

## Experts join hands for a collective vision on healthcare future

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There is growing evidence that the current healthcare systems of countries would become unsustainable if they continue to function as they do currently. While healthcare is primarily organized within national geographies, the issues involved are truly global. Increasing demand, rising costs, changing demographics, new technologies and consumer expectations are creating significant challenges and opportunities.

Therefore, now India's premier industry bodies and top global consulting firms will collectively draw up strategies for the future with a view to provide recommendations to address the crucial healthcare challenges of the nation and countries beyond faced with similar concerns. The conglomeration of industry leaders will work together under a unique initiative, "The Healthcare Alliance" - an entity envisioned by Dr Prathap C Reddy, chairman, Apollo Hospitals Group, in a mission to accelerate the journey for a healthier future. The conglomeration will invigorate collaborative thinking, collective expertise and experience to lay the foundation for tomorrow's healthcare which would need to be collaborative, connected, accessible and smart. The announcement was made at a press briefing organized by the alliance.

The Healthcare Alliance includes five leading industry bodies - All India Management Association (AIMA), Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce and Industry (FICCI), Indian Medical Association (IMA) and Healthcare Federation of India (NATHEALTH); four knowledge partners of global eminence - Bain & Company, KPMG, McKinsey & Company, and PwC; research and policy think tank Public Health Foundation of India (PHFI) as the "technical

resources group"; and Apollo Hospitals as the coordinating partner.

The driving force behind the initiative, Dr Prathap C Reddy, chair of The Healthcare Alliance, remarked, "It is for the first time that such an august and unique set of Industry Bodies and Knowledge Partners are joining hands to facilitate deliberations on globally relevant themes in healthcare amongst various key constituents. The coming together of such experienced organisations reaffirms the belief that much can be achieved collectively to better the healthcare scenario in India and create solutions that would impact the situation in the country and be replicated elsewhere in the world."

The Healthcare Alliance announced its inaugural two-day global conference to be held in New Delhi on 3rd & 4th March 2014 - The Future of Healthcare: A Collective Vision. The conference will be graced by the presence of several luminaries from the healthcare sector both from India and abroad and bring together among others, Health Ministers and Health Secretaries of several nations, policy makers, thought leaders as well as business and health leaders from across the globe.

Prof K Srinath Reddy, President, Public Health Foundation of India, added, "Public health requires a collective societal response in order to realise the dream of universal healthcare for one and all. Given PHFI's role of an independent public health think tank and mandate of working with all stakeholders to strengthen public health capacity and capability, we look forward to contributing our knowledge and technical expertise to this initiative and furthering our commitment to the nation's health and well being."

Health is not just a shared responsibility involving equitable access to essential care; it is also the human face of the science of healing, responsible for billions of lives and intrinsically needs to be inclusive. This ethos and the rising burden of disease in India and across the world demand that stakeholders come together and find solutions that are innovative, systemic, sustainable, impactful for a country like India and replicable especially in the African nations, neighbouring ASEAN countries and elsewhere across the world.

Luminaries participating in the two-day event include: Dr. Victor Dzau, Lord Nigel Crisp, Mr. John Brooks, Mr. Amir Rubin, Mr. John Adler, Mr. Euan Thompson, Mr. Krishna Udayakumar, Dr. Rajiv Doshi, among others. Participating speakers will focus on four crucial areas covered in four sessions, namely Control of NCDs through Primary and Preventive Healthcare; Public Private People Partnership; Talent Fast Forward: Upskill, Upscale Innovation for Universal Access. The final and the fifth session titled "Future Perfect: My Vision", will witness thought leaders share their vision on the future of healthcare and present their recommendations for immediate actions.

Speaking about the conference, Dr Prathap C Reddy said, "Good health is a fundamental human right. Yet, the world is facing unprecedented healthcare challenges today which demand breakthrough innovation and sustainable and practical solutions across the entire spectrum, from affordable patient care, diagnostics and treatment methodologies to financing, infrastructure, manpower and social policies. This unique conference would put the best minds in healthcare under one roof to drive radical innovation in the industry to change the global healthcare landscape for the better."

Over the last three months, members of the alliance have worked closely to identify key areas of concerns and have reached out globally to thought leaders to collaborate and arrive at global solutions that are systemic, sustainable and impactful. Findings from these discussions and deliberations are being compiled into four white papers - one each on the specific areas of the conference; each paper looking into a definitive way forward and an action plan to impact the future of healthcare in the 21st century. The white papers will be released at the conference.

The solutions arising from this conference would not only favorably impact health in India, but also serve as a unique model for addressing health challenges globally; i.e. the notion of reverse innovation in healthcare out of India.