



শৰীৰমাদ্যঃ
বাতালোচনী, আগষ্ট, ২০১৯

GENERIC MEDICINE AT GUWAHATI UNIVERSITY MARKET COMPLEX

NEWSLETTER, AUGUST 2019

GENERIC MEDICINE OUTLET AT GUWAHATI UNIVERSITY MARKET COMPLEX

by Mr Parameswar Sarma

AYURKALPA, Jalukbari was inaugurated in the newly constructed Market Complex of Gauhati University on 24th August 2018 in a simple function attended by the Vice-Chancellor of the University. The premise has shelves & counter in the front and provision for two

doctor's chambers at the back. Currently, the centre is running a generic medicine pharmacy under the **PM Bhartiya Janaushadhi Pariyojana** independently managed by Mr Anubhav Mahanta, who is a passionate advocate of the benefits of generic medicine. The Cooperative will soon make available a range of consumer health & medical items, making full utilisation of the shelves and counter provision. The GU business complex itself is thriving and, if the Cooperative can make full utilisation of the capacity and potentially available, the centre would become self-sustainable benefiting the residents and students.

The Cooperative's current strategy is to outsource its business operation to private entrepreneur willing to operate in agreement with the Cooperative's principles and values.

We welcome enquiry from enthusiastic entrepreneurs for tie-up business opportunities.

গুৱাহাটী বিশ্ববিদ্যালয় চৌহদত জন ঔষধি কেন্দ্ৰ মুকলি



গুৱাহাটী, ২৪ আগষ্টঃ গুৱাহাটী বিশ্ববিদ্যালয়ৰ বজাৰ প্ৰকল্প চৌহদত অলপতে আহাম্ৰ হেলথ কেয়াৰ কো-অপাৰেটিভ ছ'চাইটিৰ দ্বিতীয়খন বিপনীকোষ প্ৰধানমন্ত্ৰীৰ ভাৰতীয় জন ঔষধি কেন্দ্ৰ এটা (বিপনী নং ৩৮) বিশ্ববিদ্যালয়খনৰ উপাচার্য ড° মৃদুল হাজৰিকাই আনুষ্ঠানিকভাৱে উদ্বোধন কৰে। তৰুণ উদ্যোগী অনুভৱ মহন্তৰ উদ্যোগত প্ৰতিষ্ঠিত এই জন ঔষধি কেন্দ্ৰটো উদ্বোধন কৰি উপাচার্য ড° হাজৰিকাই জেনেৰিক ঔষধৰ উপভাৱিতৰ বিষয়ে বিৱৰি কয়। আহাম্ৰ হেলথ কেয়াৰ কো-অপাৰেটিভ ছ'চাইটিৰ উপাধক্ষ ড°

জয়ত্ৰবিশ্ব শৰ্মা আৰু ফৰেনছিক বিজ্ঞানাগাৰৰ অৱসৰপ্ৰাপ্ত সঞ্চালক, বিশিষ্ট লেখক ড° পদ্মপাণিয়েও জেনেৰিক ঔষধৰ নিৰ্ভৰযোগ্যতা তথা উপভাৱিতৰ বিষয়ে সজাগ হ'বলৈ জনসাধাৰণক আহ্বান জনায়। কেন্দ্ৰটোৰ উদ্বোধনী অনুষ্ঠানত উল্লিখিত কো-অপাৰেটিভ ছ'চাইটিৰ সঞ্চালক পদ্মেশ্বৰ শৰ্মা, মুখ্য কাৰ্যবাহী বিষয়া মুন্সাক শইকীয়া, শিৱাজ বৰ্মা, উমেশ বড়ো, সঞ্জীৱ বৰুৱা, ড° প্ৰদীপ বৰুৱা, ড° কল্যাণী বৰুৱা, শংকৰ দাস, কমল জয়হেৰাল, বাণা বশিষ্ঠ, ড° দৰ্শনা গাৰ্গ আদি জাভেসংখক বিশিষ্ট ব্যক্তি উপস্থিত থাকে।



Views from inauguration of AYURKALPA, Jalukbari at GU Market Complex, 24th August 19.

