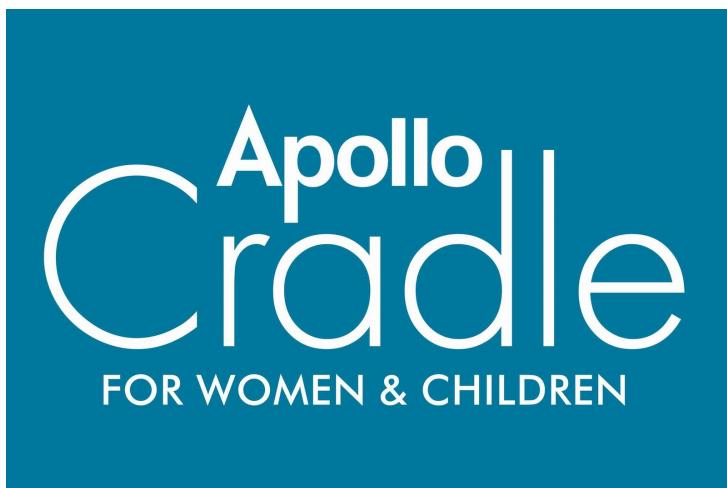


Apollo Cradle hosts National Conference in Hyderabad

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It was organised in partnership with National Neonatology Foundation, Paediatric Academy of Telangana State and Obstetrics & Gynaecological Society of Hyderabad (OGSH).



Apollo Hospitals, Apollo Cradle and Apollo Fertility **hosted a two-day National Cradle Conference, 2018** on December 08 and 09 at Park Hyatt, Hyderabad. The conference was inaugurated by **Dr Prathap C. Reddy**, Chairman, Apollo Hospitals Group and the focussed was completely on Obstetrics, Gynaecology, Fertility and Neonatology.

It was organised in partnership with National Neonatology Foundation, Paediatric Academy of Telangana State and Obstetrics & Gynaecological Society of Hyderabad (OGSH) and was attended by over 600 delegates from across the country and over 80 renowned national faculty including international experts from USA, UK, Canada and Australia. The distinguished personalities who were presented at the occasion were **Shobana Kamineni**, Vice-Chairperson, Apollo Hospitals Group; **Sangita Reddy**, Joint Managing Director, Apollo Hospitals Group and **Chandrashekar**, CEO, Apollo Health & Lifestyle Ltd.

These days the biggest healthcare concern in India has been the high Maternal Mortality Rate (MMR), though it has declined to 130 deaths per 100,000 women giving birth in 2014-16. The southern states performance is much better than the rest of the country. Union health ministry is attributing this improvement mainly to the rise in institutional deliveries across the country. Institutional deliveries has improved from 26% to 81%.

"Apollo Cradle has built a reputation for clinical excellence, and has the capabilities to handle high risk pregnancies and complex pre-term babies. Through the recently launched, first of its kind eNICU, Apollo Cradle specialists will now be able to monitor minute details - including medication levels, nutrition, feeding pattern, calorie and growth charts of babies in NICU, whilst in the hospital and also remotely. This eNICU will also help Apollo Cradle doctors to support NICU's in smaller towns" says **Dr Prathap C. Reddy**.

Speaking on the occasion **Shobana Kamineni** said, "Apollo has been playing a stellar role in the mission to reduce Maternal Mortality Rate and Child Mortality rate, we have done over 1.5 lakh deliveries and continue to take great care for each mom and baby. The various Healthcare initiatives being undertaken by the Government like medical insurance to ten crore needy

families under the Ayushman Bharat scheme, establishing 1.5 lakh Health and Wellness Centers across the country will all give tremendous impetus to mother and child care and should see drastic improvement in the health indices in the coming years. It is crucial for a developing nation like India to provide a healthy and happy childhood for its children and participation and cooperation of both Public and Private sectors is paramount to accomplish this.

“The specialties of Fertility, Obstetrics & Gynaecology, Pediatrics and Neonatology are so much interlinked, yet the approach has been to look at them as standalone areas of expertise. There is a great need to integrate these for optimum outcomes and this Conference is a step in that direction. It is bringing the eminent specialists in each of these fields on a single platform for a better understanding and synchronization” says **Sangita Reddy**.