



Patient Academy for Innovation and Research

# ANNUAL REPORT 2023



[www.pairacademy.org](http://www.pairacademy.org)



# About Us

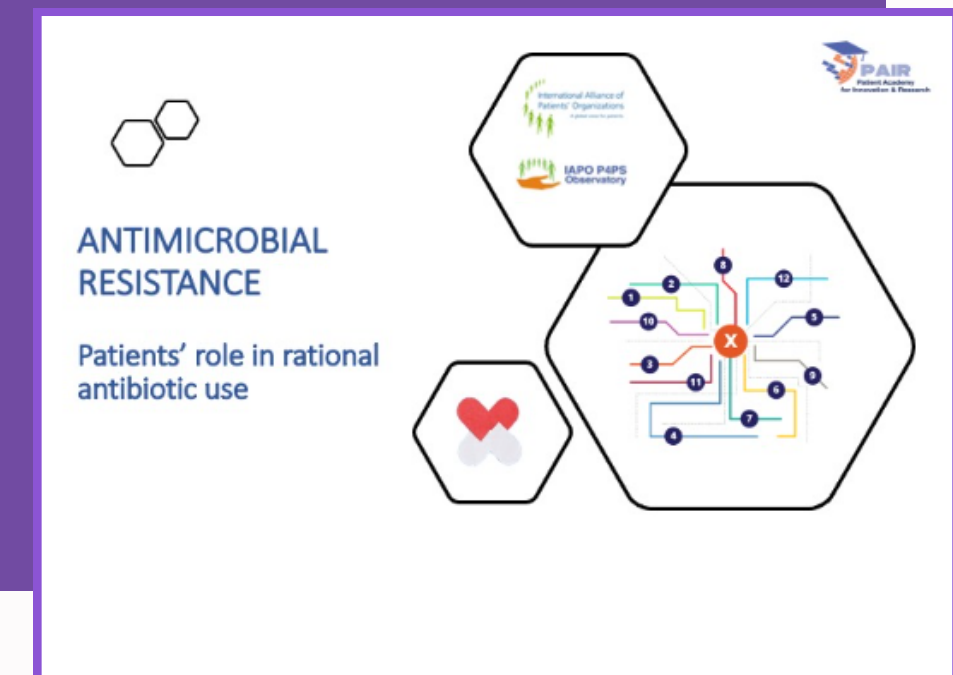
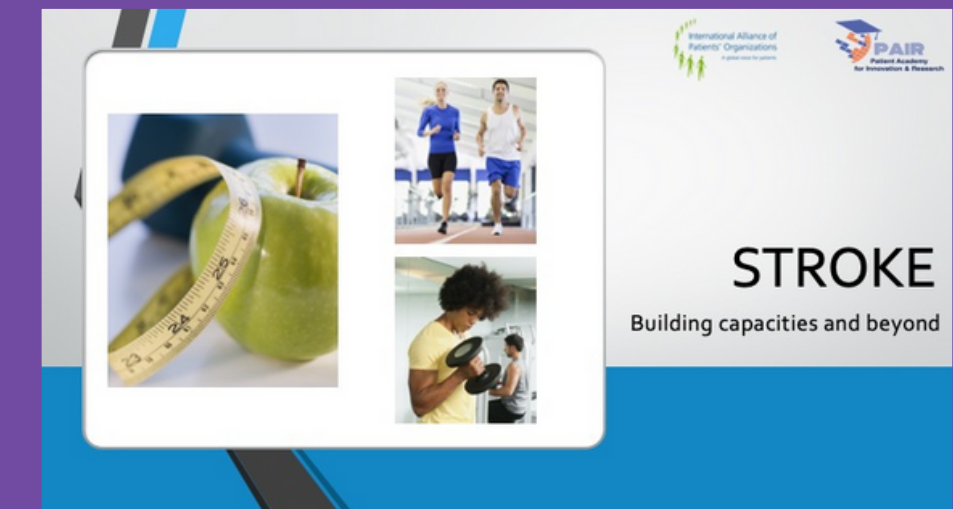
The Patient Academy for Innovation and Research (PAIR) is an organization committed to advancing patient-centric healthcare globally by focusing on developing and sustaining the capabilities of patients worldwide and empowering them to actively participate in their healthcare journey. Our mission is to enhance their ability to engage strategically with health systems, and through evidence-based expertise, PAIR equips individuals to not only manage their health effectively but also share invaluable insights with others facing similar conditions.

Embracing innovation and research, PAIR envisions a future where patients play a pivotal role in shaping a more informed and collaborative healthcare landscape.

# Our Mission

In the emerging digital world, patients with chronic conditions increasingly want to be empowered into becoming expert-patients in order to participate in and understand how to navigate their healthcare system as equal partners. However, many are not knowledgeable and skilled enough to do so right now. To add to that, the rise and speed of the use of innovative clinical and therapeutic approaches and medical technologies has made the healthcare industry a very complex entity.

