Proposal for creation of Entrepreneur and support Primary Health Centres
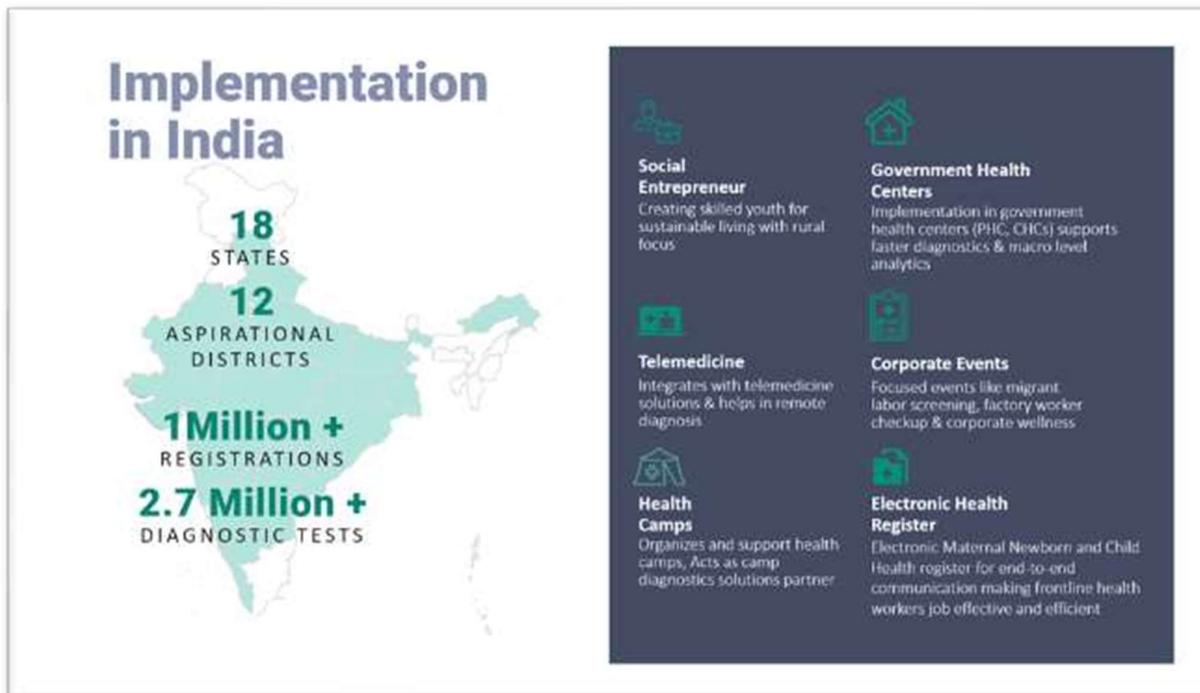
Introduction:

Public Health Technologies Trust (PHTT) is not for profit organization specialized in research, design, planning, training, implementation and monitoring of large-scale CSR projects specifically in healthcare - screening and treatment using state of the art medical technologies. PHTT acts as a bridge between the corporate houses and technology firms and conceptualizes the delivery of CSR projects using the technology products so both entities could reach their objectives being the social change and impact the lives of the beneficiaries of CSR fund for the corporate companies and reaching large number of patients in short time for the medical technology companies. PHTT takes care of end-to-end execution of these projects and had highly successful track record of having executed large scale CSR projects targeted in healthcare for big corporates like Idea, Vodafone and USAID to name a few using technology products that would help in making screening, diagnosis and treatment accessible to the people who were underprivileged and were living in remote locations.

PHTT can help organizations with complete outsourcing of their corporate social responsibility (CSR) from initiation, planning, execution, performance monitoring to project closure. We enable positive impact on the health-

a. **With Smart Technology-** Transforming healthcare delivery and making diagnosis simple and hassle-free.
b. **With Operations Network & Outreach-** Partners & Personnel to activate community health programs across the length & breadth of country.
c. **With Public Health Expertise-** Decades of collective experience of epidemiologists, health care professionals & social workers.

Presence across India:

DELHI: Ground Floor, Plot No. C-28/29, Bharat Krishi Samaj Kisan Bhawan, Qutub Institutional Area, New Delhi - 110 016
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Social Health Entrepreneurship program

The objective of the program is to build a force of Social Health Entrepreneur project to create a sustainable model of entrepreneurship at 1 district each of states Uttar Pradesh & Karnataka, provide NCD screening support to the Primary Health Centres & Community Health Centres.

