

Utthaan and DocOnline: A Partnership for Transformative Healthcare

UTTHAAN, a dedicated NGO focused on uplifting underserved communities, has partnered with DocOnline to implement impactful healthcare initiatives across underserved communities in India. This partnership leverages DocOnline's expertise in digital healthcare to address critical health challenges in remote and underserved areas. Together, they plan to deliver innovative, scalable, and community-centric healthcare solutions that align with UTTHAAN's mission to improve the well-being of marginalized populations. Through this collaboration, they ensure that healthcare is not just accessible but also sustainable, contributing to long-term community development.

Healthcare Initiatives of DocOnline



DocOnline: Transforming Healthcare in Underserved Communities

Who We Are

DocOnline is a pioneering digital healthcare provider dedicated to enhancing healthcare accessibility in rural India. Established with the vision to deliver trusted healthcare solutions that

are sustainable, scalable, and impactful, we utilize advanced technology and innovative delivery models to bridge the gap between underserved communities and high-quality medical care.

By integrating modern medical practices with community-based interventions, we address critical healthcare challenges such as limited access to primary care, low clinical standards, gender barriers, and a lack of health awareness. Through our initiatives, we not only provide immediate medical assistance but also focus on preventive care and health education to foster long-term well-being.

Our innovative solutions, such as the Clinic on Wheels and Digital Health Centres, exemplify our commitment to accessible, equitable, and sustainable healthcare. By partnering with government bodies, NGOs, and corporate entities, we strive to amplify our impact and reach, ensuring that no one is left behind in the pursuit of good health.

Problem We Are Solving

Rural India faces significant healthcare challenges, including:

- **Access Problems:** Many rural areas lack adequate primary healthcare centres, forcing residents to travel long distances for medical care.
- **Low Clinical Standards:** A significant number of existing healthcare facilities do not meet minimum WHO standards.
- **Gender Barriers:** Women often face embarrassment and reluctance to seek healthcare, especially from male doctors.
- **Lack of Awareness:** Limited health literacy leads to poor hygiene practices and a high burden of non-communicable diseases (NCDs).

Why Partner with Us?

1. **Proven Track Record:** Our successful implementation in multiple districts demonstrates our capability to deliver impactful healthcare solutions.
2. **Innovative Technology:** Advanced telemedicine technology ensures high-quality, secure, and efficient healthcare delivery.
3. **Community-Centric Approach:** Engaging local stakeholders builds trust and ensures program effectiveness.
4. **Scalability:** The program is designed for easy scaling and adaptation to different regions and healthcare needs.

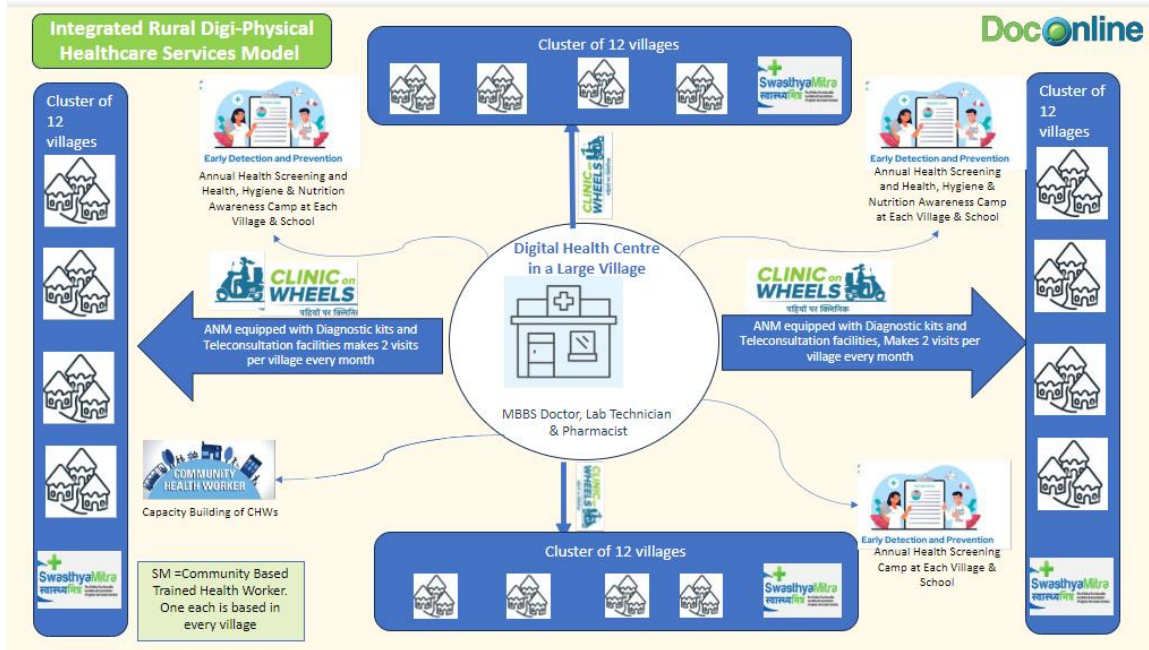
Key Healthcare Models

Integrated Rural Digi-Physical Healthcare Services (IRDHS)

The Integrated Rural Digi-Physical Healthcare Services (IRDHS) model, pioneered by DocOnline, addresses the critical need for accessible and high-quality primary healthcare in rural India, particularly benefiting women, children, and the elderly. This model leverages a combination of physical clinics and mobile units to bring essential healthcare services closer to the homes of underserved populations. The IRDHS program, having provided around one million doctor consultations across rural geographies, demonstrates DocOnline's commitment to bridging healthcare access gaps through innovative, tech-enabled solutions.

