

He wanted to hold you
when you tottered on tiny feet
but instead picked you up
when you fell,
brushed off those tears,
hugged you
and let you try again.

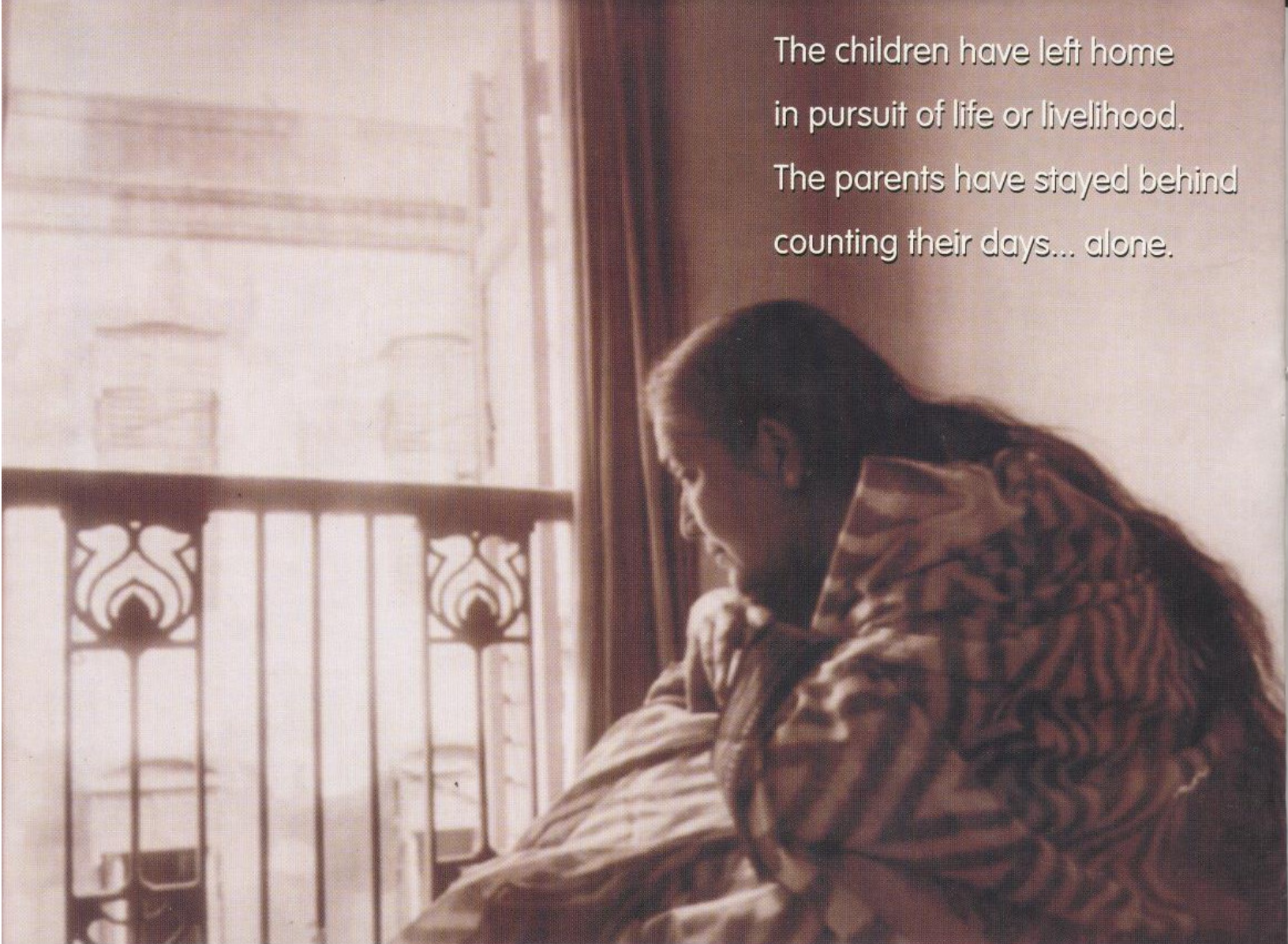
She cooked you
your favourite meals.
Combed your hair.
Tied your laces.
Pressed compresses
on your forehead
when you were sick,
and tickled your arms
when you felt alone.

