



Helpline Number: 1800 180 8080

Department of Pharmaceuticals
Ministry of Chemicals & Fertilizers



सत्यमेव जयते

GOVERNMENT OF INDIA
Department of Consumer Affairs
Ministry of Consumer Affairs, Food & Public Distribution

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IPC Pharmacovigilance Programme of India (PvPI)

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Indian Pharmacopoeia Commission
Ministry of Health & Family Welfare

ANNUAL REPORT



Shree Shree Ma Anandamayee



'Mahamana' Pandit
Madan Mohan Malaviya

Completion of one year of Varanasi initiative of 'Improving Access To Quality Healthcare Through Universal Health Coverage'



Leave no-one behind
Patient Solidarity Day

3 December 2016 | #PSD2016 | www.patientsolidarityday.org

Varanasi, India

"Rog Rupī JanāJanānrdan Seva"



Consumer Online Foundation



International Alliance of
Patients' Organizations

A global voice for patients

Associate Member



PATIENT SAFETY AND ACCESS
INITIATIVE OF INDIA FOUNDATION

a Partnership for Safe Medicines India Initiative

24 x 7 Toll Free Helpline Number 1800-11-4424

3-D View of the proposed
MATA ANANDAMAYEE HOSPITAL, VARANASI





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Annual Report from 9th August 2015 to 2nd December 2016 of the

VARANASI PROJECT

'Improving Access To Quality Healthcare Through Universal Health Coverage'

managed by

Partnership for Safe Medicines (PSM) India Initiative

in collaboration with

Mata Anandamayee Hospital (MAH)

Indian Institute of Technology (IIT)

Banaras Hindu University (BHU)

and

Consumer Online Foundation (COF)

Leave no-one behind: sustainable patient-centred

Universal Health Coverage



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Patient Solidarity Day

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Varanasi, India



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PATIENT SAFETY AND ACCESS
INITIATIVE OF INDIA FOUNDATION
a Partnership for Safe Medicines India Initiative

Our Moving **FORCE** ...

Meet our Board Members



Chairman, Consumer
Online Foundation
Mr. L. Mansingh, IAS (Retd.)
Former Secy. to the Govt. of India
New Delhi



Vice Chairman, PSM India Initiative
Dr. Pervez Ahmed
CEO & MD,
Urgent Care Private Limited
New Delhi



Vice Chairman,
Consumer Online Foundation
Mr. P. C. Jha, IRS (Retd.)
Former Chairman,
Central Board of Excise & Customs
New Delhi



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President Elect,
Indian Medical Association (IMA) HQs.
New Delhi



Mr. S. Krishnan, IAAS (Retd.)
Chairman, Healthy You Foundation
Delhi



**Dr. (WgCdr)
Manisha Kukreja Batla**
Consultant, Preventive Healthcare
New Delhi



Mr. B. R. Sikri,
Co-Chairman,
Federation of Pharma Entrepreneurs
Gurgaon

Chairman, PSM India Initiative
Mr. Wajahat Habibullah, IAS (Retd.)
Former Secy. to the Govt. of India
New Delhi



Swami Deveshananda
Secretary
Mata Anandamayee Committee
Mata Anandamayee Hospital
Varanasi



Mr. Prafull D. Sheth
Former Vice President,
International Pharmaceutical
Federation (IPF)
New Delhi



Mrs. Bina Jain
Former President,
All India Women's Conference
(AIWC)
New Delhi



Mr. Anil Khaitan
Vice President
PHD Chamber of Commerce
and Industry
New Delhi



Mr. Bejon Kumar Misra
Founder Trustee,
Consumer Online Foundation
New Delhi



Dr. Sangeeta Sharma
Professor & Head
Dept. of Neuropsychopharmacology
Institute of Human Behaviour &
Allied Sciences (IHBAS)
Delhi



Mr. Pyush Misra
Founder Director
Patient Safety and Access
Initiative of India Foundation
New Delhi





Foreword

Prafull D. Sheth

Varanasi, one of the most ancient places in the world, has a population of 20 lacs and another 80 lacs pilgrims visit this holy place each year. However, the state of healthcare particularly for the downtrodden, elderly and saints is far from satisfactory. Although India is signatory to the Universal Health Coverage (UHC), the government investment in healthcare is only about 1 per cent of the GDP and 80% healthcare transactions are in private sector. This has put high burden on the societies below poverty line and lower income population in our country.

Forty eight years ago, Shree Shree Anandamayee Ma gave the dictum “ROG RUPI JAN JANARDAN SEVA” meaning “service to ailing humanity is like serving God” at the time of opening of Mata Anandamayee Hospital which is now in its 48th year of the medical care and service to the underprivileged and public at large in Varanasi. The hospital was planned and executed by late Brahmacharini Gurupriya Didi as desired by Shree Ma Herself. It was inaugurated by the then Prime Minister of India Smt. Indira Gandhi on 26th December, 1968 in the divine presence of Shree Ma. For many years, this charitable, holistic primary care Hospital was managed locally by a highly respected Brahmachari Panuda mainly from donations and help from the state government of

July prior to the launch of the Pilot Project on ACCESS and the National Consultation on ACCESS in Varanasi from 9-11 August 2015.

