

प्रेषक,

प्रशान्त त्रिवेदी,
प्रमुख सचिव,
उ०प्र० शासन।

सेवा में,

मुख्य कार्यपालक अधिकारी,
राष्ट्रीय स्वास्थ्य बीमा योजना,
(साचीज)
उ०प्र०, लखनऊ।

चिकित्सा अनुभाग-1

लखनऊ: दिनांक: 13 सितम्बर, 2018

विषय:- आयुष्मान भारत-नेशनल हेल्थ प्रोटेक्शन मिशन को उत्तर प्रदेश में लागू किये जाने के सम्बन्ध में।

महोदय,

उपर्युक्त विषयक आपके पत्र संख्या-एन०एच०पी०एम०/पत्रा-431/2018-19/501, दिनांक 03.08.2018 के संदर्भ में मुझे यह कहने का निदेश हुआ है कि प्रश्नगत प्रकरण में सम्यक विचारोपरान्त श्री राज्यपाल प्रदेश में "प्रधानमंत्री राष्ट्रीय स्वास्थ्य सुरक्षा मिशन योजना" को लागू किये जाने विषयक शासनादेश संख्या 933/पाँच/1-2016-5(19)/2018 दिनांक 08 जून, 2018 को निरस्त करते हुये प्रदेश में "आयुष्मान भारत-नेशनल हेल्थ प्रोटेक्शन मिशन" को एश्योरेन्स मोड में निम्नवत लागू किये जाने की स्वीकृति प्रदान करते हैं :-

(क) योजना का औचित्य :- समाज के आर्थिक रूप से कमजोर एवं पिछड़े वर्गों को राष्ट्रीय स्वास्थ्य बीमा योजना के अन्तर्गत रु०. 30,000/- तक प्रति परिवार प्रतिवर्ष निःशुल्क चिकित्सा बीमा की सुविधा उपलब्ध थी, जिसमें गम्भीर रोगों का इलाज सम्भव नहीं था। प्रस्तावित योजना "आयुष्मान भारत-नेशनल हेल्थ प्रोटेक्शन मिशन" में सेकेण्डरी, टर्शियरी तथा गम्भीर बीमारियों के उपचार हेतु प्रति परिवार प्रतिवर्ष रु०. 5.00 लाख तक निःशुल्क चिकित्सीय सुविधा उपलब्ध होगी।

(ख) लाभार्थी परिवारों की पात्रता :- भारत सरकार में प्रस्तावित योजना पात्रता आधारित है। एस०ई०सी०सी०-2011 डाटाबेस में सम्मिलित पात्र परिवारों को योजना के अन्तर्गत लाभ दिया जायेगा। भारत सरकार द्वारा उपलब्ध कराये गये डाटाबेस में उत्तर प्रदेश में लाभार्थी परिवारों की कुल संख्या लगभग 1.18 करोड़ तथा कुल लाभार्थियों की अनुमानित संख्या 6 करोड़ है।

(ग) योजना का लाभ :- भारत सरकार के दिशा निर्देशों के अनुसार लाभार्थी परिवार को रु०. पाँच लाख तक प्रति वर्ष प्रति परिवार फ्लोटर के आधार पर अनुबन्धित राजकीय एवं निजी चिकित्सालयों में निःशुल्क चिकित्सा उपचार की सुविधा दी जायेगी।

(घ) चिकित्सालयों की सूचीबद्धता :- योजनान्तर्गत प्रदेश के चिन्हित राजकीय चिकित्सालय स्वतः सूचीबद्ध होंगे एवं निजी चिकित्सालयों को भी भारत सरकार द्वारा निर्धारित मापदण्डों तथा निर्देशों के आधार पर ऑनलाइन प्रक्रिया द्वारा सूचीबद्ध किया जायेगा।

(च) मेडिकल पैकेज :- योजना के अन्तर्गत बीमारियों के उपचार हेतु भारत सरकार द्वारा कुल 1350 सर्जिकल/मेडिकल पैकेज निर्धारित किये गये हैं। निर्धारित मानक एवं पैकेजों के अनुसार लाभार्थियों को अनुबन्धित चिकित्सालयों में निःशुल्क चिकित्सा

सुविधा उपलब्ध करायी जायेगी। पैकेज का विवरण साचीज की आधिकारिक वेबसाइट sachis.in पर उपलब्ध है।

(छ) स्टेट हेल्थ एजेन्सी :- भारत सरकार के दिशा-निर्देशों के अनुसार राज्य में यह योजना स्टेट हेल्थ एजेन्सी द्वारा क्रियान्वित की जायेगी। इस सम्बन्ध में उल्लेख करना है कि राष्ट्रीय स्वास्थ्य बीमा योजना के संचालन हेतु गठित "उ०प्र० स्वास्थ्य बीमा कल्याण समिति" एक पंजीकृत सोसायटी है, जिसके माध्यम से स्टेट एजेन्सी फॉर कम्प्रीहेन्सिव हेल्थ एण्ड इंटीग्रेटेड सर्विसेज (साचीज) द्वारा राष्ट्रीय स्वास्थ्य बीमा योजना का संचालन किया जा रहा था। भारत सरकार के दिशा-निर्देशों के क्रम में आयुष्मान भारत-नेशनल हेल्थ प्रोटेक्शन मिशन के संचालन हेतु "साचीज" को अधिकृत किया गया है, जो स्टेट हेल्थ एजेन्सी के रूप में कार्य करेगी। इस योजना के परिप्रेक्ष्य में स्टेट हेल्थ एजेन्सी के सी०ई०ओ०/आपरेशन्स टीम के मार्ग दर्शन, निगरानी एवं पर्यवेक्षण (Counselling and Overseeing) हेतु मुख्य सचिव, उ०प्र० शासन की अध्यक्षता में एक गवर्निंग कौन्सिल होगी, जिसका स्वरूप निम्नवत होगा :-

क्र०सं०	पदेन अधिकारी का पदनाम	धारित पद
01	मुख्य सचिव, उ०प्र० शासन	अध्यक्ष
02	प्रमुख सचिव, चिकित्सा स्वास्थ्य एवं परिवार कल्याण विभाग उ०प्र० शासन	उपाध्यक्ष
03	सचिव, वित्त विभाग, उ०प्र० शासन	सदस्य
04	सचिव, ग्राम्य विकास विभाग, उ०प्र० शासन	सदस्य
05	सचिव, आवास एवं शहरी नियोजन विभाग, उ०प्र० शासन	सदस्य
06	सचिव, सूचना प्रौद्योगिकी एवं इलेक्ट्रॉनिक्स विभाग, उ०प्र० शासन	सदस्य
07	सचिव, श्रम विभाग, उ०प्र० शासन	सदस्य
08	मिशन निदेशक, राष्ट्रीय स्वास्थ्य मिशन, उ०प्र०	सदस्य
09	महानिदेशक, चिकित्सा शिक्षा, उ०प्र० या उनके द्वारा नामित प्रतिनिधि	सदस्य
10	महानिदेशक, चिकित्सा एवं स्वास्थ्य सेवायें, उ०प्र० या उनके द्वारा नामित प्रतिनिधि	सदस्य
11	मुख्य कार्यपालक अधिकारी, स्टेट हेल्थ एजेन्सी, उ०प्र०	सदस्य सचिव
12	नेशनल हेल्थ एजेन्सी, भारत सरकार के प्रतिनिधि	विशेष आमंत्रित
13	राज्य सरकार द्वारा नामित विषय वस्तु विशेषज्ञ	विशेष आमंत्रित

