

“The test for morality of a society is what it does to its children. .”

Dietrich Bonhoeffer



Apollo Hospital Group, India



Lifetime WellnessRx International Ltd.

Roles of private hospitals in improving the school health in India : the ‘Apollo’ experience

Kennedy R, Balasubramanian M & Kennedy A

Presented on the behalf of:

Mr. Rohan Kennedy

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India.

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Presented by:

Dr. Madhan Balasubramanian

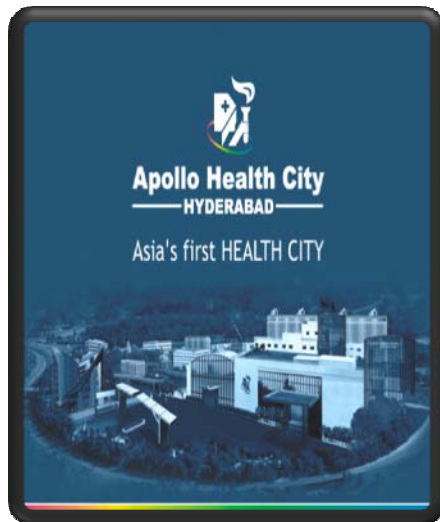
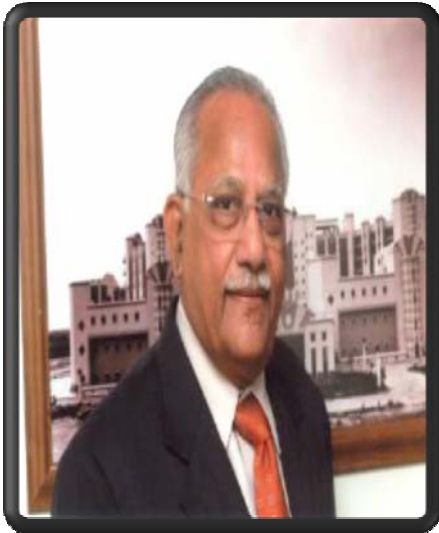
Assistant Professor, Director – The Square,
Coordinator - Research and Development Center,
Apollo Hospitals Educational and Research Foundation,
Apollo Health City, Hyderabad, India

In the next few minutes...

- The Apollo Hospital Group
- Health Scan
- Rationale
- What is NSHP
- Pathways diagram
- Implementation
- Conclusions



