As the government envisions aspirational reforms in healthcare and moves closer to assuming the role of a payor through the newly launched Ayushman Bharat Program, it is critical to ensure that the increase in healthcare spending translates into better health outcomes and to ascertain the role of other stakeholders on the path towards Universal Health Coverage.

Private establishments have been catering to 70% of the country’s healthcare demands and are the main source of investment for the sector. There is a need for policies and regulations that encourage the committed and organized private players to not only invest in healthcare delivery in the country but also equitably engage as a key partner to deliver on the common vision of Accessible, Affordable, Quality Healthcare for All.

The 12th edition of FICCI’s annual healthcare conference, FICCI HEAL, is scheduled for August 30-31, 2018, on the theme “Healthcare at Crossroads”.

FICCI HEAL 2018 is an endeavour to deliberate on the challenges and opportunities to not only increase the penetration of quality health services in the country but also bridge the trust deficit amongst the stakeholders for better collaboration in the future. The Conference would be a conglomeration of CEO’s, policy makers, national and international leaders from healthcare and allied industries.

“HEALTHCARE AT CROSSROADS”

— Shri J P Nadda
Union Minister for Health and Family Welfare GoI

— Shri Pranab Mukherjee
Hon’ble President of India (2012-17)

“Our healthcare system has to be developed to cater to medical requirements of all sections of society, both in rural and urban areas.”

At the inaugural address at FICCI HEAL 2012

“There is an urgent need to develop a forum for healthcare providers and professionals to engage in meaningful and interactive discussions with the government entities to enable the transformation and re-engineering of the Indian healthcare industry.”

OBJECTIVES

- Discussion on policy framework
- Converge all stakeholders for collaboration and networking
- Sharing of knowledge and best practices
- Recognize and reward excellence in the health sector
EMINENT DIGNITARIES INVITED

Shri J P Nadda
Union Minister for Health and Family Welfare, GoI

Dr V K Paul
Member (Health), NITI Aayog, GoI

Prof (Dr) Dinesh Bhugra
CBE, President, British Medical Association

Smt Preeti Sudan
Secretary, Ministry of Health and Family Welfare, GoI

Dr Indu Bhushan
CEO, AB-NHPM, GoI

WHO SHOULD ATTEND

Public & Private Hospitals
Nursing Homes
Medical Devices and Hospital Equipment Companies
Diagnostic Laboratories
Medical Educational Institutions
Nursing Training Centres
Medical Associations/Institutions
Healthcare Start-Ups and Innovators
Health Insurance Companies
Policymakers and Regulators from Central and State Governments
Private Equity Firms and Financial Institutions
Human Resource & Planning Agencies
NGOs Active in Healthcare Sector
Healthcare Consultants