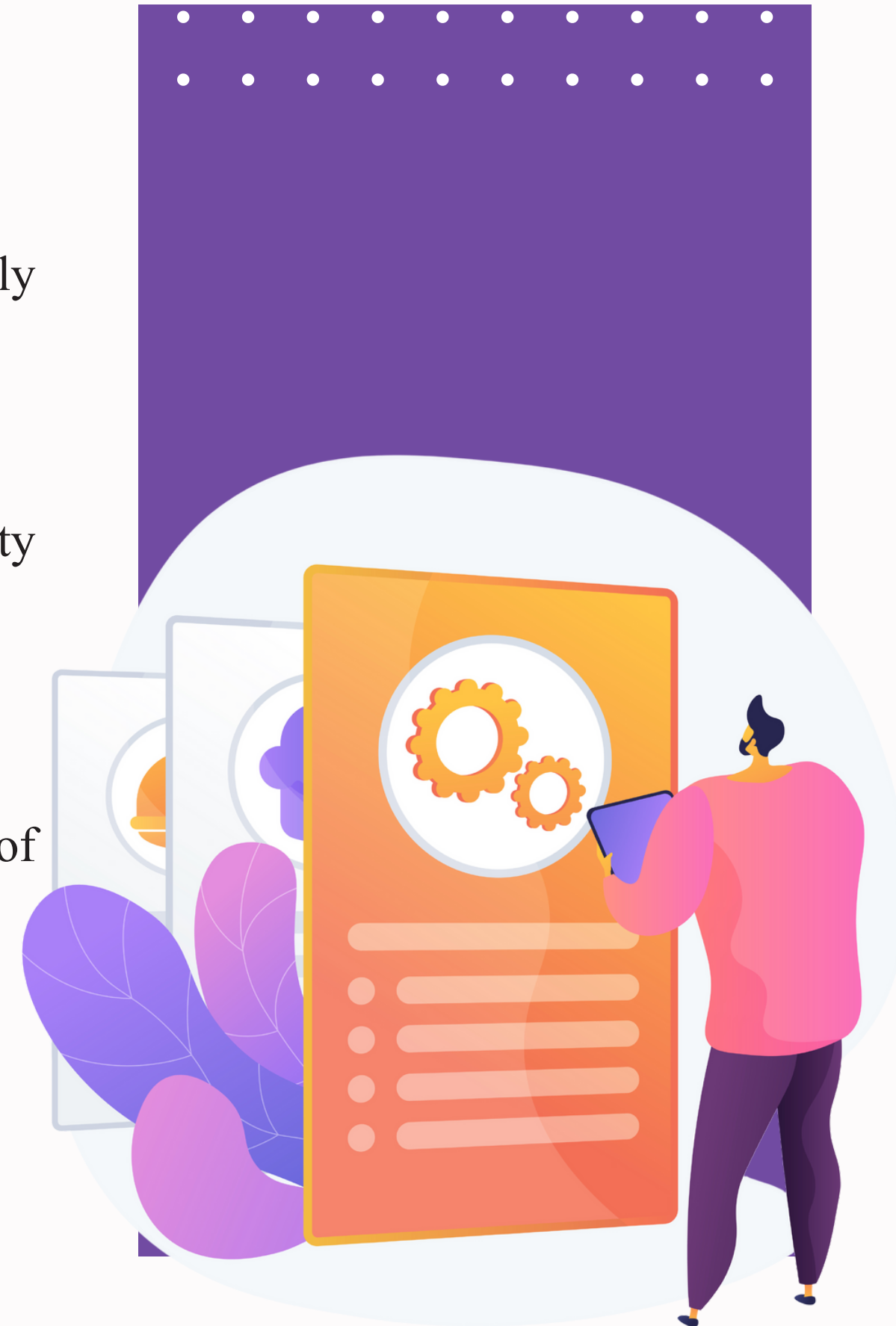
Our mission is to empower the patients so that they can impact sustainability of healthcare systems and improve the safety, quality, accessibility, acceptability, affordability and equity within their healthcare systems.



# Our Principles

Conceptually, PAIR Academy is based on six adult learning principles, that largely support the learning process and improve knowledge uptake:

- Participants' autonomy and self-direction are valuable contributors to the quality of the learning experience.
- Participants' perspectives play an important role in the learning process.
- Participants' accumulated life experiences and knowledge are inseparable part of the learning journey.
- Participants join the process as goal-oriented and practical.
- Participants' relevancy-oriented attitude adds value to the learning curve.
- Participants' diversity requires tailor-made approach to learning.



# Message from the Director

Dear esteemed stakeholders,

It is with great pleasure that I share with you our 2023 Annual Report, a testament to the continued growth and impact of PAIR Academy in advancing our mission of embedding patient voice for quality healthcare.

Over the past year, our dedicated team at PAIR has once again demonstrated unwavering commitment, working tirelessly to bring forth innovative and effective solutions for patients and caregivers. The positive impact we've achieved reaffirms our dedication to improving healthcare outcomes. In alignment with our commitment to social responsibility, we have persistently worked towards raising awareness and ensuring equitable access to healthcare, particularly for marginalized communities.

Our steadfast dedication to providing the highest level of care and service to our patients and communities remains unchanged. As we move forward, we are excited about incorporating more of the patient voice and lived experiences, fostering a more inclusive and patient-centric approach in the years to come.

