the coming sessions. Anand Shrivastava, Chairman of Maharishi Ayurveda gave away the prizes to the winners.

FIRST PRIZE WINNER



Sumati Yengkhom
Correspondent,
The Times of India,
Kolkata

SECOND PRIZE WINNER



Rajesh Kumar Yadav
Sr. Correspondent,
Delhi Press Magazines,
Delhi

THIRD PRIZE WINNER



Manas Ranjan Panda
Assistant Chief Reporter,
Sakshi,
Hyderabad

Day 2, 19th December 2018

Upholding Trust in Healthcare



OVERVIEW

Recent mis-happenings have led to diminishing of trust between care givers - doctors, medical device manufacturers, pharmaceutical organisations etc. - and care receivers - patients. But an atmosphere of distrust is not suitable for ensuring proper care of the patients. It is important that a degree of trust is maintained between care providers and care receivers. Imminent speakers from the health industry joined the panel to share their thoughts on the subject. All the speakers stressed on the importance of transparent communication between doctors and patients. A flow of communication ensures transparency at all stages of the care giver and care receiver relationship.

MODERATOR



Sudhir Mishra
Managing Partner,
Trust Legal

Trust is a hallmark for a care giver and care receiver relationship. In times where role of newspaper is akin to classified files for a lawyer, the role of health reporters becomes very important. While it is the duty of reporters to highlight malpractices and mis-happenings after thorough due diligence, it is important to train the spotlight on positive stories from the healthcare domain as well. When health media balances all aspects in the story, readers can make a more informed decision. It is understandable that journalists often have short timelines, but evidence-based reporting should be a self-mandate for all health writers.

SPEAKERS



Dr. Ashok Seth
Chairman,
Fortis Escorts Heart
Institute,
Padma Bhushan and
Padma Shri Awardee

The balance in the doctor – patient relationship can be achieved through empathy and communication. The patient should believe that the doctor is a partner to his care. Also, media is the biggest messenger and influencer of societal and psychological change in a society like ours. Inaccurate headline or news can even lead to death of patients by influencing them to stop right practices or start wrong ones. I was waiting for a platform like HEAL Foundation's 6th National Health Writers and Editors Convention where I can voice my opinion that doctors and health writers can partner for a healthy India.



Atul Sharma
Founder & Managing
Director,
Healthscape

In 30 years we have made significant achievements in the field of medicine. But since the last few years, with the onslaught of different media, it has become confusing for consumers to identify correct news and credible sources. I believe that for all the stakeholders in the healthcare system, the audience should only be the patient. Patient centricity in the minds of the doctors, hospitals, pharma companies, medical devices and even media will lead to better outcomes. They should work to earn trust of the patient.



Yogesh Pawar
Deputy News Editor,
DNA,
Mumbai

When we talk about trust and credibility, the media needs to look at itself hard and long to find out where the root cause is. In terms of the ecosystem of a media house often leads to wrong selection of news to present to the masses. The right balance needs to be struck to ensure that the newspapers sell and also share the right information with the consumers.



K G Suresh
Director General,
Indian Institute of Mass
Communication

The patient is always at the receiving end. No communication between any of the stakeholders will be relevant if the patient is not involved. Social media has made monologues irrelevant and started interactive discussions. It is important that feedback of the patients be taken into account to understand their concerns better by all stakeholders. A rightly empowered patient and a patient aware of his duties will lead to better communication between patients and other stakeholders.



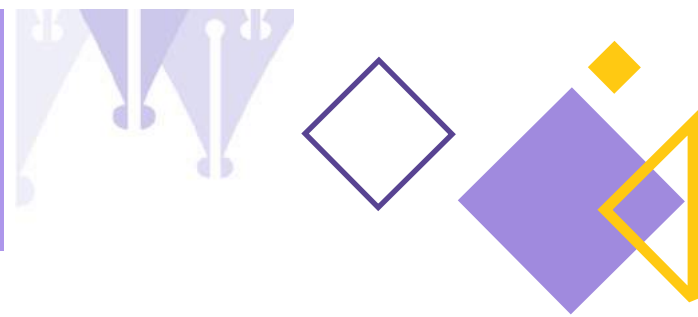
R Shankar
Chairperson,
Organizing Committee,
HEAL Health Writers
Convention

There is a trust deficit everywhere. Journalists are expected to write positive stories but in the professional set up of a news room, the editors question the journalists' intention behind a positive story. Hence, the understanding between health writers and editors should be strong which can be maintained if the journalists' intentions behind the positive story are genuine without hidden agendas.



Dr. Pramod Saini
Chief News Coordinator,
Organiser &
General Secretary,
Delhi Journalist
Association

This is the need of the hour to discuss the issue of severe trust deficit between doctors and patients. As journalists, we need to train the spotlight on positive stories. There are many people in the healthcare sector, many good initiative by public and private sector which need to be brought to the public notice. As health writers we all need to undertake the endeavour of bringing balance to our reporting. Delhi Journalist Association is happy to join hands with HEAL Foundation for any initiative which helps the society and helps in capacity building of health writers.



What does a Vascular Surgeon do?



