

# CREDENTIALS PRESENTATION





India's pioneering Strategic Advocacy Consultancy that helps  
Healthcare Brands take the **RIGHT** message to the **RIGHT** audience  
at the **RIGHT** time through the **RIGHT** Stakeholders to bring just the  
**RIGHT** behaviour change.

# WHAT MAKES US THE 1<sup>st</sup> CHOICE FOR HEALTHCARE COMMUNICATIONS

## Unparalleled Domain Expertise

The team possesses extensive backgrounds in the healthcare domain. They bring valuable expertise and understanding of the industry

## Strong Stakeholder Network

The HEAL Health team has a solid track record of working with key government and private stakeholders for over a decade

## Unmatched Media Relations

The Heal team has worked tirelessly towards capacity building in healthcare journalism by training >3000 health journalists and influencers and conducting >300 media workshops



## Experienced Leadership Team

The leadership team has accumulated over two decades of experience in healthcare marketing communications, public relations, and advocacy

## Content & Communication Creation

A robust content and communication team that includes medical doctors, dentists, physiotherapists, nutritionists, and life science graduates.

# WHAT MAKES US THE 1<sup>st</sup> CHOICE FOR HEALTHCARE COMMUNICATIONS

Led by the Healthcare Pioneers of  
India with a Combined Experience of  
100+ years

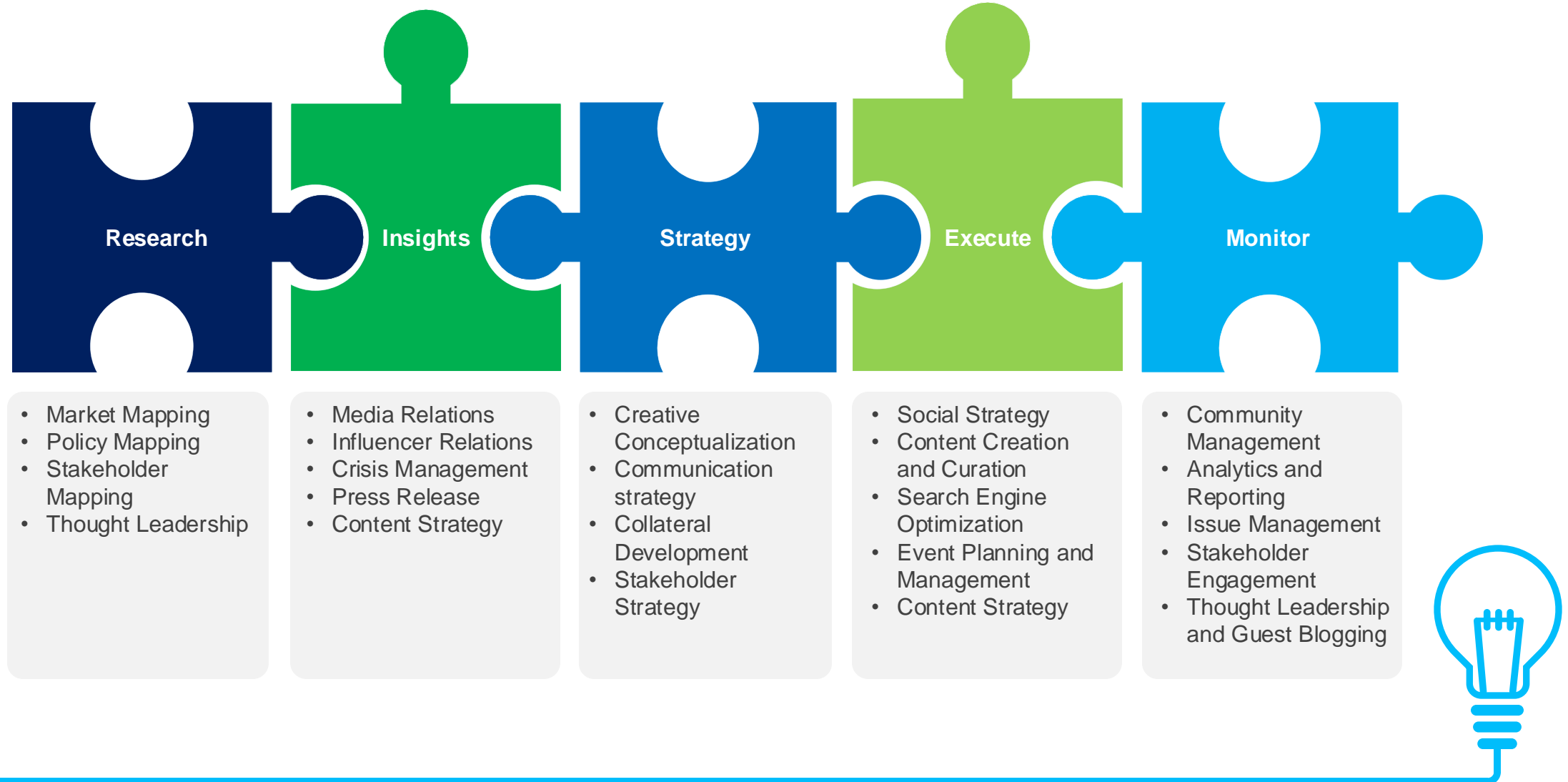
Devoted to the Healthcare Domain with  
Expertise in Healthcare Communication  
and Marketing.

An in-house Team of Healthcare Content  
Experts that has Written >10 Million Words  
of Health Content

Connected to India's widest and strongest  
network of HCPs, Health Writers, and  
Influencers



# OUR 5-STEP PROCESS



# OUR SOLUTIONS

Content  
Services

Expert  
Connect

Media Advocacy  
&  
Media Buying

Surveys &  
Studies

Integrated  
Campaigns

Health Day  
Owning

Vernacular  
Connect

Software  
Solutions

Government  
Advocacy

Knowledge  
Initiatives

Learning  
Solutions

Mega-Collaborations  
Platforms



# CONTENT SERVICES



To run a successful campaign, having robust content is essential. At HEAL, we take pride in our exceptional content team, which is composed of subject matter experts who ensure accuracy and relevance in every piece of content we produce. Our team includes professionals such as doctors, dentists, dietitians, and life science graduates, all bringing their specialized knowledge to create high-quality content that resonates with our audience.



- |               |                  |                     |                         |
|---------------|------------------|---------------------|-------------------------|
| Media Article | Press Release    | Blog / Advertorials | Website Content         |
| White Papers  | Research Article | Doctor Presentation | Leadership Presentation |



Journalists



Editors



Nutritionists



Influencers



Experts



# EXAMPLES

## 'Make anti-tobacco therapy accessible'

Experts Against Making It Prescription-Based

Ridhima Gupta  
@timesgroup.com

New Delhi: Nicotine replacement therapies (NRT), including gums, lozenges and patches, seem to have become quite popular, and to prevent their misuse, the government is considering making a prescription compulsory for selling all formulations containing over 2mg of nicotine. However, health experts in the city are in favour of making NRT more accessible and even distributing them for free to reduce tobacco usage.

One out of every three people in the age group of 15-30 years in Delhi-NCR is addicted to smoking and around half of them are aged between 20 and 30, claimed Under-Secretary Smoking Attitudes in Youth, a survey conducted in 2019 by Aavish Health Foundation. According to World Health Organization (WHO), India is home to 12% of the world's tobacco smokers.

NRT is a critical tool in the fight against tobacco addiction and its commercial availability forms include gums, transdermal patches, mouth sprays, inhalers and lozenges — all endorsed by leading world health bodies like WHO and regulatory bodies like US Food & Drug Administration.

In India, NRT received a formal recognition with its inclusion in National List of Essential Medicines in 2022. In the city, the most commonly available NRTs are gums and patches. While the nicotine gums come in two strengths of 2 and 4mg, the patches are available in 7, 14 and 21mg. According to the current law, only 2mg nicotine gums are allowed for over-the-counter (OTC) sales.

In May this year, Drugs Technical Advisory Board (DTAB), the advisory body of the country's drug approval authority proposed to reduce NRT products from the OTC category to that of pres-



Health experts claim that nicotine gums can help in quitting tobacco

cription-based. The DTAB minutes cited concerns about NRTs being used as nicotine substitution during abstinence rather than for quitting tobacco altogether. The proposal has since triggered a debate. During a recent discussion over NRT prescription vs OTC availability, health experts urged the government to make these products more accessible to the public to make Delhi free from tobacco.

Stating that smoking is a mind and body addiction, Dr Sajeela Maini, head of tobacco cessation and deaddiction at Sir Gangaram Hospital, said people smoke as they are addicted to nicotine. NRT provides someone without the tar, carbon monoxide and other poisonous chemicals present in tobacco smoke, she said.

"Though overdose of NRT can have some side-effects, they will be multiple-fold less than that of smoking cigarettes," Dr Maini pointed out, adding that in a country like India, very few percentages of people actually take professional help for deaddiction and making NRT prescription-based will do more harm than good.

Health experts claim that nicotine gums can help in

wants to quit smoking should start the therapy by taking 2mg gums. The number can be increased gradually," Dr Maini said. She suggested that instead of the curb, the government should raise awareness on how to start NRT. "Unlike a regular gum, a nicotine gum has to be chewed differently, which is mentioned on the packet. It should be chewed a few times and then 'parked' between the cheek and the spine below the teeth, the doctor explained.

Dr Chandrakant S Pandey, former head of the community medicine department at AIIMS, said, "Fewer people will go for these therapies if even 2mg nicotine gums need a prescription." He also urged the government to make more people aware about NRT in a city, where many people consume betel leaves and gutka than smoking cigarettes. Dr Pandey said. He suggested that the government should make NRT more accessible by subsidising them for people belonging to economically weaker sections.

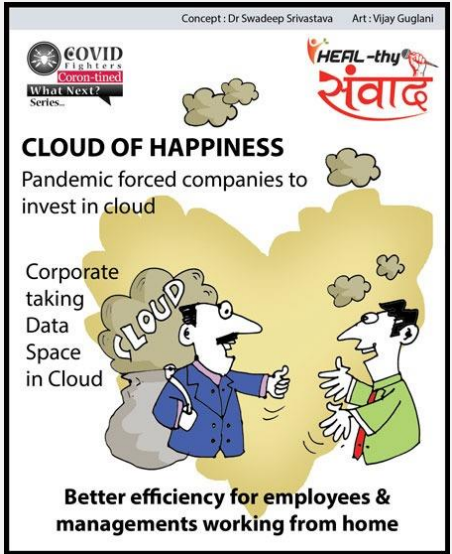
Tushar Kaushik, a 31-year-old smoker, called the move "a step in the wrong direction." He said a curb would be counter-productive as it would



**EVERY BLOOD DONATION CAN SAVE UP TO 3 LIVES.**

On World Blood Donor Day, we thank Healthcare Warriors for their selfless service to make blood donations possible even during the pandemic.