(ज) स्टेट हेल्थ एजेन्सी की कोर टीम का गठन :- आयुष्मान भारत-नेशनल हेल्थ प्रोटेक्शन मिशन के संचालन हेतु स्टेट हेल्थ एजेन्सी की कोर टीम में भारत सरकार द्वारा अनुमोदित किये गये पद, पदों की संख्या, योग्यता, स्कोप ऑफ वर्क तथा वेतन का विवरण संलग्नक-1 में अंकित है। उक्त पदों के सापेक्ष, साचीज में उपलब्ध मानव संसाधन के अतिरिक्त आवश्यक मानव संसाधन की संविदा/आउटसोर्सिंग/प्रतिनियुक्ति के माध्यम से तैनाती की जायेगी। स्टेट हेल्थ एजेन्सी में उक्त पदों की संख्या तथा निर्धारित वेतन के अनुसार स्टेट हेल्थ एजेन्सी के मानव संसाधन के वेतन मद में अनुमानित वार्षिक व्यय भार लगभग रु०. 8.40 करोड़ होगा, जिसका भुगतान योजना के एडमिनिस्ट्रेटिव फण्ड से किया जायेगा।

(झ) डिस्ट्रिक्ट इम्प्लीमेंटेशन यूनिट :- जनपद स्तर पर योजना को सफलता पूर्वक क्रियान्वित करने हेतु डिस्ट्रिक्ट इम्प्लीमेंटेशन यूनिट होगी, जिसमें एक जिला नोडल अधिकारी तथा उसके अधीन डिस्ट्रिक्ट प्रोग्राम को-आर्डिनेटर, डिस्ट्रिक्ट इनफॉर्मेशन सिस्टम मैनेजर तथा डिस्ट्रिक्ट गिवांस मैनेजर होंगे। डिस्ट्रिक्ट नोडल ऑफिसर के पद पर पूर्णकालिक अपर मुख्य चिकित्साधिकारी को तैनात किया जायेगा। शेष पदों पर

जिलाधिकारी की अध्यक्षता में गठित समिति द्वारा संविदा/आउटसोर्सिंग के माध्यम से चयन किया जायेगा। उक्त पदों का विवरण संलग्नक-2 में अंकित है। राज्य के समस्त जनपदों में उक्त पदों के सापेक्ष मानव संसाधन के वेतन मद में अनुमानित वार्षिक व्यय भार लगभग 13.50 करोड़ होगा, जिसका भुगतान योजना के एडमिनिस्ट्रेटिव फण्ड से किया जायेगा।

(ट) योजना का संचालन :- राज्य में लक्षित लाभार्थी परिवारों की संख्या लगभग 1.18 करोड़ तथा कुल लाभार्थियों की संख्या लगभग 6 करोड़ है। लक्षित लाभार्थियों की इतनी बड़ी संख्या के दृष्टिगत योजना के सफल संचालन हेतु प्रदेश को चार क्लस्टर में बाँटा जायेगा तथा प्रत्येक क्लस्टर में योजना का क्रियान्वयन एक इम्प्लीमेंटेशन सपोर्ट एजेंसी के माध्यम से किया जायेगा। भारत सरकार द्वारा उपलब्ध कराये गये ड्राफ्ट निविदा प्रपत्र के आधार पर निविदा द्वारा इम्प्लीमेंटेशन सपोर्ट एजेंसी के चयन की प्रक्रिया प्रारम्भ कर दी गयी है। लाभार्थियों के उपचार हेतु सर्जिकल/मेडिकल पैकेज को प्री ऑथराइज करना, मेडिकल ऑडिट करना, चिकित्सालयों के क्लेम प्रोसेस करना आदि इम्प्लीमेंटेशन सपोर्ट एजेंसी के मुख्य कार्य होंगे।

(ठ) आयुष्मान मित्र :-भारत सरकार के दिशा-निर्देशों के अनुरूप अनुबन्धित चिकित्सालयों में लाभार्थियों की पहचान करने, आवश्यक पैकेज का प्री आथराइजेशन, इम्प्लीमेंटेशन सपोर्ट एजेंसी से प्राप्त करने तथा योजना के मानक के अनुसार लाभार्थियों को चिकित्सा सुविधायें उपलब्ध कराने हेतु अनुबन्धित चिकित्सालयों में आयुष्मान मित्र तैनात किये जायेंगे। आयुष्मान मित्र के चयन हेतु मानक तथा मानदेय एवं प्रोत्साहन धनराशि के सम्बन्ध में विवरण संलग्नक-3 में अंकित है। आयुष्मान मित्र के चयन एवं तैनाती हेतु मानक, मानदेय एवं प्रोत्साहन धनराशि के सम्बन्ध में कार्यवाही प्रारम्भ कर दी गयी है।

(ड) टेक्निकल सपोर्ट यूनिट :-योजना के सफल क्रियान्वयन हेतु स्टेट हेल्थ एजेंसी की सहायता के लिये टेक्निकल सपोर्ट यूनिट स्थापित की जायेगी, जो योजना की विभिन्न गतिविधियों की साफ्टवेयर के माध्यम से मॉनिटरिंग के अतिरिक्त फ़ॉल डिटेक्शन आदि में स्टेट हेल्थ एजेंसी की सहायता करेगी। टेक्निकल सपोर्ट यूनिट का चयन भारत सरकार द्वारा उपलब्ध कराये गये ड्राफ्ट निविदा प्रपत्र के आधार पर किया जायेगा। भारत सरकार द्वारा अनुमोदित ड्राफ्ट निविदा प्रपत्र के आधार पर टेक्निकल सपोर्ट यूनिट के चयन की प्रक्रिया प्रारम्भ कर दी गयी है।

2- कृपया तदनुसार "आयुष्मान भारत-नेशनल हेल्थ प्रोटेक्शन मिशन" को उत्तर प्रदेश में लागू किये जाने के सम्बन्ध में कार्यवाही सुनिश्चित करते हुए योजना की प्रगति से शासन को समय-समय पर अवगत कराने का कष्ट करें।

संलग्नक:-यथोक्त।

भवदीय,

(प्रशान्त त्रिवेदी)

प्रमुख सचिव।

संख्या एवं दिनांक उपरोक्तानुसार।

प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित :-

- 1- अपर मुख्य सचिव/प्रमुख सचिव, वित्त विभाग, उ0प्र0 शासन।
- 2- अपर मुख्य सचिव/प्रमुख सचिव, न्याय विभाग, उ0प्र0 शासन।
- 3- अपर मुख्य सचिव/प्रमुख सचिव, ग्राम्य विकास विभाग, उ0प्र0 शासन।