Thank you for your ongoing support, and I look forward to another year of shared successes and positive impact.

**Dr. RATNA DEVI**

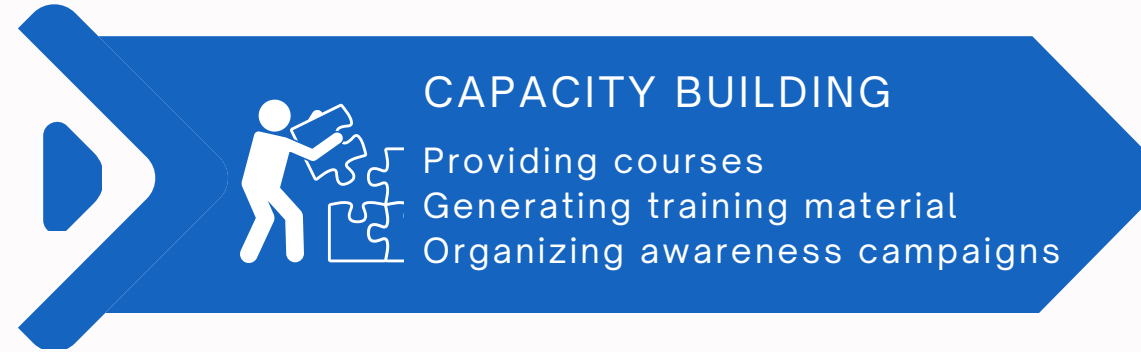
Director and Founder



# Overview

PAIR deals with mainly 5 areas of focus in the healthcare sector as stated:

01



RESEARCH

Evidence based reports  
On site investigations  
Market research



02

03



CONVENING

Asia-Pacific network  
Workshops/ webinars  
Multistakeholder summits



04

05



# Ongoing Projects

## Project 01

Patients for Patient Safety Network-Asia Pacific (PFPSN-AP)

## Project 02

Hypertension Advocacy Project India (HAPI)

## Project 03

Women with Wings (WwW)

## Project 04

Rare-Disease Project- Together for RARE

## Project 05

International Patient Summit



# PATIENTS FOR PATIENT SAFETY

## NETWORK

### ASIA PACIFIC



#### 1st Activity

Organize webinars on World Patient Safety Day 2023 theme



#### 2nd Activity

Coorganise The 2nd Medication Safety Conference



#### 3rd Activity

Run campaign on AMR awareness week



#### 4th Activity

Hold a poster making competition

**Patients for Patient Safety Network- Asia Pacific**, a network of stakeholders, including patients and patient advocates focuses on making healthcare safer in the **Asia-Pacific** region by supporting **Strategic Objective 4: Patient and Family Engagement of the Global Patient Safety Action Plan 2021–30**.

In accordance with this, a series of 3 webinars were organized a month prior to the World Patient Safety Day 2023, to raise awareness on the theme **“Engaging patients for patient safety”**.

On 12th December, during the 1st International Patient Summit, alongside a panel discussion on **Asia Pacific Patient For Patient Safety Networks- "Building A Regional Patient Network To Achieve GPSAP 2021-30"**, a workshop with 40 participants from across India was held. The participants grouped into 5 groups, with the support of 5 facilitators, reviewed and finalized on the proposed consensus statement drafted by PAIR to accelerating GPSAP Strategic Objective-4 ([CLICK HERE FOR WORKSHOP REPORT](#)).

**1 DAY LEFT**

**PAIR** Patient Academy for Innovation & Research

**PFPSN-AP** PATIENT FOR PATIENT SAFETY NETWORKS ASIA PACIFIC

**Moderator:** Dr. Ratna Devi, Einstein Rojas, Dr. Nitiraj Gandhi, Amrahi Buang, Dr. J S Arora

**Speaker Panel:**

**Webinar on:** **How can Hospitals Promote Patient and Family Engagement for Safer Healthcare**

**26 Aug 2023**  
11:00 AM - 12:30 PM

shorturl.at/hmJX5  
www.pairacademy.org

SCAN TO REGISTER

**PAIR** Patient Academy for Innovation & Research

**PFPSN-AP** PATIENT FOR PATIENT SAFETY NETWORKS ASIA PACIFIC

**Supported by:** **NOVARTIS**

**20 Sep 2023**

**WEBINAR**

**"EMPOWERING PATIENT ENGAGEMENT AND PHARMACOVIGILANCE FOR ENHANCED PATIENT SAFETY: THE VITAL ROLE OF PATIENTS AND FAMILIES"**

