



INTERNATIONAL INSTITUTE OF
HEALTH MANAGEMENT RESEARCH

SYNAPSE

E-NEWSLETTER

August – September 2021

Date of Issue: 20th September 2021





CAMPUS NEWS

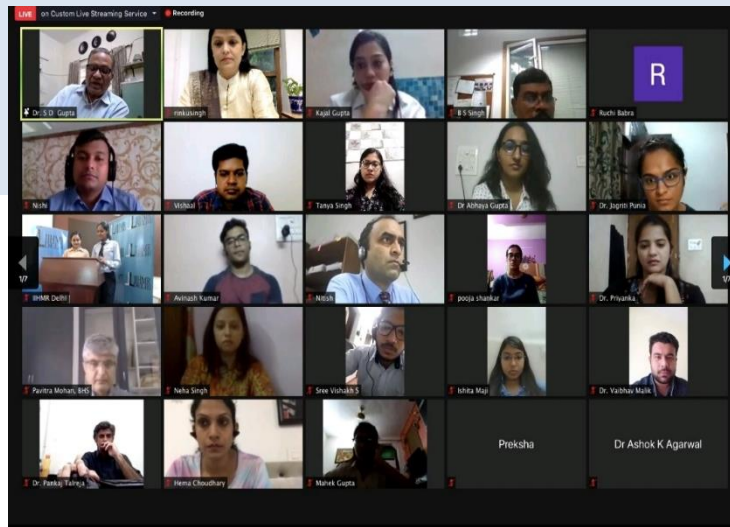
Orientation program of Batch 2021-2023

17th July 2021

“Every ending creates a space but opens for another amazing journey”

A two-year PGDHM program at IIHMR brings together a final bid of goodbye to one batch of students and opens a fresh beginning for the new batch of students. The college extended warm and heartiest welcome to the students of batch 2021-2023 in a Virtual Orientation Program on July 17th 2021. They were welcomed to the IIHMR family with great positivity and enthusiasm. The program began with a rousing welcome and introduction speech by Prof. Divya Aggarwal (Associate- Dean Academics). It was followed by an enriching speech by Prof (Dr.) Sutapa B Neogi (Director IIHMR, Delhi). After this, the Trustee Secretary, Dr. S.D. Gupta addressed the new batch of students and subsequently a speech was delivered by the Chief Guest for the event Dr. Pavitra Mohan (Secretary, Basic Healthcare Services, Udaipur) The students were introduced to all the faculty members. Later, Prof. Divya Aggarwal enlightened the students with the course curriculum, culture followed at the institute and also advised them about unlearning and learning new skills and developing a professional personality The program was followed by an icebreaking session along with various other fun activities and interaction with the seniors. The students showed great energy and excitement and we wish them all the luck and a successful journey ahead at IIHMR, Delhi.





MDP on Healthcare Through Quality Lens (NABH edition 5)

5th July – 9th July 2021

A five-day online training program on NABH Standards Edition 5 was conducted from July 5-9, 2021 under the guidance of Dr. Nikita Sabherwal (Associate Dean-Training) along with Guest of Honor, Dr. P.N. Kakar (CEO Park Hospital) and guest speaker Dr. Sippy Malhotra (Healthcare Consultant). More than 100 trainees participated in the training session which included healthcare management students along with working doctors, nurses and hospital managers from both private and government hospitals. The program aimed at educating the participating students and other working healthcare professionals on the new NABH 5th Edition Standards. They were guided on various aspects of implementation of these standards within a hospital premises by providing real life cases and examples. The knowledge acquired by the participants shall help them in implementing NABH standards in their respective healthcare organizations. A pre-test was conducted on first day of the program while a post-test was conducted on the last day of the program, based on which the eligible participants were awarded certificates. Almost all the participants passed the tests with flying colors and received certificates. The participants shared positive learning feedback at the end of the program and we wish them good luck for their future endeavors