COMMUNITY OUTREACH

by Shri Sushanta Sarkar

We continue to conduct Specialist and Preventative Health Check-Up camps throughout the year. For Preventative Health Check-Up we use a standard protocol based on Body Mass Index, Blood Pressure and Random Blood Sugar to raise awareness on Lifestyle or Non-Communicable Diseases (such as Diabetes, Hypertension and Obesity) and provide preventative advice. When a diagnosis is made at these camps, an immense service is done to the individual concerned who otherwise would have remained undiagnosed until overt signs and symptoms developed.

We are determined to carry out this Flagship Programme. We need voluntary donation and institutional funding. Please consider donating.

- ➔ 14.01.2018, Latashil Bihutoli
- ➔ 02.09.2018, New Guwahati Bihutoli
- ➔ 08.09.2018, New Guwahati Bihutoli
- ➔ 16.10.2018, Maligaon Accounts Colony
- ➔ 21.10.2018, Apex Bank
- ➔ 14.11.2018, Kindergarten



- ➔ 04.12.2018, Special Orthopaedic Clinic
- ➔ 05.12.2018, Special Orthopaedic Clinic
- ➔ 12.11.2018, SBOA Public School
- ➔ 25.11.2018, Maharshi Vidya Mandir
- ➔ 09.01.2019, Maharshi Vidya Mandir
- ➔ 20.01.2019, Maharshi Vidya Mandir
- ➔ 02.02.2019, Ghoramara
- ➔ 19.02.2019, SBI Pensioner Association
- ➔ 03.03.2019, SBI Pensioner Association

ৰোগ প্রতিৰোধ শিৰিৰ

আপোনাৰ এলেকাত শিৰিৰ অনুষ্ঠিত বা যদি আপুনি শিৰিৰ স্পনছৰ কৰিবলৈ বিচাৰে, যোগাযোগ কৰক।

To conduct a Health Check-up camp in your area or sponsor one, contact us.

PHONE
75759-27130, 90852-28863, 0361-2661244



AYURKALPA, GUWAHATI CLUB

Multi-Specialty Clinic, 222, Abani Complex, MC Road, Guwahati Club-781003
Book Appointment ONLINE <https://bit.ly/ayurkalpa>



Dr. Pranab Jyoti Bhattacharyya
MD - General Medicine, DM - Cardiology, FESC, FACC
19 years experience overall
Allopath | Interventional Cardiologist, Cardiologist



Dr. Bijuli Goswami
MBBS, DO
27 years experience overall
Allopath | Ophthalmologist/ Eye Surgeon



Dr. Jutika Tahbildar
MBBS, Diploma in Child Health (DCH)
19 years experience overall
Allopath | Pediatrician



Dr. Arup Kumar Kakoty
MBBS, Diploma in Child Health (DCH)
25 years experience overall
Allopath | Pediatrician



Dr. Darshana Garg
BDS
5 years experience overall
Allopath | Dentist, Dental Surgeon



Dr. Subhajit Mitra
MD - General Medicine, MBBS
3 years experience overall
Allopath | General Physician, Internal Medicine



AYURKALPA ANNEX in the floor adjacent to AYURKALPA, Guwahati Club, which houses a Physiotherapy Centre, a office space with meeting area and an area suitable for another business. PLEASE CONTACT US if you want to set-up a healthcare service at AYURKALPA ANNEX or need a modern Doctor's Chamber in AYURKALPA.

মালতি সেন স্মাৰক হস্পিতাল



Annual General Meeting



The AGM of the Society was held on 21 July 2019.

FAST FACTS AS FROM AGM 2019

3613/1093

3619 beneficiaries from 1093 families (31 March 19).

227

Shareholders of the Co-operative (31 March 19).

PEOPLE TOGETHER ARE STRONGER

Data (April 18-March 19) from four centres (Ayursundra OSM Centre, SRL Diagnostics-Skylab, Chikitsa and Panacea) show that 548 beneficiaries collectively availed **Rs. 6, 93,644.00** in discount. Considering that we have a tie-up with seventeen centres and four pharmacies, the benefit amount is likely to be at least double this amount.

'The board of cooperative be authorised to promote a limited company retaining majority shares but also raise capital from individuals and institution to position the company as a major player in the health sector' - Resolution No. 6, AGM 2019.