The IRDHS Model

The IRDHS model centres on a **Digital Health Centre (DHC)** serving as the main hub, supported by four **Clinic-on-2Wheels (CoTW)** mobile units and a network of **Swasthya Mitras (SMs)** stationed in individual villages. This integrated approach ensures continuity of care, regular access to essential health services, and community engagement.



Providing Affordable Quality Healthcare services to the Rural Communities through “Doctor Ghar”

Rural areas in India face significant healthcare challenges due to socio-economic disparities, limited access to medical facilities, and inadequate healthcare infrastructure. These issues contribute to high rates of anaemia, malnutrition, and poor maternal and child health. Additionally, rural populations often experience higher out-of-pocket expenses for healthcare, which exacerbates the financial burden on already economically vulnerable communities.

The “**Doctor Ghar**” initiative addresses these challenges by providing healthcare services equipped with modern telemedicine technology. This model has been successfully implemented in Uttar Pradesh and Rajasthan across 8 districts, showcasing its potential to reduce the disease burden and improve healthcare access and outcomes.





Clinic on 2 Wheels

The **Clinic on 2Wheels** initiative addresses these challenges by providing mobile healthcare services equipped with modern telemedicine technology. This model has been successfully implemented in Uttar Pradesh and Rajasthan across 2,500 villages, showcasing its potential to reduce the disease burden and improve healthcare access and outcomes.



The Clinic on Wheels program involves deploying mobile clinics that travel to remote villages, providing primary healthcare services. Each clinic is operated by a trained Paramedic (ANM) and equipped with point-of-care diagnostic tools such as weight and height machines, BP machines, oximeters, pulse meters, glucometers, digital thermometers, and essential medicines and a laptop or a tablet with internet connection to facilitate teleconsultations. Additionally, telemedicine facilities allow for online consultations with city-based MBBS doctors.

Each CoW covers nearly 20 villages in a diameter of 20 KMs serving a population of ~30,000.



Swasthya Mitra (Fostering Sustainable & Innovative Practices for Women Entrepreneurs in Rural Healthcare)

The Swasthya Mitra program aims to empower individuals, irrespective of gender, through comprehensive healthcare skilling, fostering sustainable livelihoods within the healthcare sector. Participants, equipped with smartphones and training, establish digital clinics on wheels, providing quality healthcare services within their communities at a nominal fee. This revenue-sharing model is subsidized to ensure sustainability, focusing on increasing individual income while offering a range of health-related services including consultations, diagnostics, and referrals.



By empowering women with entrepreneurial opportunities to solve the healthcare challenges of Rural India, the model contributes to multiple SDGs including Good Health and Well-being, Decent Work and Economic Growth, Gender Equality, and No Poverty.



Strengthening the Public Healthcare System



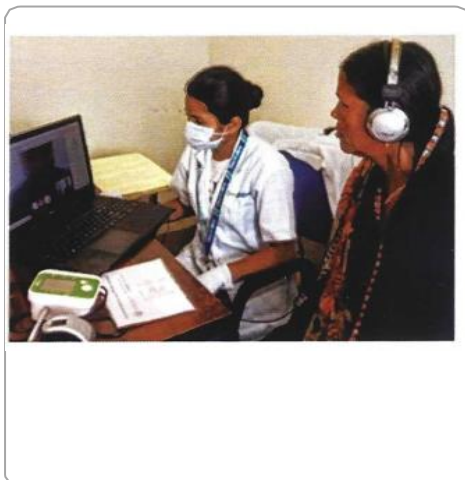
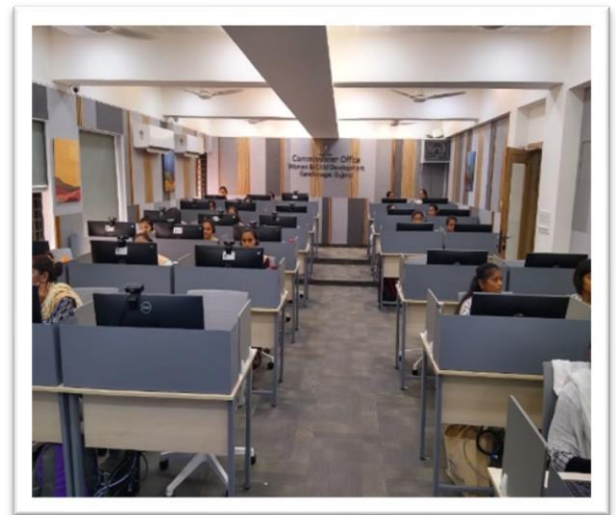
Clinic on Wheels by Vedanta Resources with the Ministry of Women and Child Development (MoWCD)

Our clinic on wheels deliver over 2 lakh consultations in 607 villages. Our doctors (GPs & specialists) help 95% of patients avoid travel for treatment.



Nutrition Tele-Counselling Centre at WCD, Gujarat

Improving the nutritional status of Women, Children & Adolescent Girls and Promoting preventive, promotive, and curative activities that address undernutrition and foster healthy nutrition practices.



A Public-Private Partnership with the UP Government. Director General Health (DGMH), NHM & SIFPSA.

10 ePHCs in remote villages deliver over 1.5 lakh consultations every year. Treatment helps over 95% avoid travel to district hospitals. DGMH is now planning to expand the program to 100 ePHCs.

Tailored Health Screening Camps with follow-up doctor consultations via telemedicine.

Customized health camps cater to the specific needs and challenges of different communities, ensuring targeted and effective health interventions.

Health camps promote employee engagement and corporate social responsibility by providing opportunities for employees to volunteer and contribute to community health initiatives. This engagement not only benefits the community but also enhances employee morale and teamwork.



Together, UTTAAN and DocOnline plan to try their bit in rural healthcare, ensuring that even the most marginalized communities have access to quality medical care.