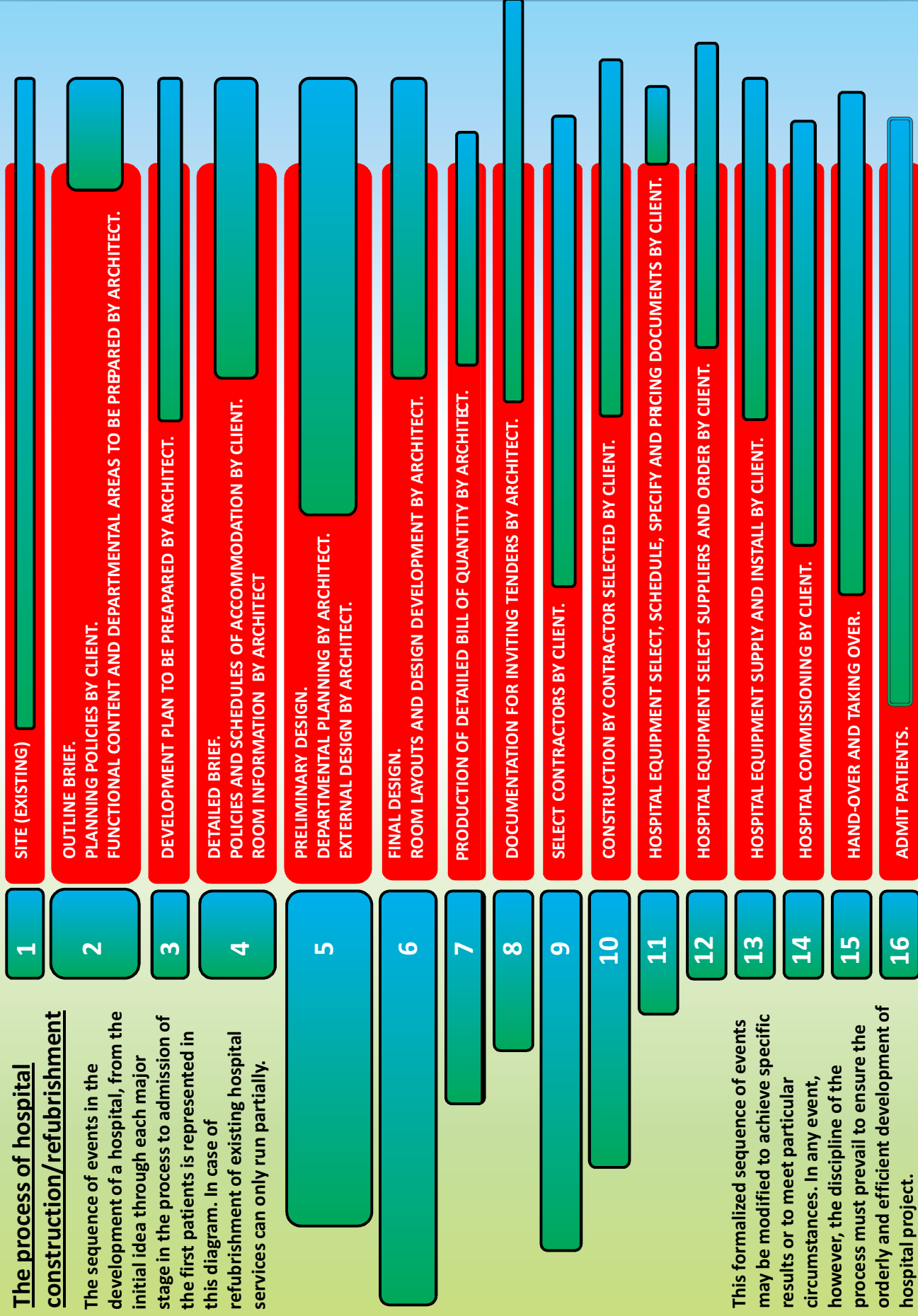
The focus of the project was the dictum given by Shree Shree Maa Anandamayee at the time of opening of the Varanasi Hospital in 1968, **Rog Rupi Jana Jananrdan Seva**. The pilot project was launched on the 47th year of the medical care and service to the underprivileged and patients in Varanasi. Mata Anandamayee Hospital, along with PSM India Initiative and COF agreed to work together to achieve the objectives and as we had a common mission to ensure Universal Health Coverage (UHC) by engaging with all the stakeholders and organizations facilitating the healthcare delivery system, the project took-off in 2015. MAA's Blessings and scriptures inspired all the team members, who pledged to take up the challenge to look after the healthcare needs of the poor and elders.

The hospital was planned and executed by late Brni. Gurupriya Di as desired by Shree Shree Maa Anandamayee herself. It was inaugurated by the then Prime Minister of India, Smt. Indira Gandhi on 26th December 1968 in the divine presence of Shree Maa. This Hospital is managed by Shree Shree Anandamayee Sangha, Kankhal, Haridwar (Uttarakhand).

Prafull D. Sheth is Fellow and former Vice President of International Pharmaceutical Federation. He is also Vice President of Shree Shree Anandamayee Sangha.

The process of hospital construction/refurbishment

The sequence of events in the development of a hospital, from the initial idea through each major stage in the process to admission of the first patients is represented in this diagram. In case of refurbishment of existing hospital services can only run partially.





Justice Karunananda Vajpai, Allahabad High Court, Chief Guest chairing the Inaugural Session at the launch of the project on 9th August, 2015 at Hotel Clarks, Varanasi.

INTRODUCTION

This report is from the launch of the project on 9th August 2015 at Hotel Clarks, Varanasi. Partnership for Safe Medicines (PSM) India Initiative continued working on developing communication tools to educate and empower the citizens on the various issues concerning safety and quality of healthcare in India. Publicity, promotion, publication and media related activities to support our advocacy work and State Level events also continued in a regular manner to connect with the policy makers and the citizens. It was decided at **Haridwar at the 2nd International Conference** from 6-8 November 2014 organised by PSM India Initiative, COF and Government of India on **"Patient Safety and Access to Quality Healthcare"** that a Pilot Project on ACCESS will be initiated in Varanasi on 9th August 2015 and Mata Anandamayee Hospital at Shivala, Varanasi will be the centre for the pilot project. This decision emerged out of a meeting held at Kankhal, Haridwar on 6th November 2014 at Shree Anandamayee Sangha Ashram between the officials of PSM India Initiative and the Sangha. A CORE Group was constituted to implement the project and accordingly CORE Group meetings were held in Varanasi on 1st-2nd June and then on 8th-9th

July prior to the launch of the Pilot Project on ACCESS and the National Consultation on ACCESS in Varanasi from 9-11 August 2015.

