



PUNJAB HEALTH INITIATIVE MANAGEMENT COMPANY

NEWSLETTER

ANNUAL 2024-25

2nd EDITION

Inside

Launch of Chief Minister's Special Health Initiatives

Key achievements and milestones across health programs

Sehat Sahulat Program – impact, numbers, and progress

Awareness activities and outreach through social media

Monitoring and evaluation driving continuous improvement

Strategic planning, partnerships, and global collaborations

Progress Overview

260 Procedures under CM Transplant Program



34 Liver Transplant



134 Kidney Transplant



9 Bone Marrow Transplant



83 Cochlear Implants



427,546 Procedures under CM Dialysis Program



4,817 Procedures under CM Children Heart Surgery Program



24,00,000+ Patients treated under Sehat Sahulat Program



Minister Health (SHC & MED)

The last year marks a historic milestone in Punjab's healthcare journey. Under the visionary leadership of Chief Minister Punjab, Maryam Nawaz Sharif, we proudly launched three new health initiatives—the Chief Minister's Children Heart Surgery Program (CMCHSP), Chief Minister's Special Initiative for Transplant Program (CMSITP) and Chief Minister's Special Initiative for Dialysis Program (CMSIDP). These programs are more than policy decisions; they are a promise of life, dignity, and care. Our mission is to ensure that no individual is denied healthcare due to financial constraints. Together with PHIMC, we are paving the path to a healthier and more equitable Punjab.

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



Secretary Health (SHC & MED)

This year, we transformed the healthcare landscape of Punjab by launching critical healthcare programs that target some of the most vulnerable patient groups—individuals in need of transplants & Cochlear Implants, patients with congenital heart diseases and patients requiring dialysis. These initiatives reflect our deep commitment to public welfare and our resolve to deliver quality care. PHIMC has demonstrated exceptional dedication in executing these programs. With our collaborative approach, we are working tirelessly to strengthen the healthcare infrastructure and deliver sustainable, inclusive medical services across the province. Together, we are not only treating illnesses but also restoring dignity, hope, and the fundamental right to health for all.

Mr. Azmat Mahmood
Secretary, Specialized Healthcare & Medical Education Department



CEO PHIMC

The launch of three new flagship healthcare programs in 2024–25 has been a defining achievement for PHIMC. We are privileged to be the implementing agency of these transformative initiatives. From heart surgeries for patients to organ transplants & Cochlear Implants and ongoing dialysis treatments, we are providing not just medical care, but hope, dignity, and a renewed chance at life for countless individuals and families across Punjab. Despite challenges, our team's unwavering commitment has ensured the effective rollout of these services. Alongside the Sehat Sahulat Program, these initiatives collectively form the foundation of a comprehensive healthcare support system for the people of Punjab.

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

PHIMC: IMPLEMENTING HEALTHCARE INITIATIVES

Transplant Program



Liver, Kidney, Bone Marrow,
Cornea Transplants &
Cochlear Implants

Dialysis Program



Dialysis Services
for People with Chronic
Kidney Disease

Children Heart Surgery Program



Heart Surgeries for Patients
with
Congenital Heart Conditions

Sehat Sahulat Program



Providing quality
healthcare to all families
across Punjab

CHIEF MINISTER'S SPECIAL INITIATIVE FOR TRANSPLANT PROGRAM (CMSITP)

Transforming Lives Through Organ Transplants

The Government of Punjab has taken a historic step to provide modern and high-quality organ transplant facilities to the people of Punjab free of cost. To protect precious lives and promote public health, the Chief Minister's Special Initiative for Transplant Program has been launched. This initiative will not only transform the lives of patients through transplants but also bring a revolution in the healthcare sector.

Key Medical Priorities



Liver Transplant



Kidney Transplant



Bone Marrow Transplant



Corneal Transplant



Cochlear Implants

Under this program, liver and kidney transplant beneficiaries receive one year of free post-transplant medication—ensuring continuity of care and promoting a smooth and sustained recovery.