OVERVIEW

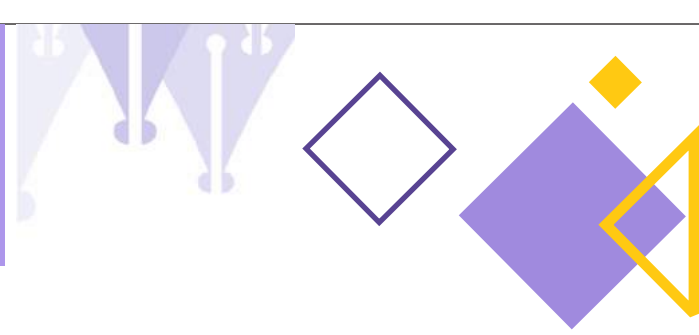
Medicine has evolved extensively in the past couple of decades. With changing disorders, their treatment has also advanced. There are many streams of medicine which are still little known to the masses at large despite the increasing prevalence of the diseases. Vascular surgeons fall in this category. Vascular surgery is a super specialty stream of medicine which has seen much advancements and innovations. Dr. V S Bedi, a highly experienced and respected vascular surgeon shared insights on what exactly is a vascular surgeon's job and how vascular surgery has evolved over the years. His session was met with a lot of questions and thoughts from the journalists which were satisfied by Dr. Bedi.

HIGHLIGHTS



Dr. V S Bedi
Vascular Surgeon,
Sir Ganga Ram
Hospital

- *India has only 400 vascular surgeons.*
- *50 million people in India are suffering from diabetes, 6% of whom are 'foot at risk'.*
- *After developing a diabetic ulcer, If a patient does not reach clinician in time he is likely to lose his leg. In the next 5 years, the patient is likely to lose his second leg and after 10 years the patient is likely to lose his life.*
- *Untreated vascular disease can often result in amputation.*
- *Some eminent persons like Pt Jawaharlal Nehru and Albert Einstein lost their lives to aortic aneurysms due to lack of technology and treatment. Today, aortic aneurysms can be treated with minimally invasive techniques.*



Food Nutrition & Health: The Changing Dynamics



OVERVIEW

The subject of nutrition and wellness are always relevant for health media and the masses alike. With the burden of non-communicable diseases increasing at a fast rate, it is important to understand how our lifestyle preferences have changed and how with few simple changes in our lifestyle and food habits, good health can be achieved by all. The session's panellists came from different fields - nutritionist, world bank experts, food bloggers, ayurveda experts, wellness experts and innovators in the field of health. With such a colourful and respected panel, the discussion steered around initiatives that should be taken on an individual level to initiatives that the govt. of India have initiated to improve health seeking behaviour of the masses at a societal level. The deliberations were met with many questions - especially on the subject of FSSAI and Health Ministry's Eat Right India Movement and its key messages of food fortification, food safety, first 1000 days of life and reducing intake of food high in salt, sugar and fat.

MODERATOR



Manjari Chandra
Renowned Nutritionist,
Manjari Wellness

The risk factors for adult chronic diseases, like hypertension and type 2 diabetes, are increasingly seen in younger ages, often a result of unhealthy eating habits and increased weight gain. Dietary habits established in childhood often carry into adulthood, so teaching children how to eat healthy at a young age will help them stay healthy throughout their life.

SPEAKERS



Sourish Bhattacharya
Co-founder,
Tasting India Symposium

With so many theories on the internet floating around, consumers forget the basic nutritional principles. When people go out to eat, they don't eat healthy food. They indulge. On the contrary, when people eat at home, they eat healthier. The effect is more in India's case because we have a natural sweet tooth and affinity for salt. Nutritionists, doctors and journalists should come together on a common platform and spread awareness.



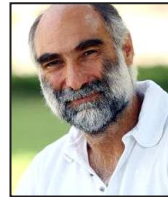
Dr. Amit Arora
Vaidya,
Maharishi Ayurveda

Ayurveda does not believe in a standardized diet for everyone. We have 10 body types in Ayurveda and the dietary recommendations for each one of them are different. All the foods are specifically categorized and prescribed in the Ayurveda. Apart from the categorization of foods on the basis of body types, Ayurveda also categorizes these foods on the basis of the location of the person. One should keep her metabolism in mind while eating different varieties of food.



Ashi Kathuria
Senior Nutrition Expert,
World Bank

Nutrition is not only about food it is way beyond that. Incorrect and inefficient eating habits often result in an unhealthy state. Overeating or eating foods that are rich in salt, sugar, and oil often result in obesity, which is the main cause of non-communicable diseases (heart attack, stroke, diabetes). The other aspect of unhealthy eating is eating foods that are deficient in key nutrients leading to deficiency diseases. Eat right movement is the holistic approach toward the right nutrition. It is not only targeting adults for healthy eating but also stressing on the nutrition during pregnancy and initial years of life.



Dr. Harald Stossier
Director,
VIVAMAYR Maria Worth
Medi-Clinic Austria

Eat right movement is an effort that deserves accolades. In Austria, we are trying to do the same by treating people with nutrition techniques. It is very important that people understand the physiology of their body. Poor eating habits are the cause of most of the disease and we must understand that like our other body parts intestines do need rest. Intermittent fasting can do wonders to one's health when practised in a correct way. Fast paced challenging life has affected our eating habits hugely and time has come when we should return to our basics, eat heavy in the breakfast and light in dinner.



