



November 19, 2009

Press Release

Sugha Vazhvu Health Care Pvt. Ltd. (SVHCPL) launches its first Rural Health Centre

Marking a first step in achieving effective access to health care, Sugha Vazhvu Health Care Pvt. Ltd. (SVHCPL) launched its first rural health centre at Alakkudi village in the Thanjavur block. Focused on innovating and piloting equitable health systems, SVHCPL partnered with the IKP Centre for Technologies in Public Health (ICTPH) in this endeavor.

The inauguration was conducted by Mr. M. Ramarethinam, the president of Alakkudi. Having his hemoglobin levels checked within a minute using the point-of-care diagnostic strips, he was informed that they are perfectly normal. The event was also graced by Dr. Zeena Johar, President of ICTPH.

Having conducted detailed epidemiological surveys in Alakkudi, SVHCPL saw the need for a general primary care clinic at this village. Powered by a doctor and two nurses, the centre is seen as the first of several which will bring health care to the doorstep of rural populations. State-of-the-art telemedicine capabilities, point of care diagnostics and an innovative Electronic Health Records system distinguish the centre as one of the first in the country to use technology heavily in a rural setting. The goal of the centre is to effectively impact wellness while partnering with outreach efforts such as the ICTPH Nala Oli program to underline the importance of preventive and primary care.

The centre will establish local collaboration with the Primary Health Centre towards providing continuum healthcare from preventive, primary and referral services. A network of Nala Oli's across the village will ensure equal representation of all residing communities. This will guide the design of the needed healthcare intervention, also ensuring effective implementation in their local community.

For further details please contact:

ICTPH (IKP Centre for Technologies in Public Health)

Dr. Zeena Johar

President

Email: zeena.johar@ictph.org.in

Website: www.ictph.org.in

Mobile: +91 9790 967 932