

## National Conference on Universal Health Coverage: Challenges and Opportunities at Varanasi on 8<sup>th</sup> August 2017.

**The Partnership for Safe Medicines (PSM) India Initiative** was founded by Bejon Kumar Misra, Founder of the Consumer Online Foundation [www.jagograhakjago.com](http://www.jagograhakjago.com) in 2010. The organization was formalized in 2015 as a not-for-profit company under the Indian Companies Act of 2013 by the name **Patient Safety and Access Initiative of India Foundation (PSAIIF)**. PSM India [www.safemedicinesindia.in](http://www.safemedicinesindia.in) has since become a leading primary organization focused on addressing the risk of falsified, spurious, and not-of quality standard medicines in India and improving patient access to quality healthcare. Success has been achieved through

- Identifying and building highly effective networks at the central, state and international levels.
- Ensuring that PSM India has strong leadership teams including high-ranking officials from central government, medical and regulatory professionals and consumer advocates.
- Developing targeted initiatives and tactical programs to educate consumers, influence health and regulatory policies, and building the capacity of drug regulators in order to fulfil the mission of PSM India to improve access to quality medicines and healthcare.

### **PSM India Objectives**

- Improve awareness of the existence and risk of falsified, spurious, and not-of quality standard medicines in India among patients, healthcare providers, and government, and in the media.
- Support science-based regulatory reforms and stronger enforcement to improve the quality of drugs manufactured and distributed through the supply chain in India.
- Advocate for improved patient access to quality health care through increased government funding for health, expansion of insurance coverage, and better use of health information technology.
- Promote patient access to quality medicines, both generic and innovative, and ensure that biopharmaceutical innovation can be sustained for the benefit of Indian patients with unmet medical needs.
- Position PSM India as the leading organization in India advocating for access to quality medicines and better healthcare.

Since its founding in 2010, PSM India has developed into a visible, well-networked and effective organization that serves to raise awareness of the risk of falsified, spurious, and not-of quality standard medicines in India and advocate for improved access to quality healthcare across India.

In 2015, PSM India launched a pilot initiative in Varanasi on improving accessibility to safe and quality healthcare under Universal Health Coverage. Access Initiative is a pilot program to demonstrate the challenges and opportunities in achieving UHC; the goal is to reach 100,000 residents in Varanasi with a focus on the poor and elderly; the key partners include the Banaras Hindu University (BHU) and the Mata Anandamayee Hospital.

To date, over 5,000 patients have been enrolled using electronic health cards and medical records; both a Jan Aushadhi generics medicine store and a branded drug pharmacy have been open on the hospital campus; a financial analysis of the hospital services, expenditures and revenues was completed; a needs assessment was conducted by the National Accreditation Board for Hospitals & Healthcare Providers, which informed the proposed redesign and refurbishment of the hospital.

Released first-year progress report of the Varanasi Access Initiative in conjunction with a 2016 World Patients Solidarity Day in Varanasi, hosted by the Consumer Online Foundation, PSM India Initiative and Mata Anandamayee Hospital at Swatantrata Bhawan and the BHU; more than 800 delegates participated from 12 States of India in addition to participants from central and local governments.

Similarly, on 8<sup>th</sup> August 2017, it is proposed to organise a National Conference on “**Universal Health Coverage: Challenges & Opportunities**” along with BHU and Mata Anandamayee Hospital to deliberate on the success achieved and the challenges still faced by the various stakeholders to make UHC a reality in the State of Uttar Pradesh. The conference will bring various stakeholders under one platform to build a partnership based on trust and joint responsibilities. The event will be inaugurated by the **Hon’ble Vice Chancellor of the Banaras Hindu University Prof. Girish Chandra Tripathi** at 10 AM on 8<sup>th</sup> August 2017 at the K. N. Udapa Auditorium in presence of several eminent dignitaries from India and overseas. To know more about the event and AGENDA, please visit our websites [www.safemedicinesindia.in](http://www.safemedicinesindia.in) and [www.jagograhakjago.com](http://www.jagograhakjago.com)

As a NABH accredited health care organization, which is committed to provide quality and safe healthcare to the people, we invite your participation in this event. Please send the nominations from your organizations at [vikash@nabh.co](mailto:vikash@nabh.co) latest by 4<sup>th</sup> August 2017.