Independence Day

India celebrates its Independence Day on 15th August every year and 2021 marked the 75th Independence Day of the country which was celebrated with immense joy by whole nation. IIHMR Delhi did not lag behind in joining the country-wide celebrations. India's pride, our tricolor national flag, was hoisted in the cool breezes of the monsoon on the campus by the director of IIHMR Delhi, followed by the national anthem. The faculty, staff, and students gathered for this proud occasion were enlightened by joyous words about the day and how our institute can help the nation grow in the domain of public health. The Director's oration was followed by speeches by faculty, staff, and students focusing on the importance and meaning of independence. This was followed by snacks and refreshments, along with some soft patriotic singing and dancing. The event was made successful by the small and crisp gathering highlighting the importance of the day to India and what future programs the institute would be carrying out on the upcoming national days for the next year. "Jai Hind, Bharat Mata ki Jai!"



Convocation 2021

A convocation ceremony for the graduating batch of 2019-2021 was organized on 20th August 2021 at Radisson Blu Dwarka. The event was organized by the college along with the current students as volunteers and was graced by national and international healthcare experts. The convocation was declared open by the trustee secretary of the institute Dr. S.D Gupta with immense best wishes for the graduating batch for their future. All the chief guests and guests of honor shared experiences of their journeys in healthcare with all the attendees. The outgoing batch of students were awarded their degrees and gold medals were given to the students who excelled in their respective fields. Glimpse of the tremendous achievement can be seen in the images attached. The degree awarding ceremony was followed by dinner and dancing. It was a day full of life and emotions in the hearts and eyes of the outgoing batch. Some last laughs together! some last tears together! some last pictures together! some last memories together! Hasta la vista seniors, and all the best for your future endeavors.







HEALTHCARE

IN

HEADLINES

Kolkata private hospitals slam brakes on Swasthya Sathi admissions

Date: 17th September 2021

Source: The Times of India

Admission of patients under the Swasthya Sathi (SS) scheme — a subsidized state government insurance plan that offers coverage of up to Rs 5 lakh a year — has been stalled at several city private hospitals which have “run out of beds” to accommodate these patients.

<https://timesofindia.indiatimes.com/city/kolkata/pvt-hosps-slam-brakes-on-swasthya-sathi-admissions/articleshow/86277089.cms>

Patients flood Agra hospitals after mystery fever, dengue outbreak in Western UP

Date: 16th September 2021

Source: India Today

Uttar Pradesh's Firozabad has become the epicentre of mystery fever and dengue cases. The outbreak has spread to adjoining districts, resulting in an influx of patients in Agra's government and private hospitals for better treatment.

<https://www.indiatoday.in/india/story/patients-flood-agra-hospitals-after-mystery-fever-dengue-outbreak-western-up-1853695-2021-09-16>

Few takers for Russian Covid-19 vaccine Sputnik V in Madurai

Date: 27th August 2021

Source: The New Indian Express

Sputnik V, the Covid-19 vaccine with the highest efficacy rate among the three vaccines available in India, is largely unpopular in Madurai. An attempt by TNIE finds that the Russian vaccine has failed to reach the masses due to several reasons.

<https://news.google.com/articles/CAIiEOorScuNjMoxRGqN6iZ4Px0qGAgEKg8IACoHCAowop2lATDj4RowicXJBQ?hl=en-IN&gl=IN&ceid=IN%3Aen>

Nearly 1/3 COVID-19 deaths in Kerala due to late hospital admission: report

Date: 15th September 2021

Source: BBC News

Thiruvananthapuram: Delay in admitting patients to hospitals on time contributed to 30.44% of COVID-19 deaths in Kerala, a report said, adding that most of them had been either diabetic or suffering from high blood pressure.

<https://www.onmanorama.com/news/kerala/2021/09/15/covid-death-late-hospital-admissions.html>

Agra hospital crowded with patients as dengue, viral fever cases rise

Date: 15th September 2021

Source: Times of India

Dengue and viral fever cases are on the rise in Agra. A hospital in the city was crowded with patients. Rajeev Upadhyay, President of IMA Agra said, "The situation is bad. 40-50% patients suffer from dengue and viral fever. 60% of the patients are children".