- 4- अपर मुख्य सचिव/प्रमुख सचिव, नगरीय रोजगार एवं गरीबी उन्मूलन कार्यक्रम विभाग, उ०प्र० शासन।
- 5- अपर मुख्य सचिव/प्रमुख सचिव, चिकित्सा शिक्षा विभाग, उ०प्र० शासन।
- 6- अपर मुख्य सचिव/प्रमुख सचिव, कार्मिक विभाग, उ०प्र० शासन।
- 7- अपर मुख्य सचिव/प्रमुख सचिव, आवास एवं शहरी नियोजन विभाग, उ०प्र० शासन।
- 8- अपर मुख्य सचिव/प्रमुख सचिव, श्रम विभाग, उ०प्र० शासन।
- 9- अपर मुख्य सचिव/प्रमुख सचिव, पंचायती राज विभाग, उ०प्र० शासन।
- 10- सचिव, सूचना प्रौद्योगिकी एवं इलेक्ट्रानिक्स विभाग, उ०प्र० शासन।
- 11- स्टाफ अफसर, मुख्य सचिव, उ०प्र० शासन।
- 12- महानिदेशक, चिकित्सा एवं स्वास्थ्य सेवाये, उ०प्र०, लखनऊ।
- 13- महानिदेशक, परिवार कल्याण, उ०प्र०, लखनऊ।
- 14- महानिदेशक, चिकित्सा शिक्षा, उ०प्र०, लखनऊ।
- 15- मिशन निदेशक, राष्ट्रीय स्वास्थ्य मिशन, उ०प्र०, लखनऊ।
- 16- परियोजना निदेशक, यू०पी०एच०एस०एस०पी०, उ०प्र०, लखनऊ।
- 17- अधिशासी निदेशक, उ०प्र० तकनीकी सहयोग इकाई, लखनऊ।
- 18- निदेशक, चिकित्सा उपचार, चिकित्सा एवं स्वास्थ्य महानिदेशालय, उ०प्र०, लखनऊ।
- 19- निदेशक सी०एच०सी०/पी०एच०सी०, चिकित्सा एवं स्वास्थ्य महानिदेशालय, उ०प्र०, लखनऊ।
- 20- समस्त मण्डलायुक्त, उत्तर प्रदेश।
- 21- समस्त जिलाधिकारी, उत्तर प्रदेश।
- 22- समस्त मण्डलीय अपर निदेशक, चिकित्सा एवं स्वास्थ्य, उ०प्र०।
- 23- समस्त मुख्य चिकित्सा अधिकारी, उत्तर प्रदेश।
- 24- समस्त अनुभाग, चिकित्सा एवं स्वास्थ्य विभाग, उ०प्र० शासन।
- 25- गार्ड फाइल।

आज्ञा से,

(राम नगीना मौर्य)
संयुक्त सचिव।

Recommended Operational Core Team of SHA Uttar Pradesh**Under**
AB-NHPM

Keeping in view the size, population and demographic structure of the state of Uttar Pradesh the state government is herewith recommending the operational core Team at SHA and District Implementation Unit.

1- Structure at state Level**Government Staff**

The **Chief Executive Officer (IAS)** will look after all the operational aspects of the implementation of the scheme and shall be supported by a team of specialists (dealing with specific functions).

To support the Chief Executive Officer in discharge of different functions, the following team will be appointed at SHA level:-

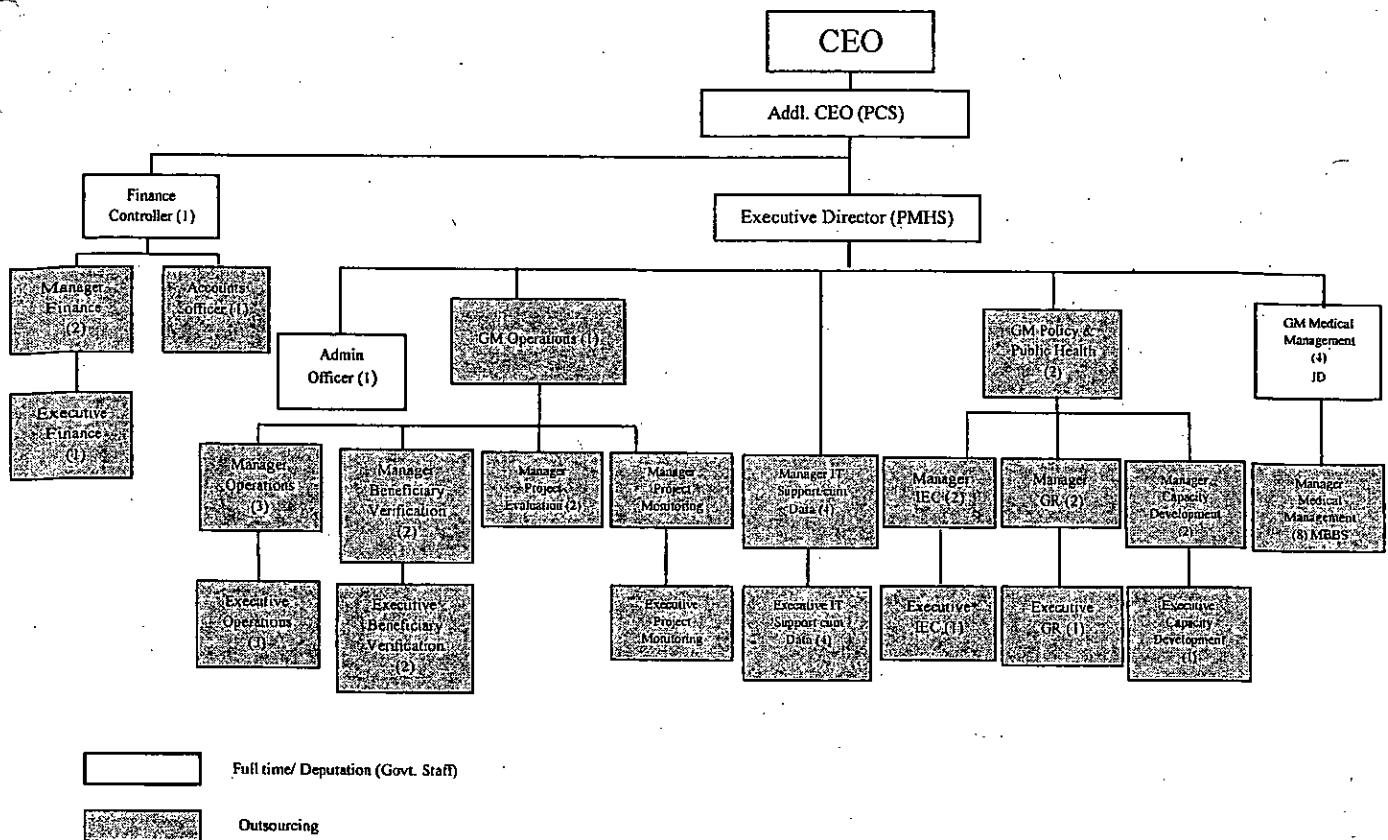
- **Addl. Chief Executive officer (PCS) (1, Full Time/Deputation/Addl. Charge)**
- **Finance Controller (Sr. Officer of State Finance Department) (1, Full Time/Deputation/Addl. Charge)**
- **Executive Director: (1, Rank of Joint Director of State Health Services)**
- **General Manager-Medical Management): (4, Rank of Joint Director of State Health Services)**
- **Admin Officer: (1)**