**HEMOCUE**



Concept: Dr Swadeep Srivastava Art: Vijay Guglani

**HEAL-thy**  
**रंवाद**

**CLOUD OF HAPPINESS**  
Pandemic forced companies to invest in cloud

Corporate taking Data Space in Cloud

**Better efficiency for employees & managements working from home**

## तपेदिक के सक्रिय मामलों का पता लगाने के लिए आईएचएलडी और फ़ाफ़्टन इंडिया का संयुक्त प्रयास

(आधुनिक राजस्थान) नई दिल्ली। इंस्टीट्यूट ऑफ हार्ट एंड लंग डिजीज (आईएचएलडी) ने फ़ाफ़्टन इंडिया के सहयोग से प्रधानमंत्री टोबी मुक्त भारत अभियान के महत्वाकांक्षी उद्देश्यों के अनुरूप एक श्रेष्ठ उद्यम शुरू किया है। यह सहयोग टोबी के खिलाफ लड़ाई में एक महत्वपूर्ण प्राप्ति का प्रतीक है, कार्यान्वयन के लिए फ़ाफ़्टन इंडिया और आईएचएलडी के सामूहिक संसाधनों का इस्तेमाल किया जाएगा। इस पहल के प्रारंभिक चरण के दौरान उत्तराखंड और उत्तर प्रदेश के एक-एक जिले में सक्रिय मामलों का पता लगाने का कार्यक्रम संचालित किया जाएगा। पहल के बारे में बोलते हुए, फ़ाफ़्टन इंडिया के सीईओ सोन हानिल सोहन ने वैश्विक स्वास्थ्य चिंता के रूप में तपेदिक को गंभीरता पर जोर दिया, जिससे प्रभावित देशों में भारत भी शामिल है। केवल 2023 में ही इस बीमारी से लगभग 3.2 लाख लोगों की जान गई। 2025 तक टोबी उन्मूलन को भारत को प्रतिबद्धता आशा की किरण के रूप में दिखाती है। फ़ाफ़्टन इंडिया का लक्ष्य राष्ट्रीय और वैश्विक स्वास्थ्य उद्देश्यों के साथ तालमेल बिनाते हुए इस महत्वाकांक्षी लक्ष्य को प्राप्त करने में महत्वपूर्ण भूमिका निभाना है। इंस्टीट्यूट ऑफ हार्ट एंड लंग डिजीज रिसर्च सेंटर के संस्थापक अध्यक्ष डॉ. गहल चंदोला ने राष्ट्रीय टोबी उन्मूलन कार्यक्रम में योगदान देने के लिए आईएचएलडी के अटूट समर्थन को व्यक्त किया। इस साझेदारी के तहत, आईएचएलडी अगले 12 महीनों में लगभग 1 लाख व्यक्तियों को स्क्रीनिंग करने का प्रयास कर रहा है। इसके अलावा, लक्ष्य जिलों में टोबी का पता लगाने में 10-15 प्रतिशत की वृद्धि करना है, जो वर्तमान में मौजूदा प्रणाली में शामिल नहीं है, जिससे रोग निगरानी और प्रबंधन की दिशा में प्रयासों में अक्षेणीय वृद्धि होगी। टोबी मुक्त भारत को सफलता के लिए नवीन दृष्टिकोण अभिनव अंग हैं। डॉ. चंदोला ने प्रारंभिक जांच के लिए एआई-समर्थित एक्स-रे मशीनों के इस्तेमाल पर प्रकाश डाला, जिससे संभावित टोबी मामलों की त्वरित और सटीक पहचान संभव हो सकती है, जिससे तपेदिक से संक्रमित आबादी के एक बड़े हिस्से की पहचान की जा सकती है। यह तकनीकी हस्तक्षेप न केवल स्क्रीनिंग प्रक्रिया को सुव्यवस्थित करता है बल्कि शीघ्र पता लगाने की प्रभावशीलता को भी बढ़ाता है, जो तपेदिक के प्रसार से निपटने में एक महत्वपूर्ण पहलू है। हमारी पहल के तात्कालिक उद्देश्यों से परे स्वस्थ समुदायों को बढ़ावा देने और भारत में टोबी उन्मूलन के बड़े लक्ष्य में योगदान देने की एक व्यापक दृष्टि निहित है। फ़ाफ़्टन इंडिया और आईएचएलडी के संयुक्त संसाधनों, विशेषज्ञता और प्रतिबद्धता का लाभ उठाकर, इस पहल का लक्ष्य उत्तराखंड और उत्तर प्रदेश के स्वास्थ्य सेवा परिदृश्य में स्थायी बदलाव के लिए उत्प्रेरक के रूप में काम करना है। पहल की सफलता न केवल सक्रिय मामलों की पहचान कार्यक्रमों के कार्यान्वयन पर निर्भर करती है, बल्कि सहयोग को बढ़ावा देने, जागरूकता बढ़ाने और गुणवत्तापूर्ण स्वास्थ्य सेवाओं तक पहुंच सुनिश्चित करने पर भी निर्भर करती है। टोबी प्रयासों और सामूहिक भागीदारी के माध्यम से, आशय एक ऐसे भविष्य का निर्माण करना है जहां तपेदिक अब समुदायों के स्वास्थ्य और कल्याण के लिए खतरा नहीं बनेगा, और अंततः टोबी मुक्त भारत की प्राप्ति में योगदान देगा।

Review Paper

**Artificial Sweeteners**

Anushkaran Periyasamy

Department of Chemistry, Faculty of Science, University of Jaffna, Jaffna, Sri Lanka

**ABSTRACT**

Artificial Sweeteners provide the sweetness of natural sugar without the calories and produce a low glycemic response. These sweeteners are used instead of sucrose (table sugar) to sweeten foods and beverages. Consumers and food manufacturers have long been interested in dietary sweeteners to replace sucrose in foods. This article goes into a lot of details about the different types of sweeteners such as saccharin, acesulfame potassium, aspartame, neotame and sucralose, their uses, chemistry and their potential effects on health. These sweeteners form acute and chronic effects on human health.

**Keywords:** Artificial sweeteners; adverse effects; potential toxicity

**1. INTRODUCTION**

Artificial sweeteners are many times sweeter than table sugar, smaller amounts are needed to create the same level of sweetness, and which are either not metabolized in the human body or do not significantly contribute to the energy content of foods and beverages. Those provide the sweeteners of sugar without the calories and produce a low glycemic response. [1] Glycemic response to food is the effect that food has on blood sugar levels after consumption. [2] Consumers and food manufacturers have long been interested in dietary sweeteners to replace sucrose in foods. Because recently these products have received increased attention due to their effects on glucose regulation. These exceed the sweeteners of sucrose by a factor of 30-13,000 times because of these include substances from several different chemical classes. [3] These sweeteners are widely used in baked goods, carbonated beverages, powdered drink mixtures, jams, jellies and dairy products. [3] These are regulated by the Food and Drug Administration (FDA).

Sweeteners have been classified as natural sweeteners and artificial sweeteners. These artificial sweeteners further classified as nutritive and non-nutritive sweeteners depending on whether they are a source of calories. The nutritive sweeteners include the monosaccharide polyols (e.g., sorbitol, mannitol, and xylitol) and the disaccharide polyols (e.g., maltitol and lactitol). The non-nutritive sweeteners are better known as artificial sweeteners. [1]

Artificial sweeteners have some ideal requirements. They should provide sweetness with no unpleasant aftertaste, should have little or no calories, should be economical to produce, should not be degraded by heat when cooked and should not be carcinogenic or mutagenic. Carcinogenic is having the potential to cause cancer, and mutagenic is a physical or chemical agent that changes the genetic material of the organism. [3]

The main reasons for using artificial sweeteners are weight loss, dental care, diabetes mellitus, reactive hypoglycemia and low cost. [1] Dental caries are also known as teeth decay or cavities. Breakdown of teeth due to activities of



\*Images for representation purposes only.

# EXPERT CONNECT

Identify, connect with, engage and manage KOLs relevant to you through traditional and innovative activation ideas giving your brand higher credibility.

An in-depth network of institutes and individuals from the healthcare domain.

A well-spread network of KOLs, medical bodies, health writers and publications = pioneers in health communication.



## Medical Associations/ Societies

- 20+
- IMA, IPA, IDA, API, FOGSI ++

## Key Opinion Leaders (KOLs)

- 1000+
- 20+ specialties in 30+ cities
- Academicians, HODs

## Bloggers / Health Writers & Editor

- 200+
- Top names in journalism
- TOI, HT, Jagran, Hindu, ++

## AYUSH Experts

- 1500+
- In 30+ cities
- From NIMA, NIAMS

## Super Specialty HCPs

- 7500+
- 50+ specialties in 100+ cities
- Diabetology, Oncology, ++

## Tertiary Care Hospitals

- 100+ Hospitals
- 20+ Hospital Administrators
- Medanta, Fortis, Max, Narayana, ++

## Nutritionists / Dieticians

- 200+
- From 30+ cities, top hospitals
- From IDA, C-DOC

## Patient Advocacy Groups

- 15+
- Rare disease to Oncology
- CPAA, MDFI, IAPC, SCSI, ++



# MEDIA ADVOCACY

Multiple activities for the capacity building of health writers in the country

## MEDIA WORKSHOPS

- Organized with the regional media to highlight topics of importance. We help brands onboard KOLs to speak for them in these workshops.
- 15+ regional health writers attend the workshop, where a KOL gives a talk
- Basis the topic and the talk, health writers write articles about the issue and the therapy.
- Instrumental in building a KOL's connection with the media for long-term gains in therapy awareness

## WRITER'S CONVENTIONS

### Annual mega-event - THE HEALTH WRITERS' CONVENTION

- 100+ health writers attend this convention, which is a completely HEAL-organised event
- Pharmaceutical and healthcare partners get a non-commercial, non-political platform to promote their therapy to writers from 80+ publications.
- This also highlights that the brand is keen on capacity building of Health Writers' & creates a positive outlook for the brand.