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▲ Swami Deveshananda Ji addressing the gathering at the Valedictory Session



▲ Shri Bejon Kumar Misra handing over the first donation cheque to Swami Deveshananda Ji Maharaj



▲ Signing of MOU between IIT-BHU & PSM India



Media Coverage of the Launch of Varanasi Pilot project on Universal Health Coverage (UHC)



OBJECTIVES

The aim and objective of establishing the Mata Anandamayee Hospital (MAH) was to serve the ailing humanity, with emphasis on the poor and vulnerable population especially the Sadhus, Sants, neglected and ignored senior citizens of Varanasi. The heart of the healthcare centre providing lifeline to all the ongoing programs and schemes of the hospital is to provide maximum support to patients irrespective of their economic profile, religion and caste. Similarly, aligning with the founding objective, MAH and the partners agreed to the following objectives for the Pilot Project:



Our beneficiaries

To build a partnership between public and private entities to implement the concept of Universal Health Coverage (UHC) as a pilot in the City of Varanasi.

To maximize utilisation of all the existing public and private healthcare facilities in Varanasi by developing and designing an Information Technology (IT) based software application, which will deliver prompt and appropriate healthcare service irrespective of the economic profile of the citizen.

To work with Government of India & the State Government of Uttar Pradesh to roll out the UHC in Varanasi based on the resources made available for the purpose by the Government and private Entities under the Corporate Social Responsibility (CSR)

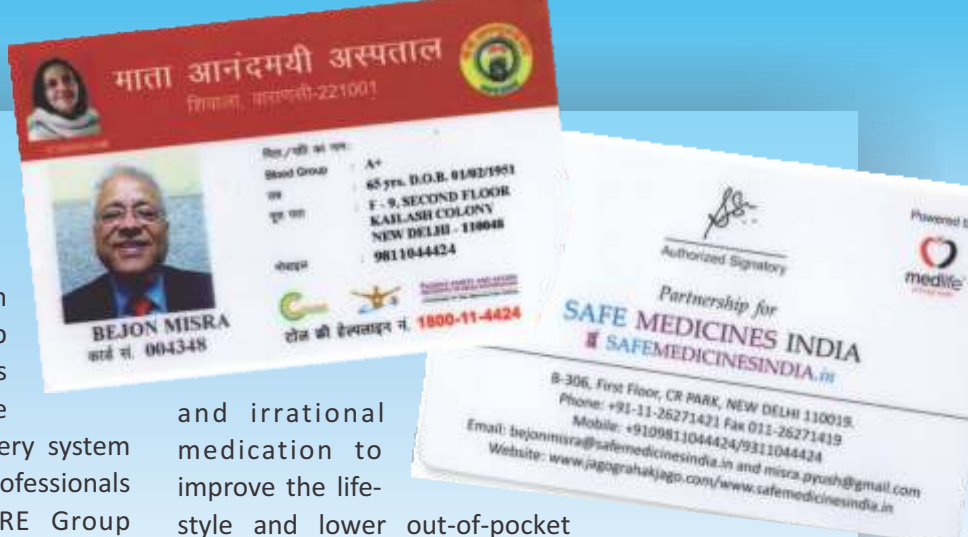
To adopt modern technology by engaging with Students to capture the health profile of every citizen and enable accessibility to preventive and curative care as per the need and expectation of the patient and their care givers in an appropriate and affordable manner without any discrimination.

THE METHODOLOGY SUGGESTED WAS

The proposed initiative was designed in such a manner that a strong partnership was developed between various stakeholders in the public and private sector, engaged in the healthcare delivery system in India. It was driven by qualified professionals and experts, identified by the CORE Group Members, who are the founders of the initiative like Mata Anandamayee Hospital, PSM India, COF, PSAIF and Prominent Citizens of Varanasi for managing and implementing the pilot initiative in Varanasi. The proposed project as mentioned earlier was launched on 9 August 2015 at 6pm at Hotel Clarks Varanasi followed by a National Consultation on Universal Health Coverage at the same venue and the first organizational meeting was held on 1-2 June 2015. The second meeting of the CORE Group prior to the launch was again held in Varanasi on 8-9 July 2015. The activities for the first 12 months focused on improving the processes and the systems to increase accessibility to safe and quality healthcare to at least 100,000 citizens of Varanasi identified as BELOW THE POVERTY LINE (BLP) CITIZENS or as SENIOR CITIZENS (Age 60+) and in a phased manner they would be provided with a digitised HEALTH CARD to enable seamless accessibility to preventive and urgent healthcare. The Health Card will also ensure full healthcare coverage to the citizen in a prompt and efficient manner plus eradicate frauds

and irrational medication to improve the life-style and lower out-of-pocket

expenses of patients. The funding for the expenses projected for managing the initiative was implemented from a common fund managed jointly by the designated members of the CORE Group and deposited into a dedicated bank account for the purpose at Varanasi. The Secretariat was established within the premises of MATA Anandamayee Hospital on a token rental and the CORE Group Members met regularly throughout the year. All the activities conducted under the project has got documented and information emerging from the initiative will be used for conducting further research and development on Patient Safety and Accessibility to Quality Healthcare by the faculty and students of Banaras Hindu University (BHU). A comprehensive data base was collated on the existing healthcare facilities available in Varanasi in terms of public and private Service Providers for encouraging legitimate entities as per the provisions of law and eradicate use of unsafe medicines and unauthorized healthcare service providers, who are deemed to be quacks or not-of-standards or spurious. A 24X7