<https://timesofindia.indiatimes.com/videos/news/agra-hospital-crowded-with-patients-as-dengue-viral-fever-cases-rise/videoshow/86208674.cms>

Now, Book Vaccine Slots on WhatsApp

Date: 24th August 2021

Source: NDTV news

With India eyeing the goal to vaccinate all adults by the end of this year, the government today introduced a new facility to book vaccine slots using WhatsApp.

<https://www.ndtv.com/india-news/coronavirus-vaccination-now-book-slots-on-whatsapp-health-minister-mansukh-l-mandaviya-tweet-2517165>

Why India needs an NHS-like healthcare model

Date: 25th August 2021

Source: The Indian Express

In the 21st century, not much has improved in India's public hospitals. Still, in India doctors are often equated with gods. But, without basic medicines, equipment and oxygen, can even doctors be expected to perform miracles?

<https://indianexpress.com/article/opinion/columns/post-covid-india-must-invest-in-an-nhs-like-health-model-7469094/>

How the Pandemic Underscores the Importance of Health IT in Employee & Occupational Health

Date: 19th August 2021

Source: HIT Consultant

COVID underscores the critical nature of not only having healthy employees but also having the technology infrastructure in place to help keep those employees as safe and healthy as possible, especially when those employees are the people on the frontlines fighting to keep everyone else safe and healthy during a pandemic. Health IT must play a crucial role going forward in managing a comprehensive and successful employee and occupational health and safety program.

<https://hitconsultant.net/2021/08/19/pandemic-health-it-employee-occupational-health-impact/#.YSXvXLAza00>

Health IT Vendor, WebMD Partner on EHR Scheduling Offering

Date: 24th August 2021

Source: HIT Infrastructure

The health IT partnership aims to boost patient acquisition by driving consumers to health system's digital front doors for EHR scheduling.

<https://hitinfrastructure.com/news/health-it-vendor-webmd-partner-on-ehr-scheduling-offering>

Health IT Adoption Disparities Impede Digital Health Transformation

Date: 18th August 2021

Source: EHR Intelligence

A new study suggests that a national policy is needed to support widespread health IT adoption and digital health transformation for healthcare planning.

<https://ehrintelligence.com/news/health-it-adoption-disparities-impede-digital-health-transformation>

ONC Develops Health IT Protocol for Care Coordination, Interoperability

Date: 18th August 2021

Source: EHR Intelligence

ONC is working with health IT stakeholders to develop two new health IT protocols to support greater interoperability for enhanced care coordination.

<https://ehrintelligence.com/news/onc-develops-health-it-protocol-for-care-coordination-interoperability>

Zyqus Cadila: India approves world's first DNA Covid vaccine

Date: 20th August 2021

Source: BBC News

India's drug regulator has approved the world's first DNA vaccine ZyCov-D against Covid-19 for emergency use. This is the world's first human DNA vaccine against Covid-19. ZyCov-D is also India's first needle-free Covid-19 jab. It is administered with a disposable needle-free injector, which uses a narrow stream of the fluid to penetrate the skin and deliver the jab to the proper tissue. Cadila Healthcare said, that it had conducted the largest clinical trial for the vaccine in India so far, involving 28,000 volunteers in more than 50 centres.

<https://www.bbc.com/news/world-asia-india-57774294>

Delhi reports 82 dengue cases this year; highest in last three years

Date: 23rd August 2021

Source: News 18

Dengue is a vector-borne disease caused by a flavivirus (species *Dengue virus* of the genus *Flavivirus*), transmitted by aedes mosquitoes, and characterized by headache, severe joint pain, and a rash. The national capital witnessed 82 dengue cases till August 21 this year, said a civic report released on Monday. This is the highest number of dengue cases that Delhi has faced from the January to August period since 2017.