SCAN TO SEE THIS WEBINAR  
bit.ly/45Y0RGM



**PAIR** Patient Academy for Innovation & Research

**PFPSN-AP** PATIENT FOR PATIENT SAFETY NETWORKS ASIA PACIFIC

**Watch Now**

**22 SEP 2023**

**WEBINAR**

**"Patient and Families' Engagement for Safer Healthcare - Elevating Voices of Patients for Change"**

SCAN TO SEE THE WEBINAR / or visit bit.ly/3Zz6FVq





# MediSAFE Conference 2023

01

16 speakers with 5 international presence

02

9 diverse topics with 10+ panels

03

Interactive Sessions including Quiz and poster presentations

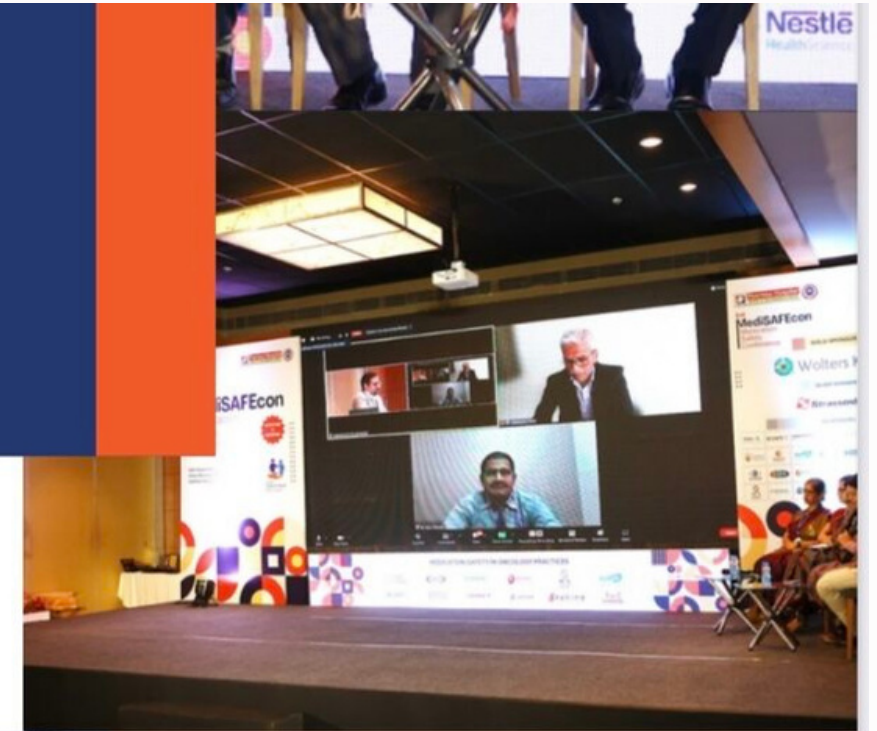
04

Representations from healthcare professionals, front line workers, researchers, and patient organizations

**16th**  
September 2023  
9:00am - 6:00pm  
Altair Boutique Hotel,  
Saltlake Sector 5 Kolkata

This year's theme

**Engaging patients for  
Medication Safety**



## Contact Details

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medisafecon2023@gmail.com



2nd  
**MediSAFEcon**  
Medication  
Safety  
Conference

16th September 2023 | Kolkata

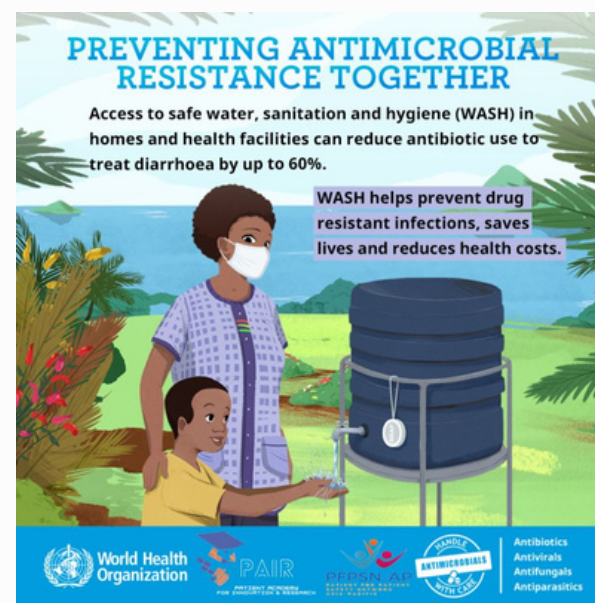
## Registration Fee

Virtual	Offline
₹ 400/- (Student)	₹ 1000/- (Student)
₹ 500/- (Working Professional)	₹ 1500/- (Working Professional)
\$ 20/- (International Participants)	

# Anti Microbial Resistance Week

18th - 24th November 2023

Patient Academy for Innovation and Research, under its PFPSN-AP initiative, dedicated 7 days of the AMR awareness week in raising awareness on Anti-microbial resistance. Campaign materials were disseminated via social media channels on the rising concerns of AMR in linkage with the misuse or overuse of antibiotics.



# Poster Making Competition

**PAIR**  
Patient Academy  
for Innovation & Research

**Supported by**  
**NOVARTIS**

**CONGRATULATIONS**  
**WINNER**  
**ANNOUNCEMENT**

**DIA-BEATING LIFE ONE DAY AT A TIME!**

**PATIENT SAFETY**  
in Hemophilia Care

**UNC**  
General Health Coverage

Home treatment program allows patient/family keep the treatment product at home (Factor 8 and 5). Patient/family will do self-infusion in early state of bleeding and prophylaxis treatment.

