



TOUCHING A  
MILLION  
LIVES,  
UNTIL THE  
LAST MILE.

# AAROOGYA FOUNDATION'S

QUARTERLY REPORT FOR  
OUR COMMUNITY PARTNER

## GOONJ



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GOONJ.. a voice, an effort  
[www.goonj.org](http://www.goonj.org)

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## MAP OF OUR WORK

**Aaroogya**, at its core, works for women's health through **Prevention, Prediction and Early Detection** of common cancers in **every corner of the country.**

**The Digital Task-force** of frontline health workers use data science, behaviour science and Artificial Intelligence tools to detect cancers early on.

To cater to the pandemic scenario, Aaroogya has taken the initiative to provide **preventive, curative & promotive health services** to the most vulnerable groups most affected by the pandemic. and supply PPE to its healthcare heroes.

Aaroogya does so by providing facilities like:

- Multi-lingual (13+ languages) IVR helpline**
- Mental health & nutrition counselling**
- On-demand contact-less consultation**
- COVID task-force**
- Home quarantine packages**

## MAP OF OUR WORK WITH GOONJ



Delhi

Maharashtra

Bihar

Assam

Andhra Pradesh

Kerala



## NETWORK & TRAINING

Aaroogya has a **network of 1000+ healthcare providers.**

The network includes **Dentists, Tele-health & Tele-medicine Educators** with General and Specialist Registered Medical Practitioners (20+ specialities), Nutrition Counsellors, Mental Health Counsellors, Nurses, ANMs, ASHAs, Life Coaches, and **Aaroogya Research and Public Health Fellows** (pandemic special batch) trained in sync with Government guidelines (ex.CDC, MOHFW, and WHO).

Till date, Aaroogya has trained 24 master trainers (Aaroogya Research and Public Health Fellows), and 400+ frontline healthcare workers (ANM - Auxiliary Nursing Midwives).

## STATISTICS

From March 2020 to June 2020, Aaroogya completed around **3000 consultation calls** providing support to men and women (from states where Goonj operates), who discussed issues related to COVID, mental health, and women's health.



## TESTIMONIAL

*"I have seen Aaroogya grow from scratch and have a personal reason for supporting it not only through funds but also executive decision making for business development. Cancer kills the joy of many families with the loss of dear ones. Let's save some to save the joy of many."*

**Bharat Bhushan**

Co-founder and Sr. VP at Loconav

A graduate from DCE (2013), Bharat holds 8+ years of experience in RealEstate, Ed-Tech and Logistics industry. He has spun off a few successful VC backed ventures.



## TESTIMONIAL

*"I have been very impressed with what Aaroogya has done in a very short time and scaled their operations using smart technology and reach so many people in need. I loved the way they are agile and pivot to the health needs of the community."*

**Dr. Shalini Gopalkrishnan**  
Professor, Valencia College. Florida

Dr Gopalkrishnan has been a consultant in India for Multinational firms and USAID, World Bank, and state governments. She is the founder of various startups such as freelancemoms.com in India and Lexion global in the USA, among others. She has been a keynote speaker and presented at several conferences worldwide including one for UNEVOC. She does research in technology for women leaders and social enterprises.



## TESTIMONIALS

"Being on-ground with our dialysis centers, we directly understand the effect of Aaroogya Foundation's work in making consultation and authentic medical related information available to everyone through effectively through technology"

**Shashank Moddhia**  
Founder, The Renal Project

With 15 years of multinational work experience, 6 years specifically in kidney care, Shashank has founded this chain of dialysis micro-centers with a vision to revolutionize the availability, accessibility and delivery quality of dialysis therapy for kidney patients across India.







## CASE STUDY 1

### MIGRANT WORKER

For the general public, the COVID-19 Pandemic is synonymous with the Lockdown, in which migrant workers have been one of the worst hit groups. Aaroogya, through its network, has helped the migrant workers across Bihar, Rajasthan and Jharkhand who were returning home for their survival. This is a case study of the same. Rahul had been watching his 62 year old grandfather coughing for many days, and didn't know how to help him. Coming from a poor background, their living conditions weren't great, especially now, when the pandemic wreaked havoc in their lives. With no means to earn and no access to healthcare, they had no choice but to move back home to their village Morsanda, in Bihar. But his grandfather, a known asthmatic had suddenly started facing breathlessness after 5 continuous days of coughing. Multiple thoughts came to his mind, "What to do next? How to contact a doctor? How to reach a hospital? What if daadu has Corona?". Aaroogya Foundation responded to Rahul, via one of its partner organisations. Our case workers attended to his grandfather, providing consultation and helping him get assessed for COVID-19. We further referred them to the state helpline number and helped Rahul get medications for his grandfather.



## CASE STUDY 2

### WOMEN'S HEALTH

Parvati, at the age of 25, woke up with a cold sweat again and she clutched her abdomen, writhing in pain. This story is not uncommon. Many women experience excessive pain during menstruation, sometimes to such an extent that they are unable to perform their daily activities. During this pandemic, women do not have access to doctors to cater to this problem, especially those from underprivileged backgrounds. That's why Aaroogya Foundation stepped in to change the course for affected women. On May 30, 2020, Aaroogya Foundation received the request from Goonj Organisation to provide teleconsultation to some of the women residing at Shahdra, Delhi. Aaroogya case workers immediately connected with Mr. Sonu, who represented them. Parvati was among a community of around 4500 women, having no access to healthcare in this time of crisis. Most of the women were suffering from symptoms like excessive menstrual bleeding, vaginal itching, excoriation, excessively painful intercourse, missed periods, fatigue, and breathlessness. A doctor from Aaroogya Foundation, helped Parvati and the other women by giving medical advice and catering to their health needs.



## CASE STUDY 3

### ELDERLY

Our elderly are most vulnerable at this time, and Aaroogya Foundation is doing its best to reach out to people in need and protect them against COVID-19. Following is a case study of one such instance where we were successful in reaching out to them. Smt. Shanti Devi lived away from her son, and was unable to visit him due to the nationwide lockdown. At 70 years, she had seen a lot of things, but the pandemic had brought on challenges she hadn't imagined.

On 13th May, she experienced extreme pain in her knees and back, and severe fatigue. A known case of Arthritis, Smt. Shanti was taking medicines for her joint pain for the last 6 years, but had rarely experienced such pain. Due to the COVID-19 Pandemic, her son could not reach her physically, nor could she visit a doctor. She had already been feeling anxious staying alone, and this increased her anxiety further. At such a time, Aaroogya Foundation reached out to Smt. Shanti, providing her with medical advice, as well as counselling for overall well-being.

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AAROOGYA FOUNDATION

## OUR PARTNERS