UNIVERSAL HEALTH COVERAGE CARD - MATA ANANDMAYEE HOSPITAL, Varanasi

Area

- Chandpur Industrial Area, Factory of Daily Foods, Chandpur, Lahartara, Varanasi
- Bhelupur Area, Diamond Hotel, Varanasi
- Mahmoorganj Area, Showroom of Fiat Motors, F.M. Motors, Varanasi
- Village Kothilwa, Satesgarh, Mirzapur, Primary School premises
- Village Kalvari, Marihan, Mirzapur, Local school premises
- Sindhaura, Near Sindhaura Market, Pindra, Varanasi, Middle School premises
- Sunderpur Area, Dharendra Mahila Post Graduate Women's College, Sunderpur, Varanasi

Toll Free Helpline Number 1800-11-4424 was made functional to enable citizens to access credible information based on evidence and official approvals from the concerned authorities. A web based PORTAL www.jagograhakjago.com was also made functional to empower the citizens to make informed choice based on truthful information made available on the website for persons who are internet savvy or prefer virtual digital communication. All personal information collected from the initiative will be digitised and kept under Government Custody to maintain confidentiality and not allow any kind of data misuse for commercial consideration, which are private and confidential in nature.



Dr. V.K. Subburaj, IAS, Secretary to the Government of India, Department of Pharmaceuticals, inaugurating the Jan Aushadhi Kendra at Mata Anandamayee Hospital on 1st January, 2016.

Jan Aushadhi Campaign: Key Objectives

- Make quality the hallmark of medicine availability in the country, by ensuring, access to quality medicines through the CPSU supplies and through GMP Compliant manufacturers in the private sector.
- Despite constraints of budget in the Central and State governments, extend coverage of quality generic medicines which would reduce and thereby redefine the unit cost of treatment per person.
- Develop a model which can be replicated not only in India but also in other less developed countries in their common goal of improving accessibility to quality health care for all.
- Not be just restricted to the Public Health System but be adopted with zeal and conviction by the Private Sector and thereby spread its coverage to every village of this country.
- Create awareness through education and publicity so that quality is not synonymous with high price but with a lesser price, more medicines would be available, more patients would be treated and more people will lead a healthier life.
- Be a public program involving State governments, the Central government, Public Sector enterprises, Private Sector, NGOs, Cooperative bodies and other institutions.
- Create a demand for generic medicines by all for all by improving access to better healthcare through low treatment costs and easy availability wherever needed in all therapeutic categories.



Inside Jan Aushadhi Store at Mata Anandamayee Hospital

**FOLLOWING DATA SHEET SHOWS THE QUANTITATIVE FIGURE
DURING THE PERIOD FROM AUGUST – 2015 TO JULY – 2016**

S.No.	PROVIDED SERVICES	NUMBERS
1	"TOTAL NUMBER OF CARDS ISSUED (STARTED FROM 23/12/2015)"	942
2	TOTAL NUMBER OF OPD FOOTPRINTS	55559
3	TOTAL NUMBER OF IPD FOOTPRINTS	1913
4	TOTAL NUMBER OF PATHOLOGICAL TEST REPORTS	60253
5	TOTAL NUMBER OF DIAGNOSTIC REPORTS	2216
6	FREE OPD PROVIDED BY THE HOSPITAL	2150
7	FREE IPD PROVIDED BY THE HOSPITAL	1070
8	FREE LAB TESTS PROVIDED BY THE HOSPITAL	43
9	TOTAL NUMBER OF FREE DIAGNOSTIC TEST PERFORMED	76
10	TOTAL PHYSIOTHERAPY CONDUCTED	3720
11	TOTAL FREE PHYSIOTHERAPY CONDUCTED	151

First Time in India by a Consumer Organisation “Jan Aushadhi Store”

**Inaugurated on 1st January 2016 at Mata Anandamayee Hospital, Shivala, Varanasi
by Patient Safety and Access Initiative of India Foundation and Consumer Online Foundation
A Campaign to Improve Accessibility to Quality Medicines for All**

Over the years India, has developed a strong capability in producing quality branded and generic medicines in most of the therapeutic categories, evolving from an mere Rs 1,500

crores industry in 1980 to a more than Rs 1,19,000 crores industry in 2012 and now almost touching Rs. 2,00,000 Cores. However, hough these medicines are reasonably priced, as compared to the prices of their equivalent medicines in

most other countries, yet a large population of poor people in the country is denied accessibility to safe and quality medicines. Studies show that 80% of the healthcare cost for the patients in India is on medicines, medical devices and diagnostic procedures. Accordingly, 'ensuring availability of quality medicines for all, Government of India has launched the '**Pradhan Mantri Jan Aushadhi Yojana**' and consumer organisations like Consumer Online Foundation and Patient Safety and Access Initiative of India Foundation have decided to partner with the Government on this campaign in the interest of patients.



Dr. V.K. Subburaj, taking a round of the Hospital alongwith Swami Deveshananda ji



As you all can observe, with your support we have touched a turnover of more than Rupees 8.1 Lakhs in eleven months and this was possible only with the support of the medical practitioners and the aware citizens of Varanasi. We are happy to share the report of our sales and plead to you to encourage safe and quality healthcare for all, especially the poor and the senior citizens.