Bhuwan Bhaskar
Managing Director,
Kainos Global Wellness

We cannot control our anatomy. It's already there. It's the physiology that we play with. Preventive health used to be important earlier. Preventive health does not need us to go to a doctor. It is our living, what we are, how we live that contributes to preventive health. True wellness is the wellness of mind, body and soul.

Interpreting Medical Research



OVERVIEW

It is unfair to expect a health journalist to be a doctor or an expert on science. But they have the responsibility of identifying relevant material, curating it and simplifying scientific researches and studies for their reader's ease of understanding. Prof. Dr. Anoop Misra, a leading endocrinologist of the country shared his insights on the subject at the 6th National Health Writers and Editors Convention aimed to educate the country's health journalists about understanding medical studies, using their own intellect to curate it and bringing it out to the masses in a palatable manner. His address touched upon subjects like importance of referencing, double checking facts, avoiding exaggeration, avoiding cut copy paste and reviewing each study with help of subject matter experts before considering it print worthy. Dr. Misra shared highly relevant examples to help the attending health media understand the importance of accurate reporting and ways to do the same.

HIGHLIGHTS



Prof. Dr. Anoop Misra
Chairperson,
Fortis C-Doc

- *Never disclose the source of information imparted in confidence.*
- *Respect the privacy of patients, their family at all times.*
- *Be mindful of consequences of your story. Remember that people who may be handicapped, especially children, have lives to live long after the media have lost interest.*
- *Never intrude in private grief. Close-up photography of the victims should be avoided.*
- *Read a lot, critically analyze a lot, and write a lot.*

Creating Roadmap for Inclusive Healthcare in India



OVERVIEW

India is a large, populous and dynamic country. For a country like ours, healthcare is amongst the most important requirements. A large part of the country is still in villages. Hence, it is important that healthcare be available, accessible and affordable to all parts of the country alike to ensure our growth as a nation. This session was the key highlight of the convention with top panellists from various sectors of the healthcare industry participation and sharing their opinions on making healthcare more inclusive. Participants were from various industries like home healthcare, online marketplace for medical devices, community medicine practitioners, pharmaceuticals, cancer care experts, government hospital representatives, private hospital representatives and mental health experts. The session saw engaging deliberations and interesting interactions amongst the panellists.

MODERATOR



Dr. P Sivakumar
Leading Healthcare Consultant

Seventy percent of Indian population live in rural area and 70% of healthcare infrastructure is available in the urban area. The delivery gap is huge and reach of the healthcare to one and all is a challenge. India lags behind in term of human resource as well as budget in healthcare in comparison to a global standard. Technology innovation aided by novel business models is one clear way to ensure healthcare delivery to grass root level.

SPEAKERS



Vivek Srivastava
Co-Founder and CEO,
HealthCare atHOME

Technology innovations have provided a much-needed impetus to the inclusive healthcare. With technology, we are able to provide 70% of the hospital services in the comfort of the home. This has helped us to reach out to tier-2 and tier-3 cities with better economics. Availability of the doctors is poor in India and it is important that we use the available resources to their full potential. ICU at home help in adding more patients under the care of a specialist who is already managing a 50 bed ICU in a hospital.



Vivek Tiwari
Founder & CEO,
MedikaBazaar

As per 2011 census, there are around 6.5 lac villages in India and 50% of these don't even have a Primary Health Centre. When we talk about technology and innovation, we need to think about these 50% people to make healthcare inclusive. I believe a strong digital penetration will play a huge role in making healthcare inclusive. Internet infrastructure is fairly strong now and we need to utilize it to full potential.



Nithya Balasubramanian
Vice President-Marketing,
Cipla

Access to healthcare is a well-known challenge but another important challenge is lack of standardization. Ayushman Bharat is a step in the right direction but it is only focussed to tertiary care. To leapfrog into more inclusive and standardised healthcare, it is very important that all IPD and OPD are covered under Ayushman with standardization.



Prof. Dr. C S Pandav
Former Head of
Department,
Centre for Community
Medicine,
AIIMS, New Delhi

Inclusive healthcare has five levels - health promotion, specific protection, early diagnosis and treatment, disability prevention, and rehabilitation. Mostly, the focus has been on curative care and we ignore the levels of health promotion and specific protection. The Indian healthcare system has a plethora of pathies but the patient is always looking for relief from symptoms. He does not care about the pathy used. To achieve inclusive healthcare, it is the need of the hour that all pathies are used to the best of their potential.

SPEAKERS



Dr. Shashi Baliyan
Managing Director,
Clearmedi

Technology is playing a huge role in making healthcare inclusive. We have been successful in delivering care in tier-2 and tier-3 cities at a reduced cost with the help of technology. Now physicians can give consultation to patients in remote areas through video conferencing. Video conferencing has developed to that level that now it can measure the expression of all facial muscles. A disruptive technology to augment doctors' potential to treat more patients will be a real breakthrough for inclusive healthcare.