Program Performance Snapshot (February – June 2025)

Since the launch of the Chief Minister's Special Initiative for Transplant Program (CMSITP) in February 2025, a total of 260 procedures have been conducted across Punjab. These include 134 kidney transplants, 34 liver transplants, 9 bone marrow transplants, and 83 cochlear implants. Each procedure represents a restored life, a relieved family, and a reaffirmation of the Government of Punjab's unwavering commitment to equitable and accessible healthcare. This achievement within the first five months reflects the program's rapid scale-up and the strong collaboration between PHIMC, PHOTA, and accredited transplant centers.

Only patients approved by Punjab Human Organ Transplant Authority (PHOTA) are eligible for treatment.



List of PHOTA registered hospitals



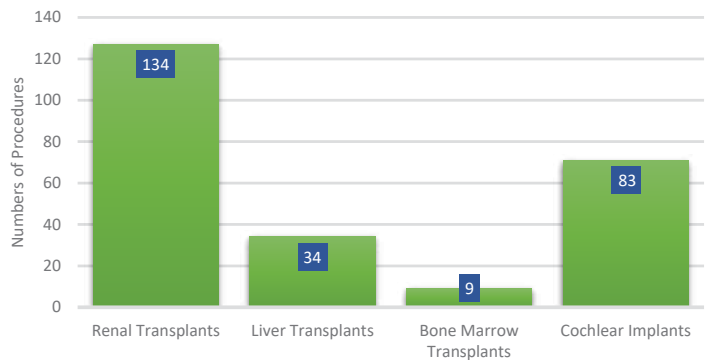
Step-by-step guide on the transplant process



Frequently Asked Questions



Total Procedures Performed (February – June 2025)



AWARENESS ACTIVITIES

Outdoor Branding – SMDs & Hoardings



Speedo Bus Branding Campaign



Testimonials



Hospital Branding



Flyer Distribution



Newspaper Ad



CHIEF MINISTER'S SPECIAL INITIATIVE FOR DIALYSIS PROGRAM (CMSIDP)



For detailed information
& the list of hospitals

A Milestone in Punjab's Healthcare Reforms

Taking another step toward ensuring free, dignified treatment for all, the Government of Punjab launched the Chief Minister's Special Initiative for Dialysis Program on 1st March 2025. This program ensures that free, uninterrupted dialysis services are available to patients suffering from chronic kidney disease (CKD).

The program offers a comprehensive benefit package of PKR 1,000,000 per patient per year:

- PKR 850,000 allocated for dialysis sessions.
- PKR 150,000 for allied treatments, (AV Fistula, Double Lumen Catheter, Lab Tests, Medicine, etc.)

Dialysis Program Impact:

Over **427,546 Free Sessions** in Just **Four Months**

Since its launch on 1st March 2025, the Dialysis Program has provided over 427,546 free dialysis sessions across public and hospitals in Punjab. This has benefitted thousands of patients suffering from chronic kidney failure, many of whom previously struggled with the financial burden of continuous treatment. With a steadily rising number of sessions month after month, the program reflects the government's commitment to healthcare equity and uninterrupted care for vulnerable populations.

FREE TREATMENT OF UP TO

RS. 1 MILLION
PER PATIENT PER YEAR



Permanent residents
of Punjab can get
free treatment

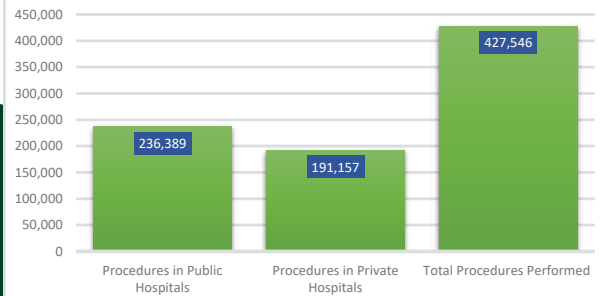


Ensure your personal
details are accurately
updated in NADRA
records to avail the
services



Available at selected
public and private
hospitals across
Punjab

Total Procedures Performed (March - June 2025)



AWARENESS ACTIVITIES

Program Launch Event



Speedo Bus Branding Campaign



Testimonials



Flyer Distribution



Hospital Branding



CHIEF MINISTER'S CHILDREN HEART SURGERY PROGRAM (CMCHSP)

Pakistan faces one of the highest child mortality rates globally, with more than 386,000 children under five dying every year. A major cause is Congenital Heart Disease (CHD)—a condition affecting nearly 50,000 newborns annually, with Punjab bearing the highest burden.