# REGIONAL MEDIA WORKSHOPS

Regional workshops are instrumental for ground-level advocacy. In these workshops, vernacular media is targeted to take the message to regional stakeholders to drive the change. We have organised regional workshops to advocate for the following:

Inhalers

Pacemakers

Bariatrics

Diabetes

Dentistry

Gastroenterology

## ‘कोरोना की वजह से कैंसल रूटीन सर्जरी दे सकती है बड़ी स्वास्थ्य समस्या’

**अलर्ट**

- कोरोना काल में देश में होने वाली ऐसी 90 प्रतिशत सर्जरी कैंसल हो गई है या नुं कर सकते हैं कि आगे के लिए ठहर गई हैं।
- केवल इमरजेंसी सर्जरी ही जा रही हैं जो केवल 10 प्रतिशत ही होती हैं।

कोरोना काल में देश में होने वाली ऐसी 90 प्रतिशत सर्जरी कैंसल हो गई है या नुं कर सकते हैं कि आगे के लिए ठहर गई हैं। इससे पता चलता है कि सर्जरी के लिए ठहर गई हैं। केवल इमरजेंसी सर्जरी ही जा रही हैं जो केवल 10 प्रतिशत ही होती हैं।

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# NATIONAL HEALTH WRITERS' CONVENTION

Nurtured a network of 1000+ health writers through 200+ regional workshops and 8 National HEAL Health Writers Conventions. The convention is an excellent platform where health writers meet the industry and Key opinion leaders. As a symbiotic exercise health writers get first-hand information from the industry and the industry gets to share their message directly with health writers.

[https://www.youtube.com/watch?v=jRUw\\_RyNINE](https://www.youtube.com/watch?v=jRUw_RyNINE)



NHHWC 2011 – 1

- Organized in 2008 in Delhi
- 65 Media Delegates



NHHWC 2012 - 2

- Organized in Delhi
- Over 75 media delegates from across India
- Participation of renowned international & National medical experts, health writers, policymakers and professionals from developmental orgs.



NHHWC 2013 - 3

- Organized at Aamby Valley, Lonavala, Maharashtra
- Over 75 media delegates from across India participated
- Experts from the government and private sector roped in as speakers



NHHWC 2014 – 4

- Organized in Goa in September 2014
- Participation of 100 health writers, bloggers and journalists.
- Organized in association with the Indian Media Centre



NHHWC 2017 – 5

- Organized with the support of Dept. of Health, Medical & Family Welfare, Govt. of Telangana at Hyderabad
- Over 80 health writers, journalists and bloggers from across country participated.



NHHWC 2018 – 6

- Organised in Delhi with the Indian Institute of Mass Communication as Academic Partner.
- Over 85 health writers from across India participated.



NHHWC 2019 - 7

- Organised in Delhi with FICCI as session partner.
- Over 90 health writers from across India participated.
- Topics like COPD, artificial sweeteners, millets, healthcare procurement, rise of machines in healthcare were some of the key topics of this convention.

## SPEAKERS

- Dr. Anbumani Ramadoss, the then Honble Minister of Health & Family Welfare, Government of India
- Dr. Ashok Seth, Chairman, Fortis Escorts Heart Institute, New Delhi
- Dr. Shashank Joshi, Senior Endocrinologist, Lilavati Hospital, Mumbai
- Dr. Harsha Jauhari, Kidney transplant Surgeon, Sir Ganga Ram Hospital, New Delhi

## SPEAKERS

- Smt. Kiran Walia, Honble Minister of Social Welfare for Women & Child Development and Languages, Govt. of Delhi
- Sh. Amar Singh, Former Chairman of, Parliamentary Standing Committee on Health
- Dr. V M Katoch, DG, ICMR
- Dr. Naresh Trehan, Chairman, Medanta Medcity
- Dr. AS Soin, Liver Transplant

## SPEAKERS

- Mr. Pradip Chakraborty, Director, IEC, Food Safety & Standards authority of India (FSSAI)
- Dr. Shaukat Sadkot, President Elect, International Diabetes Federation
- Ms. Malathy Iyer Sr. Assistant Editor, Times of India
- Dr. Anita Jain, India Editor, British Medical Journal (BMJ)
- Dr. Brian Pinto, Interventional cardiologist, Chief cardiologist, Holy

## SPEAKERS

- Then Health Minister of Goa, Sh. Laxmikant Parsekar was the Chief Guest of the convention
- Then Union Health Minister, Dr. Harsh Vardhan addressed the convention through video conference.
- Sh. K G Suresh, then Director of Indian Media Centre was a patron
- Workshop for health writers on data mining from international studies by subject experts.

## SPEAKERS

- Health Minister of Telangana - Dr. C Laxma Reddy, graced the convention as Chief Guest.
- Industry experts from FSSAI, the National Institute of Nutrition, Andhra Med Tech Zone, Centre for Science & Environment etc. addressed the delegates.
- Site visit to the R&D centre of a leading medical device manufacturer organized for the attending journalists.

## SPEAKERS

- Ashwini Choubey, MoS - Health, GoI
- Industry experts from World Bank, Taste India Symposium, Dr. Ashok Seth, Dr. Anoop Misra, leading liver transplant surgeons.
- The platform was also the launchpad for 2nd Ayushman Bharat Healthcare Summit which saw participation of 150+ delegates
- Key issues like upholding trust in healthcare, menace of fake health news, changing dynamics of food and nutrition in India, making healthcare more inclusive in India etc. were deliberated upon.

## SPEAKERS

- Dr. Sundeep Salvi, Director, Chest Research Foundation
- Dr. Harit Chaturvedi, Chairman, Max Institute of Oncology & Director, Surgical Oncology at Max Healthcare
- Dr. Ram Kumar, General Secretary, Sewa Bharti, Delhi
- Tomio Shichiri, Food and Agriculture Organisation of the United Nations Representative in India
- Bishow Parajuli, Country Director India, World Food Programme
- Meera Mishra, Country Coordinator, International Fund for Agricultural

HEAL Health Writers Convention has been one of the most sought events over the years.

The event has benefitted numerous brands by taking their message directly to one of the most important stakeholders – **HEALTH WRITERS**



# MEDIA BUYING

We assist our clients with media buying for advertisements and advertorials, ensuring their message reaches the right audience effectively. Our robust healthcare content team, comprising experts in various medical fields, excels in crafting and designing impactful communications tailored for media placement.

Our services include:

## Media Buying

We strategically purchase media slots for advertisements and advertorials, optimizing reach and impact based on the target audience.

## Content Creation

Leveraging our expertise, we develop high-quality, accurate, and engaging content tailored to the specific needs of healthcare communication.

## Design and Layout

Our team ensures that the content is not only informative but also visually appealing, creating designs that enhance readability and engagement.

## Targeted Placement

We place the content in carefully selected media outlets to maximize visibility and effectiveness.

## Performance Monitoring

We continuously monitor the performance of the advertisements and advertorials, making necessary adjustments to improve outcomes.

**With our comprehensive approach, we ensure that our clients' messages are delivered effectively, driving engagement and achieving their communication goals.**



# CASE STUDIES



**THE TIMES OF INDIA**  
NEW DELHI  
SUNDAY  
JUNE 20, 2021

**JB**  
GOOD PEOPLE  
for GOOD HEALTH  
This is us.

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**city**

## New hope for those who need heart valve replacement

**PHOTO: HT**

The heart's job is to pump oxygen-rich blood throughout the body. Blood is pumped through four chambers of the heart with the help of heart valves. Hence, it is important to know about valvular heart diseases, their silent symptoms and treatment options for those who remain undetected with them for long.

Aortic stenosis (AS) is a silent and slow killer, which typically affects people above 65 years of age. In most cases, AS patients might be living with the condition but are unaware of it. The aortic valve is like the door of the heart as it controls the blood flow to the body. When this valve gets stenosed or blocked, this narrowing prevents the valve from opening fully, which reduces or blocks blood flow from your heart into the main artery (aorta) to your body.

People may notice uncomfortable symptoms such as chest pain, shortness of breath, fatigue, dizziness, heart murmur as the heart becomes weaker and sometimes fainting. Unfortunately, by the time it is found in many patients, the disease has progressed to an advanced stage. Up to 50% of people who develop severe aortic stenosis symptoms will die within an average of two years if they do not have their aortic valve replaced. It is important to know that medication cannot stop or cure the disease. It can only treat the symptoms.

Until now, the only treatment for patients with aortic stenosis was surgically replacing the aortic valve by undergoing an open-heart surgery. However, there are about 40% of patients who are refused a surgery due to their co-morbid conditions. The surgical procedures are invasive, takes longer to perform and the recovery from surgery can take up to three to eight weeks.

With advancement in technology, we now have less invasive treatment options such as transcatheter aortic valve implantation/replacement (TAVI/TAVR). These technologies aid in treating elderly patients less invasively, leading to reduced pain and improved quality of life. In the past, these patients, because of age and other co-morbid conditions, were not offered surgical intervention. TAVI/TAVR is a good alternative for these high-risk group of patients.

In this method, via a small cut in the groin a thin, flexible tube with the heart valve is inserted into your artery and up to your diseased valve. Throughout the procedure, the doctor views images of the heart and the valve is replaced, and the new valve works immediately. The tube is then removed, and the incision is closed. The entire procedure takes approximately one to two hours. The patient is discharged within two to four days and can resume routine work immediately under the doctor's supervision.

This new technology has revolutionised the way patients with severe aortic stenosis are treated. By 204 TAVR was performed in 50 countries, in over 720 centres, and since 2007 over 1,00,000 TAVR procedures have been performed. In India, TAVR was introduced in 2011 and thousands of patients have benefited from the procedure.

The author of this article is Dr. Naveen Bhamri, director and Head of Cardiac Sciences at Max Hospital, Shalimar Bagh.

*Disclaimer: All the information provided by Dr. Naveen Bhamri is intended for general education and informational purpose only and is not a substitute for professional medical advice or treatment for medical conditions. Please consult your healthcare provider to diagnose any health problems and to answer any questions or concerns you may have regarding your condition.*

NEW DELHI  
SUNDAY  
APRIL 24, 2022

Entertainment & Promotional Features

## Surgical management of diabetes, an imminent epidemic

**PHOTO: HT**

The word diabetes (obesity + diabetes) was coined by Dr Ethan Allen Sims in 1897 to describe the close relationship between diabetes mellitus type 2 and obesity. The global obesity epidemic has fuelled a global epidemic of type 2 diabetes (T2D). Diabetes, the frequent combination of obesity with type 2 diabetes, represents one of the biggest health threats, underlying this scourge for humanity is a complex array of contributors, including chronic caloric over-consumption, a sedentary lifestyle, sleep deprivation, thermo-neutral environments and eating-related behaviour.

