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# **STARTUP** **GRAND** **CHALLENGE**

## About the **Ayushman Bharat PM-JAY**

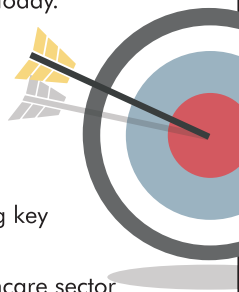
# START-UP GRAND CHALLENGE



**Ayushman Bharat PM-JAY Start-Up Grand Challenge** is a clarion call to the Indian start-up community to generate cutting-edge solutions for supporting the National Health Authority towards more effective implementation of **Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY)** and empowering 500 million people to gain access to affordable healthcare. It is a unique, first-of-its-kind opportunity for start-ups to be a critical participant and stakeholder in supporting the implementation of **AB PM-JAY**, the largest government-funded health assurance scheme in the world.

Start-ups engaged in sectors such as Medical Devices, Digital Health, Health Communications, Hospital Services and Hospital Management, Medical Workforce Training and Capacity Building, among others are invited to work on some of the most pressing challenges facing the **Ayushman Bharat PM-JAY** efforts in India today.

## OBJECTIVES



1. Harness home-grown start-ups in solving key **AB PM-JAY** implementation challenges.
2. Bolster **AB PM-JAY** and the larger healthcare sector through technology-led, low-cost efficiencies.
3. Empower beneficiaries through quality, affordable and safe healthcare.
4. Recognize best-in-class healthcare start-ups to scale-up their efforts.
5. Boost private sector investment in the health sector through mainstreaming start-ups.
6. Contribute to India's Start-up India and Make in India missions.

## PROBLEM STATEMENTS



### Problem Statement 1:

#### HOW TO REDUCE THE COST OF SERVICES AT THE POINT OF CARE?

- o What are the ways to bring down the cost of diagnosis and diagnostics?
- o How a one-stop shop (an online platform) for hospitals to procure drugs/medicines, implants, instruments etc be created to ensure ease in procurement and to encourage buying decisions based on price, quality, availability and peer reviews?
- o How can empanelled hospitals seamlessly outsource services that are not available at the point of care, in order to ensure cashless treatment is given to the beneficiaries especially pre and post hospitalization?

### Problem Statement 2:

#### HOW TO ENSURE QUALITY OF CARE?

- o How can we improve the quality of care at the point of service while maintaining and improving cost of care?
- o How can we reduce infection rate at hospitals? How do we bring down the anti-bacterial resistance?
- o How can we build a technological solution that would help measure and track the quality of care?

### Problem statement 3:

#### HOW TO MAXIMIZE BENEFICIARY AWARENESS?

- o How can we reach 8 crore families living in more than 7 lakh villages of the country with the message of Ayushman Bharat PM-JAY?
- o How can we empower more than 10 crore target families across the country from a rights-based approach to secondary and tertiary care for serious illnesses?
- o How to use call centres/develop on-the-ground vernacular solutions to reach out to beneficiaries in remotest of taluks/blocks/villages?
- o How can we leverage the reach of local partners and influencers to increase awareness (online & offline)?

## Problem Statement 4:

### HOW TO MAXIMISE PRE AND POST-TREATMENT ENGAGEMENT?

- o How to enhance beneficiary participation continuum of care?
- o How can we ensure adherence to medication post-discharge for better health outcomes?
- o How can we build a system to take care of upward and downward referrals and ensure smooth transition from primary care to secondary/tertiary care and follow-up care?

## Problem Statement 5:

### HOW TO ENHANCE THE QUALITY AND SECURITY OF DATA?

- o Development of a secure and standardized personal health records architecture for data storage, processing and exchange.
- o Creation of national data repositories in a structured format such as patient registries, doctor registry, healthcare infrastructure registry.
- o Setting up a secure, easy to use, interoperable and robust platform for data storage, encryption and exchange.
- o Sharing patient and claims data securely across different parties located in remote locations, data encryption.

## Problem Statement 6:

### HOW TO BUILD AND MAXIMISE CAPACITIES OF HEALTH WORKFORCE?

- o How to build and maximise capacities of treating doctors?
- o How to build and maximise capacities of paramedics?

## Problem Statement 7:

### HOW CAN WE DEVELOP ROBUST AND REAL TIME FRAUD AND ABUSE DETECTION SYSTEMS LEVERAGING AI/ML?

- o How to leverage AI/ML solutions for fraud detection and prevention?
- o How to identify fraud in real time and ensure its prompt investigation at the point of care?
- o How to provide real time alerts to state anti-fraud units on potential suspect claims for prompt review?

## AWARDS AND BENEFITS



- I. Cash prizes for winners.**
- II. Opportunities for post marketing testing and validation studies.**
- III. Connections to top institutions in healthcare and allied sectors for technology refinement for deployment.**
- IV. Procurement support for start-up products and services.**
- V. Potential partnerships with state governments implementing AB PM-JAY.**
- VI. Mentorship connects to top healthcare corporates for business scale up.**
- VII. Funder introductions for commercialisation scale-up of product/service.**

## ELIGIBILITY FOR APPLYING AYUSHMAN BHARAT PM-JAY GRAND CHALLENGE

Start-ups must meet the below eligibility criteria:

1. Start-ups as per definition set by DPIIT (Ministry of Commerce, Government of India).
2. Innovative product/service that has showcased some measurable impact potential.
3. The innovation must address one of the problem statements as highlighted under the Ayushman Bharat PM-JAY Start-Up Grand Challenge.
4. For regulated bio-technology start-ups, the product or service must have CDSCO/FDA/CE or equivalent certification.

## INDICATIVE SECTORS



Bio-medical devices



Digital health



Health communications



Hospital services and hospital management



Medical workforce training and capacity building

Quality assurance of service providers



## EVALUATION & SELECTION CRITERIA

1. **Innovation:** The product/service should be innovative and aim to provide low-cost efficient and high-quality solutions.
2. **Applicability:** The innovation should demonstrate applicability to problem statement and business viability.
3. **Scalability:** The start-up should demonstrate the potential for commercialization and scale.
4. **Sustainability:** The innovation should show potential for long-term use in a low-cost, affordable way.
5. **Leadership:** The leadership team should be relevant to the business and should demonstrate knowledge, capability and passion.

## GRAND CHALLENGE PROCESS

STEP  
01

### Announcement & Applications

Applications will open online from 1st October 2019 at [pmjay.gov.in](http://pmjay.gov.in) for 7 problem statement areas.

STEP  
02

### Preliminary check and First level evaluation

Applications will be screened for completeness and passed along to an expert committee for a first level evaluation.

STEP  
03

### Semi-final Rounds

Start-ups will pitch live to a jury of experts, judged on 5 pre-set criteria.

STEP  
04

### Final Round Awards Ceremony

Final round live pitch to a Grand Jury comprising of eminent persons from healthcare industry, public health, top investors, and government.

## HOW TO APPLY

Apply for the Ayushman Bharat PM-JAY Start-Up Grand Challenge online through the official website [www.pmjay.gov.in/GC/](http://www.pmjay.gov.in/GC/) by clicking on the banner.

## CONTACT

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