



www.togetherforher.com

What is **together** ?

Together is an online platform that enables expecting women to select a hospital for their delivery based on specific Quality of Care indicators (QoC) that have been scientifically accredited to ensure safe childbirth. With the pursuit to reduce maternal morbidity and mortality associated during childbirth, Together aims to help mothers in making an informed choice in choosing the right maternity hospital for them. After the delivery, women can also document their own experiences based on these indicators in order to help other expecting mother. Together recognizes that a successful healthcare initiative must involve a solid partnership with providers, which is why the providers are given a platform that can showcase their facilities.

What are its features?

For Mothers

-  Quality of care indicators which help with selection of a maternity hospital
-  Content which educates, informs, and brings awareness in expecting women about the QoCs, her rights during delivery and specifics she need to consider before selecting a maternity hospital

For Doctors

-  Get credible feedback and analysis on the QoCs that will help strengthen reputation and improve the quality of maternity care where required.
-  Get online visibility, supported by digital profile creation and SEO/SEM capabilities.
-  Be part of the preferred options that this ever-growing community of women will consider for health services.
-  Provide women information and access to the best health services.
-  In the longer term improve health outcomes.



The Together Approach

To realize its vision that every pregnant woman and newborn receives high-quality care throughout pregnancy, childbirth and the postnatal period, The 9 Quality of Care (QoC) indicators guide mothers-to-be to choose a maternity hospital. The QoCs are defined by World Health Organization (WHO) to ensure every pregnant woman and newborn receives high-quality care during childbirth. These standards set expectations for the level of care provided by a hospital and define the delivery experience.

The Quality of Care Indicators

Together's focus will be on quality of care indicators that are:

 Overtime Admission	 Mother-Newborn Bonding	 Clean Bed Sheets	 Communication During Labour	 Early Breastfeeding
 Privacy	 Courteous & Respectful	 Counselling: Danger Signs	 Counselling: Family Planning	

Team Together



Together is developed by Almata, the Public Health Division of Avegen. Almata is committed to the mission of improving public health through the innovative use of digital technology. Almata uniquely combines expertise in healthcare, digital health, commercial, technology and social enterprise to achieve its mission.



Aakash Ganju, a physician-entrepreneur with more than 15 years' experience in healthcare, is the co-founder of Avegen and its subsidiaries. Aakash has been active in the digital healthcare space for the last 8 years, most recently as Country Director at MAMA (Mobile Alliance for Maternal Action). Aakash provides overall leadership at Avegen and will be building relationships with public as well as private institutions, advocates and ambassadors for the Together platform.

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Nayan Kalnad, a physician-entrepreneur with 12 years' experience in healthcare, has been active in digital healthcare for the past 10 years. Nayan established the commercialization team at Mirai Health, which he currently leads. Most recently he was with Johnson & Johnson (J&J) where he led the team that brought to market a multi-award winning, technology-enabled solution to improve cardiovascular outcomes for the US and UK markets. At J&J, he worked with Kim Park who is currently VP, Customer Strategy & Innovation at Merck.

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Lily Lee has close to 30 years of international experience in the Pharmaceuticals industry, spanning the US, Europe and Asia Pacific regions. Most recently, Lily was Senior Vice President of Pharmaceutical R&D, Asia Pacific, Johnson and Johnson. In addition, Lily has over 25 years of leadership roles in non-profit organizations specializing in rural development in China. Passionate about building and mentoring high-performing teams, Lily will lead ALMATA to advance the goal of improving public health through the innovative use of information technology, and will provide overall leadership for the program.

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Neeraj Apte is responsible for driving the technology strategy and execution for Avegen. Neeraj worked in the US for 6 years, including at eBay, building products through creative thinking and close collaboration with customers. He has been a successful technology entrepreneur in India since 2005, working closely with clients from around the world to develop smart solutions in a spectrum of industries, including Healthcare. Neeraj will be the architect of and manage the development of Together's entire platform for healthcare providers and reviewers, including website and mobile application.

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Pallav Patankar has worked for the last eight years in the Public Health Space implementing HIV Targeted Intervention programs in the City of Mumbai under the aegis of the National AIDs Control Program (NACP). He has served as a resource person within the working groups for design of NACP V. He was formerly the Director Programs of The Humsafar Trust, a Community Based organization working with the MSM and Transgender communities in India. He has served as a Project Director for Pehchan-Global Fund Round 9 and has looked into setting up of Targeted intervention programs in five states. He represented The Humsafar Trust in meetings of the International HIV/AIDs Alliance. In his former avatar, Pallav worked with the corporate sector for 8 years in capacities of Manager, Sales and Marketing and as a profit centre head. He has worked in West Africa, Cote d'Ivoire, and in Central Africa, Democratic Republic of Congo, Republic of Congo. He has also worked in a marketing capacity in India with top marketing organizations such as Asian Paints and Samsung and Lupin Laboratories.

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Aditi Hazra Ganju, a philanthropist with the passion to improve healthcare experience for doctors and patients through use of technology. Aditi is the Co-Founder and Chief Talent Officer of Avegen Pte. Ltd. And a subsidiary company "Mirai Health". Ms. Ganju, a healthcare entrepreneur with 18 years of international experience in the pharmaceutical and healthcare industry. Her vision is to have a quality healthcare, prevention and treatment is available, accessible and affordable to all segments of the population. Aditi currently works as the Chief Talent Officer at Avegen Pte Ltd, where she is responsible for recruiting, managing and retaining talent in addition to quality, marketing and communications strategy. Aditi is also the editor of Connected Health Quarterly (www.connectedhealthquarterly.com), one of India's first content website on connected health.

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