

BR Life SSNMC Hospital to offer Holistic Medicare

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BR Life Group of Hospital's Announces Association with Art of Living Foundation



BR Life SSNMC Hospital, founded by philanthropist billionaire, Dr BR Shetty, has announced its association with Art of Living Foundation with an aim to provide holistic wellness and medical care to its patients. Through this partnership, an amalgamation of Allopathy with Ayurveda with Yoga & Meditation for chronic lifestyle diseases such as Diabetes, Hypertension, Obesity, Migraine, Gastric problems, Cardiac ailments etc., will be offered to patients at BR Life SSNMC Hospital and Art of Living Foundation.

A MoU was been signed between both the entities in the presence of his holiness Gurudev Sri Sri Ravi Shankar Ji and Colonel Hemraj Singh Parmar, Group CEO, BR Life Group of Hospitals.

With this association, BR Life SSNMC Hospital will be working with **SSCASRH**, a teaching hospital operating under SSRVM Trust and affiliated to CCIM & Ayush Department, GoI, New Delhi, and **Vyakti Vikas Kendra India**, an educational and humanitarian NGO that will help BR Life SSNMC Hospital to introduce a cohesive healthcare model.

Integration of traditional medicine therapy using Ayurveda with modern Allopathic medicine has been the key to offer holistic healthcare. This unique healthcare model will help in shifting the focus from offering '*only*' clinical treatment to complete well-being and prevention of lifestyle diseases. This initiative is in sync with the health and wellbeing program introduced by the Union Government of India that emphasizes the importance of both Ayurveda and Allopathy.

This association will provide new opportunities to both BR Life Hospital's and Art of Living Foundation to deliver holistic wellness through various Art of Living programs, meditation and yoga across BR Life Group of Hospitals. BR Life Group would provide the best in care and class evidenced based clinical medicine while blending the same with time tested ayurvedic concepts in this unique blending of Allopathy and Ayurveda.

Highlighting the association with BR Life SSNMC Hospital, his holiness Gurudev **Sri Sri Ravi Shankar ji** said, "We are

delighted to associate with BR Life Group of Hospital's across India and Internationally and introduce holistic traditional therapies like Ayurveda and Yoga to the patients in addition to the existing clinical treatments. Holistic wellbeing is the need of the hour today and it is of utmost importance to provide such treatments to help patients prevent lifestyle diseases and lead a healthy life. I am sure that this association will help us to provide highest quality clinical care and complete wellness to everyone."

Commenting on the partnership, **Col Hemraj Singh Parmar, Group CEO, BR Life** shared, "With our valued association with Art of Living, we have received a unique opportunity to provide holistic care to our patients. As a leading healthcare provider in Bangalore and in other parts of the India, we always prioritize our patients' needs, their wellbeing and requirements. Our association with Art of Living Foundation will help in fulfilling these healthcare needs of all our patients and also help the SSCASRH patients to utilize our services at our BR Life Hospital's across the group."

Col. Hemraj Singh Parmar, Dr. Ajoy Raj Malpe, Group Medical Director, BR Life, Dr Simanta Sharma, Group Marketing Head and Dr Kiran Kumar, Unit Head, BR Life SSNMC Hospital Commodore Harsha, Chairman, VVKI, Mr. Gautam Mukherjee, Chairman, SSRVM were present in the event.