**PATIENT & FAMILY ENGAGEMENT**

- Observe the bleeding episode (Self-awareness)
- Home management Factor storage and cleaning area
- Patient/family camp, infusion training from professional nurse and sharing patient experiences (Build up their confidence)
- Cleaning area or using the clean infusion mat
- After infusion: put used needle into a sharps disposal container immediately. When the container is full, return it to the hospital.
- Cleaning injection site with 70% alcohol

Checking expiring date before use!

**SPEAK UP**

**S**peak  
**U**nderstand  
**E**ngage  
**P**repare  
**O**ptimize  
**M**echanical

**PATIENT SAFETY?**  
The majority of patients with diabetes can significantly reduce the chances of developing long-term complications by improving self-care activities.

**UNDERSTAND YOUR DIABETES**

**INSULIN ADMINISTRATION**

**HOW TO PREPARE YOURSELF FOR A CGM?**

**SAFETY HYPOGLYCEMIA KIT**

**HEALTH CHECKS FOR PEOPLE WITH DIABETES**

**SAFETY TO BE ADMINISTERED EVERYDAY**

PAIR organized an online poster making competition between 1st to 25th September, aimed at elevating awareness regarding patient safety.

The underlying rationale for this competition was to foster interactions between patient groups and disseminate information pertaining to patient empowerment within the healthcare system. By leveraging online platforms, the competition embraced a global reach, fostering diverse participation from various backgrounds in the Asia-Pacific region.

The winners of the competition were awarded with cash prizes intended to assist them in financing their own workshops to generate awareness on patient safety.

This initiative was a means to assure exponential spread of awareness amongst patients, caregivers and patient groups.



# Hypertension Advocacy Project India

The project aimed at strengthening patient voices and integrating them at the policymaker level to create national networks of hypertension advocates, including individuals affected by stroke, CKD, and CVD, along with their caregivers. This project was executed between February - November 2023.

36 Key Informant Interviews  
36 Focus Group Discussions  
20 In Depth Interviews

Finalizing tools for data collection

Consolidated report

Initial Field Visit



Selection of Pilot Locations

20 villages/ 2 states



Asset Procurement and Supply Chain Analysis



Analysis of data

424 Questionnaires and qualitative analysis



Dissemination of Patient Charter

# PROJECT OUTCOMES AND IMPACT

- 2 webinars with key experts and over 60 online attendees.
- 9 patient stories in text format, 3 video patient stories and 2 videos with key messages from patients.
- Round table discussion with Members of Parliament
- Launch and dissemination of The Patient Charter



**EXPERT SESSION ON**  
**Unmasking Hypertension:**  
**Understanding the Hidden Risks & Consequences of Uncontrolled Hypertension**  
16 July 2023 | Sunday | 4 PM - 5 PM

JOIN US

HYPERTENSION can be a silent threat to your health. Learn how to unmask it and understand the consequences of uncontrolled high blood pressure.

Dr. PARAMJEET SINGH  
CONSULTANT PHYSICIAN & CLINICAL CARDIOLOGIST  
(MBBS, D. Cardiology, FICC, PGDMCH, PGDGM)

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**ROUND TABLE DISCUSSION**

A PATIENT-CENTRIC AND EQUITABLE APPROACH TO HYPERTENSION CONTROL : SOLUTIONS FROM THE LAST MILE  
CONSTITUTION CLUB OF INDIA | 02 AUG 2023 | 18:30 HRS ONWARDS

WITH MEMBERS OF PARLIAMENT , DOCTORS, HEALTHCARE PROFESSIONALS & PATIENT ADVOCATES



Take the hypertension survey today!

scan the barcode to take the survey.

