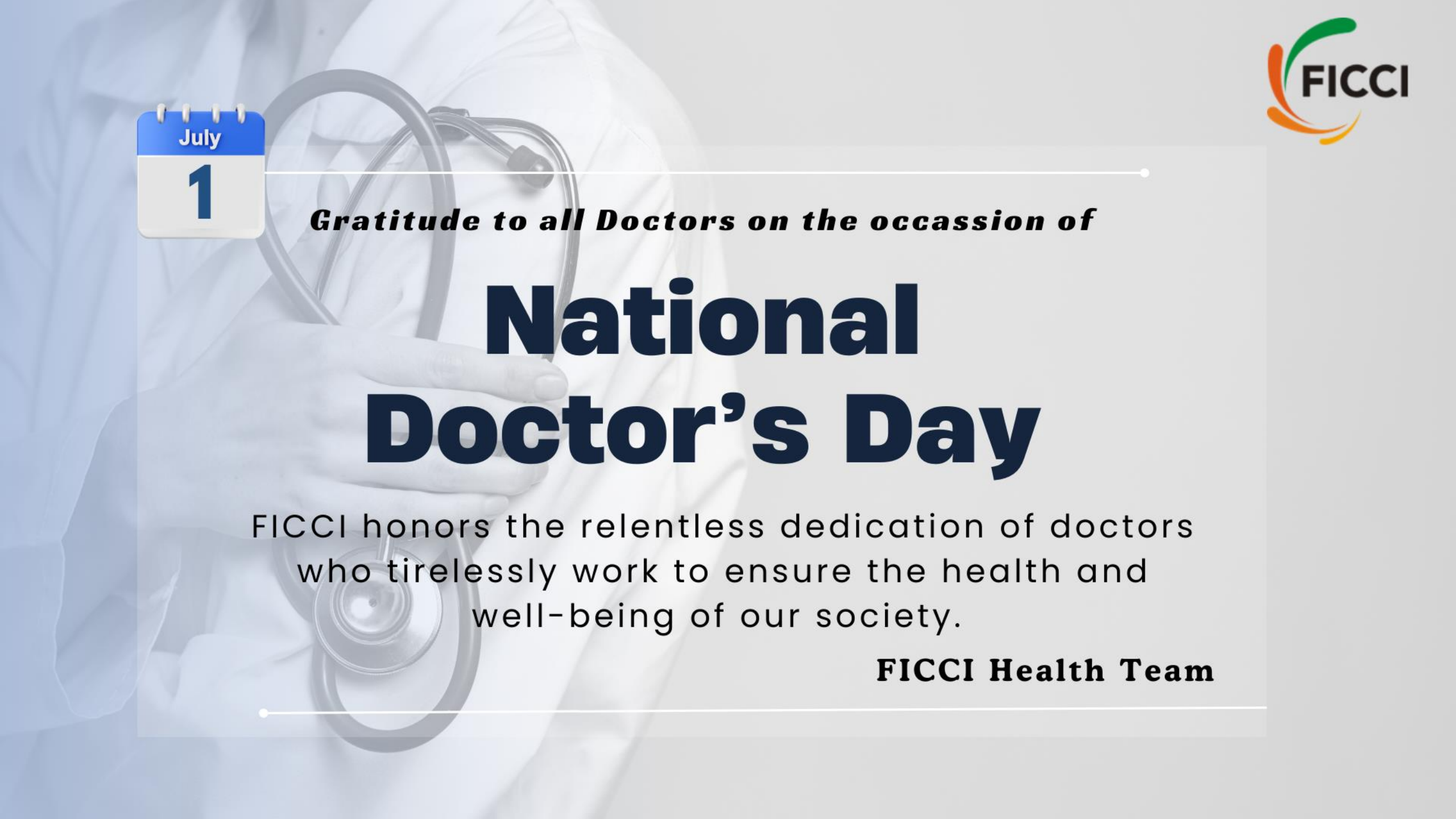
FICCI

HEALTH WRAP

MAY- JUN 2024



FICCI

Gratitude to all Doctors on the occassion of

National Doctor's Day

FICCI honors the relentless dedication of doctors who tirelessly work to ensure the health and well-being of our society.

FICCI Health Team

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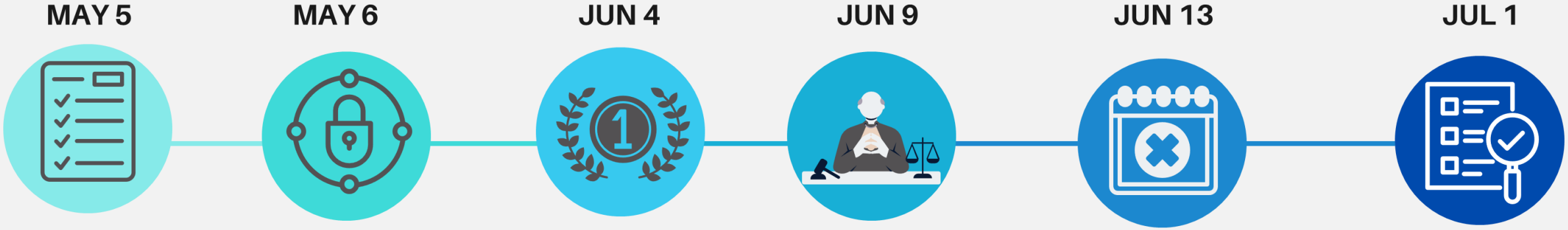
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FICCI Health Sector Updates and Events

Key Sectoral Highlights

NEET Issue Timeline



New Rules on Self-Certification of Advertisements

- **May 7** Supreme Court of India mandated that advertising companies must provide a self-declaratory certificate
- **June 18** New rule took effect
- **June 20** IAMAI has asked the Supreme Court to reconsider new regulations that require advertisers to upload self-declaration certificates before putting out ads on TV, in print, or online.
- **July 9** SC to hear the plea filed by various agencies

Key Sectoral Highlights

Government & Policy

Health Ministry's 100-Day Action Plan Has Ayushman Bharat Cover For 70+, U-Win Rollout, Claims Exchange & More

The Modi 3.0 government's '100 day action plan' is likely to include major initiatives such as expanding Ayushman Bharat to cover senior citizens aged 70 and above, launching a national health claims exchange, and rolling out U-Win for digital vaccine record keeping for children and pregnant women

Health Minister Shri J P Nadda directs Govt hospitals to open heatwave units, Health Ministry issues advisory

The country may observe above-normal seasonal maximum temperatures in line with the observed trend of summertime temperatures. To reduce the health impacts of extreme heat, health departments must ensure preparedness and timely response.