The success story of the Varanasi JAN AUSHADHI Store at the Mata Anandamayee Hospital

JAN AUSHADHI REPORT

S.No.	MONTHS	TOTAL SALE	TOTAL PURCHASE
1.	Dec-15	21994.00	162706.00
2.	Jan-16	45976.00	51260.00
3.	Feb-16	62367.00	121151.00
4.	Mar-16	89778.00	60774.00
5.	Apr-16	75004.00	97067.00
6.	May-16	98532.00	70891.00
7.	Jun-16	73269.00	84691.00
8.	Jul-16	75828.00	58650.00
9.	Aug-16	85828.00	81842.00
10.	Sep-16	92439.00	51436.00
11.	Oct-16	91125.00	70773.00
TOTAL		812140.00	911241.00

To know more visit the website http://janaushadhi.gov.in/about_jan_aushadhi.html or call the Toll Free Helpline Number 1800-180-8080 or our website www.safemedicinesindia.in OR 24X7 Toll Free Helpline Number 1800-11-4424



**Under Pradhan Mantri
Jan Aushadhi Yojana, the chain of
Jan Aushadhi Medical Stores
is fast spreading across the country.
Taking affordable medicines to people.**

- ☛ The government to expand the coverage of Jan Aushadhi scheme by March 2016 to include **439 life saving** medicines from the current 45, to be sold at **40-50%** discounted prices.
- ☛ Number of Jan Aushadhi stores to go up from currently **121** to **300** by March 2016 and another **3,000** by **2017**.



The life-saving medicines include **cancer, diabetes and cardiovascular drugs**, as well as **250 medical devices** like stents and implants.



Smt. Jyotsana Srivastava (MLA, BJP) at Jan Aushadhi Store, Mata Anandamayee Hospital



Shri Ravindra Jaiswal (MLA, BJP) inaugurating the Mata Anandamayee Medicine Bank



Shri Ajay Rai (MLA, Congress), Varanasi releasing the Report on e-Pharmacies on the occasion of the inauguration of the Mata Anandamayee Medicine Bank

ABOUT THE ACTIVITIES

The services provided by the hospital can be classified under four categories:-

- a- Out Patients Department (O.P.D.),
- b- Indoor Patients Department (IPD),
- c- Community service and
- d- Other Services.

After the launch of the project in August 2015, all the existing employees were given an additional incentive every month other than their normal annual incentive, in order to motivate each and every employee to support the pilot project of UHC and ACCESS. It was also decided to conduct two studies, one on the existing gaps in terms of infrastructure and the services provided to the patients and how the hospital can be upgraded into a certified National Accreditation Board of Hospitals (NABH) and also conduct a Cost Analysis of all the existing services to ascertain the pain points of the hospital in terms improving the efficiency and adopting possible cost cutting exercises. Quality Council of India (QCI) immediately agreed to commission the gap analysis study on the infrastructure and the service requirements for enabling the hospital to obtain the NABH accreditation. Similarly PSM India Initiative agreed to commission the Cost Analysis Study of the various activities of the hospital. Both the studies revealed several existing challenges and provided recommendations on the way forward. Based on the gap analysis by QCI, the CORE Group Members agreed to engage an architect from Lucknow to prepare a proposal on how to refurbish the

hospital to enable MAH to get certified by NABH Accreditation at the earliest. It was also decided to engage a professional agency to handle the house-keeping related activities to ensure hygiene and environmental issues are strictly complied as per existing laws and standards. Several rounds of consultations were organised with the prominent citizens of Varanasi, students and faculty members of BHU and the office bearers and members of the Indian Medical Association (IMA) Banaras Branch.

We are happy to inform the citizens that it is a matter of pride for us that this hospital has now established itself as one of the leading Health Care Centre in the service of public at large in Varanasi. With the blessings of Shree Shree Ma, it has shown an all round improvement in serving the people during the year 2015-2016. In this year, a total of 63,855 patients were given treatment in OPD and 1858 patients were treated in the Indoor Ward. Our O.P.D. consists – General Medicine, Surgery, Orthopaedic, Cardiology, Ophthalmology, E.N.T., Urology, Anorectic diseases, Gynecology, Pediatrics, Diabetic Clinic, Rheumatoid diseases, DoT's cases, Dental, Skin, Ayurvedic and Physiotherapy. Our Investigative services include Pathology, E.C.G., Refraction, X-ray and Ultrasound test.

Poor patients were provided with adequate free medicines/concessional or free diagnostic tests. In result, 1352 patients availed of these facilities in the current year. In the Indoor department, 1072 poor patients were given free beds with two times diet supplied free of charge. We also allowed free medicines to some needy patients to the maximum possible capacity of the hospital.



Water Purifier, Ambulances and Ultrasound machine donated by citizen

The Physiotherapy Centre has shown vast improvement with 3606 patients availing of the services. Physiotherapy Centre added a new Laser Therapy Machine for the benefit of the needy patients.

The Surgical Department performed 2416 surgeries and surgical procedures in the current year. Similarly, Gynecology Department also improved its performance wherein 10534 patients were successfully treated in O.P.D.

With the generous support from Kishinchan Chellaram Charitable Trust, Mumbai, we have been able to introduce Digital X-ray system, and also a new modern Ultra Sonography machine in our Radiotherapy Department.

We also express our special thanks to State Bank of India and its dynamic Chairman, Mrs. Arundhati Bhattacharya, for donating the following equipments to the Hospital to strengthen our services to the patients of Varanasi;--

- i) 45 KVA Generator Set,
- ii) Laser Therapy Machine,
- iii) New modern E.C.G. Machine and
- iv) Office Laptops – 2 nos.

Free Medical Aid Programmes

Like every year, we also organized outdoor & indoor medical camps to provide maximum possible service to the poor and underprivileged patients in and around Varanasi. The departments of Medicine and Surgery arranged several BMD Test programmes in association with medical and pharmaceutical companies.

