

## E Health Point Wellness for All: Healthpoint Services India Pvt. Ltd.

**Purpose:**“Healthpoint Services is a *sustainable social business enterprise* with the goal of *catalytically transforming rural & peri-urban healthcare* in ways that *support the Millennium Development Goals (MDGs)* and the **National Rural Health Mission (NRHM)** by employing a *service delivery model* that uniquely *leverages benefits of technology in Healthcare, ICT and Water Sectors*”

E Health Points are units owned and operated by Healthpoint Services India (HSI) that provide families in villages and smaller towns with clean drinking water, generic medicines, comprehensive diagnostic services, and advanced tele-medical services that “bring” a doctor and modern, evidence-based healthcare to their community.



**Water Treatment** via advanced Reverse Osmosis units provides safe drinking on a monthly subscription basis as a preventative measure against water-borne disease. The subscription fee for a household is ₹ 75 (\$ 1.5 approximately) per month and assures it of 20 liters of clean drinking water on a daily basis; this is often equivalent to about half-day wage in rural settings in India.

**Tele-medical Consultation** with licensed medical doctors and trained health workers, conducted via video-conferencing from HSI’s urban tele-medical center. The doctors are engaged from local areas (for linguistic familiarity) and are specially trained in providing telemedical consultations and identifying such cases that may require referral for advance level of medical attention. These doctors also periodically meet the community in EHP villages to enhance association with the beneficiaries. There are pilots underway for sourcing the services of specialist doctors from reputed medical colleges and hospitals who would provide consultancy at highly affordable price point to EHP beneficiaries.



**Advanced Diagnostic Tools** provide with patient’s vital signs--vide digital stethoscope, non-invasive blood pressure monitor, electrocardiogram (ECG) and offers more than 70 additional diagnostic tests. EHP sources its diagnostics related material from reputed sources and also has an excellent quality audit system instituted for Quality Assurance to the customer. Most of the diagnostics tests are provided at high discounts as compared to those at the nearest towns/cities. EHP has recently introduced a few mobile diagnostics which have given a higher degree of convenience to customers as well as helping in enhancing the health-seeking behavior amongst the communities. The average cost per test is ₹ 40 (\$ 1 approximately).

**Medicines** are dispensed at each EHP by a licensed pharmacist; the pharmacy stocks primarily branded generics medicines as well as a range of non-prescription drugs at modest cost to patients. The price discounts range up to 50% of the list prices and these are guaranteed genuine products sourced by EHP directly from authorized channel members of leading pharmaceutical companies.



**Responsible Referrals** to District-based Hospitals or specialists are made for situations/ conditions—childbirth, acute trauma, heart attack, cancer, and others—beyond the primary care treatment scope of the EHP unit.

**Synergies and Efficiencies** - E Health Point has multiple opportunities to raise awareness & enhance knowledge about health issues and encourage early treatment of medical conditions. This provides unique opportunity for partnering with and contributing to the Public Sector goal of providing Quality Healthcare to All. The Healthpoint Model is receiving a very enthusiastic response from the Public sector officials, Corporate CSR executives, International Foundations regarding its utility and benefits with respect to achieving Public Health improvement goals and objectives.

**High Outreach & Impact through Effective Service Delivery**-The EHP units are increasingly being seen by the communities in which it operates as a trusted source of delivering quality healthcare **\*Since its inauguration in November 2009, have provided more than 29,000 telemedical consultations , performed 15,000 diagnostic investigations, and filled 35,000 prescriptions, as well as is providing safe drinking water to about 3,50,000 users daily.** Partnering with the local government and with Ashoka: Innovators for the Public, HealthPoint Services is now ready to scale its operations in India as well as implement the model in additional countries. (As of September 2011)\*

#### **Recent recognition of Healthpoint’s model –**

- *Healthpoint has been named as a Laureate of The Global Tech Awards 2011 by The Tech Museum, USA*
- *Healthpoint was pre-finalist at Times of India Social Impact Awards 2011 in partnership with JP Morgan*
- *Healthpoint won The Sankalp Award 2011 for Best Emerging Enterprise in Health, Water & Sanitation Sector*
- *Healthpoint has won the ‘Saving Lives at Birth: Grand Challenge award’ jointly instituted by USAID, Norwegian Government, Bill & Melinda Gates Foundation, Grand Challenges Canada, and The World Bank*
- *Healthpoint has been the Finalist at the Piramal Healthcare Awards 2010*
- *Harvard Business School(HBS)is writing a Case Study on the pioneering Healthpoint Social Enterprise*



### **EHP aptly demonstrates Democratizing Healthcare, High Social Impact, Sustainability & Growth Potential**

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Take a look inside an E Health Point through this video: <http://tinyurl.com/demolehp>

[www.ehealthpoint.com](http://www.ehealthpoint.com)

