



Sandip Institute of Technology & Research Centre, Nashik
Innovation and Entrepreneurship Development Cell

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Sample Problem and Solution

Title: Solving Non-Communicable Disease in the Urban Slum

The problem specifically asks teams to build sustainable and scalable social enterprises to address non-communicable disease in slums. Key highlights associated with healthcare sector:

1. Almost 100 million people fall into poverty every single year because of medical payments
2. 63 percent of deaths worldwide are due to non-communicable disease (NCD), and 80 percent of these deaths occur in low-and middle-income countries (LMIC)
3. Far more people are killed every year by cancer than by diarrheal diseases, HIV/AIDS and tuberculosis combined (7.6 million vs. 4.5 million)
4. 80 percent of premature death due to stroke, diabetes, and heart disease can be entirely prevented
5. Non-communicable (or chronic) diseases cost the world well over 50 percent of total healthcare costs and continues to cost more as countries develop (75 percent of total healthcare costs in the United States pay for non-communicable disease)
6. Drugs in developing countries are 2.7 times more expensive in the public sector and 6.3 times more expensive in the private sector than they are in the developed world
7. One billion people worldwide live in slums (almost 14% of the population)
8. Approximately 180,000 people move to urban areas every day; slum infrastructure is unable to handle the influx
9. LMIC economies will lose USD 21.3 Trillion because of NCD in the next 20 years
10. The UN Universal Declaration of Human Rights states that, "Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care..."

Solution:

NanoHealth is a social enterprise specializing in chronic disease management and provides holistic managed care services by creating local health networks and using innovative technology to bring cost-effective healthcare at the doorstep. NanoHealth creates a network of community health workers called Saathis and equips them with a low-cost point-of-care device called the Doc-in-a-Bag™. NanoHealth's Saathis, who are well-trained and empowered, form a strong network of care-givers extending the reach of healthcare right to the doorstep of the patient.