

IIHMR New Delhi, works with a mission of improving standards of health through better management of healthcare and related programmes, prepare students for managerial positions with a focus on national and international healthcare management.

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#### UPCOMING CONFERENCES

- 1) Conference on India Medical Tourism Destination 2012  
Date: 27th - 28th August 2012 (Kenya), 30th - 31st August 2012 (Tanzania)  
Venue: Kenya and Tanzania  
Website: <http://www.imtd.in>
- 2) Conference On Universal Healthcare: Dream Or Reality - FICCI Heal 2012  
Date: 27th - 29th August 2012  
Venue: New Delhi, India  
Website: [www.ficci-heal.com](http://www.ficci-heal.com)
- 3) International Conference on Transforming Healthcare with IT- 2012  
Date: 31st August - 1st September 2012  
Venue: Madhapur, Hyderabad, India  
Website: [www.transformhealth-it.org](http://www.transformhealth-it.org)



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# SYNAPSE..... Monthly health e-newsletter

## HOSPITAL AND HEALTH INSIGHT OF THE MONTH

### FICCI JOINS HANDS WITH AICTE TO FULFIL MANPOWER SHORTAGE IN HEALTH SECTOR

To strengthen and develop vocational courses in healthcare sector, the Federation of Indian Chambers of Commerce and Industry (FICCI) and All India Council for Technical Education (AICTE) have joined hands with a view to meet the workforce shortage in the segment. FICCI said that the rapid technological advancement in the medical, diagnostic and management systems are creating the need for new skills. For this purpose, it has already submitted twelve healthcare and paramedic courses' curriculum to AICTE that include Bachelor in Paramedical Technician in laboratory, blood transfusion and many others.

### INDIA PLAYED A CRUCIAL ROLE IN REDUCING GLOBAL AIDS BURDEN: UNAIDS

India has been credited by UNAIDS for helping enormously in the fight against AIDS. Over the decade generic drugs from India have reduced yearly expenditure per person (on Anti-Retroviral Therapy) from US \$ 10,000 to less than US \$ 100. The drugs manufactured in India have made it possible for approximately 8 million people to access ART. The therapy not only increases Life Expectancy and quality of life but also reduces cross infection to spouses/ partners by at least ninety-six percent.

### PHARMACEUTICAL INDUSTRY GOING TO HAVE MARKETING CODE, IPA

Indian Pharmaceutical Alliance (IPA) says that from now on the pharmaceutical industry has agreed to enforce a code that will restrict them to offer gifts to doctors so that they prescribe their medicines. The code may come into force towards the end of this running year. This step has been formulated in order to stop blemishing the image of the entire pharmaceutical industry.

### INDIA ALLOWS INDIAN PHARMA COMPANY TO SELL GENERIC VERSION OF CANCER DRUG

The Indian government has given permission to Indian pharma company, Natco, to produce generic version of Cancer drug called Nexavar, produced originally by U.S. companies. In doing so, India has resisted the U.S. pressure and will continue providing the generic alternative of the drug. It will help India, where large numbers of patients are unable to pay for costly treatment. The U.S. administration has been pressing the Indian government to help the cause of their Cancer drug manufacturers. U.S. is contesting the decision of India. However, the Indian government has given the approval to the Indian pharma company.

## EVENTS AT IIHMR

### 1. CIPM

IIHMR, New Delhi launches Online Web based Course of Certificate in Project Management (CIPM) - specialization in Healthcare

For details visit-

<http://www.cepm-iihmr.org>

### 2. SPORTS WEEK

6th - 10th August 2012

### 3. HEALTH RUN

17th August 2012

### 4. FOUNDATION DAY

18th August 2012

## MDP@IIHMR

Forthcoming MDP's at IIHMR

- Workshop on Health and Wellness in Collaboration with Georgia College, USA  
31st August – 2nd September 2012
- Health Insurance: Risk Management and Marketing Strategies  
27th - 29th September 2012
- Training and Capacity Building in Data Utilization for Decision Making in Healthcare using GIS Interface  
8th - 12th October 2012