I. The Apollo Hospital Group

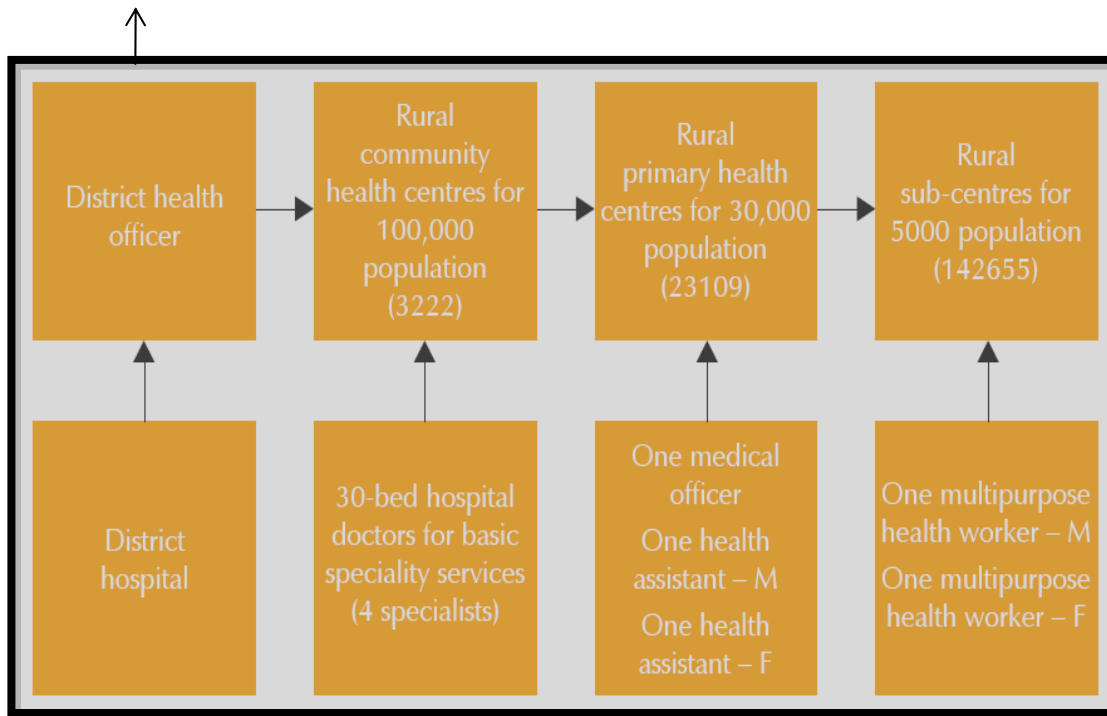


- Ranked as Asia's largest hospital chain
- Pioneered the concept of corporate health care delivery system in India in 1983 by Dr. Prathap C Reddy
- Currently owns & manages more than 8000 beds across over 44 hospitals in India and parts of Asia
- Houses over 20,000 professionally trained doctors and nursing staff
- Treated over 14 million patients till date
- Caters to patients from over 55 countries including US, UK & Canada
- String of primary clinics → **wellness and lifestyle**