He wanted to keep you
from making mistakes
yet he let you
find your own way,
even though his heart
broke in silence.

She scolded you
for every risk you took,
yet shone with pride
when you achieved,
and consoled you
even when you failed.

They are now
at the dusk of their lives.
They are your parents.

**LET'S BRING THEM A NEW DAWN
OF CARE AND SECURITY...**

A woman with long dark hair is sitting on a balcony, looking out towards a building across the street. She is wearing a patterned shawl. The balcony has a decorative metal railing. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

The children have left home
in pursuit of life or livelihood.
The parents have stayed behind
counting their days... alone.

Not a new picture. Anywhere in the world.

In India, things were a shade better a decade ago, but not anymore. Especially in Kolkata, where shrinking job opportunities have led to a steady movement of educated young people in search of greener pastures. Those who opted to stay behind have to work that much harder to keep afloat, finding little time to look after the needs of their aged parents.

Hypertension, diabetes mellitus, arthritis, kidney or heart related problems - few realise that preventive care can lead to a much better quality of life and can help to avoid emergencies and hospitalisation.

An unforeseen 10 days hospitalization even once in 5 years is enough to cause a severe blow to the savings and quality of life of most senior citizens living on their own. The dwindling interest rates on their life's savings add to their woes.

The so-called Mediclaim and other health related protections invariably stand inadequate, if not redundant, with such a majority of exclusions due to pre-existing conditions.

The lack of options to address the situation just leads to anxiety, uncertainty and a sense of insecurity. Notwithstanding exceptional support from caring children, kind relatives and sympathetic neighbours, most of our aged citizens have been left with little choice so far but to resign themselves to fate.

Fortunately, not anymore.



HELP IS AT HAND, FINALLY

SAFHI LifecarE offers an affordable solution of preventive health care for the aged like never before. It is primarily targeted at the medical needs of the senior citizens but can also be customized to cover an entire family.

Should an unexpected exigency arise (like a sudden fall or blackout), a 24-hour emergency response system will be available - with a fully equipped ambulance manned by qualified staff.

The scheme will include a moderate cover for hospitalisation, in case the situation so demands.

There will be a system of regularly telephoning in to review the health status of members, with a personal touch, and the assurance of immediate care, at any time of night or day.



 SAFHI
LifecarE
A Novel Concept in Elder Care

Services will be offered in three areas:

~ In-home healthcare support

Each member will be monitored through state-of-the-art automated telephony. Their health conditions will be enquired and recorded. Doctors will visit at least once in two months. One comprehensive lab test will be conducted for each member to monitor their health status every year. Two specialist consultations will also be available in a year.

~ Emergency healthcare support

A fully equipped ambulance will remain ready round-the-clock to respond to any urgent call, or if the member's phone is not responding. Our EMO will evaluate the situation at home and accompany to hospital, if necessary, with a 24-hour cashless admission facility.

~ A bouquet of concessions for members

On medicines at doorstep, doctor visit fees beyond routine calls, charges on additional lab tests, hospitalisation charges, nurse and ayah on call at home, physiotherapy, equipment on rental, and more.



PACKAGES AT A GLANCE

BASIC MEMBER PLAN

- + For age group 50 years and above
- + Weekly telephone call to enquire on health status, and schedule doctor visits, if required
- + 6 mandatory visits at home by a doctor - once in two months
- + 2 referral visits by a specialist every year
- + 1 comprehensive lab test and chest x-ray every year. Free transportation arranged by us
- + 2 ECGs (Electrocardiograms) per year
- + Free ambulance service at all hours
- + Development of computerised medical history database with all details, something that may save a life in case of an emergency

Other services include:

