

Anita Gupta

Public Health Professional

Contact

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Skills

- Strategic planning & program management
- Digital health technology implementation
- Stakeholder engagement & collaboration
- Capacity building & training
- Health operational research
- Data analysis & report development
- Cross-functional team leadership
- Strong communication & presentation skills

Profile

Accomplished professional with 15 years’ experience in hospitals, public health, consultancy and digital health. Adept at driving policy advocacy to support organizational goals, building strategic relationships with key stakeholders, and navigating regulatory landscapes. Expertise in government relations, stakeholder engagement, and program implementation for large-scale health initiatives. Proven ability to drive public-private partnerships, cash transfer programs (PMMVY, JSY), and social and behavioral change (SBC) interventions to improve health outcomes. Strong leadership in strategic planning, evidence-based policymaking, and multi-stakeholder collaboration at national and state levels.

Work History

2020-05 - **Vice President - Programs**

Current *Everwell Health Solutions, New Delhi*

- Led program management for India's TB surveillance portal Ni-kshay and its interoperability
- Advocacy, liaison and networking with senior bureaucrats in the Govt. sector, policy makers, regulatory bodies and leadership in private sector
- Supported NTEP, India in developing and evaluating new policy guidelines vis a vis diagnostics adherence, TB Mukht Panchayat and Direct Benefit Transfers
- Conducted capacity building at various levels, including national, state, and district levels and provide technical assistance
- Represented the organization at global forums, policy roundtables, and industry panels to advocate for TB

Project Manager

IQVIA, New Delhi

2016-05-
2020-05

- Managed TB burden estimation using pharmacy data and other surveillance projects on facility mapping
- Managed health program evaluations and surveillance projects, focusing on nutrition and maternal health.
- Designed and implemented high-impact advocacy campaigns, collaborating with patient advocacy groups, industry associations, and key stakeholders to drive policy change
- Project management: Annual work plan with timelines, budget allocation, performance monitoring , people management, transition and project closure plan

Software

- Health Information Systems [e.g., DHIS2, Hub SAAS]
- Using AI-enabled diagnostic tools such as digital X-rays, cough AI for TB screening
- Managing Digital Adherence Tools (99DOTS, MERM, video DOTS)
- Data Analysis Tools: [e.g., Superset, Power BI]
- Project Management Tools: [e.g. Jira]
- Cybersecurity Tools: [e.g., firewalls, encryption software]

Senior Project Consultant

Ernst and Young, Gurgaon

2015-05 -
2016-11

- Conducted stakeholder consultations for ICT in TB control programs and maternal and child health
- Managed contact center operations with a team of 30 agents managing 1000 calls per day
- Developed requirement documents and performed functional testing for TB ICT applications.

Strategic Consultant

World Health Partners, Patna

2014-03 -
2015-04

- Developed strategies for India’s first private Provider Interface Agency model to improve TB notifications and treatment outcomes in private sector
- Established ICT platform- UATBC, managed call center operations and led field team for effective implementation
- Conducted trainings and technical assistance

Assistant Program Manager

Population Services International, New Delhi

2012-11 -
2014-03

- Provided technical assistance for various research studies and program management
- Conducted customer satisfaction surveys and developed operational strategies for TB control programs
- Managed multiple roles in different projects, including training, monitoring, and logistics support.
- Developed and executed strategic roadmaps for improving maternal and child nutrition interventions.

Education

2011-07 - **Post Graduate Diploma in Hospital & Health Management: Public Health**
2013-05

Institute of Health Management and Research - Jaipur, India

2003-09 - **Bachelor of Physiotherapy**
2008-05

Seth Gordhandas Sunderdas Medical College & (K.E.M.H.) - Mumbai, India

Publications and achievements

- Co-author of various research papers & publications on TB & digital health
- Presenter at national & international conferences on digital health & TB control
- Panel speaker - Impact and Challenges in using digital tools in TB care cascade
- Partners worked with-WHO, STOP TB, NTEP India, USAID, BMGF, local and international development partners

Publications

- Journal of Health Management, 15.2 issue - Use of social media marketing in healthcare
- Oral Abstract presentation -Experience of mainstreaming various Digital Adherence Technologies under NTEP in India

Soft Skills

- Critical Thinking
- High EQ
- Cultural Competency

References

- On request