Prof. Dr. Rajeev Sood
Dean,
RML Hospital

India spends only USD 10 per capita on healthcare in comparison to USD 6000 in Europe and USD 5000 in the US. We spend only 1.4% of GDP as health budget but according to WHO, 4% of GDP is spent on healthcare in India, which means that 3% of the expenditure is born by the patients through their own pocket. We need correct family physician centred treatment and care. Alternate pathies need to work independently and quacks needs to be caught & punished.



Dr. Nimesh G Desai
Director,
Institute of Human
Behaviour and Allied Science

Healthcare system should be inclusive across healthcare specialties, classes, region, urban-rural people, and people with disability. However, it is important to understand that it is not an easy job. Media also has a great role to play in this. Often healthcare stories are published with negative headings. It is important that health writers do publish positive or neutral stories.



Dr. Mandeep Kaur
Consultant -
Surgical Gastroenterology
and Bariatric Surgeon,
Manipal Hospital

Inclusive healthcare is only possible when there are enough resources both human as well as financial. If we need to uplift the EWS patients, we need to come up with a health policy that covers them at minimal premiums. Most of the times, first responders are nonmedical people and sadly they are not equipped with the right knowledge. Even medicos don't have basic life support manoeuvre like CPR in their curriculum. Only an inclusive approach can bring inclusive healthcare.

Innovations & Advances in Liver Transplant



OVERVIEW

Liver transplants have seen a strong growth in the past couple of decades. Considering the increase in need, innovations in the field have also grown exponentially. We had two leading liver transplant specialists - Dr. Naimish Mehta from Sir Ganga Ram Hospital and Dr. Abhideep Choudhary from Jaypee Hospital - to share insights on how liver transplant has evolved over the years. Their sessions were rich of audio - visual and graphical tools to help the attending media understand the nuances of liver transplant surgery. Types of liver transplant, unique cases, rare cases, liver transplant in paediatric patients and multi-donor liver transplants saw a lot of questions from the media. The sessions were very engaging and full of scientific information.

HIGHLIGHTS

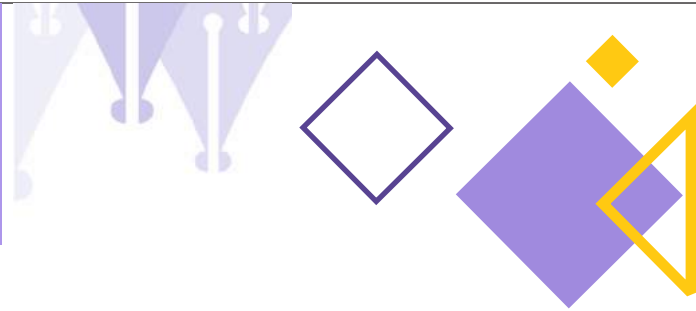


Dr. Naimish Mehta
Senior Consultant-Surgical
Gastroenterology & Liver
Transplantation, Sir Ganga
Ram Hospital



Dr. Abhideep Choudhary
Consultant, Department
of Surgical
Gastroenterology & Liver
Transplant, Jaypee
Hospital

- *Liver disease affects 1 in every 5 people.*
- *In India, 20 people for every 1 lac people die due to liver disease.*
- *Alcoholic cirrhosis, viral hepatitis, and fatty liver diseases are the most common causes of liver disease.*
- *Up to 75% of the liver can be removed if required.*
- *First successful liver transplant patient survived only for 22 days and today 80% liver transplant patients survive for more than 10 years.*
- *In the present date, liver transplant with open heart surgery is possible.*
- *Liver transplant even in children with less than 10 kg weight is possible.*



The Growing Need for Elder Care



OVERVIEW

A couple of years back, India was amongst the youngest countries with 50% plus population young. But when this populations starts greying, India will start ageing too. And who will cater to the needs of the elderly and how? What are the challenges and opportunities? The session on Ageing India answered these questions with some practical solutions. IVH SeniorCare is changing the face of eldercare in India by providing health and social concierge solutions to elderly living alone - which is not a boon just for the elderly but also their children living away from home. Along with the solutions, the delivery of the solutions is also noteworthy as their care givers are veterans of the armed forces. Their session brought to light the plight of ageing India and presented practical solutions to meet the needs.

SPEAKERS



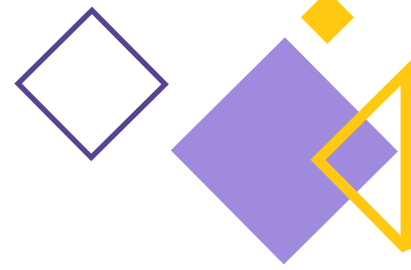
Capt. Harsh K Singh
Chief Executive Officer,
IVH SeniorCare

There are ministries for women and children but sadly there is none for elders. The way we are aging, we would need a dedicated infrastructure for our elders to give them a dignified old age. We must understand that eldercare is not only about healthcare, but it is also about their social and economic wellbeing.



Dr. Manreet Kahlon
Chief Operations Officer,
IVH SeniorCare

Jug Jug Jiyenge survey conducted by IVH SeniorCare presented surprising results. There is a complete disparity of thoughts between elders and their children. The most surprising finding was that elders were more concerned about their social life whereas their children prioritized their health. IVH SeniorCare is a group of healthcare professionals, administrators and, ex-defence personnel who are working to address this disparity of thoughts and creating a happy and healthy world for elders.