Outsourced

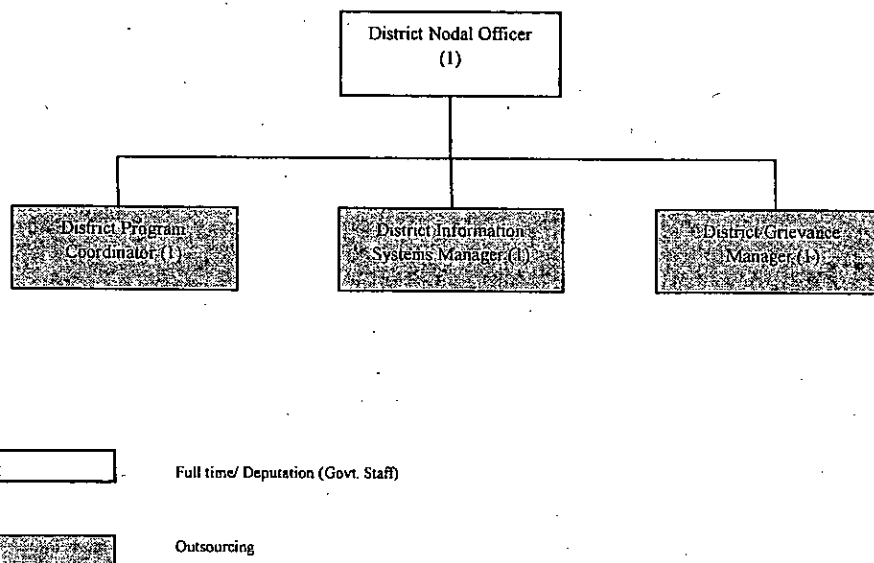
- **General Manager Operations (1)**
- **General Manager (Policy and Public Health): (2)**
- **Manager Finance: (2)**
- **Manager Operations: (3)**
- **Manager Beneficiary Verification: (2)**
- **Manager Project Evaluation: (2)**
- **Manager Project Monitoring: (2)**
- **Manager IT Support cum Data: (4)**
- **Manager IEC: (2)**
- **Manager Grievance Redressal: (2)**
- **Manager Capacity Development: (2)**
- **Manager Medical Management: (8)**
- **Executives :** Finance Executive (1), Executive Beneficiary Verification (2), Executive Operations (3) Executive Project Monitoring (2), Executive Project Evaluation (2), Executive IT Support cum Data (4), Executive IEC (1), Executive Grievance Redressal (1), Executive Capacity Development (1)
- **Account Officer:** To execute the financial functions, Account Officer will be appointed at SHA level. (1)

Apart from above mentioned posts to execute routine works at SHA level, Stenographer, Computer Operators and other supporting staff will be appointed at SHA level.

State Health Agency



District Implementation Unit



State Health Agency

S.N.	Teams	Qualification		No. of posts	Salary Range
1	General Manager-Operations	<ul style="list-style-type: none"> MBA or Postgraduate Diploma in Business Administration or MBA (healthcare) or Master of Health Administration or public Health or similar equivalent degree/ diploma; medical degree will be of additional advantage. At least 12 years' experience in the administration of large public-sector programmes (preferably health projects), out of which preferably at least 8 years in managing health insurance or TPA. 	<ul style="list-style-type: none"> Overall supervision of beneficiary verification, evaluation of project and project monitoring. 	1	Rs. 1.75 – Rs. 2 Lac
2	General Manager-Policy and Public Health	<ul style="list-style-type: none"> Post -graduation or higher qualification in Public health, Community health, Preventive & Social Medicine, Health Economics or MBA Published work/published reports/working papers in the area of health systems or health financing or public health. At least 12 years of post -qualification work experience in Health Systems Research or in Planning and implementation of service delivery. 	<p>Executing IEC, Supervision of grievances, dealing with public grievances, supervision of call center, training of state and district level officials, making general guidelines, IEC material, dealing government departments, Responsible for reviewing program guidelines prepared for SHA, analyzing these documents for consistency and synergy</p> <ul style="list-style-type: none"> Ensure activities adhere to agreed guidelines; provide overarching support to SHA and Districts. Undertake periodic field visits to districts to review implementation of the scheme in the States, identify implementation challenges and support SHA in charting appropriate solutions or enable linkages with appropriate institutions for technical inputs in the state Provide technical inputs on thematic areas of Health Financing and Health Protection Undertake analytical documentation of field review visits to inform improvements in implementation Identify best practices and innovations within state and support SHA in expanding these. 	2	Rs. 1.75 – Rs. 2 Lac
3	Manager Operations	<ul style="list-style-type: none"> MBA or Postgraduate Diploma in Business Administration or MBA (healthcare) /B.Tech CS/IT, MCA/ Master of Health Administration or public Health or similar equivalent degree/ diploma; medical degree will be of additional advantage. At least 5 years' experience in the administration of large public-sector programmes (preferably health projects), out of which preferably at least 5 years in managing health insurance or TPA. 	<ul style="list-style-type: none"> Operations Manager(s) will provide overall support to CEO, SHA in implementation of AB-NHPM in the state. Ensure compliance of operational processes and procedures as per guidelines of AB-NHPM Ensure the activities for effective alliance of the State health insurance scheme (if any) and AB-NHPM. Ensure seamless internal and external communication Supervises the operations at the state level including timelines for the activities of the AB-NHPM. Overseeing beneficiary data management, Aadhaar seeding, validation, awareness, monitoring, audit, training etc. Maintaining the quality and timeliness of the utilization data, reporting MIS, premium and claim payments etc. Random reviews of pre-authorizations and claims Work with the teams across functions and 	3	Upto Rs 1 lacs

			<p>other stakeholders to ensure smooth flow of data to state level on a periodic basis</p> <ul style="list-style-type: none"> • Organize routine, periodical and surveillance visits to the entities participating in the scheme to ensure that all processes are running as per defined standards • Claims Audit oCarry out claims audit on random basis • Carry out random checks, visits and investigations pertaining to admissibility of the cases paid or declined under the scheme • Supervising district teams and facilitating them in performing their duties. • Co-ordinating with PMUs of other health programmes operation in the State for effective horizontal integration. <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills • Ability to lead teams • Strong strategic focus, and project management skills. • Excellent interpersonal and communication skills. • Ability to operate effectively with people at all levels. • Strong business focus • Good knowledge of the English language <p>Proficiency working with computers, office suites, internet and other relevant technologies.</p>		
4	Manager Project Evaluation	<ul style="list-style-type: none"> • M.Sc. Statistics or M.Sc. in Maths & Computing/ B. Tech in Data Science, CS/MCA/MBA/Master of Public Health / Master of Health Administration Or, MBBS with Experience as a program manager for national health programs at the district and state level in the public health system • At least 5 years of relevant experience • Experience in health insurance industry is desirable • Experience with managing and analyzing administrative datasets and producing data reports/dashboards will be added advantage. 	<ul style="list-style-type: none"> • Organize routine, periodical and surveillance visits to all the entities participating in the scheme to ensure that all processes are running as per defined standards • Develop and coordinate risk and control assessment programs, fraud triggers and business intelligence tools in collaboration with the IT and medical management teams • Design and implement feedback forms including in local vernacular ascertaining awareness, utilization of benefits by beneficiaries and healthcare outcomes • Facilitate baseline survey and impact assessment by the organization as and when needed • Report to the Chief Executive Officer on all exceptional findings and provide routine dashboard support • Produce regular progress and monitoring reports for district counterparts and ensure regular and systematic feedback loops <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills. • Strong strategic focus, analytical and project management skills. • Excellent interpersonal and communication skills. • Ability to operate effectively with people at all 	2	Upto Rs 1 lacs