To address this challenge, the Government of Punjab has launched a dedicated heart surgery program for patients with CHD, aimed at:

- Reducing the backlog of patients awaiting surgery.
- Increasing public sector capacity and engaging the private sector to deliver timely interventions

Program Objective:

The Chief Minister's Children Heart Surgery Program is a comprehensive, long-term intervention to address the critical gap in pediatric cardiac care across Punjab.

The goal is to ensure timely, high-quality, and free-of-cost heart surgeries for patients suffering from CHD.

"A delay in surgery is often a denial of life. This program envisions no patient is left behind due to system gaps or financial limitations."

Who Is Eligible?

- Patients of any age, diagnosed with Congenital Heart Disease (CHD)
- Residents from all provinces of Pakistan
- Those registered on waiting lists at public sector hospitals

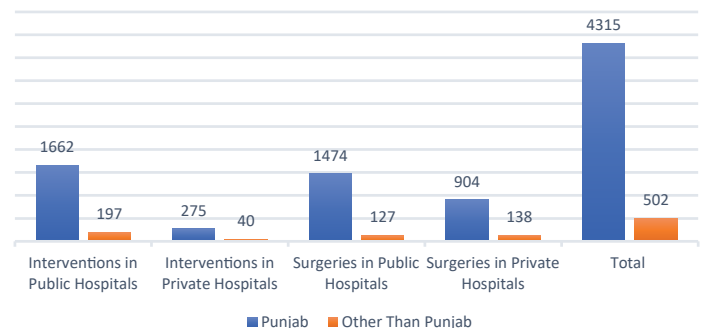
For detailed information and the list of participating hospitals, please scan the QR code.



Since its inception, the Chief Minister's Children Heart Surgery Program (CMCHSP) has become a beacon of hope for thousands of families across Punjab. As of June 2025, almost 4,817 patients have received free-of-cost treatments under this groundbreaking initiative. Of these, 4,315 patients were residents of Punjab, while 502 patients came from other provinces, reflecting the program's growing national impact. These interventions have not only improved survival rates but also restored quality of life for patients who were once at risk of lifelong complications or early mortality. The program is a powerful testament to the Government of Punjab's commitment to equitable and timely healthcare.



Treatments Performed (Sep 2024 to Jun 2025)



AWARENESS ACTIVITIES

Program Launch Event



Speedo Bus Branding Campaign



Testimonials



Outdoor Branding – SMDs & Hoardings



Hospital Branding



Flyer Distribution



Newspaper Ad



AWARENESS ACTIVITIES FOR SPECIAL HEALTH INITIATIVES

To enhance public awareness and improve access to critical health services, PHIMC implemented a multi-channel, unified branding campaign for all Special Health Initiatives. Strategically placed billboards and awareness banners were installed at major public hospitals across Lahore, ensuring visibility for patients and attendants. Flyer distribution campaigns further disseminated key program information directly to households. In parallel, PHIMC representative participated in Radio Pakistan broadcast, using mass media to educate listeners on available services. Additionally, a dedicated Speedo bus branding campaign was launched across Lahore's busiest routes, featuring combined visuals of all health programs—taking awareness directly to the streets and communities.

Interview – Radio Pakistan Podcast



PHIMC Director Communication (PHIMC) discussed program benefits and eligibility on Radio Pakistan, reaching a wide national audience.



Hospital-Based Billboard Placement



SEHAT SAHULAT PROGRAM (SSP)

صحت کارڈ



آپ کا قومی شناختی کارڈ ہی
آپ کا صحت کارڈ ہے۔

For more information on our health initiatives
PLEASE CONTACT

0800-09009

Monday to Saturday (8AM - 11PM)

0333-6756390, 042-99066000, 042-99066001

Expanding Access, Enhancing Quality – A Lifeline for Millions

The Sehat Sahulat Program (SSP) continues to stand as a crucial healthcare initiative of the Government of Punjab—designed to provide equitable, dignified and medical treatment to millions of citizens across the province.