Public Sector

Private Sector

Multispecialty hospitals



PPP

Multispecialty hospitals

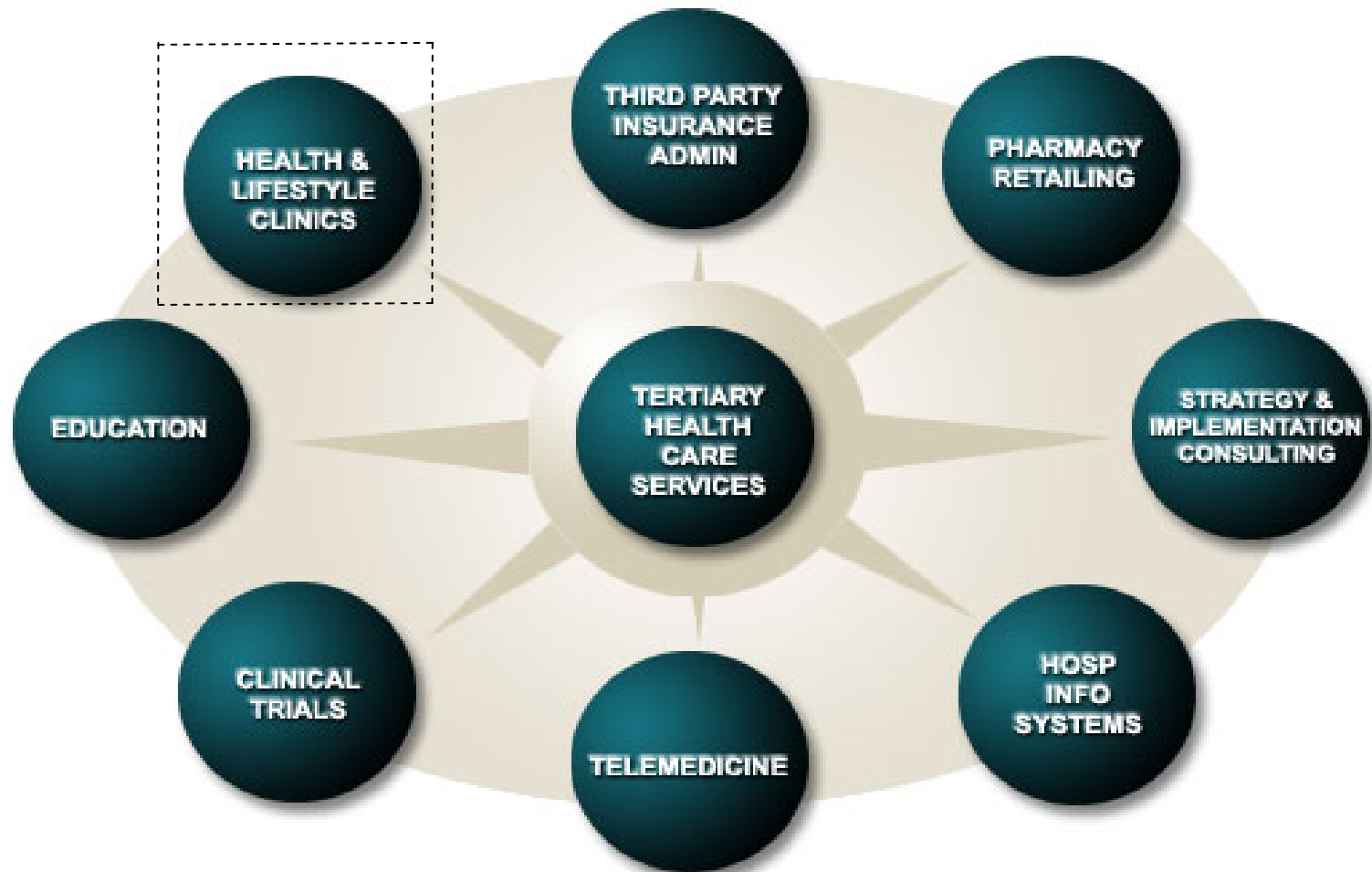
Secondary care hospitals

Clinics / Dispensaries

Outreach

Wellness

Apollo “External” Model



II. What is the health scan?



- Preventive health check up tool for **adults**
- Non-invasive diagnostic and prescriptive in-house service
- Examines the medical and life style status of individuals
- Evaluates attributes like:
 - 1.General ‘medical’ status
 - 2.Physical fitness
 - 3.Personal stress
 - 4.Sexual habits
 - 5.Safety levels
 - 6.Nutrition standards
 - 7.Mental skills
- In use for over a decade for evaluating lifestyle factors in Indian population and covers over 100,000 clients each year.

What is the health scan?



POSITIVE AND TOTAL HEALTH
Computerized Lifestyle
Assessment and Prescription Scan
(PATH CLAPSCAN) ©



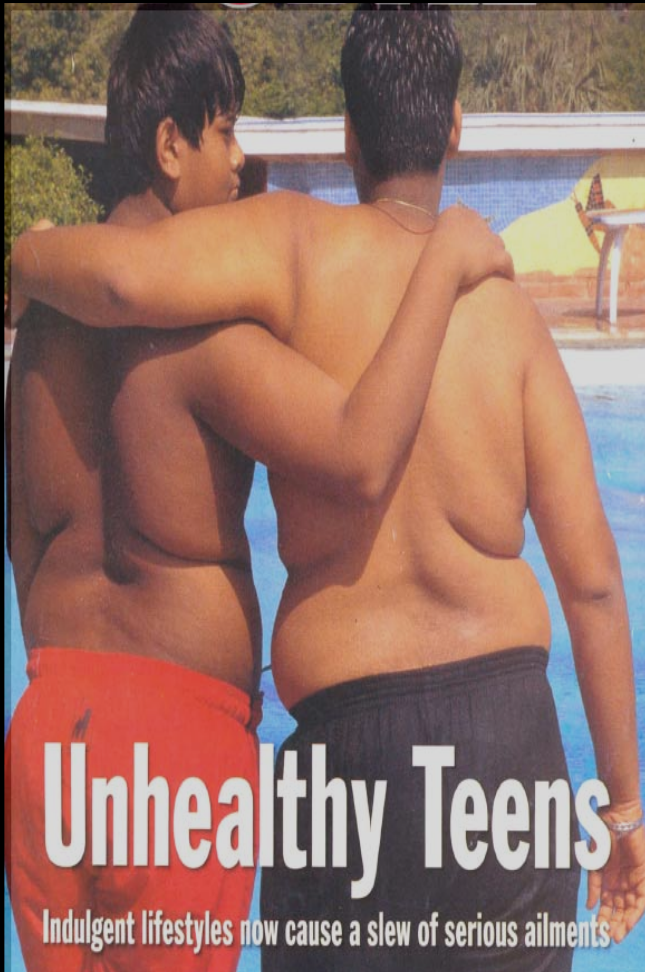
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Developed by :
Professor Adrian Kennedy PhD
Managing Director
Lifetime WellnessRx International Limited
(An Apollo Hospitals Group Initiative)
Apollo Health City, Hyderabad
India.



III. Why this experiment?



- Apollo **Reach** philosophies
- Increasing corporate roles
- Community expectations
- Worsening lifestyle conditions in schools
- Pilot project (n= 10,000)* in 50 schools

*The pilot (n=505) as mentioned in the abstract, was increased to 10,000 in order to improve the validity & reliability of results

Why this experiment?