For MDP details contact:

Training Officer, IIHMR  
E-mail: [shikha@iihmr.org](mailto:shikha@iihmr.org)  
Mobile: 9312096282

## INDIA MAY ADOPT AUSTRALIA'S PLAIN PACKAGING LAWS

Inspired by Australia, India has started considering similar laws of plain cigarette packaging, which will be a new step in the fight to reduce tobacco consumption. Plain cigarette packaging refers to packaging that requires the removal of all branding (colours, imagery, corporate logos), permitting manufacturers to only print the brand name in a mandated size, font and place on the pack. This is in addition to the health warnings and any other legally mandated information such as toxic constituents and tax-paid stamps. A team of experts from Australia and Indian Public Health System presented a report to the Indian Parliament urging the world's second largest tobacco consumer and producer, to act. The Indian government has welcomed the report's recommendations and expressed interest on adopting the plain packaging laws which were implemented in Australia.

## GLOBAL NEWS

### LONDON SUMMIT COMMITS ABOUT \$ 4.6 BILLION FOR FAMILY PLANNING FOR THE NEXT EIGHT YEARS

The London Summit has committed United Nations Population Fund (UNPF) to help nations to ensure that every woman is free to exercise her right to access voluntary family planning. The summit's main aim was to initiate providing 120 million more women to developing countries to enable the women there to get access to voluntary family planning by 2020. To achieve that goal, the Summit aimed at mobilizing the political will and extra resources needed to increase the demand and support for family planning. The success of this summit will definitely provide the power to women to decide how many children to have and when and to realize their potential.

### FDA APPROVES TRUVADA AS HIV PREVENTIVE MEDICINE

The U.S. Food and Drug Administration (FDA) has approved Truvada, a drug to reduce the risk of HIV infection in uninfected individuals who are at high risk of HIV infection and who may engage in sexual activity with HIV-infected partners. It has to be kept in mind that it must only be used by individuals who are HIV-negative, prior to prescribing the drug and this alert should be given to health professionals at least every three months during use. FDA strongly recommends against the use of this drug for people who have an unknown or positive HIV status. This drug can prove as a milestone to minimize the risk to uninfected individuals of acquiring HIV infection and to reduce the risk of development of resistant HIV-1 variants.

### CLINTON SETS AIDS-FREE GENERATION GOAL

According to the United States Secretary of State Hillary Clinton, it is possible to put an end to the incidence of children who are born with AIDS. The International Aids Conference was hosted for, the first time in twelve years in US. She said in the conference that, US will remain committed to the fight against AIDS despite the current tight economic climate. She further added that their main mission will be to reach the historic milestone of an AIDS free nation.

## DO YOU KNOW?

1. Mean age of marriage above 18 years in 8 states, reveals Govt Health Survey
2. AIIMS Cardio – Neuro Center going to use prepaid cards
3. Domestic funding for investment in HIV / AIDS is on the increase
4. High – dose vitamin D prevents fractures
5. Popular Diabetes drug- Metformin , boosts the brain
6. Scientists discover chemical AAQ to end forms of blindness
7. Government has decided to cut radiation limits to a tenth from September 1
8. Raisins boost athletic performance : Study by University of California

## RECENT RESEARCHES

### CHEESE CAN HELP BEAT DIABETES: A STUDY

In a study published in the American Journal of Clinical Nutrition, it was found that eating just two slices of cheese a day cuts the risk of Type 2 Diabetes by twelve percent. The researchers looked at the diets of 16,800 healthy adults and 12,400 patients with Type 2 Diabetes from eight European countries, including UK. Researchers have concluded that not all saturated fats are as harmful as others, and some may even be beneficial.