A free surgical camp was organized from 1st Dec'15 to 31st Dec'15 for free treatment of Hernia



Shri Swapan Ganguly, General Secretary, Maa Anandamayee Sangh presenting memento to Swami Achyutananda Giri Maharaj at Kankhal Ashram, Haridwar



Health Camps in progress





Students of Shree Shree Ma Anandamayee Vidyapeeth, Kankhal, Haridwar displaying their Health Card Report



and Hydrocell cases under the supervision of Senior Surgeons, Dr. N.N. Khanna, Dr. B.N.S. Bhatnagar, Dr. K.N. Tripathi and Dr. O.P. Singh, who were ably assisted by our Resident Surgeons, Dr. A.K. Gupta and Dr. Vikas Dixit. 20 cases were registered and finally 14 operations were performed free of charge with free bed, free medicine and free diet.

Like every year, on our behalf, free eye camp was organized from 25th December, '15 to 28th Feb '16. This camp was sponsored by Rai Rishikumar Charitable Trust, Varanasi, who donated generously to make it a success. In total, 93 patients were examined, and finally 79 patients were treated with intra ocular lens plantation. Eye operations were done by renowned eye surgeon, Dr. Sanjay Thakur and his team of Natraj Eye Centre, Varanasi. We are thankful for the dedicated services rendered by Dr. Sanjay Thakur and his associates, Dr. Rajnish Nath, Dr. P.K. Roy and Dr. Sanjay Sharma. Our doctors Dr. R.M. Bajpai and Dr. Prakash Dwivedi also worked hard to make this camp successful.

The Polio Eradication Programme for children and Filaria Eradication Programme were regularly organised in the hospital in co-operation with Govt. Health Post to give relief to the needy. Under the guidance of our Senior Consultant Physician, Dr. A.K. Dev, free asthma and chest diseases camps were also organized in the hospital time to time during the year.

An Education Programme was also organised by the hospital on the subject "Importance of Plastic Surgery in modern times" on 6th June, 2015. Dr. (Prof.) V. Bhattacharya, Former Professor and Head of the Department of Plastic Surgery, Institute of Medical Sciences, B.H.U. gave the lecture with the help of Audio-Visual Aids to group of care givers and patient groups of Varanasi.

The Physiotherapy Centre also organised a Free Camp to educate the people about Laser Therapy on 1st May, 2016, at the Hospital. Senior Physiotherapist, Dr. D.V. Mishra, conducted the camp and demonstrated the treatment of Laser Therapy to the needy patients. In all, 35 patients availed of this free camp.

MAH also organised two Outdoor Camps with the help of Aarogya, the social service wing of a

leading Pharma Company, NOVARTIS.

(i) On 5th March, 2016, the first Camp was conducted in Chiraigaon (Ashapur, Varanasi) where 160 people were examined by our doctors and given free medicines;

(ii) On 9th April, 2016, the second Camp was held in the village – Barauni Khurd, Distt. Chandauli. Where 225 patients were checked & prescribed by our visiting doctors. Free medicines were also distributed to them;

(iii) A tele-medicine camp was also organised with the help of Aarogya (Social Service unit of m/s Novartis Pharma) in Chandauli distt. Our senior physician, Dr. A.K. Dev, prescribed On-Line to the patients through internet.

Thalassemia Day Care Centre

The Thalassemia Centre, which is being run by the Thalassemia Welfare Society in our hospital for many years, has been proved to be a boon for the children affected by this dreaded disease. The main objective of this NGO programme is to identify this life taking disease among the children and to ensure their proper treatment in our hospital. Monthly Monitoring Clinics are also regularly conducted here. This Hospital helps generously to make this Centre successful.

Social Programmes

The Independence Day was celebrated on 15th August '15 with all the fanfare. The local M.L.A., Smt. Jyotsna Srivastava, was the Chief Guest of the ceremony and she hoisted the National Flag in presence of doctors and staff of the hospital. The function started with the National Song "Vande Mataram" and ended with "Jana Gana Mana" sung by the students of Ma Anandamayee Kanya Vidyapeeth in the presence of our honorable guests.

Likewise the Republic Day function was also celebrated on 26th January, 2016, by the staff and doctors of the hospital. The Guest of Honour was Mr. Bejon Misra, Founder of Consumer Online Foundation, New Delhi, who hoisted the national flag amid chanting of "Jai Hind".

Clothes and fruits/sweets were distributed among the patients in these occasions. Free distribution of blankets, pullovers, apparels etc.



Shri Ravindra Kumar Jena (BJD) Member of the Parliament Lok Sabha, Orissa releasing the Report of PSM India 15 Board Meetings

Mr Matthias Wienold, Board Member, International Alliance of Patients' Organizations, London addressing the Board Members of PSM India and COF.



was also done for the poor children of the locality twice in the year.

Additional toilets and washrooms were constructed for the benefit of staff members and patients. Incentives in terms of cash and dress materials were also given to the staff.

Development Programmes

In association with Patient Safety and Access Initiative of India Foundation and Consumer Online Foundation, New Delhi, the Varanasi Project Initiative for improving access to the quality healthcare through Universal Health Coverage (U.H.C.) was launched as explained earlier in the report.

Shri Bejon Kumar Misra, Founder of PSM India Initiative and Consumer Online Foundation organised several workshops and seminars in which various Govt. officials, Healthcare experts, Medical professionals etc. took part and analysed the objective and scope of this ambitious project for the benefit of poor and elder citizens of Varanasi. Shri Prafull. D. Sheth, Vice President of Mata Anandamayee Hospital, provided guidance and expertise at various stages of the project, who also happens to be an active member of the Executive Body of the Sangha and has deep interest in healthcare related matters. He is also a Board Member of PSM India Initiative and Consumer Online Foundation and has Corporate background as a professional with leading Pharma Companies like RANBAXY and others.