"Centre's various initiatives helped reduce childhood mortality due to diarrhea": Health Minister JP Nadda

Union Minister for Health and Family Welfare Shri JP Nadda said that various initiatives taken by the Union Government have cumulatively helped in reducing childhood mortality due to diarrhea.

India to start e-medical visa facility for Bangladesh nationals; open new consulate in Rangpur

India will start an e-medical visa facility for Bangladesh nationals coming to India for medical treatment, Prime Minister Narendra Modi said after the meeting between the two delegations here in the national capital.

80% of public health facilities are substandard: Govt survey

Nearly 80% of India's public health facilities fail to meet minimum standards for infrastructure, manpower, and equipment, according to a government self-assessment under the National Health Mission (NHM). Out of over 200,000 facilities, only 8,089 scored 80% or higher for compliance.

Key Sectoral Highlights

Government & Policy

Centre Unveils 3 New Initiatives To Bolster Healthcare Services

In another bid to ensure healthcare for all, the government has unveiled three new initiatives that will play a major role in improving the quality of healthcare services in the country. These initiatives include a virtual National Quality Assurance Standards (NQAS) assessment for Ayushman Arogya Mandirs (AAM); a new dashboard that will help health institutions quickly monitor compliance with respect to Indian Public Health Standards (IPHS); and a spot food license and registration initiative for food vendors.

ICMR issues dietary recommendations for Indians, with a warning for vegetarians and protein supplements

The Indian Council of Medical Research (ICMR) and the National Institute of Nutrition (ICMR-NIN) have issued dietary recommendations to address malnutrition and diseases like obesity, diabetes, and heart diseases in the nation, while advocating for healthy eating habits and lifestyles. A group of 17 comprehensive recommendations has been created by a diverse team of specialists under the guidance of Dr. Hemalatha R, Director of ICMR-NIN.

Govt issues guidance paper to strengthen vaccine companies' reporting of adverse events

The government has come out with a "structured" guidance document for the pharmaceutical industry including importers and manufacturers of human vaccines for spontaneous reporting of adverse events, amid controversies surrounding Covid-19 vaccines' side effects.

Govt widens composition of drug, medical devices pricing reforms panel

A new Drug Prices Control Order (DPCO) may be in the works, considering the current DPCO 2013 is already more than a decade old. The committee will look into the reforms in pricing for drugs and medical devices. The committee will evaluate the availability of medicines and medical devices and the pricing of essential medicines while providing incentives to the industry to maintain growth and build sustainability in exports.

Key Sectoral Highlights

Regulations- Pharma & MedTech

Panel to examine if nutraceuticals can be produced within drug unit

A five-member expert committee will examine if manufacturing of nutraceuticals should be allowed within drug manufacturing facilities. India's drug regulator had said earlier that action would be taken against those flouting norms by manufacturing supplements and drugs in the same facility.

CDSCO urges taking appropriate action for timely reporting of medical devices adverse events to MvPI

As the MvPI is an important program for reporting adverse events, coordinated analysis, etc related to medical devices, including in-vitro diagnostic devices, it is suggested that all license holders should also use the MvPI platform for reporting any adverse events/serious adverse events associated with the devices to enhance the procedure for identifying risks associated with medical devices.

NPPA fixes retail prices for 54 drug formulations and 8 special products

The National Pharmaceutical Pricing Authority (NPPA) has announced the fixing of retail prices of 54 drug formulations and eight special feature products. The decision to revise the prices of the formulations was taken during the authority's 124th meeting. Prices have been fixed for drugs and formulations meant for diabetes, hypertension, heart issues, multivitamins, bacterial infections, and allergies, according to a notification from the Department of Pharmaceuticals and the NPPA.

Regulator asks state bodies to limit scope of key cancer drug

India's drug regulator has asked the state drug regulators to direct manufacturers of Olaparib tablets 100 mg and 150 mg to stop marketing of the cancer drug for the treatment of patients with "gBRCA mutation" (tumour suppressor genes) and advanced ovarian cancer who have been treated with three or more prior lines of chemotherapy.

Key Sectoral Highlights

Regulations- Pharma & MedTech

Risk-based audits of drug units to begin from July 1

The revised Schedule M, which is considered more stringent than the World Health Organization's (WHO) good manufacturing practices (GMP) in certain areas, was notified on December 28, 2023. Companies with turnover of over ₹250 crore will have to comply with the upgraded version of Schedule M, starting July 1, and the remaining others, which are largely micro, small, and medium enterprises (MSMEs), have been given a year's time to comply. Inspections on those firms will begin from January 1, 2025

Expert panel to soon weigh plan to use generics for prescription drugs

An expert committee is likely to meet soon to deliberate on a contentious proposal to assess the feasibility of allowing generic substitutions for prescription drugs. The proposal has become a bone of contention between the Indian Pharmaceutical Alliance (IPA), which represents the country's big drug makers, and the All India Drug Action Network (AIDAN), a network of several health organisations.

Drug regulator forms panel to evaluate OTC candidates

India's drug regulator has formed an expert panel to evaluate several current prescription drugs that can be sold over the counter (OTC) after various pharmaceutical companies lobbied the regulator to make their drugs an OTC product. The sub-committee, which includes various doctors from the country's top government hospitals, representatives from Indian Council of Medical Research (ICMR), drug controllers from various states, will develop a mechanism for the drugs to be sold OTC, considering globally prevalent regulations and practices.