Parameters	Adult *	Children **
Stress	41	54
Psychosoma	84	11
Sedentary	55	72
Obese	64	52
Dependency Risk	29	65
Safety Risk	39	60
Wellness Status	15	35

•100,000 adults. ** Pilot project (n = 10,000)

Year 2006-07



Why this experiment?

<u>Medical Profile</u>	%	<u>Stress Profile</u>	
- Family History	59.47	- Daily Stress	34.01
- Existing Ailment	31.83	- Crisis Stress	54.40
<u>Physical Fitness</u>		<u>Dependencies Profile</u> (Alcohol, Smoking, Drugs)	
- Sedentary	72.00	- Excellent	33.29
		- Casual	31.67
		- Frequent	36.04
<u>Nutrition Status</u>		<u>Safety Profile</u>	
- Poor	52.37		
- Overweight	21.79	- Poor	60.82

Source : - pilot

IV. National School Health Plan

One in every six adolescents in the metros is **overweight**

Two in five Delhi students have **high cholesterol** and **diabetes** is common

One in three teens has **bad eyesight**

One in five children has **stress** related **emotional disorders**

“Apollo-Hindustan Unilever School Health Program is an end-to-end initiative to facilitate better health among School Children in India. “



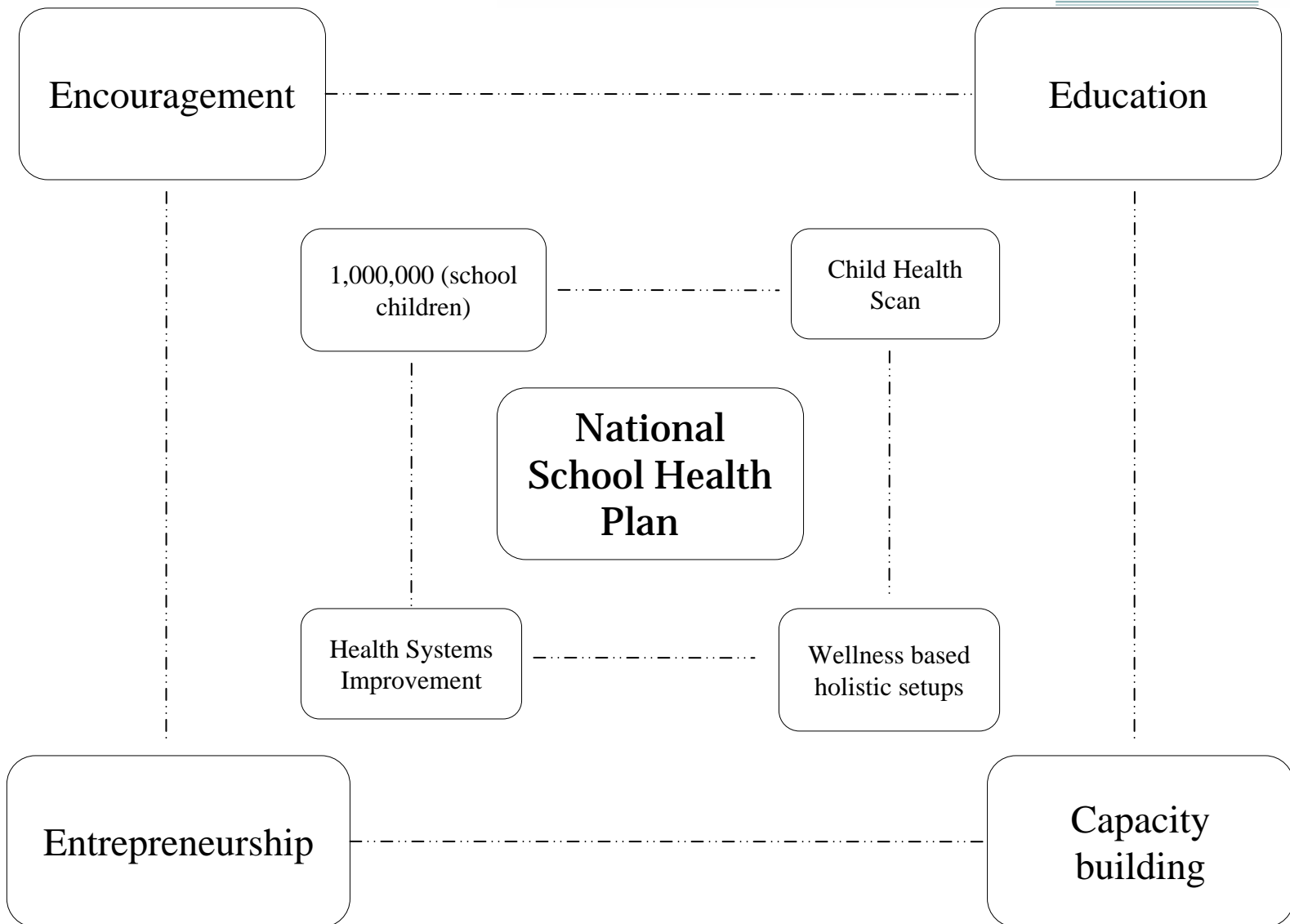
Other Collaborators:

1. Government of India
2. Harvard Medical School
3. World Health Organisation

Lifecycle – March 2008 to March 2011*

*(*The authors of the study wish to acknowledge that there has been a delay in the commencement of the plan, due to commercial reasons. The plan is currently under progress.)*

V. 'Pathways' diagram



VI. Implementation procedure

Phase 1 (Mar '08 - Mar '09)

- Registering **200 leading schools** under the Apollo - Hindustan Unilever School Health Programme in Southern India covering **1,00,000 children**.
- States to be covered - Tamil Nadu, Karnataka, Andhra Pradesh and Kerala
- School coverage - 60:40 ratio (metros : other towns)
- Children contact - 500 per school (Std - IV to Std VIII)

Phase 2 (Apr '09 - Apr '11)

Rest of India

(The authors of the study wish to acknowledge that there has been a delay in the commencement of the plan, due to commercial reasons. The plan is current under progress.)

Implementation procedure

- The Apollo Hospital Group
- Health Scan
- Rationale
- What is NSHP
- Pathways diagram
- **Implementation**
- Conclusions

City Manager and the City Team comprising of Health Counselors distributes Health & Lifestyle Assessment Scan to the Children.

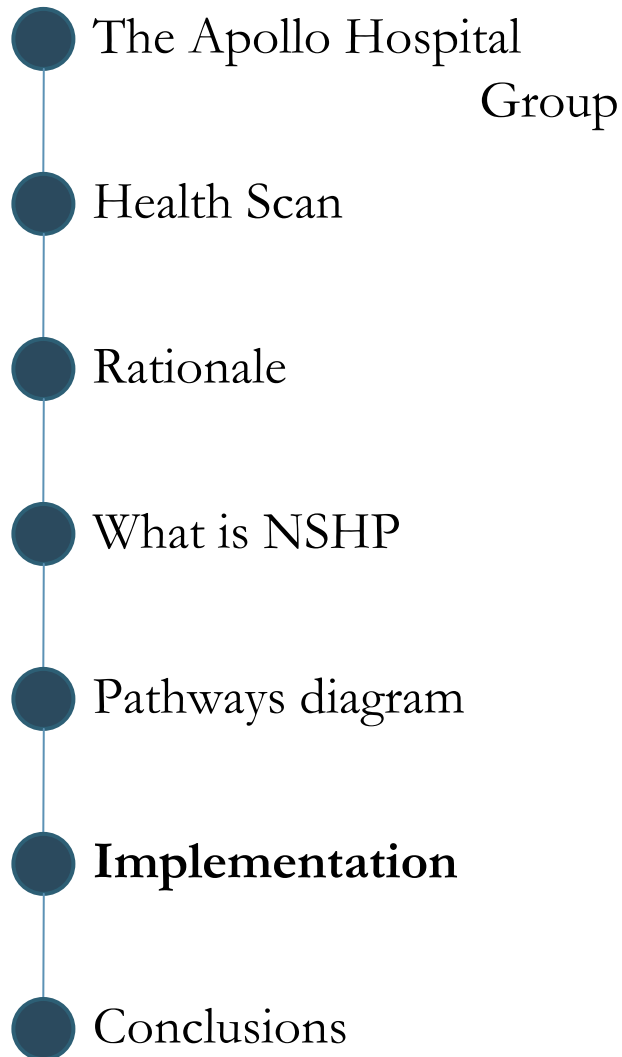
The Children fill in the OMR Questionnaire with help from their Parents.

