

## Reaching the unreached, from policy to action

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The summit was opened by Mr Rajendra P Gupta, President, Disease Management Association of India, followed by a keynote address on '*Swastha India - Making Health a Fundamental Right*' by Mr Lov Sharma, Secretary, Ministry of Health & family Welfare.

The event comprised of various focused panel discussions and case study presentations by senior industry barons such as; Mr Anil Saini, COO & CIO, Ricoh India; Mr A Velumani, MD, Thyrocare; Ms Ameera Shah, MD, Metropolis Healthcare; Mr Ajit K Nagpal, Chairman, Amity Pacific Forum; Ms Charu Sehgal, Senior Director, Strategy and Operations Division and Head, Healthcare Vertical, Deloitte, and many others.

Speaking on the occasion Mr Gupta said, "Over the last decade, most Indian healthcare providers have concentrated on expanding infrastructure to reach out to more patients through increased focus on technology, education & training. However there is a need to focus more intently on improving patient satisfaction specifically in the rural areas through innovative technology".

The daylong event comprised of various focused case study presentations and interactive panel discussions delving on issues related to the role of technology and private sector in the areas of Diagnostics & Screenings, Chronic Diseases, Rural Health, Telemedicine & Health: Now or Never, Role of Technology in Changing Health Behaviour, and eHealth Standards and Best Practice Models.

Other opinion leaders who were present at the occasion included Mr V K Subburaj, Secretary, Department of AIDS Control; Mr Sanjeev K Chaudhry, MD, SRL; Mr Manoj Shah- MD, Mastel India; Mr Alok Roy, Chairman, Medica Superspeciality; Mr Supten Nath Sarbadhikari, Project Director, National Health Portal, MoHFW; Mr N K Dhamija, MOHFW, GOI; Mr Vikram Tiwathis, Associate Director, COAI; Ms Neena Pahuja, Director General, Ministry of Communication and IT and others.