Key Sectoral Highlights

Research & Others

India's rising cancer epidemic: Carcinogen-laden spices the root cause?

Oncologists have also cited that the development of certain types of cancers could be multifactorial, and a single factor will not significantly increase the risk. At the same time certain dietary patterns, food choices, the ingredients with carcinogens, which are widely prevalent in the food market increase the risk of cancer

Need more doctors, hospital beds to achieve healthcare vision 2047: Report

There is a need to increase the number of qualified doctors to more than 50 lakh and also add 30 lakh more hospital beds in the country in order to achieve India's healthcare vision 2047, according to a report. The increase in the number of doctors and beds in hospitals would help India get closer to the average of developed countries, as per a FICCI-EY Report titled 'Decoding India's Healthcare Landscape'.

Major private hospital chains see rise in revenues per bed in FY24

Major Indian private hospital chains have posted an increase in average revenue per occupied bed (ARPOB) per day in the financial year 2023-24 (FY24). The figure has touched an estimated Rs 49,800 per bed per day compared to Rs 45,800 per bed per day in the financial year 2022-23 (FY23). This comes as hospitals expand their bed capacity also.

Healthcare sector most violative of advertisement rules, says ASCI report

In 2023-24, the healthcare sector emerged as the most violative sector with respect to advertisement rules in India, according to the Advertising Standards Council of India's (ASCI's) Annual Complaints Report released. The sector accounted for 19 percent or 1,569 of 8,229 ads scrutinised by ASCI during the year. It was followed by illegal offshore betting and personal care ads, which accounted for 17 percent and 13 percent of all processed ads, respectively.

Key Sectoral Highlights

Others

Medical community pushes for exemption from Consumer Protection Act amid SC review

The debate on whether doctors should be kept out of the Consumer Protection Act has been on-going for quite some time. The recent Supreme Court comment to 'reconsider' its earlier judgment of 1995 which brought doctors under the ambit of the Consumer Protection Act during a hearing of a similar matter on 14th May has brought this aspect again to the limelight.

Pharma PLI scheme gathers steam with investments of Rs 33,000 crore

In less than three years since its launch, the production-linked incentive (PLI) scheme for the pharmaceuticals sector seems to have taken off. The latest data by the Department of Pharmaceuticals (DoP) suggests that all three components of the scheme — pharmaceuticals, bulk drugs, and medical devices — have received substantial interest from the industry.

States

Uttar Pradesh becomes first state to generate one crore tokens through ABHA ID

In a major achievement for the UP government, Uttar Pradesh has set a record by generating one crore tokens through the Ayushman Bharat Health Account (ABHA) ID. Following Uttar Pradesh, Andhra Pradesh stands second with 60,33,104 tokens generated, while Karnataka holds third place with 42,57,944 tokens.

Maharashtra to increase the health cover

To improve healthcare accessibility, Maharashtra to increase the health cover under the Mahatma Jyotiba Phule Jan Arogya Yojana from Rs 1.5 lakhs to Rs 5 lakhs

"Producing a "wow' effect during a Teleconsult "

In this communication, the necessity for producing "customer delight" during a teleconsultation is discussed. Some of us are concerned, that increasing digitization could affect the centuries-old, sacrosanct, doctor-patient relationship. Imagine if a virtual personal touch is added while deploying AI-enabled peripheral medical devices and customized personalized software! The emphasis today is on technology. Digital doctors are becoming experts in deploying ICT, handling connectivity issues, video conferencing systems, apps on smartphones, and digital manipulation (pun intended!) UPI, EMR, PHR, HIS, etc. Studying AI, they are becoming future-ready. Super smart young doctors need to remember that technology is a means to an end and not an end by itself. We need to cater to the specific wants and needs of the individual beneficiary, whom we see on a smart screen, 10cms or 180cms.



Dr K Ganapathy
Director Apollo Telemedicine Networking Foundation &,
Apollo Tele Health Services

5G, 200 Mbps bandwidth, user-friendly intuitive software at both ends, real-time access to all relevant medical records, super smartphones, or giant screens will certainly help, in making the experience of a virtual personal touch, truly memorable. However, building patient rapport, confidence, and trust is vital. Communication is a dynamic, complex process, a multi-dimensional, multi-factorial phenomenon closely related to the environment in which an individual's experiences are shared. Self-learning Chatbots and humanoids at present, cannot compete with humans, to display empathy and sympathy.

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"PRODUCING A "WOW' EFFECT DURING A TELECONSULT "

Healthcare is personal. Recommending cutting-edge, technologically advanced treatment alone, in a teleconsultation is insufficient. The patient's goals and requirements need to be factored. Patients do not care how much you know. They want to know how much you care. 80% of communication is nonverbal, through body posture, voice intonation, the way one looks/sits, attire used, movement of hands and arms, and spontaneous smiling.

A meta-analysis of publications on Digital Health revealed that the top 100 papers received 49,653 citations. Analysis of the authors' keywords did not reveal a single article on the importance of a good doctor-patient relationship in a virtual teleconsultation. Even in the global strategy on digital health for 2020–2025 released by WHO, this was not emphasized. The few papers stressing the importance of "webside" manners have rarely been cited. Exercising clinical judgment and clinical wisdom contextually, customized for the individual beneficiary, in every single teleconsultation, would probably convert tens of thousands of beneficiaries to evangelist's par excellence, to promote telehealth. I am convinced that a converted patient would indeed offer close competition to digital marketing tools and Social Media, in bringing teleconsultations center stage. In my lifetime using Haptic technology, I may perhaps be able to wipe the tears off my patient, in another continent virtually. I need to understand that even for Gen Alpha. born in the Digital Health era, a comforting word will still make all the difference. If only the term Digital Health is renamed CCDH (Compassionate, Caring Digital Health) the planet in the post-DH era would be a still better place.