<https://www.news18.com/news/india/delhi-reports-82-dengue-cases-this-year-4119269.html>

Mohalla clinics: Delhi govt's new innovative idea

Date: 30th August 2021

Source: NDTV

Mohalla clinics in Delhi- the big health initiative of Arvind Kejriwal's government- will now be made compact and portable, solving the government's big hurdle -- land. These clinics are made out of shipping containers and will be installed mainly in the densely populated slum areas, which gets huge number of patients. The first such Mohalla Clinic is being installed in North Delhi in Chandni Chowk.

<https://www.ndtv.com/delhi-news/mohalla-clinic-delhi-just-like-an-airplane-delhi-makes-mohalla-clinics-from-containers-2523959>

SII (Serum Institute of India) to supply Inactivated Polio Vaccine to Centre for Universal Immunization Program from September

Date: 15th September 2021

Source: The Economic Times

Serum Institute of India (SII) will start supplying Inactivated Polio Vaccine (IPV) to the Union government for the Universal Immunization Program from the month of September, becoming the first indigenous company to do so. The first lot of IPV will be supplied to GMSD (Government Medical Stores Depot) this month shortly for the vaccination program as per the requirement of the Health Ministry.

[https://health.economictimes.indiatimes.com/news/pharma/sii-to-supply-inactivated-polio-vaccine-to-centre-for-universal-immunisation-programme-from-september/86223613.](https://health.economictimes.indiatimes.com/news/pharma/sii-to-supply-inactivated-polio-vaccine-to-centre-for-universal-immunisation-programme-from-september/86223613)





RESEARCH

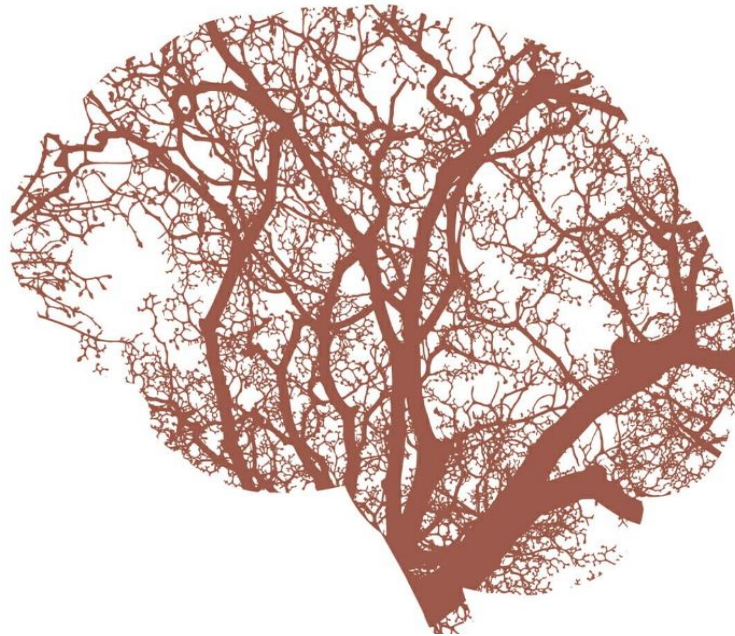
CORNER

“Whoever wishes to investigate medicine should proceed thus: In the first place, consider the seasons of the year and what effect each of them produces”.

-Hippocrates

Can this quote hold true for Mental Health as well?

We are well versed with the fact that our climate is changing unequivocally, and researchers are trying to understand the pattern since 1970's. Our climate does not act as a linear system but rather as a complex system, characterized by regime shifts, oscillations, and chaotic fluctuations in all timescales, so that predictions are impervious. Climate change will



inevitably impose alterations in our lifestyles and consequences in terms of human losses and social readjustments. Studies have witnessed that the extreme (can be defined as the rare and outside the normal range) climate events like climate change related water disaster (CCRWD), heat waves, droughts, wildfires, winter storms, extreme storms, etc. have a long-term effect on mental health. However, it is not clear how many people on the planet will be affected by extreme phenomena caused by climate change, and to what extent and when these phenomena will compromise the quality of their life. As a part of fact, it is clear that people are at risk for their survival, either directly (during, for example, an extreme event) or indirectly (reduction of food, famine, water scarcity, decrease in places to cultivate or hunt, displacement), that can lead to immediate/short term mental disorders like stress, behavioral changes, mood irritability, etc. Climate change will also exert the greatest impact on groups of vulnerable populations that therefore have an increased

