

DNA Money

28th July'2011

Delivering healthcare at its best

Kartavya Healthon spreads awareness and facilitates equitable and good quality health care for major chronic diseases

Kartavya Healthon is one of the leading healthcare innovation companies in India. Launched in 2008, the company's focus has been on chronic illness with an integrated chronic disease management model sharing a common purpose for all stake holders involved in effective healthcare.

Lack of disease awareness among patients and caregivers results in poor compliance to treatment, leading to compromised therapy results.

Kartavya Healthon relies on its expertise in the healthcare domain for not only spreading awareness but making it a point that people comply with therapy by promoting healthy living which means a better diet and more physical activity.

They aim at facilitating equitable and good quality health care for major chronic diseases.

One of their forefront services has been the Patient Support Program for Chronic Hepatitis B and Diabetes (Type II) through Program executives at their centralised facility in Mumbai and through its field based advisors in 16 cities across India including North east India and Andaman & Nicobar islands.

Services provided by Kartavya Healthon

- Patient support and awareness programs
- Fulfilment programs
- On-site counselling services
- Disease screenings
- Drug delivery and supply chain management services
- Medical content writing and branding services

Kartavya Healthon has partnered with Bristol Myers Squibb India Pvt. Ltd. to provide patient support programs in India, currently managing a pool of more than 4000 patients across India in various disease areas viz. Breast Cancer, Chronic Myeloid Leukaemia, Chronic Hepatitis B, Diabetes (Type II)

Kartavya Healthon along with its partners has introduced an innovative model for patient assistance program with the following objectives.

- To increase affordability of the medication
- Longer Sustainability on to the medication
- Better outcome of the treatment

Disease Management

Chronic diseases create large adverse and underappreciated economic effects on families and communities. Deaths from chronic diseases will increase by 18%; most remarkably, deaths from diabetes will increase by 35% according to a WHO report.

Kartavya Healthon aims at creating a breakthrough in knowledge required to make real differences to health care and disseminate the knowledge of prevention and control of chronic disease, and ultimately contribute to reducing chronic disease burdens in India by creating a sustainable patient support model.

Hepatitis B

Kartavya Healthon has extended the reach of their Hepatitis B disease management program through HEAL (Hepatitis B Education and Awareness for Healthy Liver). It aims at taking various preventive measures for the effective management of Hepatitis B by supporting Hospitals and Medical Clinics through the following activity:

- Awareness of hepatitis B
- Screening of Hepatitis B
- Facilitate Medication Compliance

Kartavya Healthon, in association with Larsen & Toubro Health Centre, will conduct a free Hepatitis B Awareness & Screening Camp on July 28, 2011 on World Hepatitis B Day for its employees and community members in Mumbai with active support from Bristol Myers Squibb India Pvt. Ltd.

Diabetes

India is the world's unchallenged Diabetes Capital of the world. It is estimated to have 87 million Diabetics country wide. These alarming figures are due to lack of awareness and complications in managing diabetes.

Kartavya Healthon supported by Bristol Myers Squibb India Pvt. Ltd. has launched an innovative program "PATH2CARE" to defeat diabetes and create a healthier life through various tools and monthly milestones and VAS for patients with Type II diabetes, currently launched in Mumbai, Delhi and Chennai.

Kartavya Healthon Vision

Commitment to enhance the life of every patient through knowledge, technology, support and care.

Mission

To increase affordability and reach of medication with a positive outcome of the treatment and disseminate the knowledge of prevention and control of disease. It is integral to the mission of Kartavya Healthon to improve the quality of service to its patients with innovative and efficient technology and providing patient centered care.

For more information and feedback, email care@kartavyahealthon.com

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Plan your tax to avoid last



MONEY WISE

Sandeep Shanbhag

The last week of July generally sees a mad scramble by taxpayers to meet the tax return filing deadline. After the end of the fiscal year (March 31), we normally have four whole months (till July 31) to prepare and file our tax return. However, a familiar story plays out every year. Most taxpayers only wake up in the last month. Some even wait till the last week. And remember, this is only the act of handing over the files and other miscellaneous papers. The actual work of sorting these and capturing the relevant figures yet remains to be done.

This entails the chartered accountant raising queries regarding the nature and details of some items of income and expense that are reflected in the passbook. Some of these are readily answered by the taxpayer. But with respect to others, there is complete amnesia. People have no clue regarding how or what certain incomes that they have received are. Ditto regarding payments. This problem is more pronounced in the case of the self employed. In a lighter vein, the salaried don't get too much of an opportunity to be disorganised since a bulk of their income is through the salary they earn on which tax has already been deducted. However, with the self employed, the sources of income vary as per the number of clients they have / assignments they do - and the expenses in order to earn this income are spread over the year, often through multiple bank accounts. Not having proper records / recollection of the financial transactions entered into over the past year is the chief cause of the disarray.

Then there arises a general clamour for an extension of the due date. The government does not relent. And the

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