"MedTech Revolutionizing Healthcare: The Importance of Medical Technology towards Accessibility, Availability, Affordability and Awareness"

With a staggering population of over 1.4 billion, India's healthcare system grapples to meet the growing demand for effective treatment, particularly for chronic illnesses like diabetes and heart disease. This disparity in access to affordable and quality care creates a significant hurdle for a large portion of the population. However, India holds the potential to transform this challenge into an opportunity. By **fostering a robust medical devices sector through industry-academia partnerships**, India can develop innovative and cost-conscious solutions tailored to its unique patient demographics. This focus on localized MedTech innovation can empower healthcare providers to deliver better outcomes, improve accessibility for all, and position India as a global leader in affordable medical technology.

The surge in development for the medical devices ecosystem in India has the unique potential to transform healthcare in the country by improving accessibility, affordability and quality of healthcare services. The industry needs to constantly examine specific medtech innovations and evaluate their impact on the healthcare system. It is critical for companies, partners, vendors, regulatory authorities, and academic institutions to delve into the importance of understanding local needs, fostering innovation within India, and analyzing successful examples of local MedTech intervention.



Mr Anish Bafna
Co-Chair, FICCI Medical Devices Committee and
CEO & MD
Healthium Medtech

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"MedTech Revolutionizing Healthcare: The Importance of Medical Technology towards Accessibility, Availability, Affordability and Awareness"

Medical technology has ushered in a new era of healthcare, enabling improved access, early detection, and enhanced chronic disease management. Integration of the latest technologies like remote patient monitoring, AI-ML deep learning models, and data-driven diagnostics has the potential to revolutionize healthcare delivery, placing patients at the core of their care and fostering better clinical outcomes. As we continue to embrace the possibilities of medical technology, healthcare systems, policymakers, and stakeholders need to ensure the ethical and secure utilization of these innovations.

Today, India provides a one-of-a-kind and dynamic platform for nurturing medical device innovations, as well as the opportunity to turn ideas into reality. Recognizing the immense growth potential of the medical device sector, the medical devices industry has been documented by the Government of India (GoI) as a **'sunshine sector' for the 'Make in India' initiative.** The GoI, through the Department of Biotechnology and the Ministry of Health and Family Welfare, has invested substantially in collaborative programs to boost MedTech innovation in the country and develop the next generation of entrepreneurs in the country.

With a collaborative approach, the Indian medical devices industry is set to witness a large-scale revolution with best-in-class products and manufacturing facilities. Government's support in the form of far-reaching landmark policies will create an equal level playing field for all players in the ecosystem. Our streamlined approach towards mitigating the current challenges will help carve a niche for us in the global medical devices market and also enable the country to become a world-class healthcare destination. By harnessing the power of medical technology, we can build a healthier future for all.

"Understanding Health Equity in India"

Unlocking the power of gender equality and equity unleashes several potential opportunities for women and girls. Not only do ideas, innovations, and creativity thrive, but key macro determinants such as health, education, and societal status come to the forefront. Let us focus specifically on women's health in India. Considerable progress has been made over the last quarter of the century on women's health, however, there still exists a gender bias in healthcare and its access. Improving women's health has positive economic outcomes, it is foremost an issue of health equity and inclusivity.

According to a McKinsey Health Institute Report- Closing the Women's Health Gap, 2024- Women are most likely to be affected by a sex-specific condition between the ages of 15 and 50. Other conditions occur throughout women's lives, but nearly half of the health burden affects women in their working years, which often has an impact on their ability to earn money and support themselves and their families.

Addressing the women's health gap requires research that focuses on diseases with not only high mortality, but also diseases leading to disability. There is a need for advancing research to other women's health conditions—in particular, menopause, premenstrual syndrome, endometriosis, and polycystic ovary syndrome. It is fair to state that the solution is not to keep dividing the pie, but to make more pie and cover more diseases holistically, prioritizing research and addressing these medical needs.



Mr Sanjiv Navangul
Co-Chair, FICCI Pharma Committee and
MD & CEO
Bharat Serums and Vaccines Limited (BSV)

contd...

"Understanding Health Equity in India"

The Report further alludes to the fact that a lack of data also leads to potential underestimation of disease severity and health burden, influencing both the care that women receive and the level of innovation and investment in women's health. Gaps exist across the data value chain and these incomplete data sets have a potential to widen the women's health gap. Addressing data gaps in women's health would require sex- and gender-disaggregated data to further understanding.

Coming to the care pathway, inequalities exists here as well. The care pathway encompasses awareness, access and availability of effective treatments. Health awareness centred on menstrual hygiene and education, and on several other health conditions is pivotal. Timely diagnosis and accurate choice of treatment have huge impact on the health outcomes.

Only when women's health is made visible, opportunities become more evident. FemTech is one such opportunity that has begun to positively disrupt the women's healthcare market with a clear focus on maternal health patient support, consumer menstrual products, gynecological devices, and fertility solutions.

To summarise, investing in women's health shows a positive return on investment. Closing the women's health gap will lead to a more equitable and healthy future for women. It all starts with investing in women-centric R&D, focusing on collecting and analysing sex- and gender-disaggregated data, widening access of care including timely and accurate diagnosis, encouraging investments in women's health innovation, and lastly creating an ecosystem that supports women to advance and brings about their social well-being.

The time to act is NOW.

"Unlocking Precision Healthcare: How Predictive Genetic Testing is Shaping the Future"

Predictive genetic testing is at the forefront of a healthcare revolution, transforming how we understand and manage individual health risks, nutritional tendencies, tailored diet and fitness regimes, and drug responses. This innovative approach is redefining patient care and paving the way for a highly personalized healthcare experience.



Mr Amol Naikawadi
Joint Managing Director
Indus Health Plus

Health Risks and Preventive Strategies

Predictive genetic testing provides invaluable insights into an individual's susceptibility to various health conditions. By identifying genetic markers associated with diseases such as diabetes, cardiovascular diseases, and certain cancers, healthcare providers can develop proactive monitoring and preventive strategies. Hospitals and healthcare providers can use this information to offer personalized health plans, ensuring early intervention and improved patient outcomes.