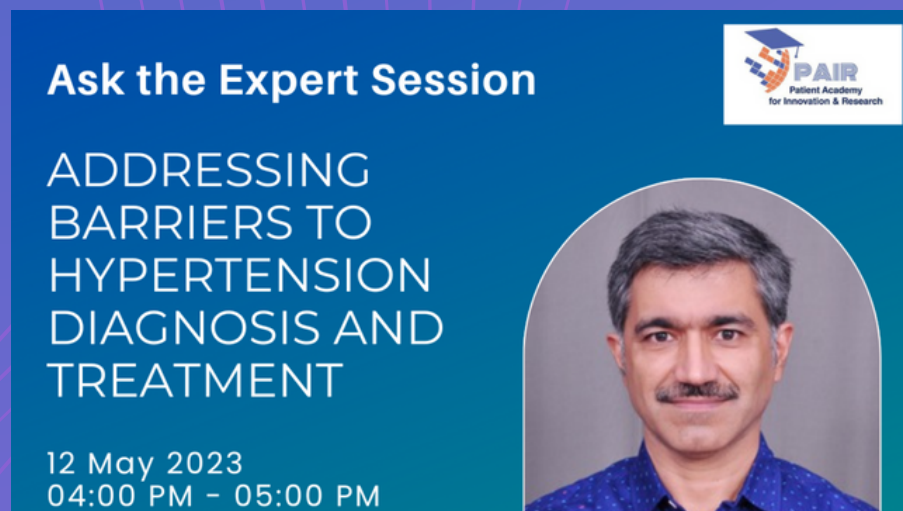


THE LIVED REALITY OF HYPERTENSION:  
A Collage of Stories



PATIENT PERSPECTIVES ON HYPERTENSION

Brought to you by



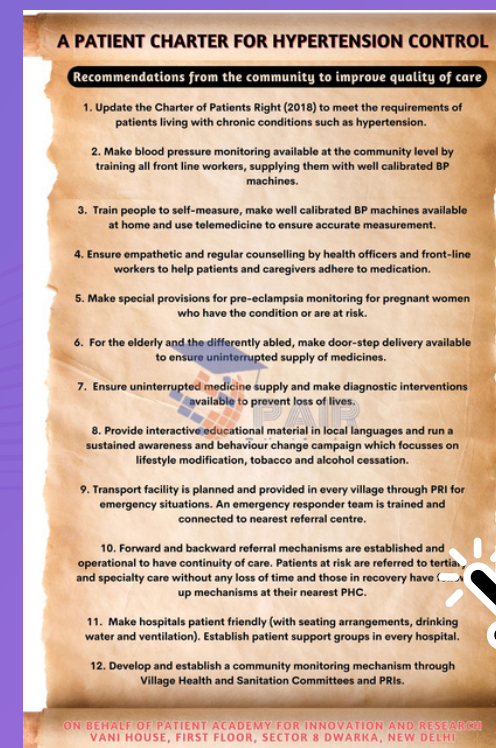
Ask the Expert Session

ADDRESSING BARRIERS TO HYPERTENSION DIAGNOSIS AND TREATMENT

12 May 2023  
04:00 PM - 05:00 PM



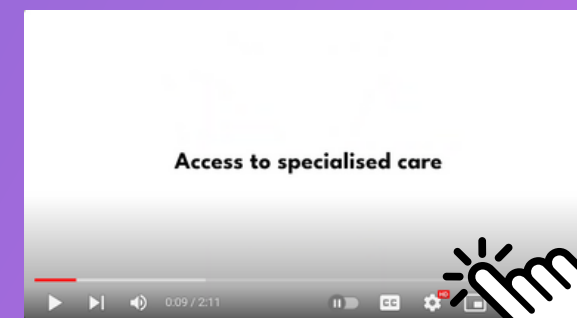
Multi-stakeholder Meeting



A PATIENT CHARTER FOR HYPERTENSION CONTROL

Recommendations from the community to improve quality of care

1. Update the Charter of Patients Right (2018) to meet the requirements of patients living with chronic conditions such as hypertension.
2. Make blood pressure monitoring available at the community level by training all front line workers, supplying them with well calibrated BP machines.
3. Train people to self-measure, make well calibrated BP machines available at home and use telemedicine to ensure accurate measurement.
4. Ensure empathetic and regular counselling by health officers and front-line workers to help patients and caregivers adhere to medication.
5. Make special provisions for pre-eclampsia monitoring for pregnant women who have the condition or are at risk.
6. For the elderly and the differently abled, make door-step delivery available to ensure uninterrupted supply of medicines.
7. Ensure uninterrupted medicine supply and make diagnostic interventions available to prevent loss of lives.
8. Provide interactive educational material in local languages and run a sustained awareness and behaviour change campaign which focusses on lifestyle modification, tobacco and alcohol cessation.
9. Transport facility is planned and provided in every village through PRI for emergency situations. An emergency responder team is trained and connected to nearest referral centre.
10. Forward and backward referral mechanisms are established and operational to have continuity of care. Patients at risk are referred to tertiary and specialty care without any loss of time and those in recovery have up mechanisms at their nearest PHC.
11. Make hospitals patient friendly (with seating arrangements, drinking water and ventilation). Establish patient support groups in every hospital.
12. Develop and establish a community monitoring mechanism through Village Health and Sanitation Committees and PRIs.



Access to specialised care



PATIENT STORIES



# WOMEN WITH WINGS

Women with Wings is an initiative of The Patient Academy for Innovation and Research dedicated to women's health by providing a safe and supportive space for women to come together to share their stories, discuss their experiences, and find help and understanding. In 2023, we focused on helping people suffering from Endometriosis, PCOS and Infertility




## Goals and Objectives

- To create an **Endometriosis Patients Support Group** and platform to:
  - Raise awareness and draw attention to patient experiences & needs
  - Reduce stigma and change policy for access to early diagnosis and treatment
- To raise awareness on **PCOS and Infertility** with the help of expert sessions and roundtable discussions


## ROUND TABLE DISCUSSION

THANK YOU FOR MAKING THIS EVENT A SUCCESS


“Opportunities and challenges for making fertility treatment accessible in India”




**Dr. Rita Bakshi,**  
Sr. Consultant IVF, Infertility Specialist & Endoscopy Surgeon at International Fertility Centre, Delhi




**Dr. Rakhi Singh,**  
Director, Abalone Clinic, Maternity and IVF Center




**Dr. Nidhi Jha,**  
Senior Consultant Nova Southend fertility & IVF Founder and Director Care & Cure clinic




**Ms. Ojaswini Kapoor,**  
CEO - Bloom IVF Group



**Dr. Ratna Devi,**  
Director, PAIR ACADEMY



**Chukka,**  
Patient Advocate



6 “Endoruns” were organized in 5 different states to raise awareness regarding endometriosis