Gaining as little as 4-5 kg doubles your chances of developing type 2 diabetes. More than 80% of people with diabetes are classified as obese or overweight. Multiple studies have proved that metabolic syndrome, abdominal obesity, dm type 2, dyslipidaemia and hypertension go hand in hand.

So, do we have a better long-lasting treatment for diabetes other than only medical management? Yes! There's a proven, consistent, minimally-invasive bariatric surgery. Bariatric surgery or weight loss surgery is a spectrum of surgical procedures on obese patients. There are three types of bariatric surgeries – restrictive (sleeve gastrectomy and band), malabsorptive (bilo pancreatic diversion, mini-gastric bypass) and combined (RNY gastric bypass). Besides weight loss benefits, studies have shown the resolution of type 2 diabetes in 78% of patients.

The mechanism of diabetes control after bariatric surgery is dependent on hormone regulation. There are two sets of hormones secreted by the human digestive system – incretins and anti-incretins. Anti-incretins are secreted by the stomach lining and are responsible for hunger. The incretins are secreted by the intestine and are responsible for satiety and increase the amount of insulin released from the beta cells after eating. They also slow the rate of absorption of nutrients into the bloodstream by reducing gastric emptying and reducing food intake, inhibiting glucagon release from the alpha cells of the islets of Langerhans.

Bariatric surgery prevents the excess release of anti-incretins, leading to improved glucose homeostasis. A physiological balance is maintained between anti-incretins and incretins, leading to proper beta-cell function and maintenance of blood glucose excursions within the normal range.

The recent STAMPEDE (surgical therapy and medications potentially eradicate diabetes efficiently) trial at the Cleveland Clinic, USA, is the largest randomised trial with one of the longest follow-ups comparing medical therapy with bariatric surgery. Its five-year follow-up showed:

- Over 88% of gastric bypass and sleeve gastrectomy patients maintained healthy blood glucose levels without the use of insulin.
- Weight loss was significantly greater with gastric bypass and sleeve gastrectomy than with medications and was the primary driver for glucose control.
- The final STAMPEDE results showed that the glycemic benefits of bariatric surgery persist over time. Continuous research and progression in the field of bariatric surgery will ensure that it becomes an important tool to resolve dm2 in the near future, not only in obese people but also in people with a normal BMI.

The author of this article is Dr. Ashish Gautam, senior consultant and head, department of GI, Bariatric and Minimal Access Surgery, Yashoda Super Speciality Hospitals, Ghatolab.

*Disclaimer: Views expressed are independent views of the doctor and are intended for general information and educational purposes only.*

CHENNAI  
SUNDAY  
JULY 2022

VARIETY

## Explaining options to treat left main coronary artery blockage of heart

**PHOTO: HT**

What is heart attack and why is the left main coronary artery important? When an individual develops coronary artery blockages, they lead to blood flow restriction to heart muscles. The left main coronary artery (LMCA) is the main heart artery that supplies more than 70% to the heart muscle. Blockage of LMCA is seen in 4 to 6% of patients. Since major part of the heart's blood supply is from the left main (LM), any blockage in this can jeopardise the heart muscle. Significant blockage of LMCA can be life-threatening; it leads to collapse or cardiac arrest.

By bypass surgery the only option to treat left main blockage? It depends on the coronary anatomy, presence of multiple blockages, technical challenges and patient characteristics. Until a few years ago, coronary artery bypass graft (CABG), an open heart bypass surgery, used to be the standard procedure for LM blockage. With the latest scientific evidences and technological advances, angioplasty with new-generation stents is considered an alternative option and can be safely performed in most patients.

Why is left main angioplasty not done as often as CABG? Any angioplasty involving left main becomes a complex procedure due to the size of the blood vessel, calcium deposition and the presence of division at the place of blockage.

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Dr. Ashish Gautam



# CASE STUDIES

## CHILD HEALTH INTELLIGENCE AND PERFORMANCE STUDY (CHIP)

Task: Link infections with cognitive impairment and create buzz around it.

Strategy:

- Conducted a study named CHIP (Child Health, Intelligence & Performance Study).
- Surveyed 500 parents across metro cities to determine the behavioural differences between the students who scored well in exams and those who did not score well.
- Came out with results indicating that children who follow good hygiene practices like washing hands regularly and bathing score well.

Outcome

- Established linkage between hygiene and mental development.
- Total media clips: Over 80 print clippings
- Media visibility.

## KITCHEN CLEANLINESS & HYGIENE STUDY

Task: Communicate strongly to the homemakers the need & importance of antibacterial dishwashing gel over the existing dishwashing soaps, powders and normal dishwashing gels.

Strategy:

- Surveyed doctors and homemakers to understand their perception of a clean kitchen
- Highlighted the difference between a “visibly clean kitchen” and a “hygienically clean kitchen”.
- Got the doctor community to talk about the importance of disinfecting the kitchen.

Outcome:

- Got homemakers thinking about the importance of using an antibacterial dishwashing gel
- Extensive media visibility Total media clips: Over 70 print clippings, a 30-minute special on Aaj Tak.

## EXAM PREPARATION & PRACTICE STUDY

Task: Highlight that parents only focus on the mental health of their child during exam time.

Strategy

- Surveyed parents to understand their concerns for children during exam time
- Highlighted that most parents were only bothered about mental health and were ignoring the physical health aspect
- Got in experts to comment on the importance of good physical health during exam time

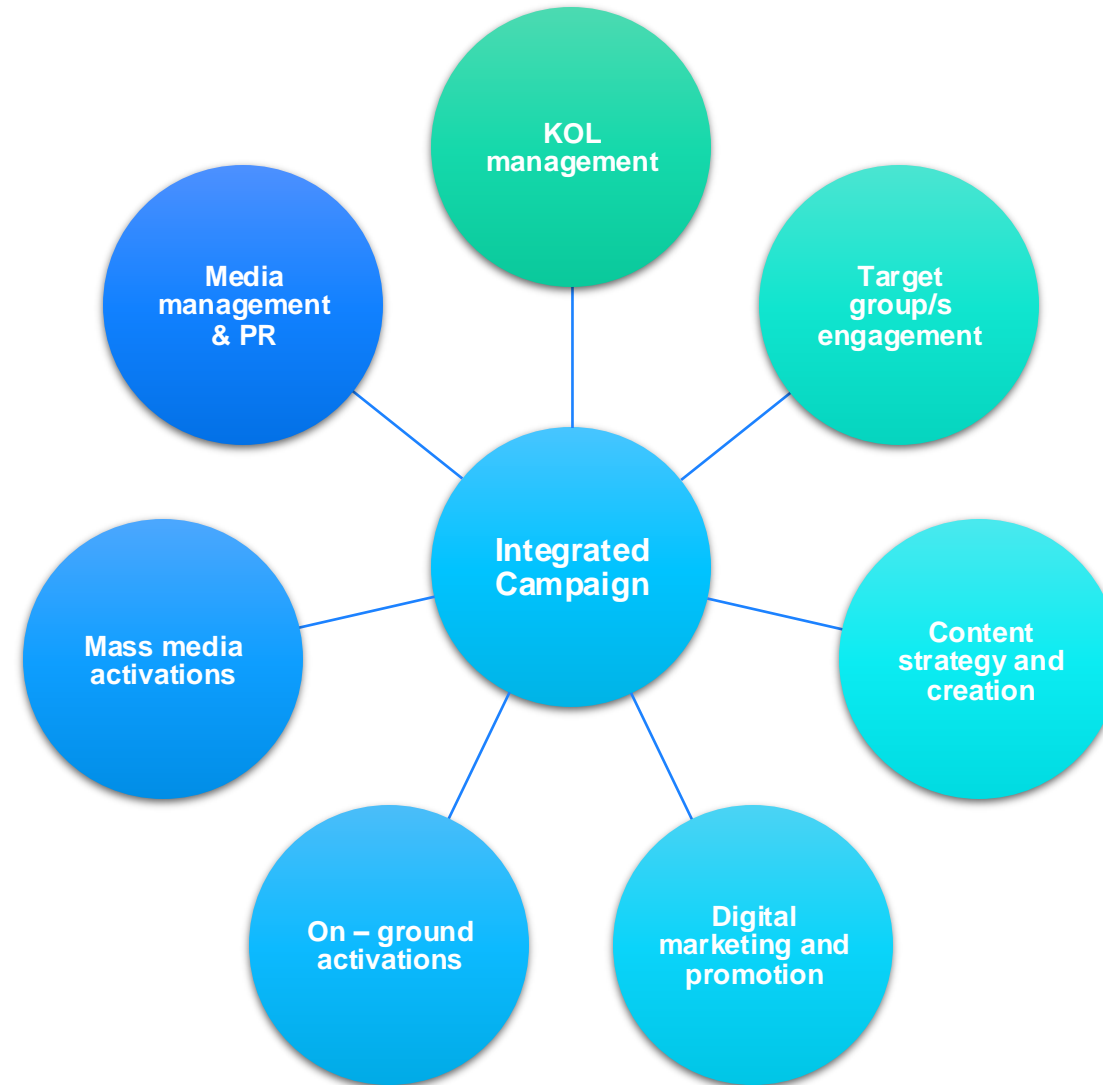
Outcome

- Created awareness around the fact that physical health was as important as mental health
- Tremendously helped the brand as it had the same communication in its commercials.
- Total media clips: Over 60 print clippings and 6 electronic clips.



# INTEGRATED CAMPAIGNS

End-to-end conceptualization, designing and execution of integrated campaigns on a specific subject engaging multiple stakeholders in a unique array of activities which range through a variety of mediums.



# HEALING HEARTS: ONE CPR AT A TIME

## INTRODUCTION

The objective was to initiate a widespread discussion on the life-saving technique of CPR and create an impactful campaign that would encourage individuals to learn this technique. In this case study, we will focus on the challenges faced by Heal Health and the innovative solutions we implemented to raise awareness about CPR through the program "Chiranjeev Hriday."

## CHALLENGE

Our primary challenge was to create significant buzz and engage the public in discussions about CPR. We aimed to address the lack of awareness surrounding CPR, including among medical students, and emphasize the importance of timely intervention during sudden cardiac arrests.

