

102 AMBULANCE SERVICES

24x7 Free Referral Transport Services for Pregnant Women and Sick Infants under National Ambulance Services through 102 call centre

Background:

The 'Janani Sishu Surakshya Karyakram' (JSSK), a flagship programme under NHM, envisages cashless deliveries including Caesarian Sections and Sick Newborn Services (up to the age of one year) at certified/notified public health institutions, in both rural & urban areas, in the State. This scheme is aimed at mitigating the burden of out of pocket expense incurred, at public health institutions, on delivery & new born services for transportation, drugs, diagnostics, blood, diet & user charges for availing services.

Moreover, it is observed that delay in reaching to an appropriate health facility is one of the major attributes, contributing to high Neo-Natal Mortality & Maternal Mortality. This is mainly either due to lack of readily available and affordable transport facility or inaccessibility / distance for which people fails to access institutional health services.

Hence, steps were taken in past to operationalise Janani Express in the State to ensure free referral transport for pregnant woman and sick neonates. Accordingly, 462 'Janani Express' were engaged in different health institutions of the State, since 2008. These Janani Express were 4-wheeler transport carrier, hired locally on contractual basis for a period of one year on the basis of out sourced criteria.

However, the cost effectiveness and coverage of Janani Express is not very encouraging due to absence of Centralised Call Center, no tracking through GPS and poor management of vehicle due to large number of vehicles owners engaged at the district level. The coverage of beneficiaries (home to institution) has never reached 60% and drop back is only 40%, in spite of allowed efforts. In many JE, the average patient transport per month is less than 20.

Therefore, in order to maximize the benefit in accordance with the JSSK mandate, Government of Odisha has decided to outsource the task to an external agency (service provider) selected through competitive bidding process for operation & management of Centralized Call Centre '102', so as to ensuring the provision of round the clock free referral transportation services under 'National Ambulance Services' to all eligible beneficiaries under JSSK. Accordingly, one agency namely Ziqitza Health Care Ltd. were selected through national competitive bidding process to manage the 102 Ambulance Services.

Objective of 102 Services:

The objective of this service is to provide timely assured round the clock transportation services to pregnant women & sick infants of the State in free of cost.