



Low Cost Health Care Delivery Models in India

Sonymol K

RN, Doctoral Scholar- IIT(D), Continental Hospitals, India.

Abstract:

India is a developing country; the needs of meeting health care demands is a challenge that India is currently facing. Healthcare is a social responsibility, that every country must take consideration in their political agenda, give economical priority during budget allocation. Some of the innovative models are: PPP model: Public private partnership is one of the health care delivery models in which we can offer health care to the rural public. There are three categories of partnership in this model. Firstly, Infrastructure model, Secondly Clinical model and third version is integrated model, in which both infrastructure and clinical care can be taken care by private hospitals. Hub and Spoke design: In this model, one hub can have several spoke centers that caters the needs of the rural population. Through this model, the tertiary private hospitals can provide service to the rural areas, where accessibility, availability and affordability becomes a challenge.

Biography:

Ms. Sonymol K She achieved university first rank and awarded gold medal during her graduation and specialized in Obstetrics and Gynecology in master's degree. Professionally she holds 20 years of experience in healthcare in nursing administration, quality, nursing education and strategy.

Recent Publications:

1. Mark Esposito, Amit Kapoor, Sandeep Goyal, (2012) "Enabling healthcare services for the rural and semill urban segments in India: when shared value meets the bottom of the pyramid", *Corporate Governance*:



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2. Tendai Chikweche, Richard Fletcher, (2012) "Undertaking research at the bottom of the pyramid using qualitative methods: From theoretical considerations to practical realities", *Qualitative Market Research: An International Journal*, 15(3), pp.242-267.
3. Dennis A. Pitta, Rodrigo Guesalaga, Pablo Marshall, (2008) "The quest for the fortune at the bottom of the pyramid: potential and challenges", *Journal of Consumer Marketing*, 25(7), pp.393-401.
4. Rodrigo Guesalaga, Pablo Marshall, (2008) "Purchasing power at the bottom of the pyramid: differences across geographic regions and income tiers", *Journal of Consumer Marketing*, 25(7), pp.413-418.
5. Aneel Karnanai(2010), "DESA working paper", "the bottom of pyramid strategy for reducing poverty, a failed promise"