

PUNJAB HEALTH INITIATIVE MANAGEMENT COMPANY

ANNUAL NEWSLETTER 2023-24



Minister's Message

Since assuming office, our esteemed Chief Minister, Maryam Nawaz Sharif, has prioritised healthcare reforms with unwavering dedication. From day one, her focus has been on enhancing healthcare facilities across Punjab, ensuring that every citizen has access to quality medical care.

When our government took office, the health insurance program faced significant sustainability challenges due to the prevailing economic conditions. However, through the tireless efforts of our dedicated teams, we have successfully maintained the program without any disruption.

The Government of Punjab is committed to making the health insurance program more beneficial and accessible for all, especially the less privileged. We are continuously expanding the range of critical procedures covered under the Health Insurance Program and streamlining the process to ensure that everyone can easily access these vital benefits.

As we move forward, we remain steadfast in our efforts to eliminate any obstacles and further enhance the program, ensuring it continues to serve the people effectively. Under the visionary leadership of Chief Minister Maryam Nawaz Sharif, the Health Insurance Program will be improved in every way to benefit the people of Punjab.

Mr. Khawaja Salman Rafique
Minister, Specialized Healthcare & Medical Education Department



Secretary, Specialized Healthcare & Medical Education Department

At the Specialized Healthcare & Medical Education Department, our mission is to elevate healthcare standards across Punjab. Under the leadership of Chief Minister Maryam Nawaz Sharif and Health Minister Khawaja Salman Rafique, we have focused on implementing sustainable reforms that directly benefit the people of Punjab.

Despite challenging economic conditions, we introduced innovative measures to ensure the long-term sustainability of the health insurance program. This transformative initiative provides essential healthcare services, allowing every individual to receive the care they need without financial burden, thereby improving the well-being of our communities.

Our ongoing efforts aim to refine and enhance this program, making it more efficient, inclusive, and responsive to the needs of our population. We remain committed to removing barriers to access and ensuring that healthcare is equitable and sustainable for all.

I commend the tireless work of the Punjab Health Initiative Management Company (PHIMC), whose innovative approaches have significantly impacted healthcare in Punjab. With the continued support of our stakeholders and the dedication of our teams, I am confident we will achieve even greater milestones in the coming year.

Azmat Mahmood
Secretary, Specialized Healthcare & Medical Education Department



CEO's Message

As I reflect on the past year, I am proud to share the remarkable journey and achievements of our Health Insurance Program in Punjab. This initiative, launched with the vision of providing accessible and equitable healthcare to all, has become a cornerstone of our efforts to uplift the health and well-being of people of Punjab.

Despite the challenging economic conditions that posed a significant threat to the program's continuity, our team introduced innovative interventions to secure its long-term sustainability of the program ensuring that it remains a vital lifeline for countless families across the province.

Through relentless dedication, we have kept the program operational without interruption, providing essential healthcare services to those in need. Our outreach efforts, particularly through social media and community engagement, have significantly raised awareness, empowering more people to take advantage of the healthcare services available to them.

As we look to the future, our commitment to a healthier Punjab remains unwavering. I am confident that, with the continued support of our stakeholders, we will build on our successes and continue to make a profound difference in the lives of many.

Dr. Ali Razaque
Chief Executive Officer
Punjab Health Initiative Management Company

HIGHLIGHTS



CEO PHIMC, Dr. Ali Razaque attended the inauguration ceremony of Provincial Stroke Management Centre on 4 April 2024



Minister SHC&ME awarded a shield to CEO PHIMC, Dr. Ali Razaque in Recognition of Outstanding Performance



Brainstorming Workshop On Health Insurance/Sehat Sahulat Program In Punjab



CEO Dr. Ali Razaque Shares Insights at Federal Sehat Sahulat Program's Outpatient (OPD) Services Health Insurance Pilot Project Inauguration on December 11, 2023



Inspirational meet-up with the US Consulate General Lahore



Leadership at PHIMC took part in the 'Plant for Pakistan' campaign by planting a tree at the PHIMC Office on 29 March 2024



