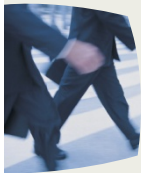




✈ INDUSTRY NEWS..... 1



✈ INTERNAL BRAND CAMPAIGN
HIGHLIGHTS 2



✈ PERSPECTIVE: HEALTHCARE 2

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Brandspeak

AN E-UPDATE BY BRANDCARE

Med-ad Update

Lack of Proper Maternal Health

India contributes to about a quarter of all global maternal deaths. With disparities existing, MMR ranges from 95 in Kerala to 480 in Assam. A large number of deaths are preventable through safe deliveries.

Maternity situation across India is a major concern considering the wide socio-economic gap that has been prevalent here since ages. Each year, around 78,000 mothers die in childbirth and pregnancy related complications. According to reports from Human Rights Watch, Maternal Mortality Rate of India is 16 times higher than Russia and 10 times higher than China. One out of 70 women who reach reproductive age, die due to child birth complications.

One of the prime reasons of high MMR is due to shortage of primary healthcare facilities. Millions of child births do not happen in the presence of doctors or trained nurses. Around two-thirds of women do not deliver in a proper healthcare facility. Government spends a mere 0.9% of the GDP in healthcare, which shows the little attention it gets. In rural areas, the healthcare centers are so ill-equipped that minor complications

result in transferring the patient more than 100km to get to a better healthcare facility.

There are a mere 108 health service providers across India, which has yet to reach a minimum number to cater to the vast demand. To add to the misery, one study shows that 61% of maternal deaths in 6 northern states occur among Dalits, implying there is bias against lower caste women for adequate healthcare.

Allocation of subsidies should be increased in private hospitals so that lower caste poor people can also enjoy well quipped and hygienic healthcare facilities. A strict regular check of all healthcare facilities at regular intervals should be made to ensure basic hygiene and proper equipment. Every child deserves a better world !



Mother
& Child
Health

Mother and Child Health

There are organizations like Foundation for Mother and Child Health which work in economically underprivileged communities to work towards balanced nutrition and preventive healthcare. Pregnancy club, Preventive Health clinics and child development are few of the active programs in rural areas.

Technology Trends in Healthcare



Imagine, how convenient it will be if all important data like allergies, health conditions, diagnosis and medication are all available just as a patient checks into a hospital. This would not only save time and money, but also the nuisance of going through multiple tests. Telemedicine has picked up momentum in India. With the inception of mobile technology, higher penetration and better education facilities are no more on the to do list. Another upcoming trend is connected healthcare.

In the coming years, consumer awareness and better healthcare facilities will play a major role in revolutionizing healthcare reach. Technology and mobile has a major role to play in ensuring quick connectivity and communication. One of the upcoming achievements in healthcare space is BYOD(Bring Your Own Device). With the burgeoning increase in personal devices, it becomes important to make proper use of IT infrastructure. The advantage with BYOD is that one does not have total control over the content and device configuration. Since the data is securely stored on the server, the flow of information is always controlled.

Another rising information exchange medium gaining popularity is Big Data. With the usage of digital platforms and connected devices, there is a plethora of data available and a quick transfer of that data becomes critical in a sector like healthcare. It becomes easy for the patient to access their information from any device

from any location. It is not only easily accessible but cost effective too.

People today are relying more on their mobile devices for productive lifestyle. Mobile apps can provide real time data access and help in quick decision making. Not only professionals, but patients too rely on monitoring many aspects of their health like pulse rate, calories and signs of any irregular symptoms. Innovative apps would continue to improve patient experience in the near future.

Telemedicine is proving to be another cost effective measure of delivering quick healthcare. In a country like India, where there is a huge gap between rural and urban areas, there is a dire need to bring the two worlds together to provide quality healthcare to every doorstep. Video interactions through app on mobile devices empowers patients from remote areas to connect immediately to an experienced doctor in another location.

Connecting doctors with other doctors is another technique wherein the doctors could take advice and suggestions from other experienced doctors regarding cases, and share their own experience as well. One such online portal is doctalkpanel.com where doctors worldwide share their opinion, discuss cases, find solutions and network with other doctors online. This not only creates a podium for doctors to connect more easily to other doctors, but also increase their knowledge domain of what all is happening in different parts of the world in the vast healthcare segment.

MATERNAL DEATHS IN INDIA



1. Half of maternal deaths occur because of hemorrhage and sepsis

2. More than half of all married women are anaemic and one-third are malnourished.

Continuous running support programs under NRHM should be encouraged along with proper allocation of resources and smooth implementation.



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