

Public Private Partnership (PPP)

Health Advice Call Centre

(FMR Code: B.14.3)

Background

Though public healthcare delivery services have been strengthened through the National rural health Mission, specialist services are yet not available in many rural hospitals and sub-district hospitals due to their remote locations and lack of facilities and infrastructure. Moreover, there is lack of appropriate information and knowledge among newly appointed Health Care Providers particularly those working in the remote areas. To provide real time and updated information of various Health Programs to the Health Care Providers 24x7, the National Rural Health Mission, Government of Maharashtra has set up a'Health Advice Call Centre'. This enables the health care provider to take quick decisions particularly at the time of emergency and provide smooth, effective and qualitative health care.

The Call Centre of 10 seats has been in operation for the state at Chest Hospital, Aundh, Pune. The health advice is given to caller on dialing simply 3-digit toll free number '104' from landline or any mobile phone from anywhere in the state. The advice is given to caller in Marathi, Hindi and English as per request of caller. The specialist's advice by Pediatrician, Gynecologist, Surgeon, Physician and Public Health Specialists is provided 24x7 to the caller. The algorithms are prepared in consultation with State Programme Officers, experts from Medical Colleges and members from Technical Advisory Committee. The call center is rendering advice to ANMs, MPW, ASHA workers, School Health personnel and Medical Officers of Primary Health Center, Mobile Medical Unit, and Rural Hospital. It guides health personnel's for timely referral, proper intervention and managements of the patients and also effective implementation of National Health Programs. The center is found to be very useful for giving instructions to the Health Care Providers during Epidemics and other various Health Campaigns in the state. It also works as an effective tool for disease surveillance and in disaster management.

Objectives

- 1) To give 24x7 technical supports to Health Care Provider for smooth and effective health care.
- 2) To provide 24x7 specialist advice to health care providers for providing health services.

- 3) Provide Information to Health Care Providers for quick action in epidemic outbreak, disaster, natural calamities and in major accidents.
- 4) Guidance to Health Care Provider for effective implementation of Various National & State Health Program.
- 5) Provide Directory Information of hospitals/Institutes regarding various services / Facility including Blood bank and Eye bank for proper and early referral.

Salient Features of the program

1. This project being 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. The selection of service provider was done by open tender. The HMRI, Hyderabad is service provider.
4. The calls are answered in Marathi and English, as per request of caller.
5. The trained Health Advice Officers (HAOs) and specialists are Pediatrician, Gynecologist, General Surgeon, Physician and Public Health Specialists.

Utility of Scheme

Following health care providers are availing the advices by Health Advice Call Center

- 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 and NGO Staff of MMU/School Health Team / Sickle cell Program.

Achievements

1. Award in e-INDIA Health Summit 2012:

“Innovative Initiative in Healthcare through PPP” category for its Health Advice Call Center (HACC) in Maharashtra”



2. HACC Performance

Physical Report

Year	ASHA	ANM	MO	MO(SH)	Others	MCTS	OG calls	HD	Total
2011-12	17,112	8,624	4,790	0	0	0	0	0	30,526
2012-13	74,232	29,615	8,692	5,254	85,053	35,441	20,185	510	25,8982
2013-14 (April to May 13)	10,724	2,831	1,530	218	20,440	6,934	9,933	0	52,610
Total	1,02,068	41,070	15,012	5,472	1,05,493	42,375	30,118	510	3,42,118

Financial Report

Year	Approved Budget	Expenditure (In Lacs)	Percentage (%)
2011-12	143.00	66.88	46.77
2012-13	86.69	87.85	101.34
2013-14	89.61	5.07	5.66