USAID, IPE Global & GE Healthcare Announce Partnership to Improve Healthcare Services for 2.5 Million Urban Poor in Four Years

IPE Global, GE Healthcare and USAID recently hosted the Action meet:"Forging Partnerships & Catalyzing Innovations for Health of India's Urban Poor" on 25th April, 2017 at New Delhi. The meeting was organized to formalize the prestigious partnership of GE Healthcare and the USAID-supported project 'PAHAL' (Partnerships for Affordable Health Access & Longevity) to address the healthcare needs of underserved communities in India. Terri Bresenham, President and CEO of GE Healthcare's Sustainable Healthcare Solutions, and L. M. Singh, Project Director, PAHAL, signed a Memorandum of Understanding in the presence of Xerses Sidhwa, Director, Health, USAID/India.

Project PAHAL, implemented by IPE Global with assistance from USAID, responds to global and national priorities of reducing morbidity and mortality among women and children in the underserved urban communities by leveraging private markets and community engagement to promote healthy behaviour change, improve access to affordable primary healthcare, and reduce out-of-pocket expenses.

Project PAHAL and GE Healthcare through this partnership aim to utilize GE healthcare's transformational medical technologies, need based solutions and services to strengthen and improve the network of private healthcare business that enhances their service offerings, revenue, sustainability to meet the healthcare needs for India's 2.5 million Urban Poor.

The Action Meet opened with insights and inspirational speeches by distinguished global leaders from the healthcare ecosystem. LM Singh, Project Director, PAHAL, IPE Global, kick started the event with his overview of the project and explained how the private market is developing and catalyzing resources to build sustainable business models to meet the healthcare needs of the urban poor. He said, "*The partnership with*

GE Healthcare is a significant milestone in PAHAL's journey as it complements the vision to provide world class quality health solutions for the most deserving at affordable prices".

Xerses Sidhwa, Director, Health, USAID/India in his keynote address applauded the efforts made by PAHAL in a short period, to serve the healthcare needs of over 20 million urban poor in high priority states of India. He said "*USAID aims to develop sustainable health solutions through facilitating strategic partnerships such as this one between GE Healthcare and PAHAL as it also sends out a positive message to the other corporates to align their efforts and resources for affordable healthcare access*".
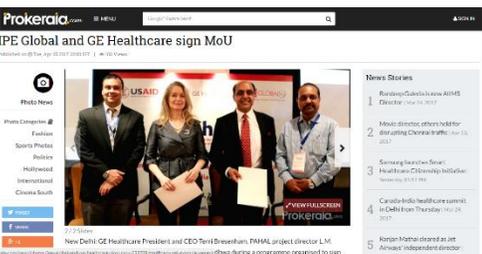

Terri Bressenham, President & CEO, GE Sustainable Healthcare Solutions – Africa, India, Southeast Asia, stated how technology and innovation are essential tools to find low cost, financially sustainable solutions to address the public health challenges not only in India but across the globe. She said, " *GE Healthcare was delighted to partner with IPE Global on project PAHAL in creating a sustainable model that will address the healthcare need gap among urban poor in India*".

"LifeSpring vision is to provide women with safe, dignified and affordable childbirth and maternal care through a network of 13 maternity centres, we look forward to strengthening our services through this partnership". Sushmit Mitra, CEO, LifeSpring hospitals

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