probability of developing psychopathologies: women, the elderly, children, people with previous psychiatric illnesses whose mental condition can consequently worsen, people with low income or poor social network, migrants, as well as indigenous and native communities. Research shows that greenery can have a positive effect on the rehabilitative health of the elderly population. Moreover, availability of green areas and parks in childhood has a preventive effect on the risk of developing various mental disorders later in life and aid good cognitive development. Collectively, this systematic review suggests that events like flood, tornadoes, heatwaves, thunderstorms, droughts, pollution and global warming can lead to the damage of property, resources and life. It has been recorded that this devastation can lead to mental issues and also increases the risk of suicide in the population. Researchers have found that majority of the extreme weather events can lead to the mental disorders like PTSD, depression, anxiety (now termed ‘Ecoanxiety’) in its long-term effects. Many authors suggested that even if the long term and short-term effects are not seen, climate change is one of the factors responsible for meteorosensitivity (development of a specific illness or the worsening of an existing disease as a consequence of climatic changes) which is a point of concern.

Being able to understand what this change entails, we urge powerholders to design early interventions and plan of action for a population's mental health. As responsible human beings we should support the people who are more sensitive to weather and atmospheric phenomena as they may be more affected by gradually occurring global climate changes and their consequences, such as global warming, rising sea levels, landscape changes, and loss of familiar environmental landmarks. According to the author, all of these issues need to be more extensively studied and clinical experience should be gained in order to support provisional conclusions. The challenge of climate change will be protracted in the upcoming years. Therefore, this branch of “ecopsychiatry” will surely be supported by new data sets and further studies.

***** What do you decide now? *****

(Paolo Ciaconi, 2020)

<https://www.frontiersin.org/articles/10.3389/fpsy.2020.00074/full>



ACADEMICS
AT A GLANCE

Social Marketing

“Do boond Zindagi ki” these words in the heavy voice of Amitabh Bachchan was one of the reasons India became Polio free. Similarly, many such campaigns were carried out to bring awareness among the population regarding AIDS control, tuberculosis, family planning, maternal and child health, road safety, tobacco and smoking etc. These campaigns were immensely successful, and the results are tangible. Such campaigns that combine the principles of marketing and social sciences to achieve a socially desirable goal, that benefits the society as a whole is termed social marketing.

As Andreasen defines social marketing in his book named Marketing the social change “the application of proven concepts and techniques drawn from the commercial sector to promote changes in diverse socially important behaviour such as drug use, smoking, sexual behaviour. This marketing approach has an immense potential to affect major social problems if we can only learn how to harness its power”

Social marketing is a systematic process consisting of 6 well-planned steps namely, getting started, scope, develop, implement, evaluate, and follow up. It is based on how people behave and changing that behaviour rather than just creating awareness. Social marketing is based on 4 key elements i.e.,

4Ps of social marketing- (Product, Price, Place and Promotion)

Product; signifies the desired social behaviour

Price is the difficulty, time & emotional cost to attain a given goal, hence it should be minimum place

Place signifies where you want your audience to perform the desired behaviour.

Promotion includes PR, advertising on the channels to reach out to the target audience.

Social marketing provides actions and policies based on understanding the community’s beliefs and perceptions, thereby delivering the goals and policy to fit people’s needs. In the above examples, it is clear that social marketing is widely used for attaining healthcare goals by bringing about behavioral change in society. To

achieve this social marketing uses strategies like mass communication, interpersonal communication, a promotion at health clinics, educational institutes, community outreach etc.

In the ongoing pandemic, social marketing strategies are widely used to bring about necessary changes about social distancing, wearing masks and maintaining personal hygiene. It is also used to enhance the vaccination uptake to curb the pandemic. Hence it can be concluded that social marketing is essential in healthcare, sometimes it can serve as a primordial mode of prevention.

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