Nutritional Tendencies and Customized Diet Plans

Genetic testing reveals how individuals metabolize different nutrients, enabling the creation of personalized nutrition plans. Nutrigenomics, the study of the interaction between genetics and diet, helps in understanding how one's genetic makeup influences dietary needs. For instance, some individuals may require more omega-3 fatty acids, while others might benefit from a higher intake of antioxidants. Personalized nutrition plans can optimize health, prevent nutritional deficiencies, and enhance overall well-being.

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"Unlocking Precision Healthcare: How Predictive Genetic Testing is Shaping the Future"

Tailored Fitness Regimes

Understanding genetic predispositions can also enhance fitness regimes. Genetic tests can indicate how a person responds to different types of physical activity, helping to design exercise programs that are more effective and sustainable. For example, individuals with a genetic inclination towards endurance may benefit more from aerobic exercises, while those with a predisposition for strength can focus on resistance training. Tailored fitness regimes ensure more efficient and enjoyable exercise routines.

Optimized Drug Response

One of the most significant benefits of predictive genetic testing is pharmacogenomics – the study of how genes affect a person's response to drugs. This knowledge allows for the optimization of drug therapies, minimizing adverse effects and maximizing efficacy. For pharmaceutical companies, this means the ability to develop more targeted medications. Healthcare providers can prescribe treatments that are better suited to the genetic profiles of their patients, leading to safer and more effective medical care.

Implementation Through Technology Integration

The true potential of predictive genetic testing is realized when integrated into healthcare systems. By incorporating genetic data into hospital management information systems (HMIS) and laboratory management information systems (LMIS),Pharmacy Management Systems healthcare providers can easily access and utilize genetic information in real-time. Mobile apps designed for patient use can also play a crucial role, allowing individuals to access their genetic information, receive personalized health recommendations, and track their health progress conveniently.

For example, a hospital could use an integrated HMIS to alert doctors about potential drug interactions based on a patient's genetic profile, thereby enhancing medication safety. Similarly, a patient using a mobile app can receive tailored diet and exercise recommendations directly linked to their genetic data, making adherence to personalized health plans more straightforward and engaging.

The Future of Personalized Healthcare

As predictive genetic testing becomes more widespread, the healthcare industry is poised for a transformation. Integrating genomic information into patient care enhances the personalization of healthcare services and improves patient engagement and satisfaction. Hospitals, healthcare providers, pharmaceutical companies, and developers of healthcare-related products can leverage this technology to better meet the unique needs of their clients, ultimately providing a more personalized and effective healthcare experience.

In the coming years, the integration of genomic information will become a cornerstone of personalized medicine. By embracing this technology, the healthcare industry can ensure that every patient receives care tailored to their unique genetic makeup, paving the way for a healthier, more individualized future.

"Confront Hypertension:World Hypertension Day"



Prof (Dr) Suneela Garg
Chair, Programme Advisory Committee
NIHFW

The theme of World Hypertension Day, 17th May 2024, is "**Let us confront this silent killer**" and "**Measure your Blood Pressure Accurately**, **Control it, and Live longer**." On May 17th, we celebrate **World Hypertension Day**, a day dedicated to highlighting the importance of monitoring blood pressure and bringing global awareness to the 1 billion people living with high blood pressure worldwide. India alone is home to 220 million adult hypertensives. High blood pressure, also known as hypertension, is defined as systolic blood pressure consistently above 140 mm Hg and/or diastolic blood pressure consistently above 90 mm Hg. Hypertension is ranked as the number one risk factor for heart disease, stroke, renal complications, and premature death. Usually, high blood pressure alone does not cause any symptoms. Fortunately, hypertension can be prevented and managed by checking your blood pressure regularly and through treatment adherence.

The system strengthening encompassing effective leadership, capacity building at all levels, financing, supply chain management of drugs, and health management information systems are vital for the prevention, control, and management of hypertension.

Health Promotion Strategies for Hypertension: As per healthcare providers' recommendations, one may make lifestyle changes, including:

- Eating a heart-healthy diet with less salt.
- If overweight, one can ask a healthcare provider for help with a plan to lose weight.
- Being physically active. "Physical activity" includes any activity that raises the heart rate, such as brisk walking, working in the house or yard, or playing sports.
- Moderating alcohol intake to <2 drinks/day in men and <1 drink/day in women for those who consume alcohol.
- Stress management through yoga, meditation, and progressive relaxation techniques.

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"Confront Hypertension: World Hypertension Day"

Not only can these changes potentially save countless lives, but they also carry significant economic advantages and advance progress towards SDG targets.

Digital health innovations for hypertension include cuffless blood pressure sensors, wireless smartphone-enabled upper arm blood pressure monitors, mobile applications, and remote monitoring technologies. Wearable trackers have drawn interest from medical professionals and patients alike.

A better understanding of the causes of hypertension helps researchers develop treatments to improve blood pressure management and prevent early death from cardiovascular diseases. There is a need for research to improve adherence to long-term cardiovascular medicines that help regulate blood pressure. The India Hypertension Control Initiative (IHCI), a multi-partner initiative by the Government of India's Ministry of Health & Family Welfare, Indian Council of Medical Research (ICMR), WHO Country Office for India (WHO India), and Resolve to Save Lives (Technical Partner), implemented and scaled up a public health hypertension control program across India.



The initiative demonstrated that a scalable public health hypertension control program can yield substantial BP control improvements, especially in primary care settings. Industry can play a vital role in scaling up interventions to the last mile.

"Insight to Predictive Healthcare: The Future of Personalized and Preventive Medicine"

The healthcare landscape is under continuous transformation with the introduction of artificial intelligence (AI) and predictive analytics into diagnostics and personalized medicine. This innovative method promises to bring in a new era of proactive and individualized healthcare by completely changing the way we identify, prevent, and treat illnesses.

Predictive diagnostics, where AI algorithms evaluate massive amounts of data, including genetic markers, diagnostic test results, and medical imaging, to detect trends and predict an individual's likelihood of developing certain diseases, is leading the way for this revolution. These sophisticated systems can detect personalized risks, early warning for diseases like Alzheimer's, autoimmune disease, heart disease and liver problems and even recurrent pregnancy losses.