Completed OMR forms are dispatched by city manager to Apollo H.O in Hyderabad.

The OMR Questionnaire data are scanned at the central office based out of Hyderabad.

Scanned data are scrutinized by an expert panel of doctors and wellness consultants.

Implementation procedure

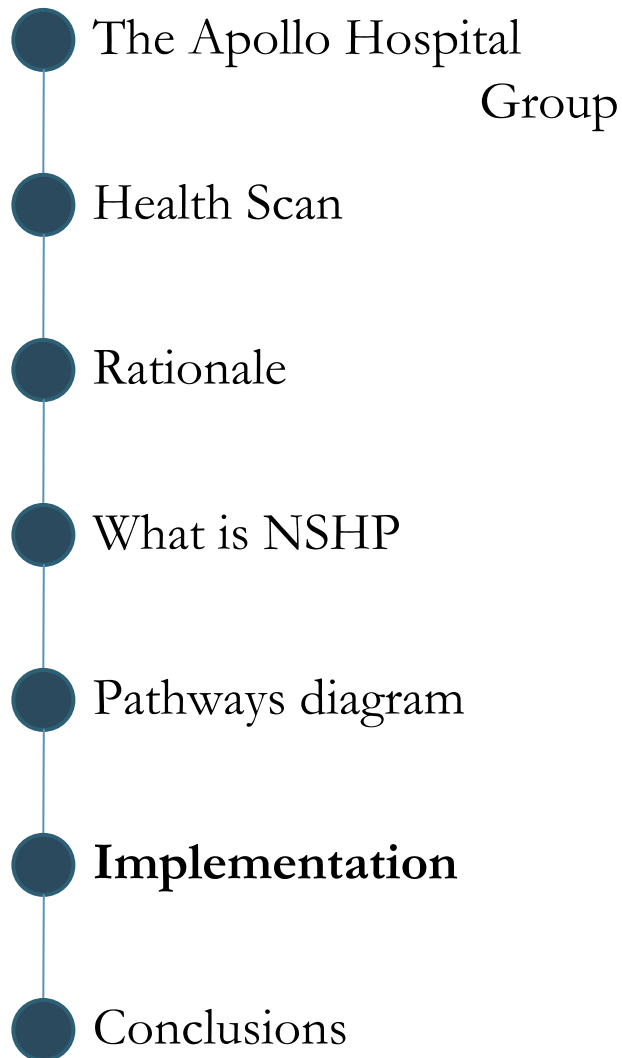


The personalized wellness prescriptions are couriered back to the City Manager for distribution to each Child by revisiting the schools and handing over the personalized wellness envelope to every children.

The wellness envelope contains

Personalized wellness prescription
‘The Good Health Rules’ – a guide to good health; approaching prevention through wellness.
Invitation for the parents to attend a talk on health and nutrition in the school

Implementation procedure



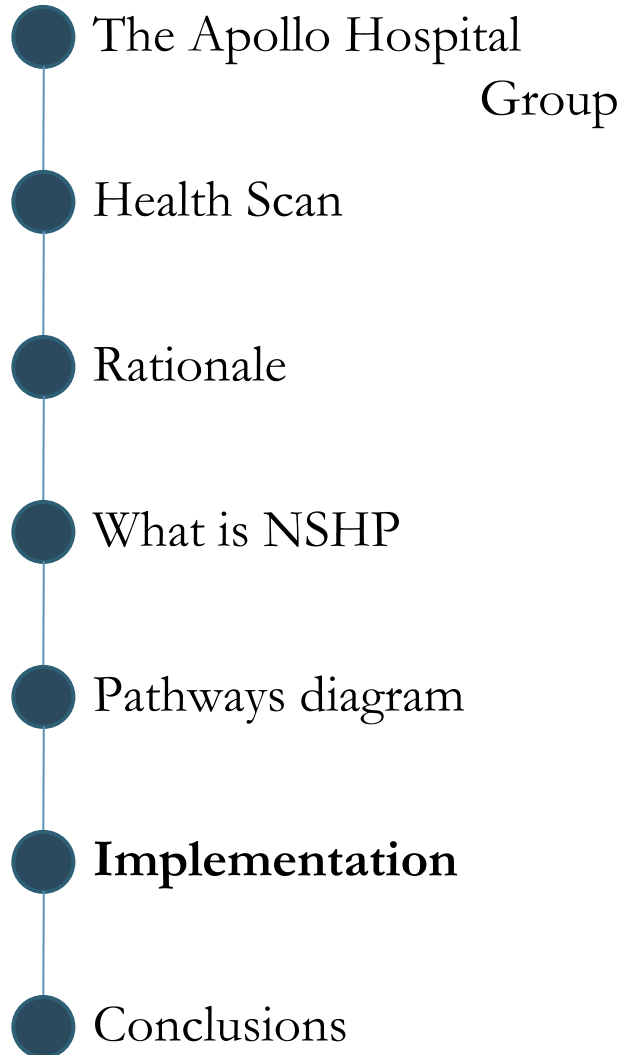
Each School and its Children along with their Parents are eligible for joint counseling sessions that may be undertaken at the school, city clinic or on a tele-counseling platform.