Need & Magnitude of problem

In India, Non-communicable diseases (NCDs) contribute to 60% of all deaths. The four major causes of NCD deaths are:

- Coronary Heart Disease, Stroke, and Hypertension (45%)
- Chronic respiratory disease (22%)
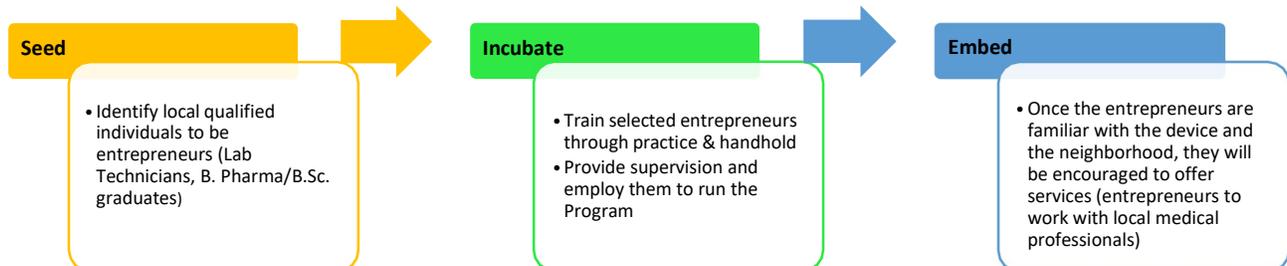- Cancers (12 %)
- Diabetes (3%)

Early detection of common non-communicable diseases leads to better health outcomes. High blood pressure usually has no warning signs, and many people don't even know they have it, the same applies to individuals suffering from diabetes. Obese people are more susceptible to getting heart disease, diabetes, hypertension, and chronic respiratory diseases.

Thus, every healthy individual should get their basic diagnostics done, which includes Blood pressure, Blood glucose, Haemoglobin, Oxygen Saturation, Heart rate, Height, Weight, Body Mass Index for prevention, control and tracking the body vitals.

One of the biggest challenges that exist in the implementation of this vision is the infrastructure deficit. Possibly, an optimal path of accomplishing the goal is through a combination of entrepreneurs who serve as sentries to guard the population against curable ailments. These entrepreneurs will start the program by screening population at PHCs, CHCs and providing a baseline level for the district. It will allow corrective actions to be taken and improve the health of the community.

Partnerships

We propose to create entrepreneurs and implement program phases as mentioned below:

Seed
- Identify local qualified individuals to be entrepreneurs (Lab Technicians, B. Pharma/B.Sc. graduates)

Incubate
- Train selected entrepreneurs through practice & handhold
- Provide supervision and employ them to run the Program

Embed
- Once the entrepreneurs are familiar with the device and the neighborhood, they will be encouraged to offer services (entrepreneurs to work with local medical professionals)

Key Performance Indicators for PHTT:

The team will work towards collaboration
- Each Social Health Entrepreneur (S.H.E) would be provided with a device, all accessories including the BP cuff, Pulse Oximeter probes, Thermometer, Weighing scale, an android device (Tablet or a large screen phone).
- They would be provided training with specific focus on measuring Vitals and basic biochemistry tests in the Seed Phase.
- On completion of seed phase and after they qualify through an assessment, they would be trained on Infectious Disease Training.
- During the Seed and Incubate Phase, the stock for weekly consumables would be provided by a duly appointed supervisor
- Creation of standard rate card for entrepreneur to charge for diagnostics services.
- Establishing & implementing management system for the program on ground.
- Planning & reporting progress of the program on ground.

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- Recruitment, selection, training & deploying staff to address program needs.
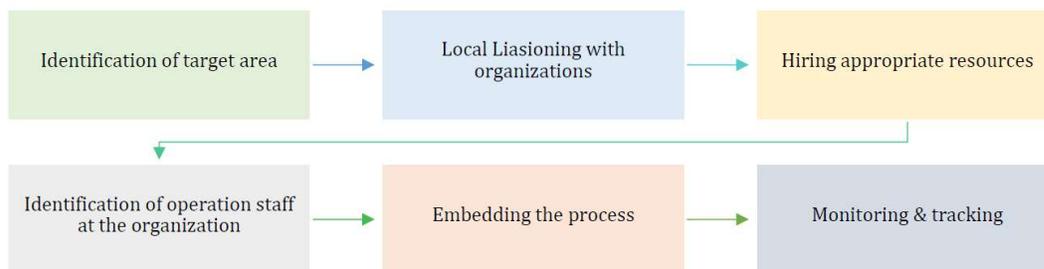- Monitoring & assessment of compliances.