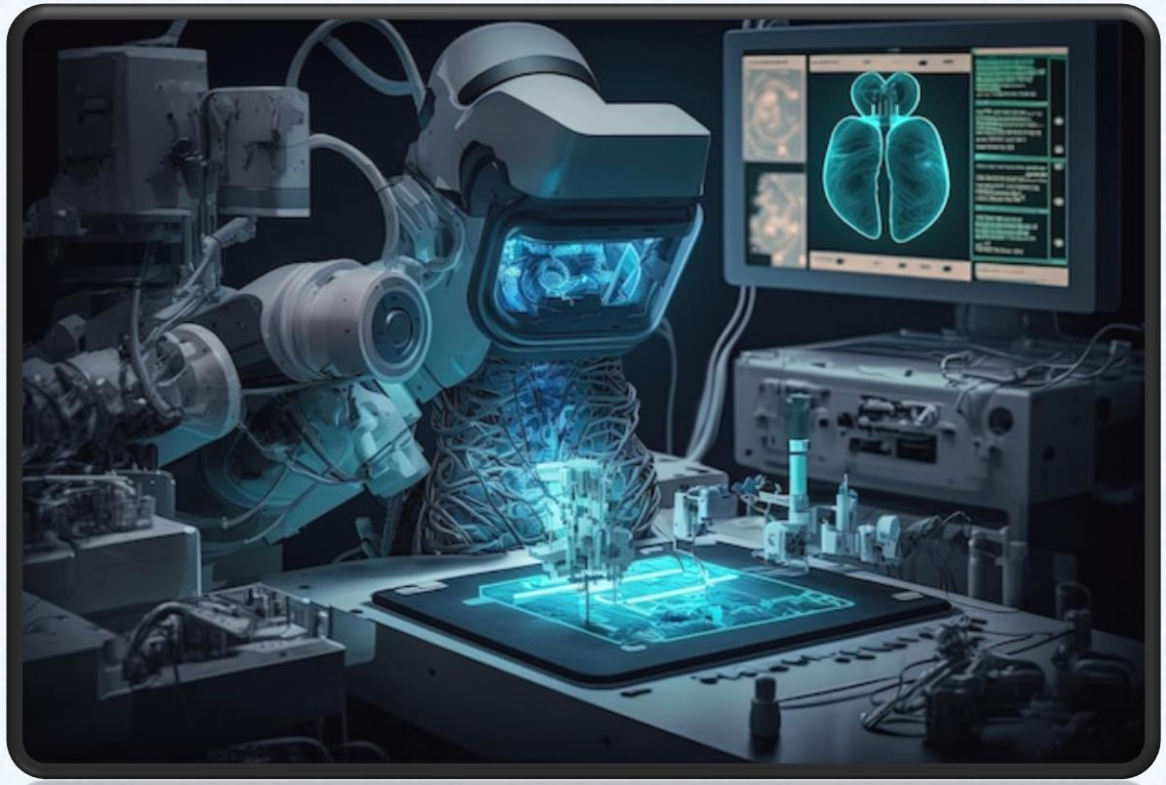
The process begins with performing genetic testing, biomarker screening, and data preparation. After comparing these outcomes with extensive datasets, AI algorithms can provide customized risk assessments and preventive strategies based on the characteristics of each patient. One of the key advantages of predictive healthcare its ability to motivate individuals to take necessary precautions based on data-backed analytics.



Dr Rajeev Gautam
Corporate Officer HORIBA Ltd., Japan
President
HORIBA India Private Limited

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"Insight to Predictive Healthcare: The Future of Personalized and Preventive Medicine"



India stands to gain a great deal from the widespread use of predictive diagnostic technology because of its vast population and rising prevalence of lifestyle disorders. We are on the verge of a revolutionary age in diagnostics and tailored medicine as the integration of AI and predictive analytics into healthcare accelerates. With the use of cutting-edge algorithms and data, we can move the emphasis from reactive therapy to proactive prevention.

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"Breaking Barriers, Saving Lives: Reimagining Cervical Cancer Screening in India"

Cervical cancer looms large over women's health globally, but India faces a particularly grim reality. A staggering 127,000 new cases and 80,000 deaths annually account for nearly one-fifth of the world's estimated 604,000 cases, making it India's fourth most common cancer and responsible for a quarter of global deaths from this disease.

Further complicating matters is the deep social stigma surrounding reproductive health, making young women hesitant to undergo screening. Recognizing this, the Indian government has prioritized cervical cancer eradication in its future healthcare initiatives as reflected in its vision documents "Viksit Bharat" and "Sankalp Patra."



Mr Atul Grover
Managing Director
BD India/South Asia

The Next Generation of Cervical Cancer Screening

While the traditional Pap smear has been the cornerstone of cervical cancer screening for decades, its accuracy is limited, particularly in detecting precancerous changes. The last decade has witnessed a surge in innovative cervical cancer testing methods prioritizing comfort, convenience, accessibility, and most importantly, accuracy.

This has led to the development of several new testing methodologies which offer more reliable alternatives to traditional methods. Tests like HPV, directly work towards identifying the human papillomavirus, the root cause of most cervical cancers. This has led to increased accuracy in detecting and timely deployment of interventions.

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"Breaking Barriers, Saving Lives: Reimagining Cervical Cancer Screening in India"

Another key development in this space is the Liquid-based Pap test (LBC), also known as liquid-based cytology. This innovative enhancement to the traditional Pap smear utilizes a unique process to preserve a higher number of cells during sample collection, leading to improved and more accurate detection of abnormalities.

A Shift Towards Accessibility and Equity

A major game changer in this field is the introduction of self-sampling techniques that allow women to get tested from the privacy and comfort of their own homes. Especially in a country like India, young women are afraid to undergo screening due to the taboo nature of reproductive health. By self-administering these highly invasive tests, young women and girls can comfortably get tested without the need for additional interference and take charge of their health.

