

Phone Doctor 104 Arogyavani crosses 1 million customer calls in Karnataka

~ Piramal Swasthya launched the service last year in Karnataka in association with the State Government ~

Hubli, December 16th, 2014: The Honorable Minister of Karnataka for Health & Family Welfare, Shri U. T. Khader, today, announced the achievement of one million successful customer calls received by Phone Doctor 104 Arogyavani in Karnataka. This phenomenal feat has been accomplished in less than 18 months and speaks volumes for the necessity of such a service.

Known as Arogyavani in the State of Karnataka, the 104 toll free telephone number was launched in the State by Piramal Swasthya (*formerly known as HMRI) and the Government of Karnataka.

There is a dire need to provide basic health care related advice to people living in rural areas of the state who normally face difficulty in accessing a qualified doctor. In recognition of this fact, the Karnataka State Government and Piramal Swasthya (part of Piramal Foundation) collaborated to launch this much required service in March 2013, which is available to those in need around the clock and throughout out the year.

Commenting on this milestone, **Dr. Balaji Utlal, Head – Piramal Swasthya**, said, “This is no mean feat and we are pleased to be a part of an initiative that has managed to help one million patients by guiding them on health related issues. Arogyavani presently has a capacity of 100 seats, and will be scaled as the demand increases.”

On this achievement **Shri N. Sivasailam I.A.S, Principal Secretary of Karnataka** said, “This is an important project for the government of Karnataka and is a milestone in the health sector. In the next two years, the Government of Karnataka plans to increase the impact of Phone Doctor 104 Arogyavani services with the inclusion of other important health related services like mother child tracking system, organ donation, blood on call, tribal PHCs linked to medical specialist, nagu-magu, highway emergency relief and accident mitigation, Dental Care etc.”

The “Phone Doctor 104 Arogyavani” healthcare helpline provides medically validated advice, counseling services, directory information and a platform where callers can lodge service complaints against public health service providers. Piramal Swasthya runs similar 104 healthcare helplines across 6 states i.e. Assam, Rajasthan, Maharashtra, Karnataka, Chhattisgarh and Jharkhand. It has serviced around 103 million valid callers. Piramal Swasthya, apart from the 104 healthcare helpline, recently also launched the National AIDS helpline 1097.

Piramal Swasthya also runs mobile health services and telemedicine centers. In all it operates across 10 states and impacted over 42 million direct beneficiaries. Piramal Swasthya is a pioneer in healthcare with technology and telecom as its backbone.

About Piramal Foundation:

Piramal Foundation formally started in the year 2007. Today it addresses key issues in the sectors of healthcare (Piramal Swasthya), water (Piramal Sarvajal), education (Piramal Foundation for Education Leadership), livelihood creation (Piramal Udgam) and youth empowerment (Piramal Fellowship). It operates across 15 states in India, employs over 2000 people and impacts the lives of over 100 million.

About the Piramal Group:

The Piramal Group, led by Ajay G. Piramal, is one of India’s foremost business conglomerates with a global footprint. With operations in 30 countries and brand presence in over 100 countries, the Group’s turnover exceeded \$1 billion in FY2014. The Group’s diversified portfolio includes presence in industries like healthcare, financial services, healthcare information management, glass packaging and real estate.

Driven by the core values of knowledge, action and care, the Group steadfastly pursues inclusive growth, while adhering to ethical and value driven practices. Piramal Foundation, the philanthropic arm, has initiatives running across healthcare, water, education, livelihood creation and youth empowerment in seventeen states in India.

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