



Government of West Bengal
Department of Health and Family Welfare
PHP Branch
Swasthya Bhawan, GN-29, Sector V,
Salt Lake City, Kolkata-700091

No. HF/SPSRC/49/2013/201

Dated 10th October, 2013

Memorandum

To establish a good public relation system enabling the citizen to exercise their rights related to provision of health care was under active consideration of the Deptt for some time past. In the meanwhile, the Multi-Disciplinary Expert Group under the Chairmanship of Dr. Subrata Maitra has also recommended establishment of similar kind of helpline and bed bureau.

Now it has been decided that Health & Family Welfare Department will forthwith operate 24x7 Health Helpline named SWASTHYA-BANDHU on an outsourced basis. Patients, Patient Parties or the general public would receive the following two categories of services from the Helpline (a) Information regarding availability of essential services in State Government Run Health Facilities and (b) Assistance in availing the services rendered by the State Government Run Health Facilities.

In order to implement and monitor the above mentioned project, the Deputy Director of Health Services (Hospital Administration) has already been designated to act as the State Nodal officer for Health helpline vide GO No. HF/SPSRC/49/2013/Hospital Admn/135 dated 18-06-2013.

In view of above the Department of H&FW has developed an Operational Guide with endorsement from the Director of Medical Education and Director of Health Services, which is enclosed herewith for taking necessary action.

Query or facilitation requests originated by a caller regarding healthcare provided by the healthcare establishment of DHFW of GOWB will be entertained by the Health Helpline Operator [HHO] as per SOP mentioned in the operational guide annexed here with

Health helpline operator will forward the query or complaint to the Facility Manager. MSVP/Supdtt/ Dy Supdtt/ Asstt Supdtt/ Nursing Supdtt /Ward master will act as 'Facility Manager'. 'Facility Manager has to take appropriate action and respond to the call centre operator promptly and truthfully as per SOP mentioned in the operational guide annexed here with.

Principal Secretary
Govt. of West Bengal

No. HF/SPSRC/49/2013/201/1(28)

Dated 10th October, 2013

Copy forwarded for information and necessary action please to :-

1. Dr Subrata Maitra, Chairperson, SLAC-CCU,
2. The DME & E.O. Secretary,
3. The DHS & E.O. Secretary,
4. Director SPSRC & Secretary
5. State Mission Director, NRHM, WB
6. Executive Director, SH&FWS
7. Special Secretary, TDE Branch
8. Special Secretary, MA Branch
9. Director of Homeopathy.
10. Director of Ayurveda.
11. Director/Principal (All medical Collages/teaching Institution)
12. MSVP (All medical Collages/teaching Institution)
13. Jt. Secretary (PHP) & in-charge of State IT cell
14. Jt. Director SPSRC, Swasthya Bhawan
15. Jt. DHS (Admn). He is requested to send a copy of this letter to the Supdt of all secondary care health facilities including decentralized hospitals situated in Kolkata
16. DDHS (HA), Swasthya Bhawan
17. CMOH (All Health Districts). He is requested to send a copy of this letter to the Supdt of all Secondary Health Care facilities including decentralized hospitals situated in his health district
18. ADHS (Dental). He is requested to send a copy of this letter to the Supdt of all Dental colleges under that directorate
19. Dr. K Mukherjee, DADHS (HA), Swasthya Bhawan
20. Dr. S. Sengupta, TO, SPSRC
21. Dr. Suman Biswas, TO, SPSRC & Spokesperson of the Deptt
22. OSD to MIC & Honorable CM
23. PS to MOS, Health & FW Deptt
24. System Coordinator, IT Cell. with a request to post a copy of this letter in the departmental website
25. Sr. PA to the Principal Secretary, Health & FW Deptt
26. Mr. Pradip Saha, Asstt Manager, SPARSH BPO services Ltd.
27. File
28. Dr/Sri/Smt.....


[Dibyen Mukherjee]
Special Secretary