Review Meeting on SSP Led by Mr. Azmat Mahmud (PAS), Secretary SHC&MED



Dr. Ali Razaque, Engages with UNAIDS Representatives Jun 11, 2024



17
BILLION
RUPEES

ARE SPENT ON THE
TREATMENT OF ALMOST

24
LAC
PATIENTS

Top 5 Admission FY 2023-24



1 YEAR
2023-24
EXCELLENT
PERFORMANCE

MEETINGS AND SEMINARS OF 2023-24

STRENGTHENING PUBLIC-PRIVATE PARTNERSHIPS FOR A SUSTAINABLE FUTURE

Our engagements with health ministers, secretaries, additional secretaries, and various government bodies, including the working group committee and its sub-committees, have been pivotal in improving the Sehat Sahulat Program. These meetings have focused on not only enhancing the services offered through the Sehat Card but also ensuring its long-term sustainability and expanding its reach to more beneficiaries. Through these collaborative discussions, we have been able to explore innovative approaches to service delivery, address operational challenges, and integrate valuable feedback from various stakeholders.

The collaborative efforts with government representatives have led to strategic decisions and policy formulations that will benefit the health-care landscape of Punjab for years to come, ultimately making quality healthcare more accessible and affordable for the people of the province.



CONTINUOUS IMPROVEMENT THROUGH COLLABORATIVE PROBLEM-SOLVING



Regular meetings with our key partners and stakeholders, including the NADRA, SLIC, SSP, GIZ and Others have been integral to addressing ongoing challenges and ensuring the program's continuous improvement. The collaborative spirit in these meetings has significantly contributed to the program's success.



EXPANDING HORIZONS THROUGH STRATEGIC COLLABORATIONS

To improve and expand the Sehat Sahulat Program, we held several important meetings with various departments, organizations, and foreign delegations. These interactions aimed at fostering collaborations, sharing knowledge, and implementing best practices. The insights gained and the partnerships formed through these meetings have been invaluable in enhancing the program's efficiency and effectiveness. Our commitment to learning and growth is evident in these fruitful engagements. Furthermore, these discussions have opened up opportunities for future collaborations with international healthcare organizations. These partnerships will continue to drive innovation and support the continuous improvement of the Sehat Sahulat Program.



DRIVING SUCCESS THROUGH EFFECTIVE INTERNAL COORDINATION

Our internal meetings, which include daily briefings, regular updates, and board meetings, have been pivotal in achieving our objectives. These sessions provided a platform for discussing important agendas, reviewing progress meticulously, and devising strategies for future initiatives. The structured coordination facilitated by these meetings ensured that we stayed aligned with our goals and could respond promptly to any emerging challenges. The commitment and teamwork displayed during these gatherings were essential in driving the success of the Sehat Sahulat Program. This collaborative approach not only optimized our efficiency but also strengthened our resolve to deliver impactful results. The effectiveness of our internal communication has been a key factor in our accomplishments.



MONITORING AND EVALUATION

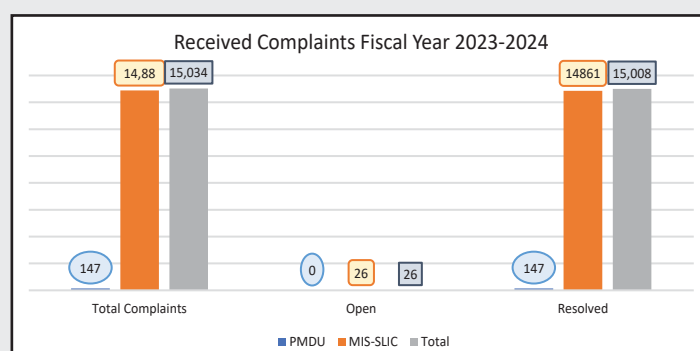
Throughout the year, the Monitoring and Evaluation (M&E) team conducted extensive visits across Punjab to enhance the services of the Sehat Card program and resolve public issues related to specific hospitals. These visits were crucial in assessing the quality of healthcare services provided under the Sehat Card and identifying areas for improvement. By directly engaging with healthcare providers and beneficiaries, the M&E team ensured that standards were upheld and that any challenges encountered by the public were promptly addressed. This hands-on approach allowed for real-time feedback and facilitated the implementation of effective solutions, thereby significantly improving the program's overall efficiency and effectiveness.