Project Overall Timeline

- 12 months from the date of signing of the agreement.
- Roadmap attached in Appendix - 1
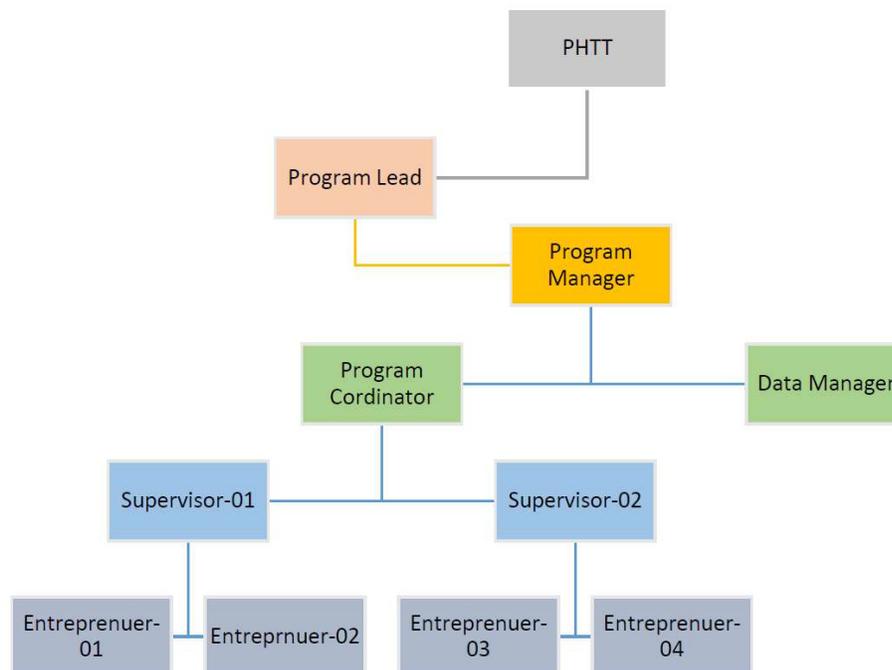
PHTT Implementation Team

- Members deployed on for the project bring in commitment of the entire organization and directly supporting in the success of the project implementation.
- Team structure & responsibilities attached in Appendix-2

Appendix – 1

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┌──────────────────────┐      ┌──────────────────────┐      ┌──────────────────────┐
│ Identification of    │ ───> │ Local Liasioning with│ ───> │ Hiring appropriate   │
│ target area          │      │ organizations        │      │ resources            │
└──────────────────────┘      └──────────────────────┘      └──────────────────────┘
                                                                        │
        ┌───────────────────────────────────────────────────────────────┘
        ▼
┌──────────────────────┐      ┌──────────────────────┐      ┌──────────────────────┐
│ Identification of    │ ───> │ Embedding the process│ ───> │ Monitoring & tracking│
│ operation staff      │      │                      │      │                      │
│ at the organization  │      │                      │      │                      │
└──────────────────────┘      └──────────────────────┘      └──────────────────────┘
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Appendix – 2

Project Team Structure

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                                    │   PHTT   │
                                    └────┬─────┘
                    ┌──────────────┐     │
                    │ Program Lead │─────┘
                    └──────┬───────┘
                           │        ┌──────────┐
                           └────────│ Program  │
                                    │ Manager  │
                                    └────┬─────┘
              ┌──────────┐               │            ┌──────────────┐
              │ Program  │───────────────┴────────────│ Data Manager │
              │Cordinator│                            └──────────────┘
              └────┬─────┘
        ┌──────────┴──────────┐
   ┌─────────────┐      ┌─────────────┐
   │Supervisor-01│      │Supervisor-02│
   └──────┬──────┘      └──────┬──────┘
     ┌────┴────┐          ┌────┴────┐
┌──────────┐┌──────────┐┌──────────┐┌──────────┐
│Entreprenuer││Entreprnuer││Entreprenuer││Entreprenuer│
│   -01    ││   -02    ││   -03    ││   -04    │
└──────────┘└──────────┘└──────────┘└──────────┘
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Roles & Responsibilities

➢ **Project Lead**

Director Operation leading the entire program to achieve the expected results. Under this leadership, activities will be planned, and it will be implemented the most effective way with macro level management and guide the team to move forward.