## APPROACH

- **Campaign Design: Chiranjeev Hriday – CPR Seekho Dil Dhadakne Do**
- Taking the Campaign to Prayagraj Mahakumbh
- Engagement through schools, firefighters, police personnel, and Nukkad-Natak Teams
- Engaging relevant Key Opinion Leaders to advocate for the concept
- Recommendation to include CPR in the curriculum of all students.

## OUTCOME

- Trained over 8,000 people for CPR at Prayagraj Kumbh followed by multiple CPR camps.
- Post our initiative many people voiced for the inclusion of CPR in the curriculum for school students.
- Multiple recommendations came for regular revision for BLS courses for medical students.



23 days | 7 types of activations | 8000 people trained in CPR | 350+ first responders trained | 113 street play performed | 100+ media coverage | 1 crore+ people reached



**8,000 PEOPLE TRAINED IN CPR AT DIVYA KUMBH 2019**

**BY CHANDRASEKHAR**

HEALTHCARE IMPROVEMENTS (HIM) has successfully trained 8,000 people in CPR across the world at Divya Kumbh this year. This was the world's largest business conference. The focus of the event was to train people in CPR and other life-saving skills. The training was conducted by HIM and other organizations. The training was held in various locations across the world. The training was held in various locations across the world. The training was held in various locations across the world.



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# THERAPY SHAPING & HEALTH DAY OWNERSHIP

Take ownership of health days in your areas of interest, including therapy-shaping initiatives.

Heal conceptualizes and implements comprehensive health day plans tailored to a brand's specific needs.

From brainstorming to implementation and monitoring, heal ensures that every aspect of Health Day is meticulously planned and seamlessly carried out, creating impactful and memorable experiences.

Our approach to therapy shaping includes –

- Identify and develop innovative therapy concepts that align with Health Day goals.
- Collaborate with therapy specialists to ensure the proposed activities are evidence-based and effective.
- Plan therapy sessions that are designed, incorporating best practices and the latest research to maximize benefits.
  - Creating comprehensive materials and tools, such as guides, handouts, and interactive elements to support these sessions.
  - Develop strategies to engage participants actively in therapy activities, ensuring they derive maximum benefit. We also track the effectiveness



# THERAPY BUILDING CAMPAIGN OF THE YEAR – ‘HEART FAILURE IS NO LONGER A LIFE FAILURE’



## INTRODUCTION

This case study highlights our successful collaboration with JB's cardiac therapy team to develop a comprehensive campaign focused on Heart Failure medicine. The primary objectives of this campaign were to announce the price reduction of the medication and promote the newly established heart failure clinics.

## CHALLENGE

With the impending expiration of the Azmarda patent, it was anticipated that several competitors would introduce generic versions of the medication, resulting in a price reduction. It became crucial for JB to secure a significant market share amidst the anticipated launch of Azmarda by 50 different companies in generic form.

## APPROACH

- **‘Heart Failure is No Longer a Life Failure’ campaign:** A campaign with this powerful message to raise awareness about heart failure. It included 6 road shows and a national release, effectively reaching a wide audience.
- **Engagement with local KOLs:** Collaborated with local KOLs during the road shows to amplify the campaign's impact.
- **Azmarda price reduction and heart failure clinic announcement:** JB announced a price reduction for Azmarda, positioning it as an affordable solution for heart failure. The campaign also emphasized the importance of heart failure clinics, promoting their specialized care and

## OUTCOME

- All top papers covered the story including, the Times of India, Enadu, Sakshi, Business Standard, The Hindu, PTI, Money Control, Financial Express, etc.
- Heal was able to get 150+ media coverages grabbing approx. 15 Mn eyeballs.
- This campaign provided JB Pharma – the much-needed first-mover advantage.



# HEART 2 HEART CAMPAIGN



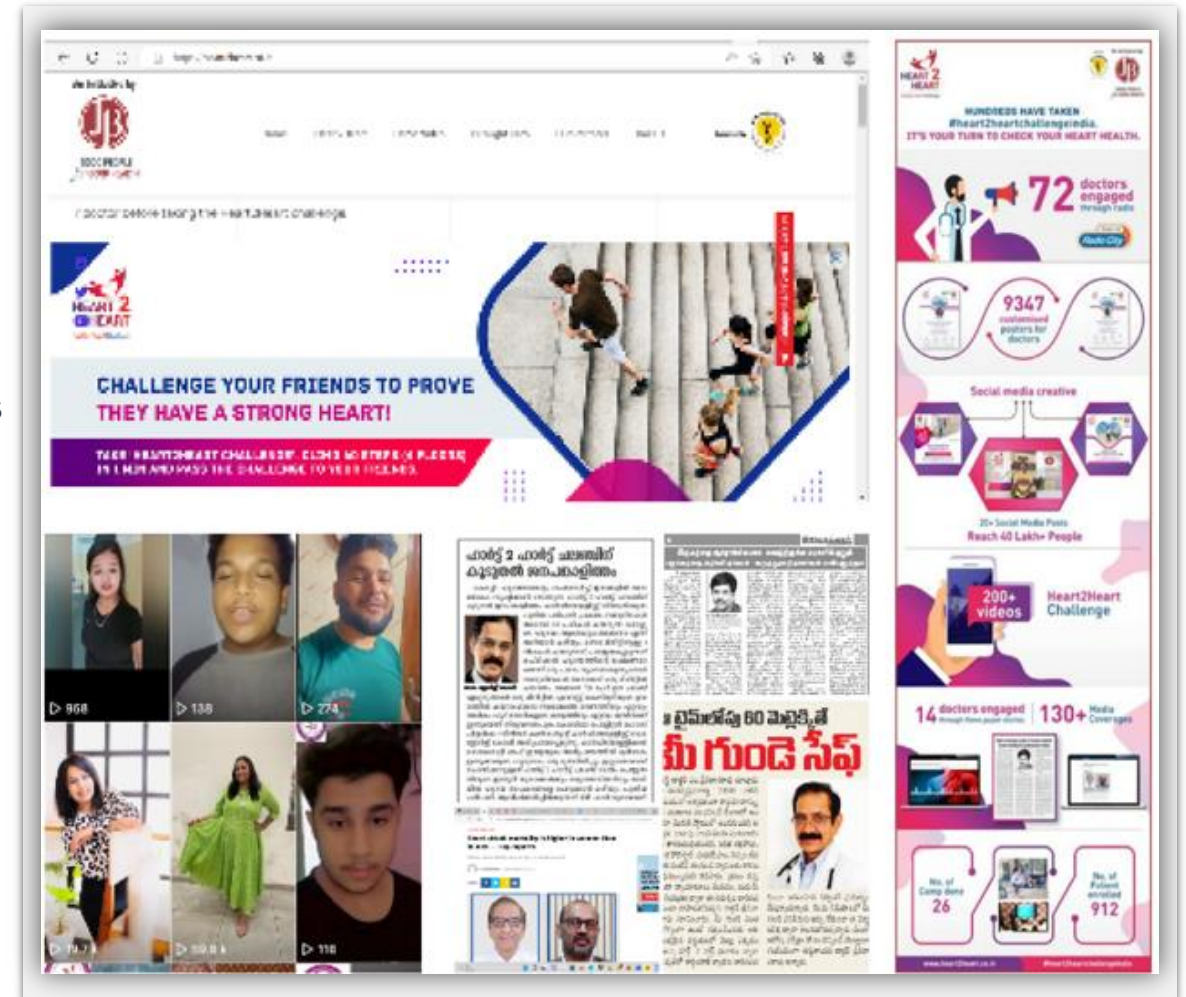
## CONCEPT

The Heart2Heart Challenge was created to raise awareness about heart health. This campaign was specifically designed to involve a wide audience, including the general public, healthcare professionals, and members of the JB community.

To enhance the impact of the campaign, Heal partnered with Metropolis, a renowned laboratory, to offer complimentary cholesterol testing to individuals who completed the challenge. This collaboration allowed participants to receive valuable health information and take proactive steps towards maintaining a healthy heart.

## TACTICAL PLAN

- A dedicated website
- Video Collection Campaign
- Social Media Campaign
- Influencer Engagement
- Radio Campaign
- Public Relations Campaign



# BRAND LAUNCHES AND DAY CELEBRATIONS



## INTRODUCTION

This case study focuses on our collaboration with ALKEM for its brand launches for its respiratory portfolio and organising multi-city media activation on special health days.

## CHALLENGE

Our main challenge was to generate significant excitement and anticipation for the launch of new brands by Alkem, encompassing both products and intellectual properties (IPs). Furthermore, we aimed to raise awareness of crucial health issues by subtly emphasizing brand solutions.

## APPROACH

- **Research and Analysis:** We conducted thorough market research to identify target audiences, their preferences, and the prevailing health concerns. This enabled us to tailor our messaging effectively.
- **Strategic Branding:** We developed a compelling brand identity for each product and IP, focusing on unique selling propositions and their alignment with consumers' needs. This ensured a strong brand presence.
- **Engaging Content Creation:** We created engaging and informative content that resonated with the target audience.
- **Collaborations and Partnerships:** We forged strategic partnerships with relevant organizations, influencers, and healthcare professionals to amplify the reach of our messaging.

## OUTCOME

- The integrated marketing campaigns and strategic branding efforts led to a significant increase in brand awareness among the target audience.
- **Positive Perception & Connect:** we successfully created a positive perception and were able to connect masses with IPs like [www.thehealthylungs.com](http://www.thehealthylungs.com)
- Overall, our approach yielded positive outcomes in terms of creating substantial buzz for Alkem's brand launches, increasing brand awareness, fostering consumer engagement, and effectively highlighting brand solutions while addressing important health issues.



# COVERAGE HIGHLIGHTS



**ET Healthworld.com**  
From The Economic Times

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## Alkem launches its first inhalation device – Innohaler, for Asthma and COPD patients

Asthma and COPD are major obstructive diseases characterized by chronic obstruction of lung airflow that interferes with normal breathing. A Dry Powder Inhaler (DPI) is considered the most preferred drug delivery platform for such patients. With the introduction of this device, Alkem is entering the core inhalation therapeutics and envisaging that the drug will reach the lungs effectively in each inhalation with added patient awareness and adherence programme.

ETHHealthWorld • May 05, 2022, 04:19 IST

Delhi/Mumbai, May 4, 2022: In line with the theme for the World Asthma Day this year – ‘Closing Gaps in Asthma Care’, Alkem has launched **Innohaler**, a DPI

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**IVF in Corona**  
The Impact of Medical Challenges of IVF Success

**Analysing the Role of Immunology in Infertility/Recurring Pregnancy Loss**

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**40 digital health service applications successfully integrated with Ayushman Bharat Digital Mission (ABDM)**

Ayushman Bharat Digital Mission (ABDM)

**PHARMA** SAVE YOURSELF A HEADACHE

### Alkem launches inhalation device – Innohaler for Asthma and COPD patients

Alkem Laboratories has launched its first Dry Powder Inhaler (DPI) for Asthma and COPD patients, Innohaler. The device is designed to deliver the drug directly to the lungs, ensuring effective treatment and improved patient adherence.