As a first step towards this objective, we inaugurated a Jan Aushadhi Medical Store in this Hospital, which became functional from October 2015 under the Pradhan Mantri Jan Aushadhi Yojana to ensure availability and affordability of quality medicines for all. This Medical Store was formally inaugurated on 1st January, 2016, by Dr. P.V. Suburaj, I.A.S., Secretary to the Govt. of India, Deptt. of Pharmaceuticals, Ministry of Chemicals & Fertilizers, New Delhi. The Jan Aushadhi Store has become a big success and has become viable within 6 months of its functioning. However, it could do better if the Government could strengthen the back-end supply chain and ensure availability of all the essential medicines all the time. We have as of date treated more than 4000

patients and done business worth about Rs. 8.1 lakhs from October 2015 to September 2016.

We have also successfully launched a Medicine Bank to promote branded medicines and all such medicines which are not made available in the Jan Aushadhi Store. The Medicine Bank also operates from the hospital to provide FREE medicines and branded medicines at a highly discounted price to make sure medicines prescribed by the authorised medical prescribers of the hospital are not denied to the patients due to high cost or unaffordable pricing by the manufacturers. This activity has been outsourced to a private enterprise called M/S Medlife International from Bangalore, to ensure efficiency and effectiveness of the project implementation. They have also agreed to support the digitization of the health profile of the patients treated by MAH and issuing of the Health card to the members of the Hospital. This will also facilitate proper documentation of the treatment procedure within the hospital of all the patients visiting MAH.

It was agreed that more than 100,000 citizens of Varanasi would be brought under the health coverage schemes promoted by the Government of India to ensure nobody is denied access to healthcare as desired through a Public Private Partnership initiated by professionals, citizens and organisations in partnership with Governments. Unfortunately in this area lots more needs to be done as citizens still are not covered and carry a trust deficit on the Government schemes and in Uttar Pradesh the scheme is yet to take off. The private and public insurance companies shall start a dialogue only after we have inducted more than 100,000 members within our hospital as beneficiaries. We have till date reached only around 5000 members due to several challenges, which we shall overcome in the coming year. The membership drive is linked with the health card.

Centre of Excellence on Patient Safety and Access to Quality Healthcare

We launched the Centre for Excellence in IIT BHU on Patient Safety and Access to Quality Healthcare. The Centre in collaboration with the students and



Hon'ble Union Cabinet Minister Shri Ram Vilas Paswan alongwith Shri Sushil Kumar Modi, Former Dy. Chief Minister of Bihar inaugurating the PSM Stall at Patna Consumer Mela.

The view of the participants at the Patna Consumer Mela





Winners of the Slogan Contest at the Patna Consumer Mela

faculty has also agreed to cover issues concerning Patient Safety and strengthen the Pharmacovigilance Program of India (PvPi) and Rational Use of Antibiotics/medicines to record regularly incidents of Adverse Drug Reactions (ADRs) and anti-resistance antibiotics. MAH was also declared as an ADR Centre under the PvPI initiative by India Pharmacopeia Commission, Ministry of Health and Family Welfare, Government of India. We also facilitated in launching Haemovigilance Programme of India (HvPI) to identify and prevent occurrence and recurrence of transfusion related unwanted events, to increase the safety, efficacy and efficiency of Blood Transfusion, covering all activities of the transfusion chain from Donor to Recipient. The Department of Pharmaceutics within

IIT BHU was the nodal Department coordinating activities on ADRs and medication errors. Now we are contemplating to engage with other faculties within the University and Educational Institutions in and around Varanasi like the Institute of Medical Sciences (IMS) BHU, Institute of Management (IM) BHU and others.

We were unable to design and develop an IT driven tool to monitor and evaluate all Government driven schemes on improving accessibility to medicines, diagnostics and treatment to all forms of illness to ensure effectiveness and success because of lack of manpower and competency within the hospital existing team. It was decided that in the coming year in collaboration with the Insurance





Shri Lalitesh Tripathi (MLA, Congress) participating at the Health Camp in his Constituency

Companies, launch new products in Varanasi as per the needs of the citizens to improve access and further strengthen existing Government schemes, such as Rastriya Swasthya Bima Yojana (RSBY) and others. It was also felt that all the community based activities from the hospital should be institutionalised and disease specific patients groups should be created and linked with the national and international bodies to exchange ideas on modern Sciences and treatments available to the patients.

Our team failed to create the software and the database to connect all the service providers engaged in the healthcare delivery system in the public and private sector in Varanasi as our existing manpower was not trained nor we had the infrastructure to collate the data efficiently. This is another area which we intend to focus in the coming years. As this would be technology driven and need skilled manpower to manage, we would soon initiate recruiting skilled persons for the task in order to encourage local talents to join our initiative..

Financial Status

The Hospital had a turnover of Rupees 13,251,809.56 for the year 2015-16 as per data made available to us and collected financial donations and income from various activities to the tune of Rupees 6,209,651.86, we intend to double the turnover in the coming year. Based on the proposed refurbishing plan submitted by the architect from Lucknow, we would need to mobilise around Rupees Twelve Cores to bring the

hospital to the level of NABH Entry Level Accreditation.

The hospital received financial support from Consumer Online Foundation to the tune of Rupees 15,00,000 during the year and an amount of Rupees 2,00,000 remains as balance on the hospital account.

The Poor Relief Fund created for the purpose of rendering medical assistance to the deserving persons was also utilized to the maximum to give benefits to the sadhus and under-privileged patients of the society. During the year under review, a total amount of Rs. 2,70,477/- was spent on account of Medical Relief to the poor, which includes Rs. 2,64,032/- towards distribution of free medicines. In addition, we spent Rs. 45,404/- towards free diet to the needy Indoor patients admitted in the MAH. Apart from this, Patient Safety and Access Initiative also contributed towards free medicines to the poor with support from organisations like Medlife International, SUD-CHEMIE India Pvt. Ltd., Lifecare Innovations Pvt. Ltd., MANKIND Pharma and others. We are expecting support from several Public and Private organisations supporting our cause in the coming years including the Government.