			<p>levels of the business.</p> <ul style="list-style-type: none"> Strong business focus Excellent command of the english language <p>Proficiency working with computers, office suites, internet and other relevant technologies.</p>		
5	Manager Project Monitoring	<ul style="list-style-type: none"> M.Sc. Statistics or M.Sc. in Maths & Computing/ B. Tech in Data Science, CS/MCA/MBA/Master of Public Health / Master of Health Administration Or, MBBS with Experience as a program manager for national health programs at the district and state level in the public health system At least 5 years of relevant experience health insurance industry is desirable Experience with managing and analyzing administrative datasets and producing data reports/dashboards will be added advantage. 	<ul style="list-style-type: none"> Monitor different activities of the scheme such as functioning of SHA, hospitals, field personnel, monitoring achievement of goals etc. Organize routine, periodical and surveillance visits to all the entities participating in the scheme to ensure that all processes are running as per defined standards Develop and coordinate risk and control assessment programs, fraud triggers and business intelligence tools in collaboration with the IT and medical management teams Design and implement feedback forms including in local vernacular ascertaining awareness, utilization of benefits by beneficiaries and healthcare outcomes Facilitate baseline survey and impact assessment by the organization as and when needed Report to the Chief Executive Officer on all exceptional findings and provide routine dashboard support Produce regular progress and monitoring reports for district counterparts and ensure regular and systematic feedback loops Required Skills: Strong analytical skills. Strong strategic focus, analytical and project management skills. Excellent interpersonal and communication skills. Ability to operate effectively with people at all levels of the business. Strong business focus Excellent command of the english language Proficiency working with computers, office suites, internet and other relevant technologies. 	2	Upto Rs 1 lacs
6	IT Support cum Data Manager	<ul style="list-style-type: none"> B Tech IN CS/ IT/ Math & Computing/Data Science / MCA Minimum of 5 years' experience in setting up and managing IT systems Experience in insurance industry IT system maintenance would be an advantage Familiarity with insurance enrolment and claims.IT systems shall be an added advantage 	<ul style="list-style-type: none"> Helping hospitals and implementing agencies (insurer/ISA) with use of the information system Ensuring uptime of hardware and software, availability of data, integrity & security of data Understand the software functional requirements for the smooth functioning of the scheme. Overall supervising and managing IT tasks for implementation of the scheme 	4	Upto Rs 1 lacs

			<ul style="list-style-type: none"> • Maintaining high standards of Quality of process documentation and implementation Participate in the meetings convened with senior officers of the state • Oversees troubleshooting, systems backups, archiving, and disaster recovery and provides expert support when necessary • Work with the teams across functions and other stakeholders to ensure smooth flow of data to Dashboard on a periodic basis • Ensuring data security and implementation of access protocols for data as defined by senior management • Ensures the IT updates are communicated to all the relevant stakeholders and appropriate training is provided to ensure ease of usage <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills • Excellent interpersonal and communication skills • Excellent command of the English language Experience of working in the IT department of an organization 		
7	Manager Beneficiary Verification	<ul style="list-style-type: none"> • MBA/Postgraduate Diploma in Business Administration/ Master in Hospital/Health Administration/B.Tech CS/IT, MCA • At least 5 years' experience in managing public relations/social audits/monitoring of large public sector programmes (preferably health sector projects) Or. similar experience in marketing/customer service/grievances of a large private sector/PSU organization preferably in insurance sector. 	<ul style="list-style-type: none"> • Develop format for beneficiary list development in consultation with NHA; follow NHA guidelines • Help prepare beneficiary list using relevant databases; assign category flags for eligible beneficiaries • Review beneficiary list as per the detailed guidelines provided by NHA; prepare a detailed work plan for achieving the same • Hire resources to develop and manage IT platform for verification of eligible beneficiaries; manage day-to-day operations of the agency • Help facilitate conversion of paper based beneficiary list to web usable formats • Facilitate cleanse, merge, dedupe, categorize and format of the list as required. The data shall be split by village, block, district, and category wise as per the requirement of NHA • Conduct sample field visits to audit beneficiary list; if errors are found, facilitate correction of the same • Upload Beneficiary List in central NHM database/ website after the validation and approval from SHA, as per its direction <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills • Excellent interpersonal and communication skills • Excellent command of the English language • Experience of working in the IT department of an organization with at least 100 persons 	2	Upto Rs 1 lacs

8	Manager Grievance Redressal	<ul style="list-style-type: none"> • MBA/Postgraduate Diploma in Business Administration or Master in Hospital/Health Administration, or MBA in healthcare/MSW/B.Tech CS/IT/ MCA • At least 5 years' experience in managing public relations/social audits/monitoring of large public sector programmes (preferably health sector projects) Or similar experience in marketing/customer service/grievances of a large private sector/PSU organization preferably in insurance sector. 	<ul style="list-style-type: none"> • Help in setting up State and District level Grievance Redressal Committees (SGRC and DGRC) and oversee functions of SGRC. • Assess various systems of grievance redressal management (GRM) and use the learning to implement GRM mechanism in the state • Help form systems and frameworks for grievance redressal – preferably an IT system; follow central guideline while developing these frameworks and systems • Managing complaint and grievances in timely manner • Responsible for organizing meetings of State Grievance Redressal Committees • Help state carry out grievance process audit in a timely manner • Manages communication campaigns to make beneficiaries aware of contours of the scheme and also their rights • Popularize call-center and website details for logging grievances <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills • Excellent interpersonal and communication skills • Excellent command of the English and local language • Proficiency working with computers, office suites, internet and other relevant technologies. 	2	Upto Rs 1 lacs
9	Manager Medical Managem ent	<ul style="list-style-type: none"> • Essential- MBBS from a recognized medical college MBA or Postgraduate Diploma in Business Administration or Master of Health/Hospital Administration or Master of Public Health or MBA in healthcare would be of additional advantage • At least 5 years of work experience in the area of healthcare quality. • Experience in insurance or TPA industry in the area of provider management is desirable. 	<ul style="list-style-type: none"> • Implement criteria for empanelment of hospitals in various categories • Manage the empanelment and de-empanelment process • Enquire complaints related to hospital and recommend disciplinary action to the Chief Executive Officer • Responsible for medical audits, fraud control etc. • Discuss with hospitals and persuade observing of the key indicators related to public safety and quality • Support development of STGs and process documentation for covered packages • Compile and analyze the reported data to highlight trends in patient safety and quality <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills. • Ability to work in a team. • Strong strategic focus, and project management skills. 	8	Upto Rs 1 lacs