2nd Ayushman Bharat Healthcare Summit



Sh. Devendra Singh, Advisor to Sh. Ashwini Kumar Choubey, Minister of State for Ministry of Health & Family Welfare

Panel Discussion: Holistic Health in India: Opportunities and Challenges

Health is a state of physical and mental wellbeing. To have a truly 'Ayushman Bharat' it is essential that focus is on complete being of wellness. Holistic health includes allopathy as well as alternate therapies. The session on holistic health included leading panellists from different walks of life of healthcare who shared their insights on holistic individual and societal health.

On behalf of Sh. Ashwini Kumar Choubey, Minister of State for Ministry of Health & Family Welfare, the 2nd Ayushman Bharat Healthcare Summit was attended by Sh. Devendra Singh, Advisor to the Minister. He shared Sh. Ashwini Kumar Choubey's appreciation for a platform like the health writers convention which plays a crucial role in improving health seeking behaviour of the masses. On behalf of the MoS of Health, Mr. Singh also trained the spotlight on how Ayushman Bharat scheme (PM-JAY) will change the course of healthcare in India.

Launch of Maharishi Ayurveda Logo

The subject of holistic health is indeed incomplete without alternate therapies like Ayurveda. In this domain, Maharishi Ayurveda is doing exemplary work to make the people of India as well as the world understand the concept of Ayurveda better. Sh. Anand Shrivastava, Chairman of Maharishi Ayurveda, shared insights on how Maharishi Ayurveda took Ayurveda India wide and to the world and what are their plans for the future. They also launched their new logo on the platform of 6th National Health Writers and Editors Convention amid much fanfare.



SPEAKERS



Prof. Dr. C S Pandav
Former Head of
Department,
Centre for Community
Medicine,
AIIMS, New Delhi

WHO definition of health is focussed on physical health, more recently mental health and very little on the social health. However, when you look at holistic health, it is the approach to life. Instead of focussing on illness or specific parts of the body, the ancient approach focusses on the person as a whole and how they interact with the environment. The goal is to achieve holistic wellbeing where every organ of the body is functioning at its best. There are 8 dimensions of health: physical, emotional, intellectual, social, spiritual, occupational, personal and financial satisfaction, environmental wellbeing. All these are achievable by making the right choices without any additional cost.



K G Suresh
Director General,
Indian Institute of Mass
Communication

For a health reporter, the focus is always on the reporting curative aspects rather than preventive aspects. It is time when we should look at it in a more balanced way. Although there are people going for Ayurveda, Siddha, Unani, most people in India depend on modern medicine. Alternate medicines are always seen as a goody-goody factor. Perhaps the time has come when these branches should be included in the curative part.



Dr. Pinak Shrikhande
Principal,
HealthQuad

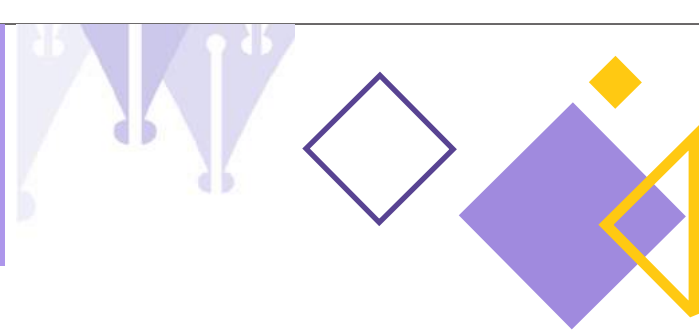
I have mostly worked in the field of critical care, a stage that arrives when diseases are ignored in the initial phases. Most often the causes of the disease are pretty basic starting from lack of exercise, a lifestyle habit, a dietary habit, etc. The time has come when we realize that prevention is equally effective and important as a cure and there is an acceptance that preventive strategies are dominated by systems that are outside allopathy. Hence, now more and more allopathic doctors want to be a part of it.



Anand Shrivastava
Chairman,
Maharishi Ayurveda

Ayurveda is one of the ancient medical sciences. It works towards holistic health by treating the person rather than the disease. Ayurveda defines 5 stages of the disease and 'Nadi Parikshan' technique in the Ayurveda is capable of catching a disease in the very first stage when physical signs and symptoms are not present. Ayurveda is the only medical science that gives a specific way of life for different individuals. If a person follows ayurveda religiously, he is expected to live a happy and healthy long life.

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



Vote of Thanks



R Shankar
Chairperson, HEAL Health Writers Conventions

Health is a sensitive subject which has the capability to change lives. In this endeavour of changing lives of people for the better, media plays the crucial role as a key influencer. By being the bridge between credible sources of information and the masses, media holds the power to empower people and nudge them into better health seeking behaviour. Hence, the need to empower media with accurate knowledge about relevant health related issues is pressing. With the shift from communicable diseases to non-communicable diseases, focus should be high on prevention as well. By reporting about ways to prevent diseases rather than reporting about incidence of diseases, the spotlight can be trained on prevention. I am very thankful to the health writers who have continued to evolve as per the need of the times. I think of HEAL Foundation as a catalyst to help health media understand issues which need to be highlighted and brought to attention of the masses. By participating in the 6th National Health Writers and Editors Convention, the media has again shown their faith in HEAL Foundation and our associates. I would like to thank Dr. Ashok Seth, Prof. Dr. Anoop Mishra, Dr. K G Suresh, Indian Institute of Mass Communication, Cipla, Maharishi Ayurveda and our other associates who helped make HEAL Foundation's endeavour a success. With support of like minded organisations and individuals, we hope to continue our legacy of improving health status of the country.