- + Additional doctor visits, as per requirement, at concessional rate
- + Nurse on call at concessional rate
- + Attendant on call at concessional rate
- + Cash-less admission in empanelled hospitals
- + Discounted rates at empanelled hospitals
- + Discounts on additional lab tests, if needed
- + Emergency oxygen supply at discount
- + Medicines at discounted rates. Free home delivery
- + Medical equipment hire at low monthly rate

SPOUSE CARE PLAN

- + Only available as add-on to the Basic Member Plan
- + All facilities remain the same, but with common schedules for doctor visits and lab test

FAMILY CARE PLAN

- + Only available as add-on to the Basic Member Plan, for age less than 40 years
- + All facilities remain the same, but with a simplified lab test and chest x-ray every year and common schedules for doctor visits and lab test
- + Does not apply for persons older than Basic Member

THE INFRASTRUCTURE

Call Centre

Comprising of 6 fully equipped stations, with skilled telephone operators at service round-the-clock, conversing in Bengali, English and Hindi, and specially trained to understand emergencies, suggest immediate action required and assist in arranging medical help at the fastest opportunity. All call details will be logged meticulously. A back-up audio tape recording will be used by the EMO, if necessary, before ambulance is despatched. In case of hospitalisation, the operator will stay in touch with the EMO and ambulance over cell phone, besides co-ordination with destination hospital for preparatory measures before arrival of patient. The call-centre will house a 24-hour cafeteria and a 4 bed dormitory for staff accommodation to ensure that there is no disruption in service during bandhs, etc.

Medical Staff

Call centre will be staffed with 2 Emergency Medical Officers (EMOs), 2 paramedics, 2 nurses and 2 attendants, always on standby, in shifts, to attend to emergencies. In addition to this, a dedicated team of analysts and programmers will work closely with panel doctors and EMOs to maintain and update medical records of each member, categorising them according to their risk status. The line of treatment and tests to be conducted on our members during any hospitalization will be monitored and controlled by our empanelled doctors, to ensure correct diagnosis and minimum cost.

Ambulances

Will be state-of-the-art, air-conditioned vehicles, with gas filled shock absorbers to provide a safer ride for patients. These

ambulances will be equipped with blood pressure monitor, cardiac monitor, emergency oxygen set, pulse oxymeter, glucometer, infusion set, parenterals, emergency medicines, dressings, etc. to ensure the best of emergency care, always.



The Medical Advisory Board

Dr. Dulal Chandra Roy Choudhury,

MD, MRCP (Edin), FRCP (Edin), PhD (Birming), FCCP (USA), FICA (USA)
One of the senior most and respected physicians of Kolkata. He was Professor of Medicine, Medical College, Kolkata.

Dr. Sudipta Kumar Sen, Former Medical Director, Woodlands Nursing Home. Also involved in various social activities.

Dr. Kalyan Banerjee, MBBS, Ph.D (Med)
Former Director, National Institute of Virology, Pune. Dr. Banerjee was also a senior fellow at Yale University

Dr Saibal Gupta, MS (Col), FRCS (Eng/ Edin), FACC (USA)
Former Professor and HOD of Thoracic and Cardiovascular Surgery, Calcutta National Medical College. Now consultant at CMRI, Kothari and Woodlands.

Prof. Dr. Amulya Bhusan Roy, MD
Renowned physician specialized in Medicine. Was Professor in Dept of Medicine, R G Kar Medical College

Dr. Purnendu Roy, MS, FAIS, FRCS, FICS. Reputed surgeon. Founder of Genesis Hospital.

Prof. Dr. J. Sil, DCH, Ph.D. (Medicine), DECD-WHO (Moscow)
Dr. Sil has worked as Head of the WHO International Reference Centre for Vibrios. He has been deeply involved in different community health awareness and monitoring activities. Dr. Sil was a Professor at Medical College, Kolkata.

Prof. Dr. Sandip Kumar Roy, Head of Department, Community Medicine, Medical College, Kolkata and Secretary General, Indian Public Health Association.