The PHIMC demonstrated a strong commitment to addressing public grievances through the Prime Minister's Performance Delivery Unit (PMDU) and the Management Information System of the State Life Insurance Corporation (MIS-SLIC). Over the year, a total of 15,034 complaints were received. The team worked diligently to resolve 15,008 of these complaints, reflecting a resolution rate of nearly 100%. This proactive approach to complaint redressal not only enhanced public trust in the Sehat Card program but also ensured that beneficiaries received timely and satisfactory responses to their concerns, further solidifying the program's reputation for reliability and responsiveness.



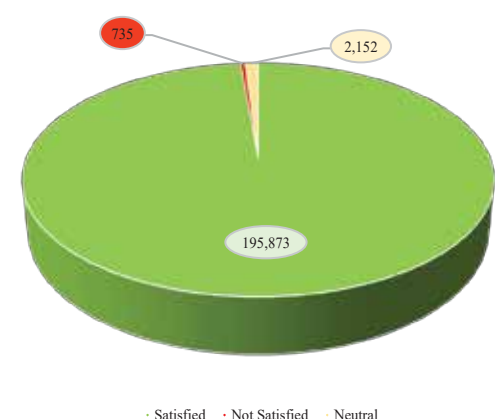
REDRESSAL OF COMPLAINTS

FY 2023-2024			
Source	Total Complaints	Open	Resolved
PMDU	147	0	147
MIS-SLIC	14,887	26	14,861
Total	15,034	26	15,008



NADRA Call Center Satisfaction Survey:

NADRA Call Center Patient Satisfaction Survey





سہیات کارڈ نیشنل ایجنسی
ایکریشن ڈیپارٹمنٹ، حکومت پنجاب



(A COMPANY SET UP UNDER SECTION
42 OF THE COMPANIES ACT, 2017)



حکومت پنجاب

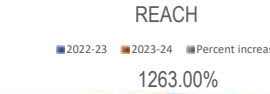
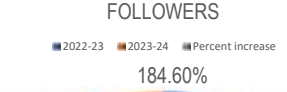
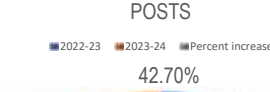
OUTREACH THROUGH SOCIAL MEDIA

One of the key challenges faced by the PHIMC involved outdated beneficiary records in the NADRA. Additionally, combating misinformation spread through social media about the Sehat Card is crucial, as false rumors can lead to serious consequences if not addressed promptly.

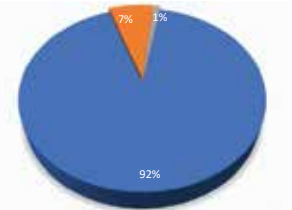
To tackle these challenges, PHIMC intensified its efforts on social media platforms to raise public awareness. General awareness messages were actively disseminated across Facebook, Instagram, Twitter, and LinkedIn. Additionally, PHIMC used its social media channels to update the public about team meetings, seminars, and monitoring and evaluation department visits.

In 2023-24, PHIMC posted 10,151 updates across all platforms, marking a 42.7% increase from the previous year. The follower base grew by an impressive 184.6%, while reach increased by 1263%. These statistics reflect a significant improvement over the past year.

Our team resolved issues for thousands of citizens regarding data updates and responded to their queries through emails and social media platforms.



QUERY RESPONSE BREAKDOWN



INTERACTIVE COMMUNITY OUTREACH AND ENGAGEMENT FOR PUBLIC AWARENESS

The Punjab Health Initiative Management Company (PHIMC) undertook a series of extensive outreach activities aimed at raising public awareness and addressing misinformation about the Sehat Card program. The first major outreach took place in October 2022, followed by another in February 2023, with a combined reach of over 25,000 attendees. These events were designed to directly engage the public, provide accurate information, and counter any false narratives circulating about the Sehat Card. The overwhelmingly positive feedback from these sessions demonstrated the effectiveness of such initiatives in combating misinformation and promoting the program. Given the success of these campaigns, PHIMC organized another significant public outreach event on February 9th, 2024, lasting for three

consecutive days. This event was meticulously planned to educate the masses, dispel widespread false rumours, and actively promote the various interventions and benefits associated with the Sehat Card. With an impressive turnout exceeding 40,000 participants, this event provided an ideal platform to distribute Information, Education, and Communication (IEC) materials while fostering meaningful interactions with the public, thereby significantly enhancing overall awareness about the Sehat Card.