D NEWS

D NEWS हील फाउंडेशन ने हेल्थ मीडिया के लिए भारत का सबसे बड़ा सम्मेलन आयोजित किया

सम्मेलन में 75 स्वास्थ्य पत्रकार और उद्योग जगत से 40 दिग्गज हस्तियां शामिल हुईं

केंद्रीय स्वास्थ्य एवं परिवार कल्याण राज्यमंत्री अश्विनी कुमार चौबे ने आयोजन भारत योजना पर प्रशंसा जताते हुए कहा कि यह कार्यक्रम स्वास्थ्य और उद्योग जगत के बीच के गैर-पारंपरिक संबंधों को मजबूत करने में मदद करेगा।

विशेष: 75 दिग्गज हस्तियां सम्मेलन में पहुंचीं। कार्यक्रम में 75 स्वास्थ्य पत्रकार और उद्योग जगत से 40 दिग्गज हस्तियां शामिल हुईं। केंद्रीय स्वास्थ्य एवं परिवार कल्याण राज्यमंत्री अश्विनी कुमार चौबे ने आयोजन भारत योजना पर प्रशंसा जताते हुए कहा कि यह कार्यक्रम स्वास्थ्य और उद्योग जगत के बीच के गैर-पारंपरिक संबंधों को मजबूत करने में मदद करेगा।

Aatma

आत्मा विविधा

हील फाउंडेशन ने हेल्थ मीडिया के लिए भारत का सबसे बड़ा सम्मेलन आयोजित किया

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Sangyan News

SANGYAN NEWS

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हील फाउंडेशन ने हेल्थ मीडिया के लिए भारत का सबसे बड़ा सम्मेलन आयोजित किया।

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Top Story

Govt upgrading 58 medical colleges: Ashwini Kumar Choubey

Staff Reporter
New Delhi

Around 75 health journalists attended a three days health media convention to upgrade their knowledge about pressing health issues and network with their peers. The conventions was organized by HEAL Foundation in association with Indian Institute of Mass Communication as Academic Partner.

Around 40 leaders of the health care industry took part there and also interacted with a niche audience of health media.

Chief Guest Ashwini Kumar Choubey, Minister of State, Health and Family Welfare said, "It's an irony that even after seven decades of freedom, 62.58% citizens don't have health insurance. As a result, every year around 4% citizens get stuck in the vicious cycle of poverty due to unbearable health expenses. Government is upgrading 58 medical colleges and establishing super specialty blocks in 73 medical colleges to fight the menace."

The Minister said "I congratulate HEAL Foundation for taking the initiative of capacity building of health writers - especially vernacular media - from all parts of the country and I am assured that intense discussion on Ayushman Bharat and healthy India will definitely yield fruitful results and benefit government too."

The convention had key panel discussions on topics like 'Menace of Fake Health News' and 'Upholding Trust in Healthcare', where speakers like Dr Ashok Seth Padam Bhushan Awarded, Chairman and Cardiologist Fortis Hospital, Dr Shakti Kumar Gupta Medical Superintendent AIIMS and KG Suresh, Director General of Indian Institute of Mass Communication, presented their viewpoints.

Swadley Srivastava, Founder HEAL Foundation, and Founding Managing Partner India Virtual Hospital said "The convention has established itself as a bridge between health journalists and doctors, hospitals, pharma industry, and other industry players. The objective of the 6th convention was to touch-base our health writers and editors with the recent advances in the healthcare industry and increasing roles and responsibilities of health media in the holistic improvement of healthcare."

CONCISE TODAY

CONCISE TODAY

Home केसाटून रजनीति केसाटून भारत केसाटून दुनिया केसाटून प्रवेश केसाटून टैक सर्वोपेक्ष केसाटून वाटकभट्टर

हील फाउंडेशन ने हेल्थ मीडिया के लिए भारत का सबसे बड़ा सम्मेलन आयोजित किया

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Total Khabar

इंडिया का सबसे बड़ा हेल्थ मीडिया सम्मेलन हील फाउंडेशन द्वारा आयोजित

सम्मेलन में 75 स्वास्थ्य पत्रकार और उद्योग जगत से 40 दिग्गज हस्तियां शामिल हुईं

केंद्रीय स्वास्थ्य एवं परिवार कल्याण राज्यमंत्री अश्विनी कुमार चौबे ने आयोजन भारत योजना पर प्रशंसा जताते हुए कहा कि यह कार्यक्रम स्वास्थ्य और उद्योग जगत के बीच के गैर-पारंपरिक संबंधों को मजबूत करने में मदद करेगा।

