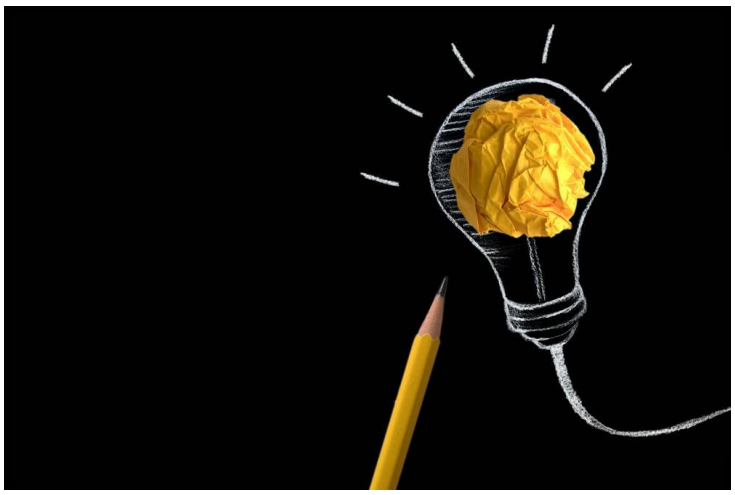
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Omnicuris becomes part of Atal Incubation Centre

22 January 2020 | News

Through this association, Omnicuris will be able to strengthen its scientific expertise and facilities, widen connections with investors, conduct impact assessment and studies, scout for funding for its programs



Leading doctor platform Omnicuris which offers medical skill upgradation to doctors through online modules and courses, has now bagged the opportunity to have the remote cum physical incubation at the prestigious Atal Incubation Centre-- Rambhau Mhalgi Prabodhini (RMP) supported by NITI Aayog in order to create a positive difference in the lives of economically and socially backward sections of Indian society by channelizing the power of Innovation and entrepreneurship.

Atal Incubation Centre- Rambhau Mhalgi Prabodhini (RMP) Foundation has been set up in alignment with Atal Innovation Mission (AIM), NITI Aayog to nurture, handhold and support New Age Entrepreneurs for New Age India. It aims to create & support sustainable business models at grassroot level including social enterprises.

Through this association, Omnicuris will be able to strengthen its scientific expertise and facilities, widen connections with investors, conduct impact assessment and studies, scout for funding for its programs. The incubation process will also help the startup establish wider connections with academia, other similar social enterpises, industry bodies, as well as relevant government and non-government bodies.

Savitha Kuttan, Founder & CEO of Omnicuris said, “We are very happy to associate with NITI Aayog’s Atal Incubation Centre-Rambhau Mhalgi Prabodhini (RMP). Through this association, we will be able to spread our reach among a larger number of doctors across India and its under-served areas. Making regular CME available to all practicing doctors is an important element of improving our overall healthcare delivery. We chose to partner with RMP AIC, given their expertise in running capacity expansion programs, impact assessment and impactful business models. Through this partnership, we are looking at improving our offerings and creating a credible and sustainable world class social enterprise. With our disease burden constantly evolving and new features being added constantly to existing medical knowledge, continuous skill upgradation becomes very important for all doctors. Our goal of reaching 2.5 lakh doctors by the end of 2019 is on track, with a special focus on Eastern and North Eastern states.”

Regular Continued Medical Education (CME) is an important requirement for doctors to help them stay abreast with the latest developments -- concentual as well as technological -- in their fields. CMEs are a crucial source of skill upgradation and sharpening of knowledge for doctors and is critical to their perfomance in delivering quality healthcare. However, for heavily loaded government doctors practicing in overcrowded public hospitals, attending regular CMEs becomes challenging. Online CME courses allow doctors to access latest modules in their respective fields through the digital medium at a space and time of their convenience.

In India, everybody has access to specialists in tier 1 cities. However, in smaller towns, primary care physicians are mostly the first line of medical help people receive. Ability to perform appropriate diagnosis and reference is crucial for primary care physicians who act as the most important cogs in the medical wheel. The need for making regular CMEs accessible as well as compulsory is the need of the hour to sharpen the knowledge and skills of doctors.