**SAVE YOURSELF A HEADACHE**

**EXPRESS PHARMA** SAVE YOURSELF A HEADACHE

### Alkem Laboratories launches awareness initiative 'Stop Sneezes to Wheezes'

To raise awareness about consequences of allergic rhinitis and asthma during World Allergy Week 2022, Alkem Laboratories has launched the 'Stop Sneezes to Wheezes' awareness initiative at World Allergy Week in India.

**Alleging the pollen dust rates, pet dander and mold spores. If left untreated, it can progress to asthma, a chronic respiratory condition characterized by airway inflammation and heightened sensitivity to triggers.**

**पंजाब केशरी** WED, 21 JUNE 2023  
EDITION: GURGAON KESARI, PAO

## ‘स्टॉप स्नीज टू व्हीज’ पहल शुरू की

गुरुगंज, 20 जून (ब्यूरो): एलर्जिक राइनाइटिस और अस्थमा के सह-अस्तित्व पर जागरूकता बढ़ाने के लिए 18 से 24 तक विश्व एलर्जी सप्ताह स्टॉप स्नीज टू व्हीज, पहल की शुरुआत की है।

एल्केम लेबोरेटरीज लिमिटेड ने एलर्जिक राइनाइटिस और अस्थमा- वन एयरवे, वन डिजीज के सह-अस्तित्व के बारे में जागरूकता बढ़ाने के लिए विश्व एलर्जी सप्ताह पर इस पहल की शुरुआत की। ये दोनों श्वसन तंत्र से संबंधित स्वास्थ्य स्थितियाँ अक्सर एक साथ होती हैं। इस फल के तहत पूरे देश में लगभग 600 कैम्प, 200 से 300 सोसायटि, 60 टीवी-शो व 1000 जागरूकता कार्यक्रम आयोजित किए जाएंगे। एलर्जिक राइनाइटिस, जिसे आमतौर पर हे फीवर के रूप में जाना जाता है। यह नसिका मार्ग को प्रभावित करने वाली एक स्थिति है। जिसमें सूजन होती है। यह पराग, धूल के कण, पालतू जानवरों की रूसी व मोल्ड बीजाणुओं जैसे एलर्जन से ट्रिगर होती है।

सुदीपतो रॉय, प्रेसिडेंट, हेड-एग्ज्यूटिव बिजनेस, एल्केम लेबोरेटरीज लिमिटेड ने कहा कि सामान्य आबादी में अस्थमा व एलर्जिक राइनाइटिस के मामले बढ़ रहे हैं। जिनमें नए निदान किए गए मरीजों की काफी संख्या ऊपरी व निचले दोनों वायुमार्ग के लक्षणों का अनुभव कर रही है। हाल के अनुमानों से पता चलता है कि लगभग 60 से 78 फीसदी लोगों जिनमें अस्थमा का निदान किया गया है।



# THE VERNACULAR MEDIA CONNECT

Vernacular media is the backbone of the media industry, essentially what this means is that the popular media (TV/Print) is going deep down the vernacular route.

Close to 53% of Internet access in India happens from non-metros (66% of users came from SEC 'A' and 'B' classes in 2006, and only 56% come from these classes now.) and 59% of Indian netizens prefer to browse in their local language.

We have a strong network of vernacular media, which is instrumental in reaching brand PR goals.

## Asianet has launched Kannada new channel

The Asianet Television network will launch a Telugu general entertainment channel (GEC) and a Kannada news channel in six months' time. The name of the Telugu GEC is still to be decided, but the Kannada news channel will be called Suvarna News.



ಸಂಘೇಶ

## Regional newspapers drive growth for print media in India: I Venkat, Director, Eenadu

*Print industry in India will continue to witness positive growth and the vernacular press has broadly evolved to become the backbone of the industry, says I Venkat, Director, Eenadu*

by Rahul Amin  
Published: 22 August 2017



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## Business Standard launches in Hindi

Business Standard (BS) has launched its Hindi business daily. The newspaper, which will be published from Mumbai and New Delhi and will be targeted at small and medium size entrepreneurs (SMEs), traders and small investors. [source]



# ENABLERS OF CONNECTING WITH VERNACULAR MEDIA

## LOCAL POLITICAL & NON-GOVT. INFLUENCERS 20+ CITIES

Local political and other influencers working in the healthcare domain also help in connecting with the health writers of the region.

We have in-roads in various government departments who support us with identifying and connecting with new health writers.

## STRINGER NETWORK 60+ CITIES

Stringers act as a medium between an agency and the region's health writers.

We have nurtured a network of health writers in close to 60 cities who specialise in their networking with the region's health writers.

## LOCAL ASSOCIATES 25+ CITIES

We have on-payroll and freelance local associates across India for operations and executions of projects.

Considering our nature of work, they also associate with regional health writers.

## SENIOR JOURNALISTS 50+ CITIES

The senior journalists in our network also keep us updated with the region's health writers and help us network with them.



# UNLEASHING BREATH: BRINGING INHALERS OUT OF THE CLOSET

## INTRODUCTION

There are challenges surrounding the acceptance of inhalation therapy for asthma and COPD control. The objective was to bring Asthma, COPD, and inhalation therapy out of the closet.

## CHALLENGE

Our primary challenge was the lack of awareness and acceptance of inhalation therapy for asthma and COPD management. Despite the high prevalence of these conditions and the potential for preventive measures through the right medication, inhalation therapy was considered taboo in society.

## APPROACH

- Educate and train journalists on a one-on-one basis to spread awareness of Asthma Inhalation Therapy.
- Propagate the role of the caregiver concerning disease.
- Use patient case studies and patient testimonials as PR tools to build awareness.
- KOL participation in health writers/media workshops/ conventions

## OUTCOME

- Built affinity with prescribers to establish inhalers as the first choice of therapy for asthma & COPD patients.
- Nationwide media articles ensured that there is better acceptance among the masses and that inhalers are not seen as a taboo anymore

*First of its kind strongest-ever  
Therapy Awareness Program to build  
**INHALATION THERAPY** in India by  
engaging over 100 Respiratory &  
Chest Physician KOLs.*



# REACHED >110 MILLION PEOPLE ACROSS INDIA THROUGH LEADING PUBLICATIONS FROM THE REGION. BUILT AFFINITY WITH KOLS.



**'Number of children with asthma rises 5% every yr'**

Hyderabad: A recent study by the state health and family welfare department shows that the number of children with asthma in the state has increased by 5% every year. The study, conducted by the state health and family welfare department, shows that the number of children with asthma in the state has increased by 5% every year. The study, conducted by the state health and family welfare department, shows that the number of children with asthma in the state has increased by 5% every year.

**COPD: Deadly lung ailment largely ignored in Telangana**

State Reported Over 19,000 Deaths in 2015

**GASPING FOR BREATH**

Hyderabad: COPD is a chronic lung disease that causes the lungs to lose their ability to expand and contract. It is a leading cause of death in India, with over 19,000 deaths reported in Telangana in 2015. The disease is often ignored, as it is not considered a major health issue. However, it is a serious condition that can be prevented and treated. The state health and family welfare department has launched a campaign to raise awareness about COPD and its symptoms. The campaign includes posters, brochures, and public health programs. The goal is to educate the public about the dangers of COPD and encourage them to seek medical help if they experience any symptoms.

**CITY RUNS TO INCREASE AWARENESS ABOUT CANCER**

Hyderabad: A group of young people in Hyderabad has started a 'City Run' to raise awareness about cancer. The run is held annually and attracts thousands of participants. The group has also organized several health camps and awareness programs. The goal is to educate the public about the symptoms of cancer and encourage them to get regular check-ups. The group has also raised funds for cancer research and patient care. The 'City Run' is a great example of how young people can make a difference in their community.

**'COPD rising among non-smokers, courtesy bad air quality'**

Hyderabad: COPD is a chronic lung disease that causes the lungs to lose their ability to expand and contract. It is a leading cause of death in India, with over 19,000 deaths reported in Telangana in 2015. The disease is often ignored, as it is not considered a major health issue. However, it is a serious condition that can be prevented and treated. The state health and family welfare department has launched a campaign to raise awareness about COPD and its symptoms. The campaign includes posters, brochures, and public health programs. The goal is to educate the public about the dangers of COPD and encourage them to seek medical help if they experience any symptoms.



# INNOVATIVE SOFTWARE SOLUTIONS

As a team of subject matter experts, we assist clients in transforming scientific literature into software solutions for improved content consumption.

Our expertise ensures that complex scientific information is effectively converted into user-friendly software, making it accessible and engaging for a broader audience.

We understand the challenges of interpreting and utilizing scientific literature, especially for those who may not have a background in the field.

Our team bridges this gap by developing intuitive software that translates dense, technical content into practical, easy-to-understand formats.

This process involves meticulous research, precise data extraction, and the integration of advanced technologies to create solutions that meet the unique needs of our clients.

Our services include:

## Content Analysis and Extraction

We meticulously analyze scientific literature to extract the most relevant and impactful information.

## Custom Software Development

Using the extracted data, we develop tailored software solutions that present the content in an engaging and interactive manner.

## UI/UX Design:

Our team focuses on creating intuitive interfaces that enhance user interaction and comprehension.

## Continuous Updates and Support

We provide ongoing updates and support to ensure that the software remains current and continues to meet user needs.

*With our comprehensive approach, we empower our clients to leverage scientific knowledge more effectively, enhancing their ability to make informed decisions and drive innovation.*



# MANAGETB INDIA APP

Technology Development Program for Adherence of National Tb Management Guidelines Integrating Prescribers across India: a unique TECH platform developed by HEAL Foundation, supported by a GRANT from a Global Pharma.

## OBJECTIVE

To create an application for prescribers to follow National TB Guidelines.

## INSIGHTS

- National TB guidelines are not used by 80% of peripheral prescribers.
- The majority of peripheral prescribers fail to keep them updated with national guidelines.