विशेष: 75 दिग्गज हस्तियां सम्मेलन में पहुंचीं। कार्यक्रम में 75 स्वास्थ्य पत्रकार और उद्योग जगत से 40 दिग्गज हस्तियां शामिल हुईं। केंद्रीय स्वास्थ्य एवं परिवार कल्याण राज्यमंत्री अश्विनी कुमार चौबे ने आयोजन भारत योजना पर प्रशंसा जताते हुए कहा कि यह कार्यक्रम स्वास्थ्य और उद्योग जगत के बीच के गैर-पारंपरिक संबंधों को मजबूत करने में मदद करेगा।

इलाज के खर्च से गरीब हो रहे भारत के लोग : चौबे

देहरादून, 20 दिसंबर (ब्यूरो) : केन्द्रीय स्वास्थ्य राज्य मंत्री अश्विनी चौबे ने कहा कि भारत में 62 फीसदी से अधिक लोग हेल्थ इश्यू से रूबरू हैं। इसका नतीजा यह निकलता है कि इलाज के अभाव में खर्च के कारण देश की करीब चार प्रतिशत जनता हर वर्ष गरीबी के कुचक्र में फंस जाती है।

केन्द्रीय मंत्री ने यह बात दिल्ली के द्वारका में होल फाउंडेशन और उसके सहयोगियों द्वारा आयोजित द्वितीय आयुष्मान भारत स्वास्थ्य देखावाल सम्मेलन में मुख्य अतिथि के तौर पर कही। उन्होंने कहा कि इस सम्मेलन का उद्देश्य स्वास्थ्य के क्षेत्र में हो रहे नये अविष्कारों, अनुसंधानों, उत्पादों और नये सौजीकरण की जानकारी देनी है। यह सराहनीय पहल है। उन्होंने कहा कि इस आयोजन से

दिल्ली के द्वारका में आयोजित हुआ द्वितीय आयुष्मान भारत हेल्थकेयर सम्मेलन

आयुष्मान भारत के क्रियान्वयन और उसे और भी प्रभावी बनाने के लिए भारत सरकार को ठोस सुझाव मिलेंगे। इस मौके पर उन्होंने केन्द्र सरकार की महत्वाकांक्षी योजना आयुष्मान भारत योजना के बारे में विस्तार से बताया। मंत्री चौबे ने कहा कि आयुष्मान भारत योजना से देश की कुल आबादी का 40 प्रतिशत यानी 50 करोड़ से भी ज्यादा नागरिक हर वर्ष लाभान्वित होंगे। पांच लाख तक का स्वास्थ्य खर्च प्रति परिवार प्रतिवर्ष सरकार वहन करेगी।

HEAL Foundation organises the Health Media Convention

75 Health Journalists and 40 industry leaders attend the convention.
Key Speakers include Dr Ashok Seth - Chairman of Fortis Heart Institute, Dr Anand Kumar - Director of Fortis C, Dr. Ashok Seth - Director of Fortis C, Dr. Ashok Seth - Director of Fortis C, Dr. Ashok Seth - Director of Fortis C.



New Delhi: More than 75 health journalists gathered and used to upgrade their knowledge about pressing health issues and diseases in their reports. At a 2-day health media convention organized by HEAL Foundation with Indian Institute of Mass Communication (IIMC) as Academic Partner and 40 members of the health industry, including Dr. Ashok Kumar Choudhry, Minister of State for Ministry of Health & Family Welfare, Government of India, participated in the convention held in New Delhi. The convention had key speakers including Dr. Ashok Seth, Chairman of Fortis Heart Institute, Dr. Anand Kumar Choudhry, Minister of State for Ministry of Health & Family Welfare, Government of India, and others. The convention had key speakers including Dr. Ashok Seth, Chairman of Fortis Heart Institute, Dr. Anand Kumar Choudhry, Minister of State for Ministry of Health & Family Welfare, Government of India, and others. The convention had key speakers including Dr. Ashok Seth, Chairman of Fortis Heart Institute, Dr. Anand Kumar Choudhry, Minister of State for Ministry of Health & Family Welfare, Government of India, and others.

Sharing his opinion on 'Upholding Trust in Healthcare', Dr. Ashok Seth said, "Doctors always work under a lot of pressure during odd hours, which is not reflected in their remuneration. It is an over-communication of trust building among patients and doctors. It is very important for doctors to have capacity to deal with patients. For media, it is not enough to report on doctors' failure or success. It is important to report on doctors' success in building trust in healthcare."

Sangbad Protidin Kolkata

আমার উজ্জ্বলি দিয়েও ভূয়া খবর ঘুরছে বাজারে, বললেন এইমসের সুপার

স্বাস্থ্য নিয়েও 'ফেক নিউজ'-এর রমরমা! বাড়ছে অতর্ক-বিভ্রান্তি

সুবেদ নিয়ে কিছু কংগ্রেট সহো নিবেদনে লোকের জন্য 'ফেক নিউজ' বাজারে ছাড়াচ্ছে। এই সব নিয়ে একসঙ্গে বেদনে সাংবাদিক মনোভবে সচেতন হতে হবে। অন্যভাবে সত্যকে বিচার করে 'ফেক নিউজ' বন্ধ করতামূলক কৃতিত্ব শিষ্টাচারে কয়েক মেডিকেল সুপার শক্তিশালী করে জনসচেতনতা তুলে ধরতে হবে।