Beyond technology, it is crucial to address the knowledge gap surrounding cervical cancer. The government should consider investing in education and awareness programs alongside these innovations to raise awareness about HPV and the role of regular screening to help women rewrite the narrative of cervical cancer in India.

India's healthcare sector is propelling towards building a more resilient healthcare system that prioritizes women's health and safety, paving the way for a better, brighter future where every woman in India can thrive.

"VALUE OF DIAGNOSTICS INFORMATION"

Antimicrobial resistance (AMR) is a critical global health threat that undermines the effectiveness of treatments for infections caused by bacteria, viruses, fungi, and parasites. The World Health Organization (WHO) estimates that 700,000 people die annually from bacterial infections due to AMR. Contributing factors include over-prescription of antibiotics, self-medication, misuse in agriculture and livestock, and poor infection control practices. The development of new antibiotics has also stagnated, exacerbating the issue.

AMR occurs when microorganisms evolve to resist antimicrobial treatments, rendering standard treatments ineffective, leading to persistent infections and higher transmission risks. These resistant strains, often called "superbugs," pose severe challenges to public health.

The **"Value of Diagnostic Information" (VODI)** framework is essential for enhancing decision-making in healthcare. It highlights the comprehensive benefits of diagnostic testing, aiming to improve both individual and societal health outcomes sustainably. Effective VODI assessments must consider diverse value dimensions and relevant outcome measures in medical decision-making beyond mere technological criteria.

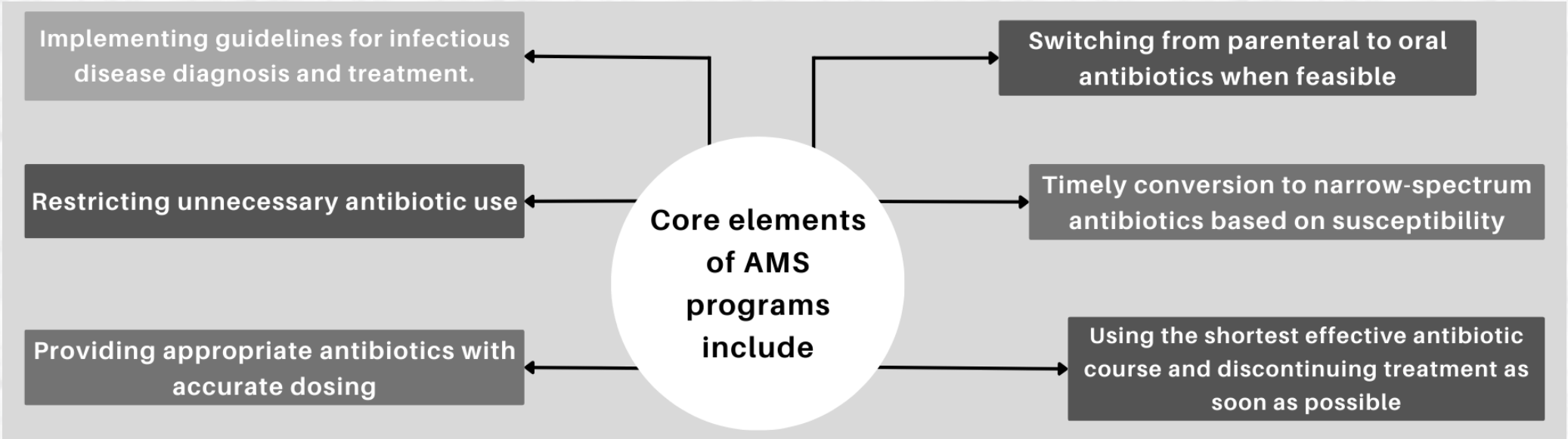


Mr Bivash Chakraborty
Head – Regulatory Affairs & Quality, Public Business & Government Affairs, South Asia
Biomerieux India Pvt Ltd

contd...

"VALUE OF DIAGNOSTICS INFORMATION"

Diagnostics stewardship plays a pivotal role in AMS. Timely and accurate diagnosis of infections like sepsis, pneumonia, and meningitis is vital for initiating appropriate antibiotic therapy. Identifying the causative pathogen, differentiating between viral and bacterial infections, and detecting antimicrobial resistances are essential to minimize unnecessary antibiotic use and control the spread of resistance. Microbiology laboratories are integral to this process, ensuring the correct pathogen and resistance profiles are identified promptly.



These strategies collectively aim to preserve the efficacy of existing antibiotics and curb the AMR crisis.



FICCI-EY Report 'Decoding India's Healthcare Landscape' Launch

Mr Apurva Chandra, Secretary, Health & Family Welfare, Government of India released the **FICCI-EY report - 'Decoding India's Healthcare Landscape'** on **May 15, 2024.** The report highlights India's remarkable strides in the healthcare sector over the past decades, emphasizing the concerted efforts to enhance accessibility, quality, and innovation, thus paving the path towards a healthier and more prosperous future for all.

Key imperatives to achieving India's healthcare vision 2047:

- Increase the number of qualified doctors to more than 50 lakhs, to achieve double the current global average of 16 doctors per 10,000 population and closer to average of the developed countries
- Increase the number of nurses to more than 1.25 to 1.5 crores, to achieve closer to the average of developed countries
- Add 30 lakh more hospital beds, to achieve closer to the average of developed countries
- Achieve 100% population with health insurance coverage
- Establishing one medical college in every district of India
- Reducing the share of drug costs in out-of-pocket expenditure
- Accelerate digitally enabled healthcare access, by achieving 100% registration of healthcare professionals onto ABDM healthcare professional's registry



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FICCI Roundtable- Rajasthan

Road Map for Making Cancer Care Affordable and Accessible in India

May 17, 2024 at ITC Rajputana, Jaipur



The fourth Roundtable was organized in Jaipur, jointly with the Department of Medical, Health and Family Welfare, Government of Rajasthan and Ministry of Health & Family Welfare, GoI, in association with HCG Cancer Hospitals, and Varian, supported by EY.