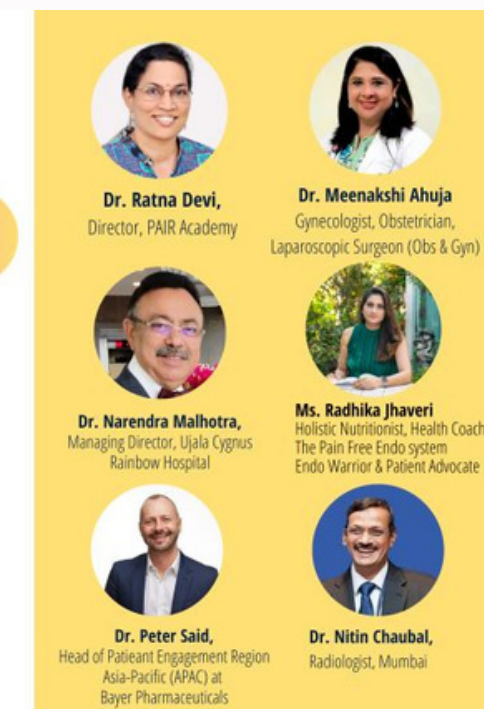
16 Focus group discussions, both online and in-person were held to empower women and share patient stories

Join us for Ask the Expert Session and share your questions

**"Challenges of Diagnosis and Treatment of Endometriosis in India"**

**Friday, 31st Mar, 2023**

**6-7.30 PM IST**



An “Ask the expert session” on the Challenges of diagnosis and treatment of Endometriosis in India was organized to equip the women with the right knowledge regarding their health and the hurdles faced when struggling with endometriosis

# ENDORUN INDIA 2023

DELHI | PUNE | HYDERABAD | KOLKATA | MUMBAI

## NEWS & MEDIA



**EndoRun walk to raises awareness about Endometriosis**  
With the objective of raising awareness about endometriosis, a medical condition that affects several women, a walk was organised under EndoRun initiative at Phoenix City Lane 1 in Vimanagar from 6:30 am to 8:30 am on March 26. As many as 65 people took part in the event, which aimed at expressing solidarity with women suffering from the ailment. The walk was led by Khushboo Sharma, Project Lead of Women's Health at PAIR Academy, Dr. Amol Lunkad, a renowned gynecologist, spoke about endometriosis and its effects on women's health.



**BAYER collaborates with Sarsuna College in Kolkata to raise mass awareness on...**  
Songoli is India's 1 of Bengali & English news portal on West Bengal, Kolkata, India



**Endometriosis Awareness Walk held in Viman Nagar**  
Phoenix City Lane 1 was buzzing with energy and enthusiasm of 65 participants attended a walk.



Endometriosis awareness campaign in Viman Nagar



**News On Click**  
News On Click  
Global Prime News / Mar 26



**PAIR Academy, Bayer launch EndoRun endometriosis awareness campaign**  
Patient Academy for Innovation and Research (PAIR Academy) and Bayer launched the first phase of endometriosis awareness campaign EndoRun in Del...



**Pune: EndoRun Raises Awareness About Endometriosis**  
Viman Nagar, 27th March 2023: Phoenix City Lane 1 witnessed a walk that aimed to raise awareness about endometriosis, a medical condition that affects women's reproductive health. Led by Khushboo Sharma, Project Lead of Women's Health at...



**Patient Academy for Innovation and Research with support from BAYER collaborates with local partners**  
Patient Academy for Innovation and Research with support from BAYER collaborates with local partners to raise mass awareness on Endometriosis, through the 'EndoRun'. 42 million women in India are burdened with Endometriosis Campaign...



**"ENDORUN": An Event With A Difference In Support Of Endometriosis**  
When the excitement around Women's day is over, most of us will forget that millions of women are still struggling with...



**Ms. Chetna Patnayak**

I believe family support is crucial for anyone with any illness, I have been fortunate enough to have supportive family, although they lacked the knowledge of endometriosis, and it's not their fault, they heard, periods pain and heavy bleeding is normal. I encourage all the young girls, women noticing painful periods and heavy bleeding to go for consultation and take a step towards breaking the stigma of normalizing periods pain.

The Endoruns garnered the presence of over 1300 people from across India, marking a significant milestone as the country's 1st Endorun Campaign.

A commendable 1 Million people reached through #EndoRun to raise awareness on endometriosis via Social Media, Print Media, Web News & Awareness Sessions





# RARE DISEASE PROJECT- Together for RARE



An F 2 F Campaign for PSU/Corporate CSRs (Health Talk – Together for Rare) with the following objectives:

- Awareness about Rare Diseases and unmet needs of patients.
- Sensitizing Institutional donors to garner their support and aid RD patients by contributing to the crowdfunding platform and other mechanisms defined in the National Policy for Rare Diseases (NPRD).



