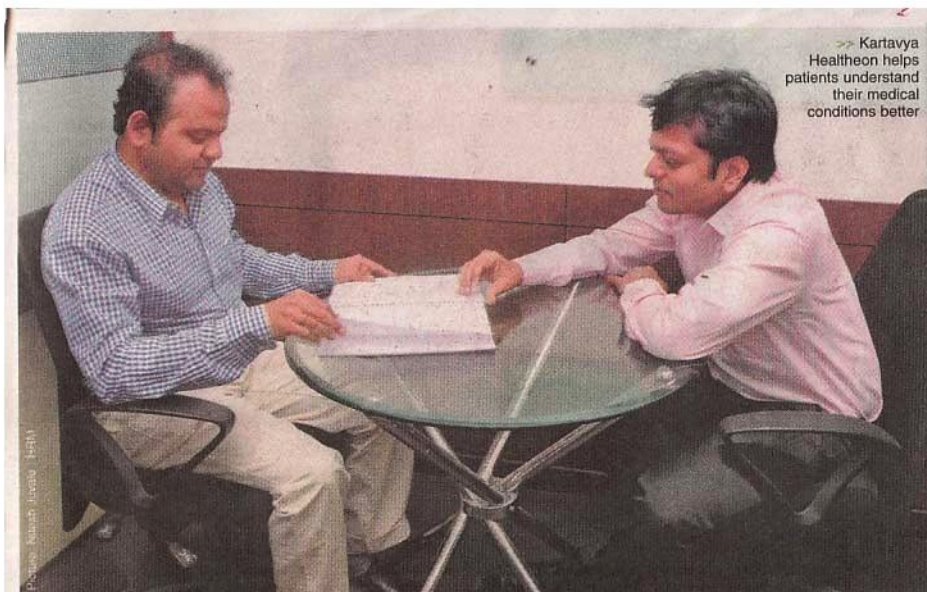


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>> Kartavya Healtheon helps patients understand their medical conditions better

ON DUTY

Kartavya Healtheon is a disease management company that provides programmes and services to help patients understand and better manage their conditions. **Dev Goswami** speaks to the founders to find out more

Established in 2008, Kartavya (a Sanskrit word that means duty, obligation or task) Healtheon is a one-of-a-kind company that aims to make the lives of patients who suffer from chronic diseases easier, thereby ensuring that their treatments are more successful. The company has screened six lakh people throughout India for hepatitis B through their camps and community programmes. We speak to the founders, Vikram Srivastava and Anil Nayak, to find out more about their company and the services that it offers.

Tell us a little about Kartavya.

Kartavya is a disease management company that caters to people with chronic diseases such as diabetes, cancer and hepatitis B. We bring various groups of people such as pharmaceutical companies, physicians, pharmacists, nurses and patients together on a common platform to help provide treatment and manage diseases in a more synchronised, efficient manner. We do this by offering programmes that ensure better compliance to therapy and allow effective treatment at affordable prices. For example, we provide patients with reminders to adhere to their medical prescriptions in the form of SMS or IVRS. Similarly, we provide disease education, counselling, discount coupons for periodic health checkups, doorstep delivery of medication and basic Electronic Medical Records (EMR).

Why did you decide to set up Kartavya? Where did the idea originate from?
We got the idea while we were working on an Information Technology (IT) project for a pharmaceutical company to help them manage their data, in order to understand

HOW DOES IT WORK?

Are you wondering how the services from Kartavya work? Vikram and Anil tell us that they inform doctors about the nature and services offered by them. The doctor then tells his/ her patients about the service and provides contact information. When a patient calls up, they get to speak to a counsellor who explains the various aspects of the disease that they are suffering from. After receiving consent, they start their service (which is free of cost for patients) which could be in the form of medicine delivery, reminders to take medicine, help with future tests and checkups and other personalised services. To find out more, you can get in touch with them through their website: www.kartavyahealtheon.com.

sales. We thought of designing a program that would engage patients and use IT as its backbone to manage patients across India. It took us almost two years to arrive at a chronic disease management model. We started to understand patient behaviour (such as adhering to prescribed therapy) and began to work on various diseases management models that would help patients understand their disease better and ensure a positive outcome.

When you use the term disease management, what do you mean?
Disease management can be defined as a system of coordinated interventions and communication to help patients take care of themselves. Disease management empowers individuals to work better with health care providers and prevent

complications during their treatment.

From your experience of working to manage various diseases and conditions, what would you say are some of the most dangerous medical conditions that India is plagued by right now?

Cancer, as it severely affects the patient, as well as his/ her family, friends and caregivers. Another disease that is a huge challenge for India is diabetes.

You also work to raise awareness. What are some uncommon conditions or diseases that are usually ignored, which you believe people need to be more aware of?

We think diseases such as diabetes need to be taken more seriously and require more awareness. Both, the approach, as well as management of this condition is extremely casual. Policy changes also need to be made to make preventive health checkups mandatory, as this can help with early diagnosis of conditions. Through proper disease management, it will be possible to bring a health condition under control.

What do you have to say about the current medical infrastructure in India?

The development of infrastructure in India is fragmented, especially when you think of the doctor-to-patient ratio and access to hospitals in rural areas, as compared to those in urban cities. Every individual has the right to quality treatment and access to healthcare should be an important goal. However, within these limitations, there is more awareness now, especially about the importance of services such as disease management, compliance and preventive health checkups.