

Healthcare visionaries unite to launch PRASHO focusing on sustainable health outcomes

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Targeting antimicrobial resistance, mental health, and the critical area of public health

In a groundbreaking initiative, healthcare professionals and public health leaders in Hyderabad, including R Govind Hari, Dr Ranga Reddy Burri, and Prof GVS Murthy, have come together to establish the PRAGYAAN SUSTAINABLE HEALTH OUTCOMES FOUNDATION (PRASHO), a Not-For-Profit Section 8 Enterprise.

The launch event, attended by prominent figures in public health such as Zelalem Taffesse of UNICEF, Dr Krishna Reddy of Access Health, and Dr Jagannath, Director Oncology at Continental Hospital, unfolded recently at Gachibowli.

R. Govind Hari, Chairman of PRASHO and health advisor to the Government of Andhra Pradesh, emphasised the foundation's focus on addressing often unnoticed health challenges, specifically targeting antimicrobial resistance, mental health, and the critical area of public health.

PRASHO, which stands for preventive health and evidence-based practices, aims to support people with disabilities and vulnerable groups, ensuring they receive the healthcare they deserve. Prof GVS Murthy, a renowned researcher and collaborator, shared the mission to lead a transformative shift in healthcare social development by promoting evidence-based interventions.

In response to the rampant spread of health-related misinformation on social media, PRASHO announced the establishment of a Health Media Collaborative Centre. This centre aims to provide factual information for individual and community action, preventing disease and improving health.

Additionally, PRASHO plans to leverage Machine Learning and Data Analytics to decipher health trends, predict potential risks, and undertake initiatives like technology validation and building stroke rehabilitation support systems. The foundation envisions empowering individuals and communities to attain quality, equitable, affordable, sustainable positive health, and social development outcomes.