The Sehat Card outreach campaigns have been highly successful in achieving their goals of raising public awareness and educating the masses. The enthusiastic responses from audiences across these events underscore their effectiveness. By providing clear, factual information, the campaigns managed to clarify

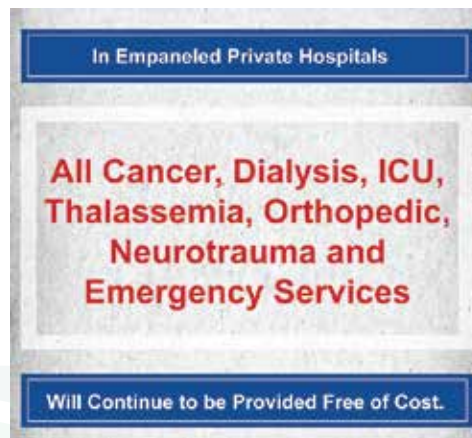
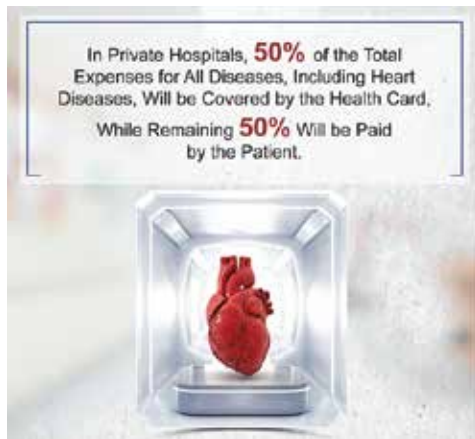
various misconceptions surrounding the Sehat Card. Additionally, the outreach activities successfully engaged key influencers and opinion leaders in the community, who actively participated in the events, taking flyers and other promotional materials for further distribution within their networks. This not only amplified the reach of the message but also generated significant positive word-of-mouth, further increasing public awareness and reinforcing the importance of the Sehat Card program within the broader community. Through these efforts, PHIMC has successfully positioned itself as a leading advocate for public health and education, using interactive engagement as a tool to foster better understanding and wider acceptance of its healthcare initiatives.



INTERVENTIONS

The Government of Punjab is dedicated to ensuring universal healthcare for all citizens through initiatives like the Sehat Sahulat Program (SSP). To further this goal, new interventions were introduced in the Sehat Card from July 2023 onwards. These interventions are geared towards ensuring the sustained provision and accessibility of healthcare services, thereby preserving the health and welfare of the local population.

Because of budgetary constraints and the challenging economic condition of the country, the Sehat Card project faced the risk of closure or suspension. To ensure the long-term sustainability of the project, the Punjab Health Initiative Management Company introduced several critical interventions.



REGULAR LICENSE

To improve the quality of treatments, the Punjab Government made an important intervention aimed at achieving excellence in healthcare. From **December 1, 2023**, only hospitals that had attained a **Regular License** and those qualified for a **Regular License** from the **Punjab Healthcare Commission** were allowed to provide treatment under the **Sehat Card** in Punjab. This initiative was implemented to maintain high-quality standards of healthcare and ensure the provision of improved medical services through the **Sehat Card**.

“ These measures collectively strengthened the Sehat Card program, ensuring its continued success and the delivery of top-notch healthcare services to the people of Punjab.

Future Plans and Goals

Our plans focus on addressing existing issues to enhance the program's efficiency and effectiveness, ensuring the Sehat Card remains a robust tool for providing quality healthcare.

Our primary goal is to ensure the deserving population receives free treatment.

Maintaining high-quality standards is a top priority. We will continue working with the Punjab Healthcare Commission to ensure only accredited hospitals provide treatment under the Sehat Card, improving care quality.

We aim to increase public awareness and engagement through targeted outreach campaigns and community initiatives, empowering more people to benefit from the program.

Ongoing monitoring and evaluation will ensure the program's success. We will implement rigorous tracking mechanisms to measure impact, identify areas for improvement, and make data-driven decisions.

OUR PARTNERS