Implemented by the Punjab Health Initiative Management Company (PHIMC), the Sehat Sahulat Program empowers families to seek quality treatment from a wide network of empaneled hospitals.

As of June 2025, over 9.5 million patients have received medical treatment under the Sehat Sahulat Program, with an estimated cost of PKR 219 billion. The program has provided financial relief and care to families across all districts of Punjab.

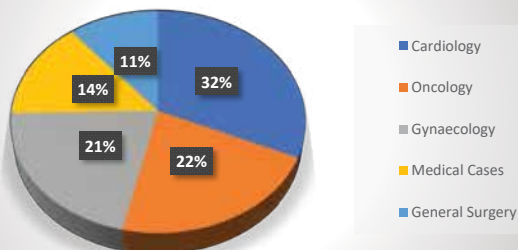
During the fiscal year 2024-25 alone, more than 2.4 million beneficiaries accessed services through the Sehat Sahulat Program at empaneled hospitals, with an estimated cost of PKR 58 billion. This performance underscores the sustained public trust in the program and the government's commitment to ensuring inclusive, quality healthcare for every resident of Punjab.

58
BILLION
RUPEES

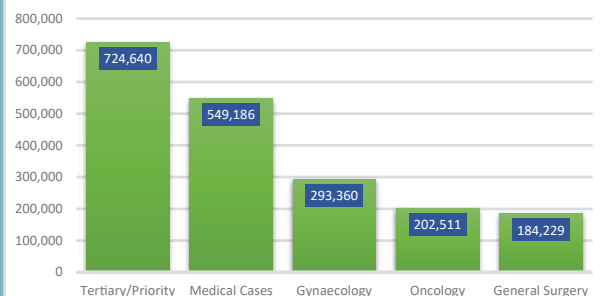
**ARE SPENT ON
MORE THAN**

24
LAC
PATIENTS

Top 5 Treatments - Claim wise (FY 2024-25)



Top 5 Treatments - Admission wise (FY 2024-25)



OUTREACH THROUGH SOCIAL MEDIA

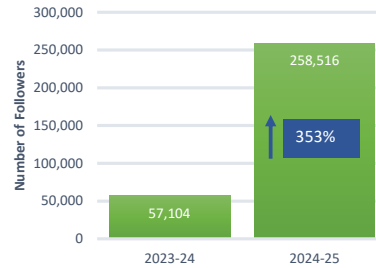
In 2024-25, PHIMC continued to strengthen its digital presence through consistent and impactful communication across major platforms, including Facebook, Instagram, LinkedIn Page, LinkedIn Profile, and X (formerly Twitter). With over 8,000 posts shared throughout the year, our content strategy focused on maximizing awareness, engagement, and visibility for all key health initiatives, including CMCHSP, CMSITP, CMSIDP, and SSP.

Our follower base grew by more than 353%, increasing from 57,104 to over 258,516, while our overall digital reach skyrocketed by nearly 8,265%, rising from 1.43 million to over 120 million within fiscal year.

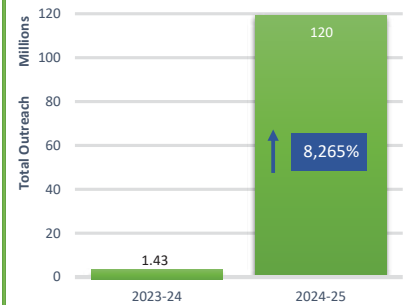
This remarkable growth stands as PHIMC's most significant communication milestone to date, reflecting the effectiveness of our digital outreach in expanding access to vital information and services for communities across Punjab.

The digital advertising initiative had a transformative impact, significantly amplifying our reach across Punjab. Given its resounding success, this initiative validated digital media as the most cost-effective and impactful channel for health communication.

