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Corporate Watch

National Media Policy Healthcare for the Less-Privileged

KARACHI: An Interactive Session on "Healthcare for the Less-privileged" was recently organized by the students of Public Relations and Corporate Communication of the Institute of Business Management (IoBM). The program invited leading corporate professionals working in multinational companies and the pharmaceutical industry, medical experts, doctors, surgeons, physicians, and specialists. Also invited to the event were philanthropists and high-ranking administrators and managers from leading private and public hospitals from Karachi. Dr. Anwar Naqvi, Professor and Coordinator, Centre of Biomedical Ethics and Culture, SIUT, enlightened the students and faculty of IoBM with an overview of the healthcare in Pakistan. He shared with the audience pertinent facts emphasizing that poverty is in fact the cause of health-related diseases. Mr. Talib S. Karim, Rector IoBM, welcomed the distinguished guests and informed the audience with the wonders of the public-private partnership in healthcare and

how it is serving the less-privileged. Mr. Talib enlightened the audience about the Health and Health & Hospital Management Department at IoBM that began in 1997 with the vision to produce health managers that can add value to the healthcare industry of Pakistan. Mr. Assad Gondal, Head of Health Care, Reckitt Benckiser (RB), Pakistan, spoke on "Revolutionizing BoP Healthcare through Sustainability." Mr. Gondal stressed upon the cause of diarrhea in children living in Pakistan's villages and rural area and discussed Project HOPE initiated by Reckitt Benckiser. Mr. Hamadullah, Brand Category Manager, GSK, said that his organization has practical provisions in providing cost-effective medicines for the society. Faculty Advisor, Mr. Parvez Jamil, said print and electronic media can further play instrumental role towards free medical and health consultancy by doctors and specialists. They need to regularize fixed program schedules on various ailments and remedies through a Na-

tional Media Policy on healthcare for the masses. He added while medical consultancy is so costly for the less-privileged, media, especially FM Radio, is accessible to enhance consultancy and awareness on health for the poor. Dr. Sharif Hashmani, Chairman, Hashmani's, said that a trained human resource is of significance for bridging the gap between the healthcare providers and the underserved population. Ms. Fakiha Rasheed, Civil Hospital said that it is indeed the public-private partnership model that is providing effective and affordable healthcare for the less-privileged. Mr. Nisar Ahmed, Trustee and Coordinator of the Alamgir Welfare Trust said that it was the sincerity of intentions that made Alamgir Welfare Trust a success. Raheel Akhtar, Advisor Youth Parliament said that he foresees volunteers of the Young Parliament to acquire training by working with organizations providing healthcare for the less-privileged to later serve the rural areas of the country. —RT