

Sri Lanka Red Cross Society Launches 'Elixir' to match donation in Aid of Medical Requirements

Sri Lanka's First-Ever Medical-Supply-to-Donation Matching Platform

The Sri Lanka Red Cross Society launched Sri Lanka's first-ever medical-supply-to-donation matching platform on October 19, 2022, called the Elixir Platform. The initiative is a volunteer-run, private-public-private partnership under the aegis of the Sri Lanka Red Cross Society, and allows hospitals and treatment centres from across Sri Lanka to register their requirements for lifesaving medicines and medical supplies that may be in short supply, due to the country's ongoing economic and foreign exchange crises. 'Elixir' also provides a single streamlined interface for donors who would like to support Sri Lanka at this time. By having all requirements and donations coming in via a unified and seamless platform, 'Elixir' can then match requirements and donations for efficient use of funds and time, while also reducing the total turnaround time for assistance and increasing transparency.

Designed and operated by the Sri Lanka Red Cross Society, together with its global network of volunteers and professionals, and in partnership with the Sri Lanka Medical Supplies Division of the Ministry of Health, the Elixir Platform is a huge collaborative undertaking to help Sri Lanka overcome the shortage of lifesaving medicines due to the present economic crisis.

Discussing the initiative, Dr Mahesh Gunasekara, Director General of the Sri Lanka Red Cross Society said, "First, we must express our sincere gratitude to all the donors, including individuals, corporations and governments, who have come to Sri Lanka's aid at this time of need. With a large number of donations, we found that it was becoming challenging to track and fulfil medical



needs across the system and prioritize based on urgency. Other challenges including oversupply due to duplicative efforts, high costs due to not utilizing economies of scale, internal competition for donations and other issues have arisen, along with a lack of transparency. Thus, 'Elixir' is our answer to these problems, and will facilitate transparency and accountability throughout the entire supply chain for the benefit of all stakeholders. On behalf of the Sri Lanka Red Cross Society, I take this opportunity to thank all volunteers and partners in this endeavour. Elixir is truly a landmark achievement and we look forward to supporting Sri Lanka as it overcomes its present challenges."