Government Grant

The hospital has received a recurring grant of Rs. 8,00,000/- from the State Government in the year 2015-'16. We have also received Rs. 1.50 lacs as financial aid to the DoT programme from U.P. Govt. during the year 2015-'16.

Publicity and Promotion

All the events conducted during the year was well covered by the electronic as well as the print media in all the languages, which was communicated PAN INDIA during the year. Short documentaries and spot movies were created to be used in the TV Channels and also public events to build awareness about our facilities and empowering the patients about their rights and responsibilities. Even jingles have got created for radio channels to reach out to the potential beneficiaries.

We have installed a patient complaint redressal mechanism on all issues concerning healthcare and

standardize the various dimensions of healthcare services in a voluntary manner in collaboration with all the service providers including medical practitioners, pharmaceutical companies, public and private healthcare providers and Government Departments engaged with healthcare delivery system. In order to facilitate the process, we linked

the feedback mechanism from the end users with the 24X7 Toll Free Helpline 1800-11-4424 and the Website in October 2015 and redesigned the website from www.consumerconexion.org to www.jagograhakjago.com, from August this year. We plan to intensify the publicity campaign and media related activities in the coming year.

CONCLUSION AND WAY FORWARD

Finally based on the outcomes and benefit perceived by the patients of Varanasi, the project will be scaled up in Varanasi in 2017 and replicated in other locations if any of the State Governments show interest in the project and the process will continue till all the activities are institutionalised in Varanasi to ensure a self- sustainability model is created and made functional on a public private partnership mode.

A reward and recognition event will be organised on 3rd December 2016 to mark the Patient Solidarity Day for the best performing Officers and Staff engaged in the project. Even the Faculty Members and the Students of BHU will be eligible to seek recognition on innovations and improvement in the processes as part of the activity of the Centre of Excellence on Patient Safety and Accessibility to Quality Healthcare. The final review meeting and the future activities will be finalised and approved at the 17th Board Meeting of PSM India Initiative and the combined meeting of the Varanasi Project CORE Group Meeting and Consumer Online Foundation Board Meeting on 4th December 2016 at Hotel Clarks Varanasi.

We express our sincere thanks and gratitude to all our CORE Group Members Chaired by Swami Deveshananda Maharaj, PSM India Initiative Board Members Chaired by Mr. Wajahat Habibullah, Board Members of Consumer Online Foundation Chaired by Mr. L. Mansingh, donors and well-wishers who gave us moral and financial strength for this noble service to the mankind through this hospital. At the end, we humbly pray to Shree Shree Maa to bestow Her infinite grace and blessing for successfully running the hospital on the chosen path.

As the way forward:

- We intend to induct more than 100,000 members in the project and ensure Universal Health Coverage becomes a reality in India with support from various stakeholders, especially the Patients' Groups
- We would design comprehensive software for patients to access seamless healthcare service, with special focus for the poor and senior citizens at the most affordable cost without compromising on safety and quality.
- We would develop a process to promote disease centric specialized care to enable patients to access safe and quality healthcare by engaging with State and Central Government on improving the existing delivery system.
- We would declare VARANASI as a ZERO Tolerant City on Patient Safety and Spurious Medicines
- We shall engage with students to train entrepreneurial skills to start innovative healthcare delivery kiosk as part of the Pradhan Mantri Jan Aushadhi Yojana and generate employment for students from Pharmacy and Management background to engage in healthcare service.



ard Campaign
n's and Lalbahadur
Universal Health
to P.M.
Mendla
Tarva

POST CARD CAMPAIGN

On the occasion of Bapu's and Lalahadur Shastri's Birthday a Post Card Campaign was launched to demand Universal Health Coverage (UHC) and an appeal to Hon'ble Prime Minister Shri Narendra Modi to invest at least 5% of GDP on Healthcare in India.





Mata Anandamayee Hospital

Shivala, Varanasi-221001



Sri Anandamayee Ma

Mata Anandamayee Hospital has a glorious history since its conception in 1950. At that time, a Savitri Maha Yagna was being held in the newly constructed Mata Anandamayee Ashram in Bhadaini area. The Maha Yagna had been continuing for 3 years and on the final day of oblation, when all the rituals were completed, the reknowned physician, Dr. Gopal Das Gupta of the Royal Court of the Maharaja of Kashi, prayed to Shree Ma, -- "Maa, a sizeable religious ceremonies are being performed in our various temples and other places for beatitude. It is my humble prayer, that ambrosia of your compassion-stream

should reach a common man to serve their body temple and also to eliminate their miseries". The prayer was granted. As Shree Ma gave her approval, a large number of devotees came forward with generous donations. The then Union Health Minister, Dr. Sushila Nair, took keen interest and prepared a frame work. The design of the hospital was made by an expert architect. On the instruction of the then Prime Minister, M/s. Kothari and Bros., Mumbai, got the contract and the building was constructed.

The hospital was planned and executed as desired by Ma Anandamayee herself. It was inaugurated by then Prime Minister Smt. Indira Gandhi in presence of Ma on 26th Dec., 1968. Presently it is being managed by Shree Shree Anandamayee Sangha. During inauguration Ma gave a didactic sermon of five words –

"रोग रूपी जन जनार्दन सेवा"

(Service to ailing humanity like god)

The hospital is following religiously the path shown by Ma. The aim and object of this hospital is just one i.e. to serve ailing humanity more so the down trodden and saints. And pivot of all programs of the hospital is to provide maximum help to patients.

The services provided can be grouped under four categories as:

- Out Patients Department (O.P.D.)
- Indoor Patients Department (I.P.D.)
- Community Service
- Other Services.

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