

# **Public Private Partnership (PPP)**

## **Health Advice Call Centre**

The Government of India accorded approval to set Health Advice Call Centre in Maharashtra. The Objective of the Health Advice Call Centre is 24x7 medical advices to health care provider for quick decision to provide smooth, effective and qualitative health care.

The health advice is given to caller who will dial simply 3 digit toll free number “104” from landline or any mobile phone. To begin with the call centre is rendering advice to ANMs, ASHA worker, School Health personnel and Medical Officers of PHC & NGOs from NRHM, It will guide health personnel’s for timely referral, proper intervention and managements of the patients and effective implementation of National Health Programs. It works as an effective tool for disease surveillance also in disaster management.

### **1) Aims & Objectives:-**

- 1) 24x7 free call for health information to health care provider.
- 2) Provide Medical advice on minor ailments.
- 3) To give guidance to the Medical and Paramedical Health Care Provider for School Health Program (Examination & Treatment)
- 4) To give 24x7 Technical supports to Health Care Provider for smooth and effective health care.
- 5) Provide Information to Health Care Providers for quick action in epidemic outbreak, disaster, natural calamities and in major accidents.
- 6) Guidance to Health Care Provider for effective implementation of Various National & State Health Program.
- 7) Provide Directory Information of hospitals/Institutes regarding various services / Facility including Blood bank and Eye bank for proper and early referral.

### **2) Implementation Strategies:-**

1. This project will be implemented on turnkey basis.
2. In first phase Call Centre of 10 seats has been set at Pune Chest Hospital, Aundh, Pune.

3. The selected service provider established the call centre (control room), appointed the manpower for this call centre, trained them and running the call centre.
4. The calls are answered in Marathi and English.

### 3) Manpower:-

1. All Manpower recruited and maintained by service provider of HACC.
2. The trained Health Advice Officers (HAOs) and specialists are Pediatrician, Gynecologist, General Surgeon, Physician and Public Health Specialists.

### 4) Various Schemes & Activities:

#### 1. Beneficiaries:

Following health care providers

- Medical Officer, PHC/PHU/AD/MMU/School Health & others.
- Health Staff from rural area, ANM/ MPW/HA (M &F)- Regular as well as contract staff.
- Staff working for National Health Program - Regular as well as contract staff.
- ASHA
- NGO Staff of MMU/School Health Team / Sickle cell Program.

### 5) Present Status:

The specialist's advice by Pediatrician, Gynecologist, General Surgeon, Physician and Public Health Specialists is provided 24x7 to the caller. The call centre has been set at Pune Chest Hospital, Aundh, Pune. The call will be answered in Marathi, Hindi and English.

### 6) Performance:

The following are the details of services provided (28<sup>th</sup> Jan. to 31<sup>st</sup> December 2012) from the Health Advice Call Center.

Calls received at Health Advice Call Center					
ASHA	ANM / MPW	MO	Others	MCTS Data Verification & HD Camp calls	Total
69,230	30,259	15,610	67,534	26,006	2,08,639