

ASSOCHAM to host conclave focusing on implementation of Ayushman Bharat

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The Associated Chambers of Commerce & Industry of India (ASSOCHAM) will host "AYUSHMAN BHARAT CONCLAVE : A Big Leap towards UHC in India" on 9th August 2019, at Shangri-La's - Eros Hotel, New Delhi. Ayushman Bharat Yojana or Pradhan Mantri Jan Arogya Yojana (PMJAY) or National Health Protection Scheme is a centrally sponsored scheme aimed to cover over 10 crore poor and vulnerable families (approx. 50 crore beneficiaries) providing health coverage upto Rs. 5 Lakhs per family per year for secondary and tertiary care hospitalization. It is an umbrella of two major health initiatives namely, Health and Wellness Centres and National Health Protection Scheme (NHPS).

The Conclave is aimed at discussing and describing the role of Ayushman Bharat programme in shaping and elevating current healthcare system. It also focuses on the role of private sector in successful adoption and implementation of AB programme.

The event will bring together speakers from NITI Aayog, National Health Authority (NHA), Ministry of Health & Family Welfare (MoHFW), State Health Authorities and who's who of leading pharmaceutical, medical devices & diagnostic companies, leading healthcare providers and health insurance companies on a single platform to discuss the implementation of the scheme so far and the focus areas for its continued success.

The Conclave will encompass the following themes:

1. Ayushman Bharat Programme: It will include discussion on current implementation status of the programme across the country and how scheme will be a key enabler in strengthening the healthcare system in India.

2. Leveraging core competencies of Private Sector/Industry in AB & UHC: The programme relies on a collaborative effort by both public and private health sector. An effective implementation of the scheme will help the entire healthcare and allied sector such as pharmaceuticals, medical devices, diagnostics, data management, insurance/TPAs, hospitality, quality accreditation and human resource management with the help of information and communication technologies across value chain. The session will elucidate how various stakeholders can work together to not only enable successful implementation of the programme but also take a step towards Universal Health Coverage (UHC).

The conclave will also witness the release of thought leadership paper on Ayushman Bharat Programme which will act as a ready reckoner for the healthcare industry, containing scheme's insights, current implementation status and role of private sector in execution of this revolutionary scheme.