ভাৰত সেৱাশ্ৰমৰ
নৱনিৰ্মিত মালতি সেন
স্মাৰক হস্পিতালৰ যুটীয়া
পৰিদৰ্শনা সেৱাশ্ৰম আৰু
সমবায়ৰ যুটীয়াভাৱে
হস্পিতাল পৰিচালনাৰ
পৰিকল্পনা। এয়া সফল
হলে এটা আদৰ্শ প্ৰকল্প
গঢ়ি উঠাৰ উজ্জ্বল সম্ভাৱনা।

MALATI SEN MEMORIAL HOSPITAL -AN INNOVATIVE APPROACH

by Jayanta B Sarma

Guwahati, the capital city of Assam, is strategically located and is the gateway to North-East India. To take advantage of this location, many institutes have sprung up, and healthcare is one of the fast-growing industries in this part of the region. The old practice of nursing home is giving way to hospitals being set up to cater to the need of the population.

But the rising cost of healthcare is a concern – the cost of treatment is unaffordable to the lower middle class and the weaker section of the society. Even for the higher middle class, the cost of treatment erodes savings of a lifetime. The situation is untenable, and an alternative solution has to emerge.

The project, **Malati Sen Memorial Hospital**, is aimed at developing a model of affordable healthcare to fulfil the regular needs of the population. The project is promoted by **Bharat Sevashram Sangha-Malati Sen Memorial Hospital Society** with **Assam Healthcare Cooperative** as its managing partner.

Not-for-Profit

The project is conceptualised to operate on a Not-for-Profit basis. The overhead costs like marketing would be avoided. The Infrastructure has been built with a donation, and other capital investment will be met by donation and grant with loan component kept at the minimum.

Under the AYUSHMAN BHARAT, the services will be provided as per the scheme tariff. The patients who are not the beneficiaries of the scheme will be offered a tariff 'at par basis'.

The idea is to make the facilities available to all sections of the society at an affordable cost without any compromise on the quality while ensuring financial viability. Initially, the hospital will focus on outpatient services, including diagnostics and, then, steadily develop non-acute in-patient services and elective procedures, including day-surgery.

Collaboration

Collaboration with the existing private medical institutes offering secondary and tertiary care would be the cornerstone of a comprehensive operational strategy.

The **Assam Healthcare Cooperative** has already established tie-ups with the majority of the private hospitals and diagnostic centres in Guwahati. The bona fide patients of the **Malati Sen Memorial Hospital** will enjoy the discounts and benefits offered by the respective institutes. It is expected that it would be possible to negotiate a better quality of service with the existing institutes.

The referral for secondary & tertiary care will be managed by referring patients to the most appropriate institute depending nature of the illness. A patient transport service will be developed for this purpose. The Malati Sen Memoria hospital will retain the interest in the patient, whereby quality of care would be monitored and guaranteed, and any grievance would be impartially mediated.

Recovering patients requiring non-acute would be admitted back to the hospital. Similarly, the hospital will operate beds for other patients requiring non-acute, rehabilitate or palliative care.

Similarly, blood and pathological examinations will also be outsourced to reputed partners. For high-end imaging like CT Scan and MRI patients would be transported to and back from the partner imaging centres. These services will be operated in such efficiency that timely reporting and the lowest rates in the city will be ensured. The hospital will not invest unnecessarily in creating any services which can be procured for the patients from existing service providers in a cost-effective and timely manner. This innovative, collaborative approach would take advantage of the redundancy, inadvertently, created by a multitude of secondary care hospitals set up in the city, which are competing for patients.

Benevolent Network

The facilitation of **Malati Sen Memorial Hospital** project by the **Assam Healthcare Cooperative Society** is a strategic approach ultimately aimed at building a network of not-for-profit health and medical service providers. The current vacuum in leadership and innovative thinking in health and medical care sector calls for actions. Effective health and medical care need not be unaffordable. It requires a citizen-led alternative funding model (e.g., crowdfunding) and avoiding creating further redundancy but taking advantage of existing facilities already available in the private sector. We envisage developing a network of a not-for-profit is feasible.

Collaborative Competition

Encouraging a model of collaborative competition, avoiding unethical marketing practice among private medical service providers could be instrumental in developing affordable healthcare.

Many backend services and the latest technology can be shared rather than duplicating, thus, cutting waste and reducing the financial burden allowing the benefit to be passed on to the patients. Likewise, developing agreed treatment protocols and commitment to a declared quality standard would allow healthy competition. The Assam Healthcare Cooperative Society harbours an ambition to work as a catalyst in this regard.