Followers Growth



Outreach Growth



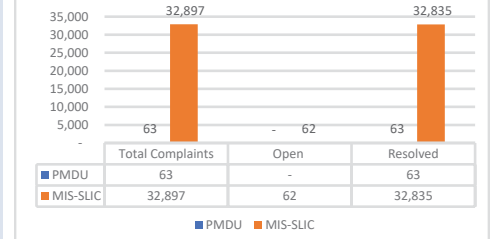
MONITORING AND EVALUATION (2024-25)

In the fiscal year 2024-25, the Monitoring and Evaluation (M&E) team at PHIMC continued its pivotal role in ensuring the quality, accountability, and responsiveness of healthcare services provided under the Sehat Sahulat Program (SSP) and other special health initiatives—namely, the Chief Minister's Children Heart Surgery Program (CMCHSP), the Chief Minister's Special Initiative for Transplant Program (CMSITP), and the Chief Minister's Special Initiative for Dialysis Program (CMSIDP). Field visits were conducted across Punjab to monitor service delivery, address operational gaps, and respond effectively to public feedback. These visits played a significant role in aligning service provision with the standards set under each initiative and helped strengthen trust in government healthcare programs.

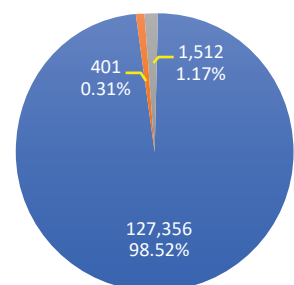
Grievance redressal remained a top priority. During the year, PHIMC received a total of 32,960 complaints through the Prime Minister's Performance Delivery Unit (PMDU) and the State Life Insurance Corporation's Management Information System (MIS-SLIC). Of these, 32,898 complaints were successfully resolved, reflecting a remarkable resolution rate of over 99.8%. In the fiscal year, NADRA successfully contacted a total of 129,269 beneficiaries under the program. Out of these, 127,356 beneficiaries (98.52%) expressed satisfaction with the services provided. Meanwhile, 401 individuals (0.31%) reported dissatisfaction, and 1,512 beneficiaries (1.17%) gave a neutral response regarding their experience.



Received Complaints Fiscal Year 2024-25



NADRA Call Center



■ Total Satisfied ■ Total Not Satisfied ■ Total Neutral

DEPARTMENTAL ENGAGEMENT & STRATEGIC PLANNING

In 2024-25, our ongoing engagements with key government stakeholders—including the Health Minister, Secretary, Additional Secretaries, and various departmental committees—played a vital role in advancing all four flagship programs:

- Chief Minister's Special Initiative for Transplant Program (CMSITP)
- Chief Minister's Special Initiative for Dialysis Program (CMSIDP)
- Chief Minister's Children Heart Surgery Program (CMCHSP)
- Sehat Sahulat Program (SSP)

These meetings focused on strengthening public-private partnerships, improving service quality, addressing policy and operational challenges, and ensuring the long-term sustainability of these initiatives. The outcomes have contributed significantly to strategic planning and broader healthcare reforms across Punjab.



Effective internal coordination remained a cornerstone of our achievements. Through daily briefings, interdepartmental planning meetings, performance reviews, and board sessions, PHIMC ensured seamless execution of all program activities. These sessions allowed us to review performance, set targets, and address emerging challenges swiftly. Our collective teamwork has driven notable improvements in governance, and the operational efficiency of all four programs under the mandate.

From daily briefings to strategic planning and board meetings, these sessions ensured every department remained aligned with program goals. The collaborative environment fostered during these sessions enabled swift decision-making, timely issue resolution, and effective implementation of directives from the SHC & ME Department.



COLLABORATIVE PARTNERSHIPS & GLOBAL ENGAGEMENTS



Regular coordination with key partners such as NADRA, State Life Insurance Corporation (SLIC), PITB, GIZ, and others has remained essential in addressing implementation challenges and driving program improvements. Through collaborative problem-solving, we have enhanced service delivery mechanisms and resolved critical issues efficiently. These partnerships continue to play a central role in the success of our health initiatives.

To bring global best practices to our healthcare initiatives, PHIMC actively engaged with foreign delegations, international NGOs, and bilateral development partners during 2024-25. These interactions have led to valuable knowledge exchange, technical cooperation, and opportunities for future collaborations.

These engagements played a vital role in aligning operational strategies and enhancing service delivery mechanisms under each health initiative.



OUR PARTNERS



PLANNING & DEVELOPMENT BOARD
Government of The Punjab



FINANCE DEPARTMENT
Government of the Punjab



اسٹیٹ لائف
انشورنس کارپوریشن آف پاکستان



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