*Invited
#### DAY 1 – AUGUST 30, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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<tbody>
<tr>
<td>8:00am – 9:30am</td>
<td>Registration</td>
<td></td>
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<tr>
<td>9:30am – 11:00am</td>
<td>Inaugural Session</td>
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<tr>
<td>Welcome Address:</td>
<td>Ms Sangita Reddy, Vice President, FICCI and Joint MD, Apollo Hospitals Enterprise Ltd.</td>
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<tr>
<td>Theme Address:</td>
<td>(Hony) Brig Dr Arvind Lal, Chair, FICCI Healthservices Committee and CMD, Dr Lal PathLabs</td>
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<tr>
<td>Keynote Address:</td>
<td>Prof (Dr) Dinesh Bhugra, CBE, President, British Medical Association</td>
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<tr>
<td>Inaugural Address:</td>
<td>Shri J P Nadda, Union Minister for Health and Family Welfare, GoI*</td>
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<tr>
<td>Concluding Remarks:</td>
<td>Dr Alok Roy, Co-chair, FICCI Healthservices Committee and Chairman, Medica Group of Hospitals</td>
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<tr>
<td>On Dias:</td>
<td>Mr Varun Khanna, Co-chair, FICCI Healthservices Committee and Executive VP, Fortis Healthcare</td>
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<tr>
<td>Moderated:</td>
<td>Ms Shobha Mishra Ghosh, Asst. Secretary General, FICCI</td>
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<tr>
<td>11:00am – 11:45am</td>
<td>Tea Break</td>
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<tr>
<td>11:45am – 1:00pm</td>
<td>CEO’s Court Martial – Does India Need Private Healthcare?</td>
<td>The session will be a first of its kind in a Healthcare Conference in India, wherein CEOs from the healthcare sector will be questioned on some critical issues of the sector. The aim is to bring to the forefront the factual situation of healthcare industry in the country and find solutions for sustainability and viability while adhering to the three key goals – accessibility, affordability and quality of healthcare.</td>
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<tr>
<td>Chair:</td>
<td>Ms Preeti Sudan, Secretary, Ministry of Health and Family Welfare, GoI*</td>
<td></td>
</tr>
<tr>
<td>Convenor &amp; Moderator:</td>
<td>Mr Varun Khanna, Co-chair, FICCI Health Services Committee and Executive VP, Fortis Healthcare</td>
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<tr>
<td>2:00pm – 2:15pm</td>
<td>Presentation on the Knowledge Paper</td>
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<tr>
<td>2:15pm – 3:30pm</td>
<td>Panel Discussion I – Ayushman Bharat: A Paradigm Shift in Indian Healthcare</td>
<td>Announcement of National Health Protection Mission (AB-NHPM) under the Ayushman Bharat Program is an explicit endeavor of the government towards Universal Health Coverage. However, the sheer scale of this programme magnifies its many challenges, including coverage, enrolment, physical and human resources as well as financial sustainability. The session will bring together key representatives from the government and private sectors to deliberate on the implementation framework of the Scheme and explore apt as well as innovative approaches to make it successful.</td>
</tr>
<tr>
<td>Chair:</td>
<td>Dr Indu Bhushan, CEO, AB-NHPM, GoI</td>
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<tr>
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</table>
3:30pm – 3:45pm
Tea Break

3:45pm – 4:00pm
Special Address - ‘Bridging the ‘Mentally Ill’ and ‘Mentally strong’ gap in India’
Ms Neerja Birla, Founder and Chairperson, Mpower
The topic is a practical implication of ground realities and hard facts in India. In case of mental health, the gap in nature of services offered, inadequate infrastructure and dearth of specialist professionals make it very difficult for existing players to deliver care and improve mental health outcomes of the nation. The prime doers in the field have engaged with available resources and are aiming to build a society that is constantly trying to overcome this gap. However, the big question is “Is that enough?”.

4:00pm – 5:15pm
Panel Discussion II – Living Will: Ensuring Dignity and Comfort at the End of Life
Convenor: Dr Arati Verma, Sr. Vice President - Medical Quality, Max Healthcare Institute Ltd.
Moderator: Dr Narottam Puri, Advisor, FICCI Health Services Committee and Board Member & Former Chairman, NABH
The Supreme Court of India has recently recognized ‘Living Will’ made by terminally-ill patients for passive euthanasia. Although this has been a landmark judgement, which may provide relief to many, questions have been raised on the implications of this document. The panelists of this session will debate on the pros and cons of ‘Living Will’, what precautions need to be taken while administering the Will and how can a person exercise this right in a legal manner.

7:00pm Onwards
FICCI Healthcare Excellence Awards 2018

DAY 2 – AUGUST 31, 2018

9:45am – 10:15am
Keynote Address

10:15am – 11:30am
Panel Discussion III – Media Activism
Convenor: Dr Alok Roy, Co-chair, FICCI Health Services Committee and Chairman, Medica Group of Hospitals
Moderator: Mr Sumit Dasgupta, Former Editor, Anandabazar Patrika
Media has been playing a vital role in creating public perception on policies as well as delivery of healthcare in the country. However, the recent intensification of Media Activism, without adequate attention to facts and perception building based on anecdotal references has led to a trust-deficit between patients and their healthcare providers. The session will entail views and suggestions on how in an ever-expanding media landscape and an era of patient-choice, it is becoming increasingly important for the media to self-regulate and ensure accountability in dissemination of information.