কোথায় হাত তিনটে পর মেডিকেল বন্ধ বাধার ফতোয়া দেওয়া হচ্ছে। কোথাও আবার পূর্ণাঙ্গ মেডিকেল হচ্ছে, কোথাও ডিগ্রির সঙ্গে সঙ্গে একটা মেডিকেল সেন্টার খোলার খবর আসছে। সত্যকে সত্যে ছাড়ার সোপান। এমন খবরে শিঙের উঠেমনে সাংবাদিক মনুষ্য। অথবা এই অর্ধাঙ্গ কোথায় আঙ্গ প্রত্যয়ে। মনে করবেন স্বাস্থ্য ও সংবাদমাধ্যমে বিশিষ্টতা।

বিষয়টি যে বিলম্বকর যাত্রা অতিক্রম করতে চলেছে এমনি তা একগাছের পীকার করে নিচ্ছেন তারা। তাদের মত, সোশ্যাল মিডিয়া অনেক খবরই অপ্রমাণ সংবাদমাধ্যমে ফলস্বরূপ আয়ত্ত করে। শাউরিনে শৌছে গিয়েছে অপ্রমাণ কেসের। খবরের বাজারে এক প্রেমিক মনুষ্যের মধ্যে সোশ্যাল মিডিয়া একটা বিস্ফোষকারী তৈরি হয়েছে। এই তিনের

সকলকে যে সাংবাদিকরা ইচ্ছাকৃতভাবে করেন তা না, তাদের অনেক সময় সোশ্যাল স্টোরির সোচ্চ বেধিয়ে বিলম্বিত করে হয়। সর্বাধিকারী পরিচরিত উপলক্ষে সম্পাদক সুনির্দিষ্ট যোগ্যতা জানিয়েছেন, সীমাবদ্ধিত হাসপাতালে অধিকার কখন অধিকার সমগ্র হাসপাতালে কর্তৃক মুদ্রিত ক্রমপুত্র এটি ছিল। ফলে সাংবাদিকরা সঠিক তথ্য পরিবেশন করতে পারত না। অথচ মিথ্যার হাসপাতালে জন্মিত প্রমাণে মহাশয় যখন অধিকার তখন সঠিক সংকে পরিবেশিত হত। কারণ প্রমাণবাহক বাণীর পরিবর্তে 'সেসে ডিবি' দেওয়া হত। সর্বাধিকারী এবং বেসরকারি সমস্ত স্বাস্থ্য প্রতিষ্ঠানকে বিচারিত করে সোচ্চভাবে বাজারে ছাড়া। তবেই মাঝে মাঝে অপ্রমাণ করে তুলে দেওয়া হয়। সর্বাধিকারী বিজ্ঞান পরিচরিত সম্পাদক বিশেষ নিম্ন এবং স্বাস্থ্যবিদগণের কলম সাহায্যে বসেন, ট্রিনিটিয়াল ডায়াল চিপে ছাড়া খবর বাজারে খোলে। সমস্তের মধ্যে সোচ্চের পটীকা না করেই অনেক সত্য তা খেতে খবর তৈরি করে হয়। এই বিচার সাংবাদিকদের অপ্রমাণবাহক দিচ্ছে নিতে হবে। সত্যি এবং মিথ্যা বোকার বিশেষ সিলে হবে।

Telangana Today, Hyderabad

'Communication key for trust building'

T KARNAKAR REDDY



The convention had discussions on topics such as 'Menace of Fake Health News' and 'Upholding Trust in Healthcare'.

Union Ministry of State for Health and Family Welfare, Ashwini Kumar Choubey said, "It's an irony that even after seven decades of freedom, 62.58 per cent of citizens don't even have health insurance cover. As a result, every year around 4 per cent of citizens get stuck in the vicious cycle of poverty due to unbearable health expenses."

Devedra Singh, Adviser to the Union Ministry of State for Health and Family Welfare, read out the speech copy of the Union Minister during the two-day 6th Health National Editors and Health Writers Convention held in New Delhi since Choubey, the chief guest of the convention, could not attend the meeting in the last minute. Ashwini Kumar said, "The Government is upgrading 58 medical colleges and establishing super speciality blocks in 73 medical colleges to fight the menace of Fake Health News."

tried his best' or 'doctor was negligent' depending on doctor's empathy and communication. Swadeep Srivastava, Founder HEAL Foundation and Founding Managing Partner India Virtual Hospitals said "The convention has established itself as a bridge between journalists, doctors, hospitals, pharma industry, and other industry players. Journalists got the opportunity for capacity building from key industry leaders that give them access to the first-hand information during odd hours, which often results in miscommunication or no communication. For trust building among patients and doctors, it is very important for doctors to have empathy toward patients. A clear and polite communication goes a long way in trust building. Patient's feedback for the same result can be 'Doctor

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Organising Secretariat
Sukriti Jain

A-3, First Floor, Sector 4, Noida, Uttar Pradesh-201301, India
Contact No: +91-120 4089918
Email: sukriti@healfoundation.in

Facebook: /pages/Heal-Foundation/136494109763368?ref=ts
Twitter: @HealFoundation1