			<ul style="list-style-type: none"> • Excellent interpersonal and communication skills. • Ability to operate effectively with people at all levels of the business • Proficiency working with computers, office suites, internet and other relevant technologies. 		
10	Manager IEC	<ul style="list-style-type: none"> • Post Graduate degree in public health/ /B.Tech CS/IT, MCA/MBA/health management from a reputed and recognized institution with 5-7 years of experience in IEC/BCC; or Post Graduate degree in Mass Communication, journalism/ communication design from a reputed and recognized University/Institution. • Minimum 5 years of professional work experience at state or national levels in advocacy, information and communication related to social development, preferably in the field of health insurance. • Computer proficiency/experience with high level of familiarity with commonly used packages like MS Word, Excel, Power Point & Web surfing to search relevant data & documents. • Excellent communication and presentation skills, analytical and interpersonal abilities, excellent oral and written communication skills in English and local language. 	<ul style="list-style-type: none"> • Develop guidelines for IEC/BCC Program for the scheme, keeping in view the evidence (data) based rationale, background work already undertaken, innovations etc. • Coordinate with the verticals of SHA and analyze need for IEC/BCC; this should be reflected in the guideline for the IEC/BCC program • Develop Media Plans for mass media campaigns, social media campaigns. • Advise on the appropriate mix of materials to be developed as per the specific request for the communication campaigns and facilitate creating prototypes / artworks for the same • Review available formative research to develop, guide the development/modification/adaptation of the communication materials Identify and undertake the creative development of key messages that need to be included in communication materials for concerned campaigns. • Organize review of IEC/BCC activities. • Coordinate development of creative graphics and content suitable for social media • Coordinate development of the following: annual report, e-book, newsletter, reports etc. • Coordinate with print and electronic media to organize press briefings and subsequently prepare and disseminate press releases • Manage and oversee the work of agencies contracted for the development of communication campaigns / materials, if needed. This includes guiding as well as overseeing aspects related to creative content development / treatment, graphic design and layout • Make IEC/BCC Repository available online • Support in organizing IEC activities <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills, • Ability to lead teams • Strong group facilitation skills • Strong strategic focus and project management skills. • Excellent interpersonal and communication skills. 	2	Upto Rs. 1 lacs

			<ul style="list-style-type: none"> • Ability to operate effectively with people at all levels of the business. • Proficiency working with computers, office suites, internet and other relevant technologies. 		
11	Capacity Development Manager	<ul style="list-style-type: none"> • A Post Graduate degree or equivalent in public health, health financing, health insurance, or other relevant disciplines/MBA/B.Tech CS/IT/ MCA • Minimum 5 years of experience in the health sector in India and in the design and management of health projects Demonstrated experience in developing technical content for orientation of different stakeholders, especially government health functionaries and facilitating national and state level orientations in the health sector Proven track record of working with senior government officials and development partners 	<ul style="list-style-type: none"> • Prepare roll-out plan for capacity building program • Conduct training needs assessment in consultation with the NHA • Provide support in development of training content (modules) – coordinate with NHA. Some of the areas of focus may include – (i) overview of the scheme; (ii) grievance redressal; (iii) claim settlement; (iv) fraud and corruption; (v) identification of beneficiaries; (vi) empanelment of hospitals etc. • Getting training content pre-tested and also reviewed by technical experts of different domains • Identify master trainers as well as resources for training • Coordinate and ensure roll-out of training activities as per plan; build capacities of state and district level staff • Ensure quality assurance of the trainings; develop necessary tools and formats for this process. • Undertake pre- and post-training assessment, analyze information and take actions on gaps. <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills. • Ability to work in a team. • Strong group facilitation skills • Strong strategic focus and project management skills. • Excellent interpersonal and communication skills. • Ability to operate effectively with people at all levels of the business. • Excellent command of the English language • Knowledge of MS Office, MS Word, MS Power Point would be essential. 	2	Upto Rs 1 lacs
12	Manager Finance	<ul style="list-style-type: none"> • MBA (Finance) / CA from a recognized institution preferably with a degree in Commerce from a recognized university. • Experience of at least 5 years, preferably 2-3 years in insurance/healthcare. • Exposure to financial management operation research, systems analysis, computer programming, government accounting, funds flow management, utilization certificates and scheme-wise expenditure reporting in a govt. 	<ul style="list-style-type: none"> • Finance Manager is primarily responsible for overseeing the funds management under SHA. • Supervision, monitoring, training and guidance of the team at state and district levels • Devise financial management information system • Submit periodic financial report to NHA • Statutory Audit arrangements for State; monitoring, review, analysis, compliance of Audit and GOI. 	2	Upto Rs 1 lacs

		set up and development of accounting packages will be an added advantage.	<p>observations and timely submission of Audit Reports</p> <ul style="list-style-type: none"> • Capacity building for State/District level finance & accounts staff from time to time • Act as Nodal Officer for all Finance, Accounts and Audit matters • Provide information/data support for Parliament Questions/Committees, RTI, VIP references, CAG audits etc. from time to time • Monitoring financial performance indicators and convergence of financial & accounting processes • Visits to districts for financial management performance review, financial studies and prepare status reports with recommendations for improvement. <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills. • Ability to lead teams • Strong group facilitation skills • Strong strategic focus, analytical and project management skills. • Excellent interpersonal and communication skills. • Ability to operate effectively with people at all levels of the business. • Excellent command of the english language • Knowledge of Tally accounting package, MS Office, MS Word, MS Power Point would be desirable 		
13	Executive (IEC, Beneficiary Verification, Operations, Project Monitoring, Project Evaluation, Grievance Redressal, Capacity Development, Executive IT Support cum Data Manager)	<ul style="list-style-type: none"> • MBA/Post Graduate Diploma in business administration/MCA/B.Tech-IT/CS/Diploma in Hospital Administration/Diploma in Health Administration/M.Com • At least 2 years' experience in managing public relations/insurance sector/social audits/monitoring of large public sector programmes (Preferably health sector projects). Or similar experience in marketing/Insurance sector/customer service/grievances of a large private sector/PSU organization preferably in insurance sector. 	<ul style="list-style-type: none"> • Help in different aspects of IEC, Beneficiary verification, overall monitoring of the scheme, managing grievance, training and capacity development for state and district, Provide support in development of training content (modules), analysis of claims, analysing reports related to hospital empanelment, preparing meeting minutes, preparation of reports, organising meetings, management of data and facilitate the processes related to IT 	17	Upto Rs 60,000
14	Account Officer	<ul style="list-style-type: none"> • B. Com with at least 25 years' experience in accounting out of which 18 years of experience should be in public sector • Basic knowledge of accounting software. 	<ul style="list-style-type: none"> • The Accounts Assistant shall help the Finance Manager in conducting internal audit, fund management, and cash flow management of the SHA. • Monitor accounts receivable and payables to ensure acceptable turnaround time 	1	Upto Rs 50,000