## APPROACH

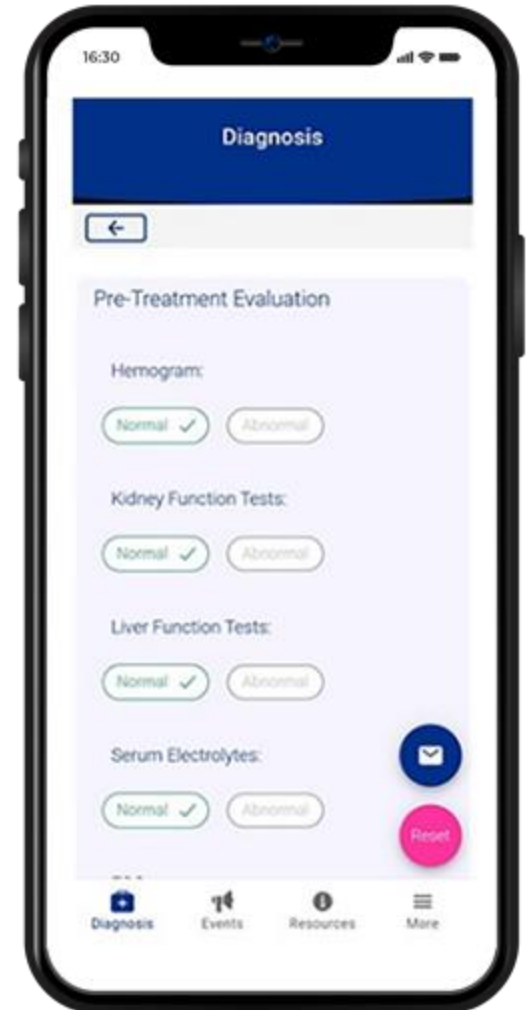
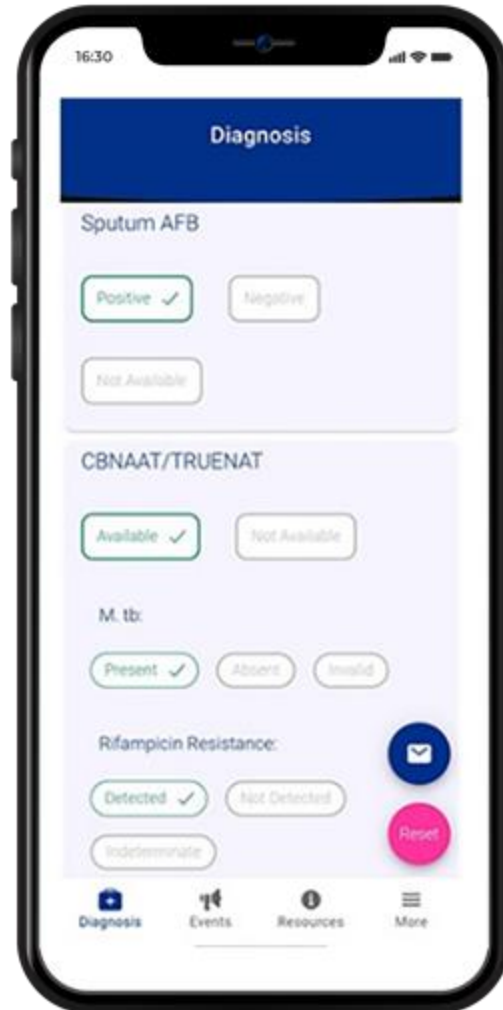
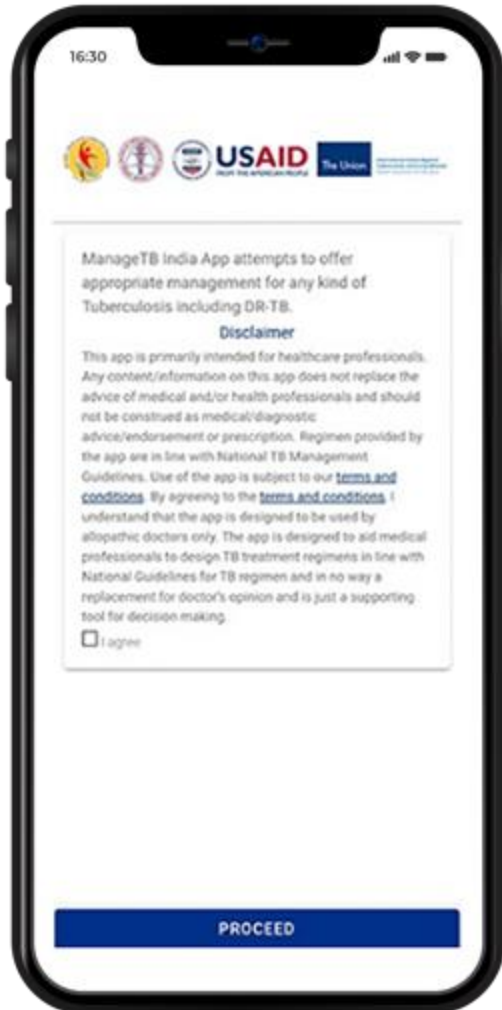
- We entered into an MoU with the National Institute for Tuberculosis and Respiratory Diseases to develop the app under their expert guidance.
- In the process of development, we kept on taking inputs from NTEP and CTD members to develop the app as per the requirements.
- Once completed we validated the app with real case scenarios in which the app was validated with 100% accuracy.

## OUTCOME

- The app was launched by the Union and CTD adopted it for pan India.
- The Global Pharma (name not disclosed) which supported this through a 'global grant' leveraged it by developing an affinity with stakeholders in medicine, CTD, and the government ecosystem.



# APP SNAPSHOT



# GOVERNMENT ADVOCACY

We assist our clients with government advocacy to advance agendas grounded in scientific evidence. Our comprehensive strategic plans are meticulously crafted and executed to achieve the desired change. Our services include:

## Strategic Planning

We develop thorough and effective strategies to support our clients' objectives.

## Stakeholder Management

We identify and engage key stakeholders to build strong alliances and drive the advocacy agenda.

## Thought Leadership

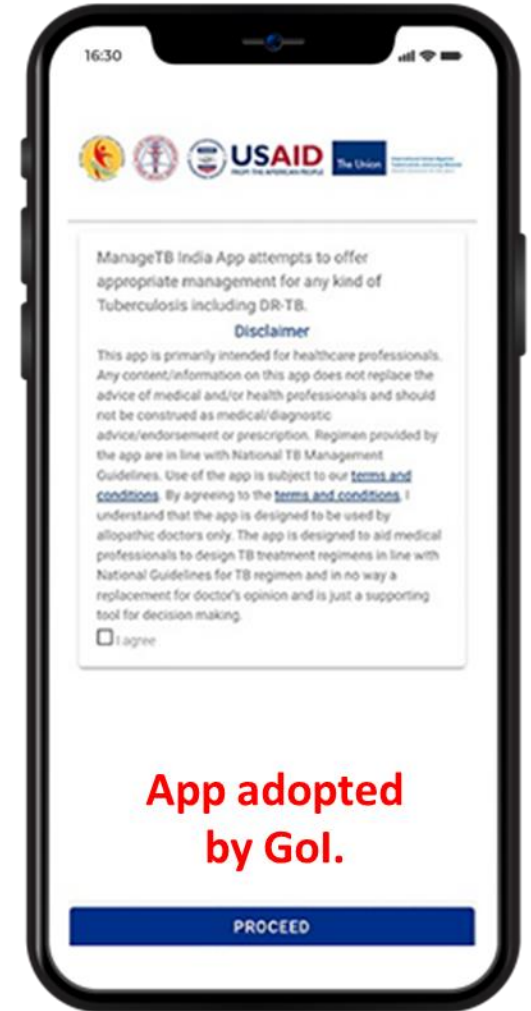
We introduce and cultivate essential ideas to influence policy and decision-making.

## Supportive Documentation and Tools

We create well-researched documents and tools to bolster the advocacy efforts.

## Change Implementation

We work tirelessly to bring about the desired changes, ensuring that scientific evidence is at the forefront of policy decisions.



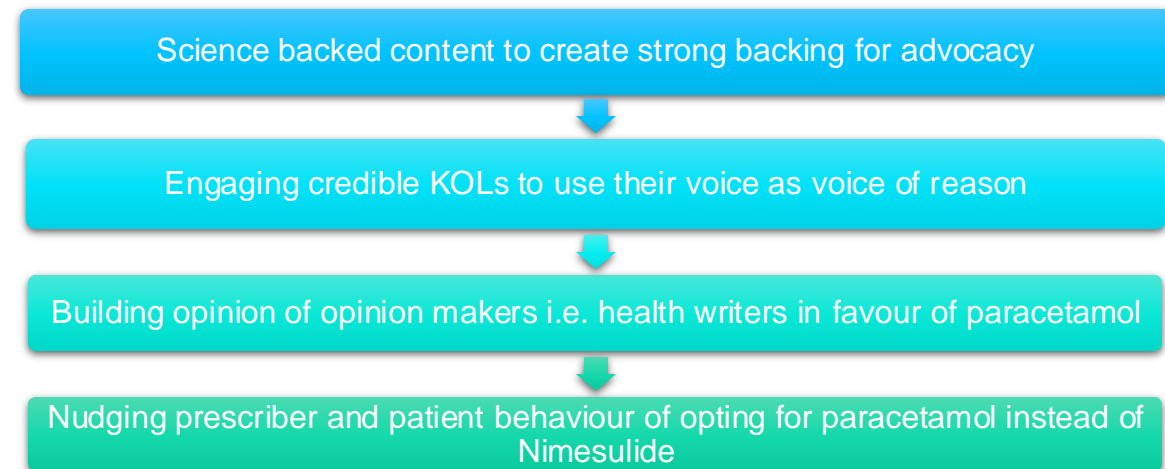
# CASE STUDY

## OBJECTIVE

A few years back, paracetamol-based Crocin's sales started declining because of the rise in the marketing activities of NSAIDs. The imminent objective was to present paracetamol in a positive light and further reinforce its position as a safer alternative as compared to other analgesics/antipyretics, especially NSAIDs.

