

Time for policy makers to think how to scale up

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can be increased from Rs.5000 to Rs.15,000 since the cover is meant not just for one individual but for the family members as well. The motive is to control healthcare expenses to meet the basic needs of the family

- Corporates who have a preventive health check-up policy or invest in preventive health check-up for its employees should be given extra benefits
- Need to create personal health records and encourage screening of diseases amongst the population
- Encourage health institutions to bring new equipment models that are more effective as well as affordable. Reduce the import duty on healthcare equipment
- India should increase the manufacturing of local goods and medical equipment
- Need a strong regulatory forum to bring improvement in overall healthcare industry
- Form a separate department with experts to address concerns about health of the country
- Make it mandatory for schools & colleges for initiating health programmes for early screening, promoting positive health

The ASSOCHAM report on preventive healthcare and its impact on corporate sector states that "One rupee spent on prevention saves Rs. 133 in absenteeism costs and Rs. 6.62 in healthcare costs." This

report further states that preventive health checkups can have a significant effect in minimizing absenteeism and can have relative economic impact in corporate organizations. Corporates should encourage their employees

to undertake preventive health checkup. Employees undertaking regular health checkups have 45 per cent lesser absenteeism and their medical reimbursements are 20 per cent less.

To sum it up, the industry is

in a good shape. We will always find challenges, but it is necessary to evaluate how we grow and maintain the growth. With the new government in place, it's time for the industry policy makers to think how to scale up. Do we

need to enter public private partnership models or do we need to simply implement the right policies to see a splurge!

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