



ABSTRACT

Tamil Nadu Health Systems Project - Incorporation of the AB-PMJAY logo and AB-PMJAY name in the smart card being issued to the beneficiaries of the converged scheme - Orders- Issued.

HEALTH AND FAMILY WELFARE (EAPI-1) DEPARTMENT

G.O.(Ms)No.504

Dated: 09.11.2021
Thiruvalluvar Aandu – 2052
Pilava, Iypasi – 23

Read :

From the Project Director, Tamil Nadu Health Systems Project, letter No.285/TNHSP/INS-1/2019, Dated: 07.08.2021.

ORDER:

The Project Director, Tamil Nadu Health Systems Project has stated that the Government of Tamil Nadu launched Kalaingar Kapittu Thittam insurance scheme for life saving treatments on 23.07.2009 to ensure that poor and low income groups who cannot afford costly treatment, are able to get free treatment in Government as well as private hospitals for serious ailments. Under this scheme, each beneficiary family was insured for availing free treatment upto Rs.1 lakh. The Government paid the entire premium for this purpose. 1.34 crore poor families in the State were covered under this revolutionary scheme.

2. The Project Director, Tamil Nadu Health Systems Project has stated that in continuation with the above insurance scheme, Chief Minister's Comprehensive Health Insurance Scheme was expanded with effect from 11.01.2012. The scheme covers 1.58 crore families whose annual income is less than Rs.72,000/-. In view of the enormous public benefit due to the successful implementation of the scheme for five years, the scheme was continued further for five years starting from 11.01.2017. Further it was stated that the implementation model can be decided by the States/UTs through an insurance company or directly through the trust/society. The proposed scheme would have the benefit package of Rs.5 lakh per family per year based on the SECC data, which is the base of NHPS. The source of financing for NHPS for contribution towards premium between Centre and State is in the ratio of 60:40. The above activities would be preceded by intensive IEC campaign particularly among the targeted beneficiaries. Two major initiatives were announced as a part of "Ayushman Bharat" program aimed to address health holistically – Health and Wellness Centres in primary care and a flagship scheme National Health Protection Scheme (NHPS) i.e. PMJAY for secondary and tertiary care system which would cover over 10 crore population providing coverage upto 5 lakh rupees per family per year for secondary and tertiary care hospitalization.

3. The Project Director, Tamil Nadu Health Systems Project has stated that in lines with the same, MoU was signed between National Health agency and State Health Agency (Tamilnadu). Government of TamilNadu has integrated the Government of India's Pradhan Mantri Jan Arogya Yojana (PMJAY) along with CMCHIS in the State from 23.09.2018. Terms of reference for working group on

awareness generation among the tasks to be performed, one of the main topics was IEC:

To analyse types of IEC activities currently being done by States in their health insurance/protection schemes. Also the other types of IEC activities that are being done by Government for various programs that are relevant for NHPS and recommend best practice.

4. The Project Director, Tamil Nadu Health Systems Project has stated that as per the MoU Clause 6.(n) under roles and responsibilities of State of Tamil Nadu, the State shall be responsible for conducting IEC activities, in line with the NHA guidelines, to inform the eligible beneficiaries about the benefits and process of availing services under PMJAY. Also co-branding with the State scheme shall be done. In continuation with the MoU of the State Level Review Meeting conducted by NHA with Tamil Nadu SHA on 15.07.2021, it has been highlighted by NHA, the requirement for co-branding of AB-PMJAY – CMCHIS scheme in the State, as it is necessary for awareness of the beneficiary from outside the State regarding the availability of portability services in the State of Tamil Nadu under the AB-PMJAY scheme. Further, NHA has directed to incorporate the AB-PMJAY logo and AB-PMJAY name in the smart card being issued to the beneficiaries of the converged scheme.

5. The Project Director, Tamil Nadu Health Systems Project has therefore requested the Government to issue suitable orders for incorporation of the AB-PMJAY logo and AB-PMJAY name in the smart card being issued to the beneficiaries of the converged scheme.

6. The Government after careful examination of the proposal of the Project Director, Tamil Nadu Health Systems Project have decided to accept the same and issue orders for incorporation of the AB-PMJAY logo and AB-PMJAY name (as annexed in this order) in the smart card being issued to the beneficiaries of the converged scheme.

(BY ORDER OF THE GOVERNOR)

**J.RADHAKRISHNAN
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Project Director, Tamil Nadu Health Systems Project, Chennai-6.

The Mission Director, National Health Mission, Chennai-6

The Managing Director, Tamil Nadu Medical Services Corporation, Chennai-6

The Director of Public Health and Preventive Medicine, Chennai-6.

The Director of Medical and Rural Health Services, Chennai-6

The Director of Medical Education, Chennai-10.

The Personal Secretary to Chief Secretary to Government, Chennai-9.

Copy to

The Hon'ble Chief Minister's Office, Chennai-9

The Special Personal Assistant to Hon'ble Minister (Health & Family Welfare), Chennai-9.

The Health and Family Welfare (Data Cell) Department, Chennai-9.

SC/SF

//FORWARDED BY ORDER //

Pranav
15.11.2021
SECTION OFFICER

B.S.B.
15/12/21

Annexure to G.O.(Ms)No.504, Health and Family Welfare (EAPI-1) Department,
dated: 09.11.2021.



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J.RADHAKRISHNAN
PRINCIPAL SECRETARY TO GOVERNMENT

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K. Ramo
15.11.2021
SECTION OFFICER

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