- Collaborate with program leadership in the development of performance goals and long-term operational plans.
- Maximize efficiency and productivity through extensive process analysis, current operational processes management, interdepartmental & recommending solutions.
- Work with project managers in the development of financial and budgetary plans & set strategic goals for operational efficiency and increased productivity.
- Plan, monitor, and analyses key metrics for the day-to-day performance of the operations to ensure efficient and timely completion of tasks, implementing, executing, and monitoring strategies of organizational progress and program teams.
- Devise strategies to ensure the growth of programs enterprise-wide, identifying and implementing process improvements that will maximize output and minimize costs.
- Representing the organization to stakeholders and finalizing the strategies of execution and operations of the project.
- Make important policy, planning, and strategy decisions. Develop, implement and review operational policies and procedures.
- Assessment of the project specs and collaborating with stakeholders to develop, deploy & execute the project.
- Optimum allocation of human resources under various tasks on a decentralized and requirement- based assessment.
- Customer relationship building & providing operations excellence strategies for the overall program development.

➢ **Project Managers**

Manager will implement the program in south region in coordination with the director. He will plan the activities to achieve the goals and facilitate on ground for smooth implementation. He will connect with the local authorities for permissions and approvals and understand the need locally to facilitate the activities.

- Utilize industry best practices, techniques, and standards throughout entire project execution.
- Develop and manage a detailed project schedule and work plan.
- Assist with recruiting & necessary guidance on program requirements.
- Help promote a company culture that encourages top performance and high morale.
- Oversee budgeting, reporting, planning, and auditing for the program.
- Provide project updates consistently to project lead about strategy, adjustments, and progress.
- Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Identify and address problems and opportunities for the company & build alliances and partnerships with other organizations.
- Support worker communication of subordinates with the management team.
- Organizing events, scheduling meetings and advising arrangements.
- Measure project performance to identify areas for improvement.

➢ **Data Manager**

- Designing, developing, and modifying data infrastructure to accelerate the processes of data analysis and reporting
- Reviewing presentations, manuscripts, graphs, and tables to ensure accuracy and quality
- Developing standards of operation when handling and archiving data
- Maintaining data management plans and instructions for operating complex business systems

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- Overseeing the integration of new technologies and initiatives into data standards and structures
- Evaluating the design, selection, and implementation of database changes by comparing them with business requirements and design documents.
- Assessing system performance and making recommendations for hardware, software, and data storage improvements.

➢ **Project Coordinator**

- Maintaining and monitoring project plans, project schedules, work hours, budgets, and expenditures.
- Organizing, attending and participating in stakeholder meetings.
- Documenting and following up on important actions and decisions from meetings.
- Preparing necessary presentation materials for meetings.
- Ensuring project deadlines are met.
- Determining project changes.
- Providing administrative support as needed.
- Undertaking project tasks as required.
- Developing project strategies.
- Ensuring projects adhere to frameworks and all documentation is maintained appropriately for each project.
- Assess project risks and issues and provide solutions where applicable.
- Ensure stakeholder views are managed towards the best solution.
- Chair and facilitate meetings where appropriate and distribute minutes to all project team members.
- Create a project management calendar for fulfilling each goal and objective.

➢ **Supervisor**

- Set performance goals and project deadlines that align with the company's larger plans
- Delegate work to employees, track progress and provide constructive feedback throughout projects
- Address problems with work quality, issues between employees, and other concerns in an effective, timely manner
- Ensure employees adhere to company policies and legal regulations
- Serve as a link between subordinates and upper management
- Conduct performance reviews, motivate team members and create strategies to boost productivity
- Oversee financial records and take action such as securing a new line of credit to handle unforeseen events
- Responsible for the overall marketing plan for the business
- Attend to clients and ensure customer satisfaction.
- Perform all other duties necessary for the organization to achieve its goals.