DISCOUNT (10-40%) PARTNERS

Hospitals & Diagnostic Centres

- ➔ Ayursundra Super-Specialty Hospital and Ayursundra One-Stop Medical Centre, Guwahati
- ➔ Ayursundra Diagnostics (Maligaon, Beltola, Barpeta, Tinsukia, Tezpur, Shillong)
- ➔ KGMT Hospital, Mother Teresa Rd, Guwahati-24
- ➔ Health City Hospital, Guwahati-22
- ➔ Agile Hospital, Guwahati-22
- ➔ Excelcare Hospital, Guwahati-33
- ➔ Path Care, Uday Nagar, Guwahati-22
- ➔ SRL Diagnostics-Skylab, Ulubari Flyover, G.S. Road, Guwahati-07
- ➔ Primus, Near Satsang Vihar, Bhangagarh, Guwahati-05
- ➔ Panacea, Near Bharalu Bridge, Bhangagarh Guwahati-05
- ➔ Hayat Hospital, Kahilipara Road, Odalbakra, Guwahati-34
- ➔ Down Town, G. S. Road, Guwahati-05
- ➔ North East Cancer Hospital, 11 Miles, Jorabat, Guwahati-23
- ➔ Indraprastha Apollo, Sarita Vihar, Mathura Road, New Delhi-76.
- ➔ Medanta, The Medicity, Sector 38, Gurugram, Haryana-01
- ➔ Chikitsa, Clinic & Diagnostics, Adabari (Opposite Bus Stand) Guwahati-12.

Pharmacies

- ➔ New Upasam Medico's, Chandmari Colony, Guwahati-03
- ➔ The Muskan Medical, Opp. Kamrup Academy H.S. School, Guwahati-03
- ➔ Kakoli Medicos, Odalbakra, Near Hayat Hospital, Guwahati-34
- ➔ Anjitha Medicare, Vijaya Bank Complex, Beltola Rd, Guwahati-28

- ➔ Rajarshi Medico's, Odalbakra, Near Hayat Hospital, Guwahati-34

Health Insurance



The Cooperative has developed an understanding with Aditya Birla Health Insurance, Guwahati Office. They provide a range of **Activ Health** plans. The **Activ Health Enhanced** and **Active Health Essential** offer comprehensive coverage and attractive benefits so that **you are always motivated to stay fit.**

On the other hand, if you are looking for wider coverage, you can choose the **Activ Assure Diamond** Plan, which offers additional benefits such as 150% reload of the sum insured, covers 586-daycare procedures and more.

While the **Activ Health** and **Activ Assure** plans cover a majority of the health risks, you can enhance your coverage & benefits further with **Activ Secure** Plans such as Personal Accident, Critical Illness, Hospital Cash and Cancer Secure. They also provide an excellent selection of **Group Health Insurance** Plans.

Our members are offered a discount of 5-15%, if you buy a policy from the nominated agent, on your buying price. If you like to set up an appointment with the agent, please contact our office.

PLAN AND PROPOSALS

- ➔ Expand the beneficiary base.
- ➔ Strengthen Ayurkalpa, Guwahati Club by engaging more specialists.
- ➔ Open a retail outlet at GU Market Complex.
- ➔ Start a retail outlet at MMC Hospital subject to government approval.
- ➔ Manage Bharat Sevashram Sangha-Malati Sen Memorial Hospital.
- ➔ Publish Health Guides on topics like Diabetes, Heart Diseases and Obesity.
- ➔ Organise a Healthcare conference.
- ➔ Promote a Company by bringing together like-minded benevolent organisations like Asom Jatiya Mahasabha, Red Cross, Ramakrishna Mission and Bharat Sevashram, who share similar aspirations, to offer an alternative not-for-profit high-quality professional model of health and medical care.

CONTACT

Shares & Membership, Business Opportunity and all other Enquiry:

www.assamhealthcare.coop
contact@assamhealthcare.coop

☎ 75759-27130, 90852-28863,
0361-2661244

Prof. Umesh C Sarma, Chairperson
Dr Jayanta B Sarma, Vice-Chairperson
Sri Sushanta Sarkar, CEO