Ms Shubhra Singh, Additional Chief Secretary, Medical & Health and Family Welfare Department, Government of Rajasthan addressed the Roundtable and said that Rajasthan government is dedicated towards "swasthya" with 7.4% of public spend on healthcare. While applauding FICCI for taking up the important topic of cancer, she shared that Rajasthan has been committed to early detection of cancer along with timely cure.

Other key stakeholders like Dr Shalini Singh, Director, ICMR, National Institute of Cancer Prevention and Rehabilitation; Dr Jatin Thakkar, State NCD officer, W.H.O; Mr Raj Gore, Co-lead, FICCI Task Force on Cancer Care and CEO, Healthcare Global Enterprises Ltd;

Ms Malti Sachdev, Senior Managing Director, Varian; Mr Vineet Gupta, Co-Lead, FICCI Task Force on Cancer Care & Head-Government Affairs, Siemens Healthineers; Dr Ravi Gaur, Founder- DRG Path Labs and Partner & Director, UniDRG Specialty Labs; Dr Hemant Malhotra, Professor & Head, Department of Medical Oncology, Sriram Cancer Centre, Mahatma Gandhi Medical College & Hospital Jaipur, also shared their perspectives and suggestions.; along with 70 industry stakeholders. Ms Srimayee Chakraborty, Partner, Healthcare Services, EY Parthenon moderated the discussions.

Alignment of DBT-HRD Program with Sector Skill Councils and Biotech Industries- June 4, 2024



Department of Biotechnology (DBT) organized **stakeholder discussions to explore the possibilities of aligning existing and new programs of Human Resources Development in Biotechnology** on **June 4, 2024**, at the Regional Centre for Biotechnology, Faridabad. This meeting was attended by DBT officials, autonomous institutes under DBT, representatives of skill sectors, FICCI, other industry bodies and associations, and prominent industry stakeholders.

During the meeting, the Department of Biotechnology (DBT) provided a detailed overview of the current programs under the HRD Schemes, including their key features and the challenges each program faces. FICCI emphasized the need for industry bodies and skill sectors to collaborate and provide the skill sets required by industries in the fields of pharma, biopharma, life sciences, and emerging areas of biotechnology to create robust ecosystems for fellows and students trained in existing HRD programs.

Save the Date!

2024

FICCI

FICCI HEAL
HEALTH + ENTERPRISE + LEARNING

18th edition of FICCI HEAL Conference-
'Swasth Bharat, Viksit Bharat'
November 5-6, 2024

Conference Website:
https://health.ficci.in/

FICCI 2024 HEALTHCARE EXCELLENCE AWARDS

16th edition of FICCI Healthcare Excellence Awards
November 5, 2024

Awards Website:
www.ficcihealthawards.com

FICCI HEAL 2024
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18th edition of FICCI HEAL

Swasth Bharat, Viksit Bharat

November 5-6 at India Habitat Centre, New Delhi

FICCI, India's apex industry chamber, has been organising its annual healthcare conference, FICCI HEAL since 2007 supported by Ministry of Health & Family Welfare and recently by NITI Aayog and NHA, Government of India. Over the years, this has evolved as a landmark event and a credible platform for health industry stakeholders for sharing knowledge and best practices.

The theme 'Swasth Bharat, Viksit Bharat' encapsulates India's vision of a healthy and developed nation. It signifies the intertwining goals of health and progress, recognizing that a robust healthcare system is integral to overall development. Through initiatives like Ayushman Bharat and National Health Mission, India strives to ensure universal healthcare access while fostering innovation and infrastructure development. By promoting health and wellness alongside economic growth, "Swasth Bharat, Viksit Bharat", India envisions a future where every citizen has the opportunity to thrive, contributing to a prosperous, vibrant, and resilient nation on the global stage.

FICCI HEAL 2024 is an endeavor to converge all stakeholders- national and international and provide a forum for sharing of learnings and experiences as well as facilitate discussions on strategies and opportunities for the future transformation of healthcare. This initiative endeavors to bring together diverse voices to shape the healthcare landscape, fostering collaboration and innovation for a healthier and developed India.

NOVEMBER
05-06, 2024
India Habitat Centre, New Delhi

FICCI HEAL 2024
HEALTH + ENTERPRISE + LEARNING

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SAVE the DATE

Swasth Bharat, Viksit Bharat

Session Themes

- Expanding Quality Accreditation: Hospitals and Labs
- Diagnostics Landscape
- Enhancing Operational Effectiveness in Hospitals
- Legal Challenges that Hospitals Face
- Primary Healthcare
- Medical Education – the Road Ahead
- Addressing the Trust Deficit
- Digital Health
- Women's Health
- Cancer Care
- Healthcare Skills
- Start-ups Pitching Session
- Oral Paper Presentation

https://health.ficci.in/

About FICCI Health Services

FICCI Health Services Committee constituted in 2006, has been pivotal in facilitating interaction among stakeholders to jointly work towards creating the building blocks for achieving quality healthcare through initiatives like:

- Standard Treatment Guidelines (STGs) for tertiary, secondary and primary care
- National Costing Guidelines
- Categorization of healthcare providers
- National Electronic Health Records
- Innovations in Healthcare
- Tackling Non-communicable diseases
- Bridging the skill gaps and augmenting healthcare workforce
- Recommendations on recent programs and policies include **National Health Policy 2017, Ayushman Bharat- PMJAY and H&WCs, National Medical Commission, Personal Data Protection Bill, Augmenting Healthcare Infrastructure, Strengthening Healthcare Workforce, Nursing Reforms, Cancer Care, Ayushman Bharat Digital Mission, etc.**

For COVID-19, FICCI was actively engaged with various government departments at multiple levels through:

- ✓ **Policy intervention-** through **Advocacy, Representations and Reports**
- ✓ **Strategic support-** government-industry tie-ups; surveys for identifying resources, facilitating logistics, supplies & mobility
- ✓ **Information, education and communication**
- ✓ Collaborate with Industry and State Governments for **Crisis Management** as well as COVID Vaccination
- ✓ Support to FICCI members for **Vaccination of their Employees**

FICCI Health Sector Committees-

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