Dr. A.K. Roy Chowdhury

MRCP (UK), FRCP (Glasgow), FRCP (LONDON)
Specialist in Chest Medicine. He has been associated with renowned hospitals in London and Brunei for over 30 years

Dr. Mrinal Bhattacharya, MD (Medicine), FCCP (USA), FRSM (London), AFACA (USA), FRSH (UK), FICN (Ind)
Has been associated as Senior Physician & Oncologist with Royal Marsden Hospital (London), Tata Memorial Hospital (Mumbai) and Thakurpukur Cancer Institute, Kolkata. He is the founder president of Sambedna Hospice (a Safhi project) at Sonarpur. Also currently associated with Peerless Hospital.


Lifecare+
A Novel Concept in Elder Care



South Asian Foundation for Human Initiatives, or SAFHI is a non-profit organisation, managed by a voluntary governing body consisting of well-placed members of society.



Driven by the mission to improve human commune and habitat, SAFHI engages local communities in improving citizens' access to justice, creation of livelihoods, restoring community cohesion and promoting solidarity and environmental protection.

A charitable dispensary at Bhubaneswar, another in a tribal village in Jharkhand, a hospice for the terminally ill at Sonarpur, a hamlet rehabilitation for Irular tribes in Kerala, a malaria control initiative in a Kolkata slum, a wasteland project in an Orissa village, and now this healthcare service for the aged - small footsteps, big dreams - that's the core essence of SAFHI.

The key management team of SAFHI include:

- ~ **Mr.Amit Roy**: President
A qualified mechanical engineer and lawyer, and an alumnus of IIM Calcutta. He has worked with Telco, Eicher, Ernst & Young and finally as President of AC Nielsen ORG-MARG, the largest market research firm in South Asia, before voluntarily moving in to full time social work.
- ~ **Mr.Kaushik Maitra**: Treasurer
Engineer and software expert from Canada, with over 12 years experience in designing specialised software for business and engineering applications. His expertise would particularly come of use for running an automated call centre and database management for the SAFHI Healthcare project.
- ~ **Mr.Dipak Rudra**, IAS (Retd)
Former banking ombudsman for West Bengal and Sikkim, RBI, former Commissioner, Food and Principal Secretary to West Bengal Govt.
- ~ **Dr.Hemlata Gujarathi**, (MBBS, MD)
Renowned physician, founder of SAMAY Polyclinic & Hospital at Baroda, Gujarat and a Governing Body member of SAFHI.
- ~ **Mrs.Samira Panigrahi**
Governing Body Member of Safhi and is currently engaged in rehabilitation of Spastics in association with different organizations at New Delhi.
- ~ **Ms.Ruma Chowdhury**
M Com and Company Secretary with over ten years experience
- ~ **Justice (Retd) S K Guin**
Former Judicial Secretary, Government of West Bengal and retired Judge of Calcutta High Court

SPREAD A SMILE...

SAFHI LifecareE will go much beyond healthcare, with our efforts at building lasting relationships and to bring back the joy of living.

A bi-monthly mailer will be sent to members, covering all kinds of health related issues, expert advise, information on medical developments across the world, case studies, interesting anecdotes, and more. Members will be encouraged to contribute to this mailer and share their experiences, knowledge and thoughts with like minded people.

SAFHI LifecareE will also organise various seminars and discussion forums from time to time on specific health topics with eminent doctors, where members will be able to exclusively attend.

Different cultural programmes and entertainment events will be organised regularly, besides picnics and outings for members. There will be a Sunday 'adda' as well.

We hope to touch your lives with care and dignity. After all, nothing spreads faster than a smile.





SAFHI Lifecare+ is a project of South Asian Foundation for Human Initiatives, Calcutta (SAFHI) - a non-profit organisation registered under the Societies Registration Act XXVI of 1961, West Bengal, vide Registration No.S/88428 of 1997-98. SAFHI has certificate of exemption u/s 80G of Income Tax Act and also has the FCRA registration from Government of India vide certificate no.147120559

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