### PROSTATE CANCER CAN BE TREATED BY TEA, GOLD NANO PARTICLES

Gold nanoparticles and a compound found in tea leaves, have been found to be effective in targeting Prostate tumours. The study was conducted by scientists of University of Missouri. Currently, doctors treat Prostate Cancer by injecting hundreds of radioactive ‘seeds’ into the Prostate. However that treatment is not effective when treating an aggressive form of Prostate Cancer, said Cathy Cutler, research professor at the MU Research Reactor and co-author of the study. “In our study, we found that a special compound in tea was attracted to tumour cells in the Prostate. When we combined the tea compound with radioactive gold nanoparticles, the tea compound helped ‘deliver’ the nanoparticles to the site of the tumors and the nanoparticles destroyed the tumor cells very efficiently”, said Kattesh Katti, senior research scientist at the MU Research Reactor. The study is being published in the Proceedings of the National Academy of Science.

### COMPOUND THAT FLUSHES OUT LATENT HIV CREATED

According to a study published in the Journal, Nature Chemistry, researchers from Stanford University, US have created a collection of “bryologs” — derived from a tiny marine organism. It has been shown that a collection of “bryologs” activate hidden reservoirs of the virus that currently make AIDS nearly impossible to eradicate. The researchers tested the new compounds’ ability to reactivate viral reservoirs in J-Lat cell lines, which contain latent HIV and begin to fluoresce when they express the virus. Bryolog testing remains in the early stages, the researchers are currently conducting in vivo studies in animal models. But practical bryostatin substitutes may be the first step toward true HIV eradication therapy.

## REVIEW PAGE

### CURRENT TOPIC

“A Brief Review on the First distinguished lectures series by Padma Shri Tom Alter ”



### TOPIC IN NEXT ISSUE

“Distinguished Lecture Series (Continued...)”

### COMPILED BY

The Synapse Team

PGDHHM, IIHMR New Delhi

Email: [synapse@iihmrdelhi.org](mailto:synapse@iihmrdelhi.org)

Web: [www.iihmrdelhi.org](http://www.iihmrdelhi.org)



### A BRIEF REVIEW ON THE FIRST DISTINGUISHED LECTURES SERIES BY PADMA SHRI TOM ALTER

The 21st July, 2012 marked the beginning of a series of distinguished lectures here at IIHMR, Delhi of achievers from different walks of life, that is ‘Achievers: Enriching young minds’. The first in this series was a lecture by - Tom Alter, veteran film and theatre personality as well as a Padma Shri award recipient from the Government of India in 2008. This session was chaired by Dr. L. P. Singh, Director, IIHMR - Delhi. It was well attended by the faculty, staff and students of the Institute.

The topic of Tom Alter’s talk was “Product or brand: Which is the Truth.” He defined product as being the best version of oneself, achieving one’s maximum potential and staying true to oneself. According to him, one becomes a brand when one succumbs to pressures and expectations of the industry and starts portraying oneself what one is not. Trying to become a brand; is precisely what makes a person lose one’s originality.

Tom Alter illustrated his point with various examples of famous personalities from different domains such as sports, politics, films etc., who were known for their originality but lost their quintessence once they started endorsing brands. One example that he cited most fervently was of Sachin Tendulkar. He spoke highly of the legacy of Sachin and his achievements owing to his talent, endurance and determination. In the same light, he mentioned luminaries such as Amitabh Bachchan, Saina Nehwal, Sania Mirza amongst others.

Tom’s address was often accompanied by laughter and applause from the audience. And his manner was effortless. He would, every now and then, break into a couplet in Urdu, in which he also happens to be fluent.

Tom reminisced that he was often referred to as an ‘Angrez’ gentleman who spoke Hindi and there was often intense pressure on him to portray similar roles in the movies, which he successfully resisted, being a true ‘Hindustani’. Instead, he chose to play different characters in diverse media which helped him always to stay as a product. He urged the students to strive hard to become ‘products’ and not to bow down to pressures of the very dynamic and demanding new age Indian market. His insights and views on battle between product and brand caught the imagination of the audience and left them with lingering thoughts on what to be. The session ended with vote of thanks from Dr. Dharmesh Lal, Officiating Dean IIHMR - Delhi.



**NOTE:** The newsletter is open for inclusion of any information or advertisement; however selection of information will be governed by the SYNAPSE Team, IIHMR, New Delhi

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