11:30am – 11:45am
Tea Break

11:45am – 1:00pm
Panel Discussion IV –“Googlization of Healthcare”- Driving Better Solutions in Health
Convenor & Moderator: Dr Ravi Gaur, COO, Oncquest Laboratories
With the internet reaching smaller towns and villages, use of mobile phones for online search and increase in the awareness levels of the citizens, ‘googlization’ of healthcare is on the rise. Though this trend is helping patients to determine their own choices of care, it is also altering doctor-patient relationships. Further, new technologies like Artificial Intelligence and Genomics may one day fundamentally shift the way healthcare is delivered and consumed. The session will bring together healthcare technology experts and providers to deliberate on the implications of technology in healthcare.

1:00pm – 1:30pm
Summation of Discussions; followed by Networking Lunch

*Invited
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INR 20,00,000 (USD 35,000)
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**Note:** For details on sponsorship benefits, please contact us at healthservices@ficci.com

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<th>Full Page</th>
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<td>INR 1,00,000</td>
<td>INR 90,000</td>
<td>INR 80,000</td>
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**“FUTURE OF HEALTHCARE” ZONE**

- a line-up of path breaking innovations in Healthcare

**Participation Fee:** INR 5.0 Lakhs

**Key Deliverables**

- 8 ft. X 4 ft. space, in the pre-conference area for 2 days of conference
- 42 in. LED Screen for electronic display
- 1 small table and chair
- Organisation logo and branding on the wooden flex mounting

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“India needs to invest two-thirds of the healthcare spending on primary healthcare to be able to achieve its goals of “Healthcare for All”. It is imperative for us to work towards enhancing preventive care to keep the requirement of diagnostic care and admission to hospitals in check.”

---

Shri C K Mishra
Secretary, Ministry of Health & Family Welfare, GoI (2016-2017)
## PARTICIPATION DETAILS

**Delegate Registration**

<table>
<thead>
<tr>
<th>Per Delegate Fee for up to 3 Delegates from same Organization</th>
<th>Per Delegate Fee for 4 or more Delegates from same Organization</th>
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</thead>
<tbody>
<tr>
<td><strong>(A) Indian Delegates/Companies</strong>*</td>
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</tr>
<tr>
<td>FICCI Corporate Members (Please provide membership number)</td>
<td>INR 7,500</td>
</tr>
<tr>
<td>FICCI Associate Members (Please provide membership number)</td>
<td>INR 9,000</td>
</tr>
<tr>
<td>Non FICCI Members</td>
<td>INR 10,000</td>
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</tbody>
</table>

### (B) Overseas Delegates/Companies

| Overseas Delegates | USD 500 | USD 400 |

*The above fee is exclusive of GST*

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### Please note

- The delegate fee includes conference registration, delegate kit, healthcare report, souvenir, lunches, dinner and entry to FICCI Healthcare Excellence Awards.
- It does not include airfare, hotel stay or any other incidental expenses.
- No further request for discounts will be entertained. Only forms accompanied by requisite delegate fees will be accepted.
- FICCI reserves the right to reject any registration without assigning any reason.
- The above mentioned amount in USD is net amount payable to FICCI. Hence, the bank (transaction) charges of both sides may please be borne by overseas participant/s.
- Travel & Stay- Participants are required to make their own travel and stay arrangements. FICCI can only facilitate in arranging accommodation near the venue if informed before 15th August 2018, payment has to be made by the delegates.

Participants can make payments through SWIFT/NEFT/Cheque or Demand Draft

| Bank Name: YES Bank | Cheque/DD in favor of ‘FICCI’, Payable at New Delhi to be sent to: |
| A/C No: 013694600000041 | Ms Sarita Chandra |
| Swift Code: YESBINBBXXX | Deputy Director – Health Services |
| NEFT/IFSC/RTGS Code: YESB0000136 | FICCI Federation House (1st Floor) |
| A/C Type: Saving | 1 Tansen Marg, New Delhi- 110001 |

Kindly send the details of payment made to healthservices@ficci.com

### Cancellation Policy for Registration:

Requests received in writing before August 15, 2018 will be considered for cancellation. A 20% handling charge will be deducted from the total amount deposited towards the delegate fee and the rest will be refunded by cheque. No amount will be refunded after August 15, 2018.

Register online at www.ficci-heal.com

www.ficci-heal.com
About Federation of Indian Chambers of Commerce and Industry (FICCI)

Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with India’s struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India’s business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

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Assistant Director

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Fax: 011 2332 0714, 011 2372 1504, Email: healthservices@ficci.com
Visit us at: www.ficci-heal.com