			<ul style="list-style-type: none"> • Coordinates and provides inputs in preparation of budget for state NHPM. • Conduct variance analysis to determine difference between projected & actual spend and formulate / implement corrective actions for the year. • Manage corpus and funding of the trust • Manage accounts and bills, including payments to providers. • Play instrumental role in development and management of monthly monitoring and control framework • Coordinate with districts to obtain relevant data on time • Managing the timely preparation and audit of statutory books of accounts, financial statements and annual reports, ensuring conformance to regulatory accounting standards • Conduct trend analysis of claim payments on a Year on Year basis and highlight any anomalies • Overall supervise and manage finance & admin processes • Participate in the meetings convened with senior officers • Ensuring timely filing of any applicable tax returns & interfacing with Auditors and regulatory authorities for assessments and remittances <p>Required Skills:</p> <ul style="list-style-type: none"> • Strong analytical skills. • Ability to work in a team • Strong strategic focus, and project management skills. • Excellent interpersonal and communication skills. • Knowledge of Tally accounting package, MS Office, MS Word, MS Power Point would be desirable. 		
15	Finance Executive	<ul style="list-style-type: none"> • C.A./MBA Finance/ICWA with at least 2 years of experience in similar field • Basic knowledge of accounting software 	<ul style="list-style-type: none"> • Analysing the claims of different zones, Claims settlement, payment to hospitals claims and other financial activities at SHA level 	1	Rs. 50,000 – Rs. 60,000

2- Structure at District Level:- District Implementation Unit (DIU)

In addition to the state level posts, a District Implementation Unit (DIU) will also be required to support the implementation in every district included under the scheme. This team will be in addition to the team deployed by Insurance Company/ ISA. A DIU shall be created which would be chaired by the Deputy District Magistrate of the district. This Unit is to coordinate with the Implementing Agency (ISA/ Insurer) and the Network Hospitals to ensure effective implementation and also send review reports periodically. The Chief Medical Officer will be the Vice-Chairman of the DIU. Proposed staffing pattern of the DIU as follows: -

SN.	Position	Qualification	Salary Range
1	District Nodal Officer	<ul style="list-style-type: none"> Regular state official-The Chief Medical Officer of the District or Additional Chief Medical Officer of the District. 	
2	District Program Coordinator (1)	<ul style="list-style-type: none"> Essential qualification- MBBS/BHMS/BAMS/BUMS/BDS. Preferable- MBA in healthcare or Master of Health/Hospital Admin or Master of Public Health full time regular university degree At least 5 years' experience. 	1- Rs. 50,000 per month to the candidates having qualification of MBBS/BHMS/BAMS/BUMS/BD S having at least 5 years of experience. 2- Rs. 70,000 per month to the candidates having qualification of MBBS/BHMS/BAMS/BUMS/BD S With full time regular university degree of - MBA in Healthcare or Master of Health/ Hospital Administration or Master of Public Health and having at least 5 years of experience.
3	District Information Systems Manager (1)	<ul style="list-style-type: none"> B Tech in Computer Sc./ IT/Math. & Computing/Data Science/MCA Minimum of 5 years' experience in implementing and managing information systems. <p>Desirable:</p> <ul style="list-style-type: none"> Experience in insurance industry IT system maintenance would be an advantage Familiarity with insurance enrolment and claims IT systems shall be an added advantage 	Rs. 30,000-40,000 per month
4	District Grievance Manager (1)	<ul style="list-style-type: none"> MBA or Postgraduate Diploma in Business Administration or Master in Hospital/Health Administration or MBA in healthcare. At least 5 years' experience in managing public relations/social audits/monitoring of large public sector programmes (preferably health sector projects) Or similar experience in marketing/customer service/grievances of a large private sector/PSU organization preferably in insurance sector 	Rs. 30,000-40,000 per month

Ayushman Bharat – National Health Protection Mission

Ayushman Mitra | Guidelines
July 2018

National Health Agency
New Delhi

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Acronyms

1. AB-NHPM: Ayushman Bharat National Health Protection Mission
2. EHCP: Empanelled Health Care Provider
3. AM: Ayushman Mitra
4. UTs: Union Territories
5. NHA: National Health Agency
6. IC: Insurance Company
7. SHA: State Health Agency
8. BIS: Beneficiary Identification System

Introduction

As AB-NHPM strives for providing a timely access to affordable healthcare, it is crucial to institutionalize a support system for assisting beneficiaries at Empanelled Health Care Provider (EHCP). Thus, to streamline the health service delivery and provide a seamless experience to the beneficiary, the National Health Agency proposes institutionalization of Ayushman Mitra at EHCP. An Ayushman Mitra (AM) is a certified frontline health service professional who shall be present at the EHCP and shall serve as a first contact for beneficiaries.

Criteria for Selection

The Ayushman Mitras (AMs) will be selected based on the following criteria:

- Completed Graduation from a recognized University
- Completed the Ayushman Mitra Training Course and passed the respective course exam/certification
- Possessing fluent communication skills in English/Hindi and Local language
- Having adequate functional computer literacy which shall include understanding of Microsoft Office Suite and navigating through Internet Portals.

Preference to be given to Female Candidates for the position of Ayushman Mitra. Qualified ASHA workers will be given preference for the position of AM.

Recruitment of Ayushman Mitras

The State Health Agency (SHA) will have the flexibility to recruit Ayushman Mitra directly or through third-party agency/agencies for public facilities. The SHA based on the number requirement of AMs shall pay the Ayushman Mitra directly or to the third-party agency/agencies. In case of requirement of extra AMs, the SHA/Selected Agency should have the capability to promptly scale up its capacity and provide the required number of AMs.

For Private EHCP, the recruitment and placement of Ayushman Mitras should be done by the facility itself. The payment of the AM in that facility should be borne by the Private EHCP.

Placement of Ayushman Mitras

AMs will be placed at every public EHCP by the agency selected by the SHA. The exact numbers of AMs to be placed shall be dependent on the average case-load per day. A tentative placement of AM based on cases registered per day is given below.

- (i) 0-10 Cases – 1 AM
- (ii) 10-20 Cases – 2 AMs
- (iii) 20-30 Cases – 3 AMs
- (iv) 30-40 Cases – 4 AMs

After the initial placement, AMs shall be reshuffled every 6 months within the same city /town as far as feasible. The reshuffling of AMs shall be done by the selected agency in consultation with the SHA officials.

Roles and Responsibilities

The Ayushman Mitra is the primary contact for the beneficiaries at every EHCP. The AM shall be extensively responsible for focusing on three specific areas:

1. Operating the Beneficiary Identification System to identify and verify the beneficiaries entitled under AB-NHPM
2. Undertaking Transaction Management such as submitting requests for Pre-Authorization and Claims
3. Guiding the Beneficiary about the overall benefits under AB-NHPM and providing information about receiving prompt treatment at EHCP

For ensuring timely access to medical care, AM is responsible for operating the Beneficiary Identification System (BIS) to identify, authenticate and verify the beneficiaries entitled under the AB-NHPM.

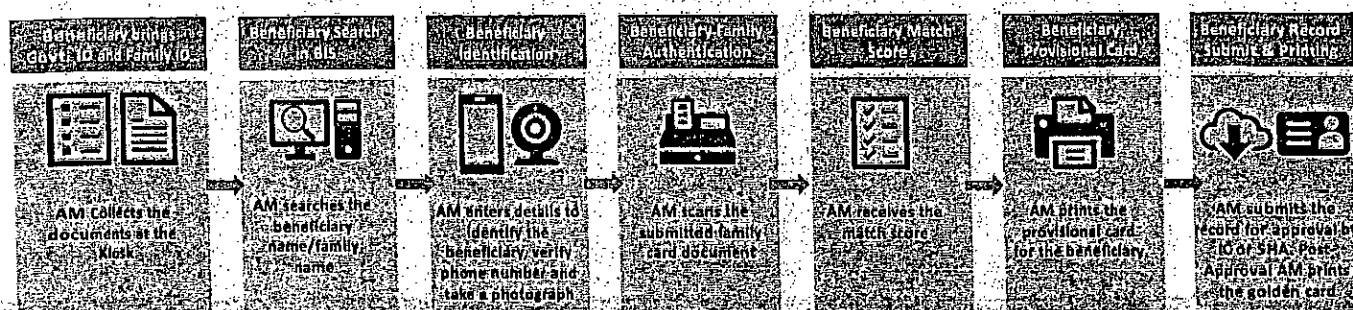


Fig 1: Role of Ayushman Mitra in operating the BIS System for a New Beneficiary

The AM shall work on the BIS as per the process mentioned below.

