

A Health Promotion and Care Association and Information and Investor Exchange

Executive Summary

The Health Promotion and Care Association and Information and Investor Exchange is a trade association and information exchange for individuals and corporations interested in developing sustainable health promotion and care programs for lower income populations. Most existing health care related associations focus on programs for higher income patients or require subsidies that make them unsustainable over time, even in wealthy countries like Norway or Abu Dhabi. Programs that focus on lower income patients and seek to be self-sustaining, mainly “retail” style medical service providers, are just beginning to emerge and it is vital that we recognize and support their development. Through our World Health Care Congress Affordable Health Innovations Internet site and conference programs we have identified many of the companies and organizations developing such models. This association and internet based exchange will focus on providing the lowest income populations access to high quality health promotion and health care programs. Some of the programs will be from higher income countries and they may also provide services to patients who are not poor, as a means of increasing revenue.

Throughout the world there are an increasing number of remarkably efficient and effective programs for promoting healthy behavior, predicting and preventing diseases, and for treating diseases more cost effectively. Unfortunately, these programs exist in silos and their details, benefits and lessons learned are not as well known as they might be.

Building upon Momentum from WHCC. At the 2011 World Health Care Congress in Washington this past April 2011, international representatives from a number of these programs took the initiative on their own to form what they initially called the “Sustainable Health Care Delivery Association.”

While these individuals can sustain a largely volunteer trade association on their own, for a variety of reasons it may take them a long time to get to meaningful scale or achieve real momentum. But the world desperately needs to learn from these programs. With a professional full time executive director, some support staff and a strong internet site helping to link providers and purchasers of services, the association can get to be self-sustaining in three years and meaningful scale in five years.

Vidar Jorgensen: Sustainable Health Association, 06/12/2011

This association will provide information, connections, research, a web site, meetings and other support for individuals and organizations interested in promoting better health and health care for lower income populations. It will attract media, investor, partner and other attention needed to support investment, innovation and expansion in programs that promote better health, healthy behavior and better health care for all income levels, but with a focus on the lowest income sectors.

Below are examples of some impressive programs that are targeted to the poorest of the poor that have managed to reach scale and sustainability while providing exceptionally high quality services with remarkable efficiency and effectiveness. They and their techniques deserve to become better known:

1. Aravind Eye Hospitals which provide extremely affordable eye care in India: www.aravind.org
2. Grameen Health Care's 52 primary care clinics which serve the very poor in Bangladesh: www.grameenhealth.org
3. Grameen Nurse Training: <http://www.youtube.com/watch?v=SfQq0beD6CY> and at <http://www.gcu.ac.uk/grameencaledonianpartnership/grameencaledoniancollegeofnursing/>
4. Dr Devi Shetty's Narayana Hrudayalaya Heart and other hospitals and Dental Clinics in India and elsewhere: <http://www.narayanahospitals.com>
5. Healthpoint Services in India provides clean drinking water in addition to high quality health care services. It has attracted Proctor and Gamble as an investor: <http://globalhealthpoints.com/tag/healthpoint/>
6. LifeSpring Hospitals Private Ltd. is an expanding chain of maternity hospitals that provides high quality health care to lower-income women and children in India: <http://www.lifespring.in>
7. VisionSpring delivers high-quality, affordable eyeglasses to individuals using a scalable model that trains local individuals to help people throughout their communities: www.visionspring.org
8. HealthStore Foundation's CFW model is a network of micro pharmacies and clinics whose mission is to provide access to essential medicines to marginalized populations in Kenya and other parts of the developing world. They also provide health education and prevention services: <http://www.cfwshops.org/overview.html>

9. MediCall Mexico provides cell-phone based triage and other vital health services to the poor in Mexico:

<http://www.medicallhome.com/sitiomh/Index.aspx>

Requested Support. We see strong unmet need for an association, internet site network and exchange for professionals and organizations focused on health promotion and care for the poorest of the poor. We are seeking support for three years, to build such an entity, after which we intend to be supported by membership dues and commercial sponsorships.

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