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Industry reacts on Ayushman Bharat PMJAY

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“The PMJAY is clearly a massive leap towards universal health coverage that could transform the healthcare landscape in India. We believe that digital infrastructure will be key to a seamless and transparent system of transacting the costs of drugs, diagnostics and therapeutic interventions. We are keenly monitoring the operating models to be followed by empanelled hospitals and will continue to serve communities with the highest quality of care and commitment possible. We are happy to state that with the launch of Jan Arogya Yojna, Paras Healthcare has also become the part of the Prime Minister,s vision of making India Healthier,” said **Dr Dharminder Nagar, MD, Paras Healthcare.**

"The announcement of Jan Arogya Abhiyan is a landmark scheme and a much needed boost to India's healthcare system. Till now at least 27% people around the poverty line who could not have afforded healthcare would hit by the high cost of treatment. With a promise of a transparent, IT-enabled system, the initiative promises to benefit 50 crore plus population is indeed laudable. Another aspect that stands out is the integration of the wellness centers, the first pillar, with Ayushman Bharat, the second pillar government healthcare delivery. As a provider of healthcare delivery at a village level through an IT enabled health card system, which includes access to secondary care and tertiary care with a network of service providers , it is interesting for us to note that how close and complimentary Jan Arogya Abhiyan and Gramin Health Care is to each other. Both our models drive cot effective and scalable institutional by providing volumes to private healthcare enterprises and at the same time benefit the masses with affordable healthcare. While our system is supported by private organizations, the Jan Arogya initiative will be funded 60% by the central government. Till now individual private hospitals are becoming a part of the Prime Minister's initiative, as the initiative stabilizes after launch, we expect the growing world of Gramin Health Care will be recognized as an important partner to Government's Ayushman Bharat Initiative,” said **Ajoy Khandheria, Founder, Gramin Healthcare.**

“Ayushman Bharat is a very ambitious scheme and would be the largest State sponsored scheme in the world. The success of this scheme would depend upon the effective implementation of this scheme. This scheme would definitely increase awareness among the population and help set in some standards of care especially in rural areas,” said **Mr. Shreeraj Deshpande, Head-Health Insurance, Future Generali India Insurance** on the Ayushman Bharat launch.