



HEALTH CARE MANAGEMENT

HS 232



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REVIEW LECTURE

- Health
- Public Health
- Health Care
- Primary Health Care
- Health Disparities
- Causes of Health Disparities
- Health Disparities in India
- Health Equity

REVIEW LECTURE

- **Determinants of Health:**
 - **Demographic Determinants of Health**
 - **Social Determinants of Health**
 - **Economic Determinants of Health**
- **Epidemiological Transition Model**
- **Levels of Health Care System**

REVIEW LECTURE

The National Population Policy of India 2000 (NPP):

- Intermediate Objectives
- Mid-term Goals
- Long-term Goals

Features of NPP 2000

Themes of NPP 2000

Initiatives for Implementation

Five Planks of the NRHM

REVIEW LECTURE

Health/ Medical Tourism: Concept of travelling to a particular destination to avail the opportunity of better healthcare

Health Tourism in India: India seems to be the most promising medical tourism destination

Why Destination India? Infrastructure and technology in which is in par with those in USA, UK and Europe; low cost; no language problems.



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- **Reasons for Rise in Medical Tourism**
- **Major types of health care provided in India**
- **Top Destinations in India**
- **Traditional Health Care**
- **Fertility Tourism**
- **Risks of Medical Tourism**
- **Benefits of Medical Tourism**

REVIEW LECTURE

- **Mass Media and Public Health**
- **Media Advocacy:** is a central strategy for the prevention of public health problems
- **Types of Media**
- **Role of Media in Health Promotion**
- **Content Analysis of *Hindustan Times***
 - a) Health related reports were mainly **social** (local level)
 - b) Health related advertisements were mainly **campaigns** (national level)

REVIEW LECTURE

- **Universal Health Coverage:** The goal is to ensure that all people obtain the health services they need without suffering financial hardship when paying for them.
- **Common Core Principles of UHC**
 - a) Reduced Out-of-Pocket Spending
 - b) Prepayment
 - c) Risk Pooling
- **Politics of UHC**
 - a) Health Insurance Policies
 - b) Immunization/ Vaccination
 - c) Multiple Stakeholders

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- **Population Coverage Under Various Health Schemes in India**
- **High Level Expert Group on UHC**
- **Defining Universal Health Coverage in India**
- **The vision of UHC by 2022**
- **Components of UHC**



REVIEW LECTURE

Challenges in Health Care Management:

- the demographic shift
- the pace of technological innovation
- changing user and consumer expectations
- rising costs within a context of global economic recession

Addressing these challenges:

- Technological Innovation
- Managing knowledge
- Creative Technologies

REVIEW LECTURE

- In what areas of health care are new tools and technologies most needed? What is the framework for thinking about technology for these markets?
- What considerations should be foremost when developing tools and technologies for underserved communities?
- To what extent does the success of innovative technologies depend on functioning health systems?

OR

- How can technologies help strengthen health systems and improve health outcomes?

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- For optimal impact, technologies must be applied effectively. How can we ensure that targeted consumers at all levels- from providers to the consumers- are able to use technologies?
- What role does information and communications technologies (ICT) now play in improving health outcomes, and what future role do you see?

REVIEW LECTURE

- **Health Informatics**

- Systematic application of information and communication technology tools in public health practice, research, and learn
- Interdisciplinary nature of Health Informatics
- Types of Health Informatics (HI) tools used for Health Promotion :
 1. Geographical Information System (GIS)
 2. Electronic Health/Medical Record (EH/MRs)
 3. Telemedicine
 4. E-Health
 5. mHealth

REVIEW LECTURE

- Evidence from the three different villages of Bihar suggests that women irrespective of their socio-economic background and caste, are willing to receive maternal health related information through mobile phone in their native language, that too directly.
- It can help in empowering women with timely and relevant information which often gets contaminated due to caste and gendered practices affecting both the demand and supply side of maternal healthcare.

Best of Luck