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INCLUSIVE HEALTH ACCESS PRIZE 2019



Piramal Swasthya

Improving access to primary care
throughout India

The Piramal Swasthya Management and Research Institute provides community outreach and telemedicine services that make health care more accessible and available to underserved and marginalized populations in India. Designed to complement the Government of India's public health care system, their helpline improves access to health information, provides medical advice for minor ailments, and links health workers to underserved areas. Piramal Swasthya operates a mobile medical van with a basic laboratory and pharmacy that travels to rural areas to deliver primary care services.

PROBLEM

Millions of people in India, especially in rural and hard-to-reach areas, lack access to primary health care services, representing a large, unmet need in the national health system.

SOLUTION

Piramal Swasthya is bridging this gap by complementing and supplementing government services by expanding access to health information, links to health workers, and mobile medical services for rural areas.

VISION

Having expanded its reach across India, Piramal Swasthya is now working toward a rights-based approach to improving health and behavior change, a more inclusive approach to health care provision, and helping the government tackle the growing challenge of non-communicable diseases.

“Through the timeless ancient Indian principle of ‘seva bhava,’ which means ‘selfless service,’ we serve the most vulnerable, underserved, rural, and marginalized populations of India.”

Vishal Phanse, CEO, Piramal Swasthya
Management and Research Institute



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