Counseling sessions are taken by highly qualified medical and wellness professionals from Apollo.

Once the health audit of the School is completed, the School Principal is presented with the School's comprehensive Group Health Prescription.

The Audit preserving confidentiality indicates the School's Health Status in areas such as stress, obesity, safety, dependency, physical fitness, illness, cognitive development etc

Implementation procedure



In order to ensure overall School Health improvement, besides individual prescription and counseling

Children and Parents receive group talks on subjects relevant to Health, Nutrition, Physical Fitness etc by Apollo health counselors

Implementation procedure

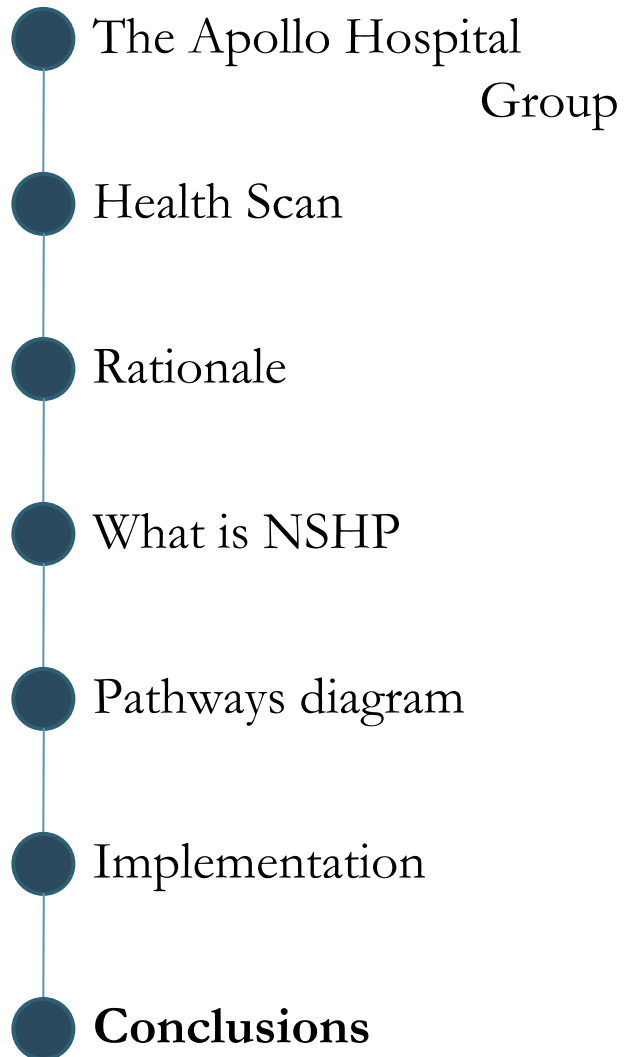
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Just as each Child will get a Health Score or Health Quotient, each School will also receive a Health Score.

The School with the best health score will be awarded with 'The Healthiest School in India' by Apollo-, at the end of the year at an appropriate national function.

All registered Schools participating in the wellness campaign will be awarded with a 'Participation Certificate'.

Conclusions



- Implementation difficulties
- Sensitivity
- Learning based approach
- Action based participative methodologies
- Funds generation

Thank You

For more information on the plan, for research collaborations or market networking please contact:

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