- (i) AM receives the potential Beneficiary visiting an EHCP at the designated kiosk.
- (ii) AM collects the AADHAAR Card, Family ID Card or any other Government ID Card from the beneficiary.
- (iii) AM searches the beneficiary name/family using different ways/parameters.
- (iv) On identification of beneficiary name in database, AM proceeds for beneficiary authentication through the provided Government ID card.
- (v) AM either does online authentication using Aadhaar or enter details in case of Non-AADHAAR document and validate beneficiary mobile number. A digital photo of the beneficiary is also taken by the AM.
- (vi) Post, beneficiary authentication, AM scans the family card submitted by the beneficiary for establishing the beneficiary relation in the family.
- (vii) The AM, after uploading Government ID and Family ID receives a 'name match score' and 'family match' score on the BIS application.
- (viii) After the beneficiary verification (personal and family-level) is complete, record gets inserted into the database as a 'silver' record and the AM shall print a Provisional Card mentioning the AB-NHPM ID of the beneficiary.
- (ix) The AM, then submits the 'record' to the Approving authorities for further verification and approval. The tentative time required for approval is 30 mins.
- (x) If beneficiary gets verified and approved by the Approving Authorities, the beneficiary data will be stored as a golden record and AM will receive the notification.
- (xi) AM will then print the AB-NHPM Card for the golden record and give it to the beneficiary.

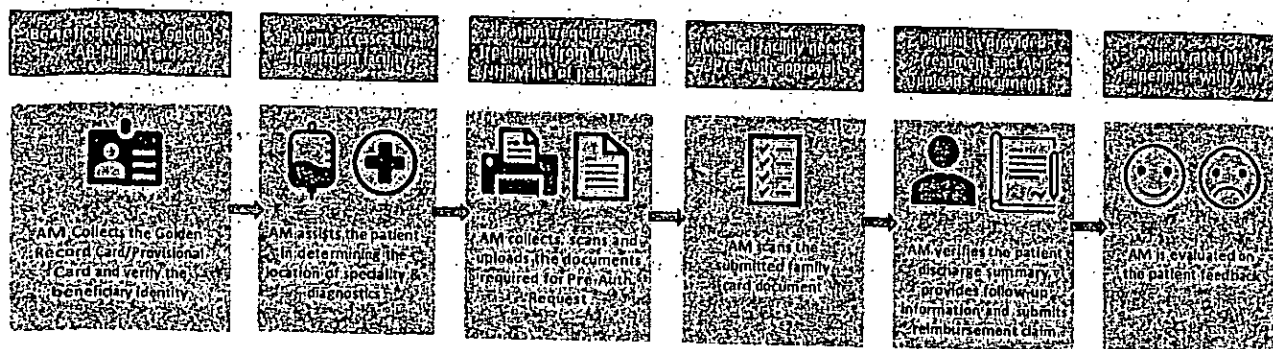


Fig 2: Role of Ayushman Mitra when a Beneficiary visits a empanelled health care facility

Along with ensuring a systematic operation of BIS, the AM is also responsible for the following duties:

- To provide all the necessary assistance and details about the scheme to the beneficiaries.
- In case of OPD: If the ailment does not require hospitalization, AMs will have to explain to the beneficiary that the AB-NHPM card does not cover the OPD treatment and hence any cost incurred for treatment under OPD will be necessarily borne by the patient.
- To collect, scan and upload all the necessary documents required for submitting the request for pre-authorization.
- To ensure that the patient, from the time of pre-authorization to discharge, is getting all the benefits as per AB-NHPM norms.
- To liaison with the EHCP for timely admission and availability of bed to patient.
- To help locate facilities and guide a patient in receiving prompt treatment.
- To liaison and coordinate with the Medical officer for collecting, scanning and uploading all the necessary documents required for submitting claim request.
- To ensure that all the facilities that the AB-NHPM cardholder requires are being rendered without charging any amount.
- To verify discharge summary and follow-up details to the discharged beneficiaries.
- In an unlikely scenario of card becoming unreadable due to mishandling or other reasons, AM is to guide the cardholder for obtaining a duplicate card
- To immediately bring all grievances to the notice of Grievance Cell directly or through District Coordinator.
- To facilitate the hospital in giving prior phone intimation to the concerned authority for carrying out the emergency surgeries.
- To track and report refund of any investigation amount collected in contravention to the Scheme Guidelines
- To report any irregularities or inadequacy noticed to the concerned supervisors.

Thus, to ensure that AMs fulfil the responsibilities in a efficient manner, it is important to have a comprehensive monitoring mechanism. The SHA, in coordination with the selected agency shall be responsible for monitoring the performance of AMs. The monitoring of AMs shall include the following parameters.

- Tracking Biometric Attendance of AMs on a daily/weekly basis
- Tracking the number of returns for the Pre-Authorization Requests submitted
- Evaluating the percentage of complete Pre-Authorization Requests at first instance
- Assessing performance in Periodic Trainings
- Analysing Beneficiary Feedback in terms of score rating and qualitative questionnaire
- Evaluating the performance reviews submitted by District Coordinators and Senior AMs
- To conduct refresher training of the AMs ensuring they are aware of any changes in their role

Kiosk/Help Desk

Kiosk is mainly to assist an AB-NHPM beneficiary in completing required formalities & obtain treatment as also assist hospitals by facilitating beneficiary identification and verification, selection of packages, and seeking authorizations whenever required.

The EHCP should establish a Kiosk at the reception of the Hospital. AMs should ensure that they have access to use infrastructure such as PC, Printer, Scanner, Digital Camera, Webcam, QR code Reader, Stationery etc.

The EHCP shall provide a dedicated 2 Mbps or more broadband connectivity to the computer to be exclusively used by the AM. In case if the infrastructure is missing/inadequate, the AM should bring the issue to the notice of District Coordinator.

Benefits to Ayushman Mitras

For all the AMs working in public facilities, benefits shall be paid by the SHA/SHA Selected Agency. The suggested benefits for the AM can be:

- Honorarium of Rs. 5,000
- A commission of Rs. 50 on completion of every processed claim including the verification and storage of beneficiary as a golden record. The variable commission will be paid from the Rogi Kalyan Samiti/NHM Funds. The commission offered will be valid for an initial period of 2 years. The commission offered shall be subjected to a review after 2 years.
- Provision of Mobile Closed User Group (CUG) network by the Third-Party Agency selected by the SHAs

For all the AMs working in Private EHCP, benefits shall be paid by the Private EHCP itself. The nature of benefits should be decided by the Private EHCP.