



IIHD India

Committed for Social Impact



Access to Advocacy Program

To strengthen CSR pathway from access to policy advocacy for health & wellbeing in India (SDG 3.0)

<http://iihdindia.in>

Context

India's healthcare industry is crippled with the lack of appropriate and financially viable technological infusion with medical practices with limited access to basic healthcare services. In addition, plethora of problems exist including regional variations, gender disparities, high rate of out of pocket expenditure, sub-optimal spending by the government, inadequate service delivery mechanism and increasing burden of non communicable diseases (NCD) while the prevalence of communicable disease remain high.

Various Leading pharmaceutical companies through their CSR initiatives, operate in different states of India. Innovation, awareness creation, psycho-social education and community empowerment, the objectives of CSR activities are distinct and action oriented. They target reduction in the occurrence of communicable and NCD. However, several areas of concern have critically been observed while appraising efficacy, performance and social accounting of CSR activities.



What is Access-2-Advocacy (A2A) Program?

A2A program is to strengthen CSR pathway from healthcare access* to policy advocacy focusing on people, process and technology with multi-stakeholder engagement approach contributing to **health and wellbeing in India.**

*Access has three dimensions:

- *Physical accessibility*
- *Financial affordability*
- *Acceptability*



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A2A has three strategic and integrated activities:



**Training and Capacity
Building Programs**



**Evidence-based Program
Implementation
(Implementation Science)**



**Policy Advocacy
(Program corrections /
Policy formulation)**





A. Capacity building and training

The main objective is to **create, develop and enhance capacity** - across corporate, civil society organisations and healthcare professionals and managers across national, sub-national level - **to design, implement and measure the following focused areas:**

- *Access to NCD Medicines and Products – Ayushman Bharat*
- *Value-based Healthcare (to achieve the triple aim of providing better care for patients and better health for populations at a lower cost)*
- *Digital Technologies and e-governance in healthcare*
- *Healthcare Analytics – Big Data, Artificial Intelligence, Blockchain Technology*
- *Data Accountability and decision making in healthcare*
- *Business sector, CSR and SDG 3.0*
- *Financing for the SDGs*



B. Evidence-based program implementation

India has a very large and diverse population, and as a multi-burden country, it is not only confronted by a spectrum of health problems but also by the patterns of diseases remarkably differ between the North and the South of the country. Hence there is a critical need for 'implementation science' to help improve the packaging and delivery of programs for different population groups in different contexts.

The objective of this initiative is **to identify, prioritise, implement and measure evidence-based healthcare interventions contributing to health and well-being. The focus would be on the models which are affordable, accessible and sustainable.**



C. Policy Advocacy

The objective of this initiative is two folds;

first is to monitor and track how well the corporations are adhering to the effective and efficient CSR implementation in healthcare.

second is to ensure whether evidence and recommendations generated through CSR has reached to the decision makers / policy makers ensuring its scale-up for health and well-being of the citizen.



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