## STRATEGY

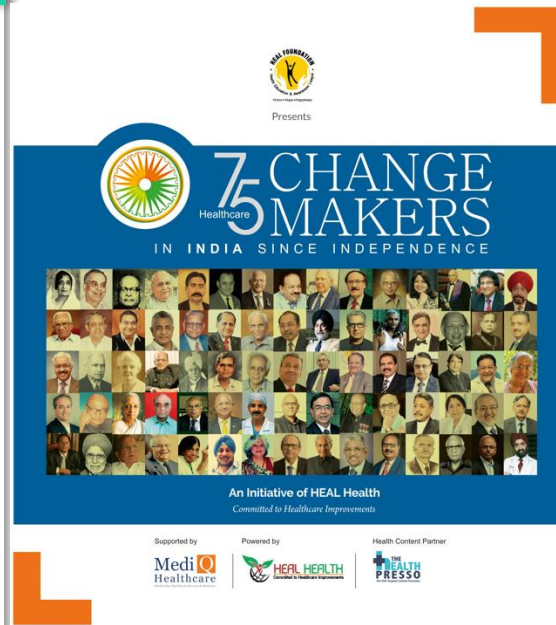
- Reinforce the side effects of NSAIDs and the advantages of paracetamol through media outreach.
- Kicked off a drive against Nimesulide by highlighting the harmful side effects associated with it
- Created awareness around the fact that Nimesulide was banned in various other countries
- Reinforced safety and efficacy of paracetamol amongst the masses
- Several KOLs were sensitized from all over the country and were roped in to provide favourable quotes
- 3 CDs in sequence on 'Wrong Medication in Children', a fact file on 04 top antipyretics/ analgesics in India, and appropriate dosing for children were developed and distributed on a mass scale among identified target journalists.



# KNOWLEDGE INITIATIVES

## Healthcare Changemakers Club & Coffee Table Book

The Healthcare Changemakers Club was established with the primary objective of initiating meaningful publications and driving key developments in the healthcare sector. It focuses on addressing various issues and matters that contribute to building a more robust knowledge framework. Additionally, the club aims to invigorate engaging discussions and deliberations surrounding these topics, ultimately leading to positive changes in the healthcare industry.



## Health Days Calendar

HEAL Health launched India's first Health Days Calendar. This innovative calendar serves as a valuable tool for HCPs to strategically plan their activities throughout the year. By providing a structured overview of important health-related dates and events, the calendar enables professionals to efficiently organize health awareness campaigns, workshops, seminars, and other healthcare initiatives. The HEAL Health Days Calendar empowers HCPs to optimize their efforts, maximize impact, and contribute towards the improvement of public health in India.



# LEARNING SOLUTIONS

HEAL Health, in collaboration with its knowledge partner HEAL Foundation (an NGO), has established a strong reputation for organizing Continuing Medical Education (CME) programs on a wide range of subjects.

These CMEs are designed to enhance the professional knowledge and clinical skills of healthcare providers, ensuring they stay updated with the latest advancements in medical science and healthcare practices.

HEAL Health's focus on quality, relevance, and engagement makes its CME programs valuable for both specialists and general practitioners across diverse fields.

By partnering with HEAL Foundation, the programs leverage a deep understanding of public health challenges, research, and community health needs.

Together, they tailor CME topics that are not only clinically relevant but also address critical healthcare issues such as preventive medicine, public health, and emerging medical technologies.

The collaborative approach ensures that participants gain practical, evidence-based insights, enriching their ability to improve patient care and contribute to the broader healthcare ecosystem.



# MEGA-PLATFORMS FOR 'KEY STAKEHOLDERS ENGAGEMENT'

An authoritative figure from the field adds credibility to Brand Communication.

When high-quality scientific content is backed by a key opinion leader, it is better accepted by the masses.

We take pride in our KOL ecosystem, which is spread across multiple medical specialities and healthcare streams.

We have the in-house capability to develop effective platforms to engage with key stakeholders, including key ministers, policymakers and key opinion leaders.



# HEALTH SHOWS

COVID-19 highlighted the need to pass the correct knowledge to end-users from authentic sources to make informed healthcare decisions. To bridge the gap between knowledge seekers and knowledge providers Health4All Online was launched.

## HEALTH4ALL ACHIEVEMENTS TILL TODAY:

- 50 shows: Health4All goes live every Sunday between 8 am and 11 am.
- 90+ KOLs engaged
- Over 1 million reach

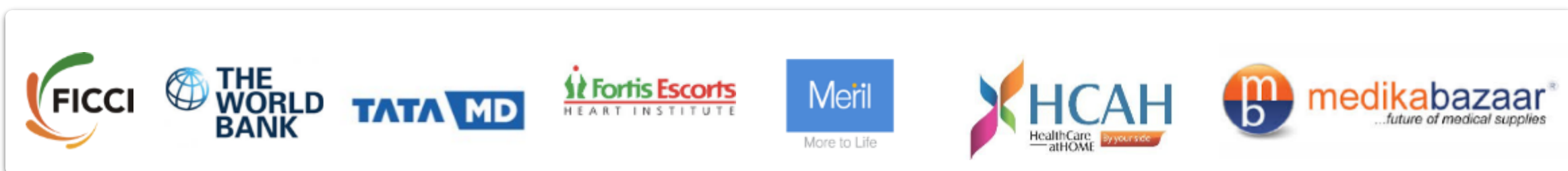
## IMPORTANT SEGMENTS:

- Yoga
- Healthnama
- Panel Discussion
- Mindful Eating
- Technovation



# OUR PARTNERS






# EXPERIENCED LEADERSHIP TEAM OF 'DOMAIN EXPERTS'



**Dr Swadeep Srivastava**  
Founder & CEO

Dr. Swadeep Srivastava, the pioneer of Healthcare Communications in India, established the nation's first Healthcare PR Company in 2000. At a time when the healthcare sector was nascent, and lacking specialized agencies, he played a crucial role in its development. Through his groundbreaking program HEAL (Health Essayists & Authors League), he has led the way in health writing and reporting across traditional and new media. HEAL has become Asia's largest initiative for Health Media Capacity Building, driving responsible health writing and reporting over the past 15 years.



**Mr Pavan Karimbil**  
Senior Partner and Lead - Communications

With over 25 years of experience, Pavan is a seasoned professional specializing in corporate PR, crisis management, reputation management, and leadership profiling. His extensive industry knowledge, global perspective, and understanding of cultural diversity enable him to deliver innovative PR solutions supported by comprehensive analyses. As a trusted mentor, Pavan offers invaluable guidance to corporations entering the Indian market, leveraging his expertise to drive their success..



**Dr Ankit Sharma**  
Head- Strategy, Comms & Business Development

Dr. Ankit Sharma is a communication expert specializing in medical writing and health communication. He excels in bridging the gap between healthcare and complex concepts, ensuring their accessibility to a wider audience. Dr. Sharma's proficiency lies in effectively communicating health information with clarity.



# EXEMPLARY ADVISORY TEAM OF 'DOMAIN EXPERTS'



**Mr Atul Sharma**

Founder – Building Big Brands in Pharma  
Ex-Commercial Head, MSD Pharma

With over 30 years of senior leadership experience in pharmaceuticals, hospitals, and consulting, he provides strategic consulting for pharma companies, hospitals, and allied partners. His expertise includes Marketing Capability Development, entry strategy, IP issues, brand/portfolio building, and more.



**Mr Daleep Singh Manhas**

Senior Partner - Heal  
Ex-MD – McCann Health India

He brings 23+ years of experience in healthcare brand consulting. Specializing in Strategy, Creative, and Technology, he excels in optimizing product portfolios, achieving remarkable creative output, client retention, and business growth. His track record includes successful launches and prestigious international awards like Cannes, Globals, Effie, and Jay Chiat.



# WHAT OUR PARTNERS SAY?



**Dilip Singh Rathore**  
President, India  
Business, JB Pharma

*"Heal Health has been an invaluable partner for JB Pharma. Their expertise in medical writing and health communication has helped our communication strategies, allowing us to bridge the gap between complex medical concepts and our audience. Their dedication to making healthcare information accessible and engaging has greatly enhanced our brand reputation. Heal Health's contributions have not only strengthened our communication efforts but have also fostered a deeper understanding of our products and their benefits. We highly recommend Heal Health to any company seeking top-notch healthcare communication solutions."*



**Prof. (Dr) Anoop Misra**  
Chairman – Fortis C-DOC,  
N-DOC

*"I have had the pleasure of knowing Swadeep Srivastava for the past two decades, and I can attest to his unwavering dedication as a healthcare communications professional. He has consistently demonstrated a deep commitment to advancing health writing and media capacity building in India. Throughout my journey, from my time at AIIMS to establishing the highly regarded Fortis C-DOC Center of Excellence for Diabetes, Metabolic Diseases, and Endocrinology, I have actively collaborated with Swadeep and his organization, HEAL, on initiatives related to health awareness and media education. I extend my best wishes to the HEAL team."*



**Vivek Srivastava**  
Co-Founder &  
CEO HCAH

*"I've known Dr Swadeep since my early days when we Founded Health Care At Home (now HCAH). He has an impeccable track record as a pioneer & Leader in Healthcare PR' in India. Now that we have worked closely with HEAL Health in the earlier days of establishing HCAH in home healthcare & patient support services and transition care in India, I can recommend them as an ethical specialist PR Firm in Healthcare in India."*



# WHAT OUR PARTNERS SAY?



**Naresh Hasija**  
Head of Global Operations,  
TATA MD

*"I've known Dr Swadeep since my days at Mylan Pharma, he has an impeccable track record as a pioneer & Leader in Healthcare PR' in India. Now that we have worked closely with HEAL Health on some breakthrough 'therapy awareness programs, mainly around TB, I can more confidently bank on HEAL's capabilities & expertise in Specialist Communication & Therapy Awareness', particularly when it comes to strategizing and implementing end-to-end campaigns around a therapy area at the grassroots level, involving the Key Opinion Leaders & managing their sensitivities."*



**Ms Seema Ansari**  
Sr. Manager Communication  
&  
Partnerships, The Union

*"HEAL had been at the forefront of Media Advocacy. We Thank HEAL for their support to Union in organising a few media meetings to amplify TB messages in various publications in India. Wishing all the best to the HEAL Team."*



**Amin Roy**  
General Manager, JB Pharma

*"I've known Dr Swadeep since my days at Cipla where we have worked closely on the 'Asthma Inhalation Therapy' Media Advocacy campaign very successfully under the direct supervision of the Board of Management there. Now that we have worked closely with HEAL Health on some breakthrough 'therapy awareness programs, mainly our immensely successful campaign: "Heart Failure is no longer a Life Failure" & our World Heart Day initiative executed at the national level- 'Heart2Heart 4 stairs in 1-minute Challenge, i can more confidently bank on HEAL's capabilities & expertise in Specialist Communication & Therapy Awareness', particularly when it comes to strategizing and implementing end to end campaign."*



# THANK YOU



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