1 Approach PSUs, Corporate CSR Organizations, (Institutional donors –IDs) to organize the health talk

2 Organise and lead the Health talk session

3 Sensitization meeting with the IDs to support the RD cause in line with National Policy for Rare Diseases (NPRD 2021)

4 Advocacy meetings with MOH, and other relevant ministries to seek their guidance and support

2023

YEAR

at a glance

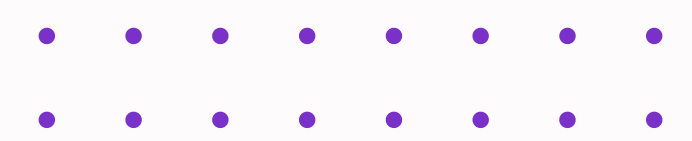


# 1st International Patient Summit

The inaugural **1st International Patient Summit (IPS)** was convened on 11th – 12th December 2023, in New Delhi, India at The Radisson Blu Hotel.

The summit garnered a distinguished assembly of over **200** global participants, including government dignitaries, representatives from the World Health Organization, patient advocacy groups, and a diverse array of stakeholders, hailing from **more than 10 countries worldwide** both online and in person, to discuss the Summit theme ‘Equitable healthcare: co-planning, co-designing and co-delivery’ with the inclusion of patient voice and lived experiences.

Co-hosted by **The Patient Academy for Innovation and Research (PAIR)**, **DakshamA Health**, **The Heart to Heart Foundation**, and **The Philippine Alliance of Patient Organizations (PAPO)**, the summit featured a robust agenda comprising **over 50 speaker sessions**, interactive Q&A segments, and an immersive hands-on workshop, all designed to foster collaborative learning and knowledge exchange.





# World Patient Safety Day 2023

The Director of PAIR Academy received an invitation from **WHO Geneva** to participate in the WHO Global Conference held on September 12 - 13, themed "**Engaging Patients for Patient Safety**." This event acknowledged the vital roles played by patients, families, and caregivers in ensuring healthcare safety.

[CLICK HERE FOR DR. RATNA'S SPEECH](#)

[CLICK HERE FOR DR. RATNA'S PRESENTATION](#)

[CLICK HERE TO ACCESS FULL SESSION](#)

## Unite Annual Summit 2023

**Dr. Ratna Devi** engaged in a conversation with **Mr. Neil Johnson**, the Executive Director of Global Heart Hub, during the **3rd Annual Summit** held in **Barcelona, Spain**. This gathering aimed to foster unity and collaboration among participants and served as a platform for the development of the first **patient-led global Manifesto**, orchestrated by the community, advocating for action on early detection and timely diagnosis of cardiovascular diseases. As a speaker at the summit, Dr. Ratna delivered insights on the topic "**Getting the Basics Right Across CVD**" and focused on the social determinants of health and environmental factors influencing cardiovascular diseases.



# Our Publication

Journal of Healthcare Leadership

Dovepress

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Open Access Full Text Article

REVIEW

## Bridging the “Know-Do” Gaps in Five Non-Communicable Diseases Using a Common Framework Driven by Implementation Science

James F Donohue<sup>1</sup>, J Stuart Elborn<sup>2</sup>, Peter Lansberg<sup>3</sup>, Afzal Javed<sup>4</sup>, Solomon Tesfaye<sup>5</sup>, Hope Rugo<sup>6</sup>, Sita Ratna Devi Duddi<sup>7,8</sup>, Niraksha Jithoo<sup>9</sup>, Pai-Hui Huang<sup>10</sup>, Kannan Subramaniam<sup>11</sup>, Nagendra Ramanjinappa<sup>12</sup>, Arkady Koltun<sup>13</sup>, Shari Melamed<sup>13</sup>, Juliana CN Chan<sup>14</sup>

<sup>1</sup>UNC School of Medicine, Chapel Hill, NC, USA; <sup>2</sup>Queen's University, Belfast, UK; <sup>3</sup>University Medical Center, Groningen, the Netherlands; <sup>4</sup>Warwick Medical School, University of Warwick, Warwick, UK & Pakistan Psychiatric Research Centre, Coventry, UK; <sup>5</sup>Sheffield Teaching Hospitals and the University of Sheffield, Sheffield, UK; <sup>6</sup>University of California San Francisco Comprehensive Cancer Center, San Francisco, CA, USA; <sup>7</sup>International Alliance of Patients' Organisations, London, United Kingdom; <sup>8</sup>DakshamA Health and Education, Delhi, India; <sup>9</sup>Viatris Ltd, Johannesburg, South Africa; <sup>10</sup>Viatris Pharmaceutical Co., Ltd, Taipei, Taiwan; <sup>11</sup>Viatris Ltd, Auckland, New Zealand; <sup>12</sup>Viatris Ltd, Bangalore, India; <sup>13</sup>Viatris Ltd, Canonsburg, PA, USA; <sup>14</sup>Department of Medicine and Therapeutics, Hong Kong Institute of Diabetes and Obesity, Li Ka Shing Institute of Health Sciences, The Chinese University of Hong Kong, Prince of Wales Hospital, Hong Kong, Special Administrative Regions of the People's Republic of China

Correspondence: Juliana CN Chan, Department of Medicine and Therapeutics, Hong Kong Institute of Diabetes and Obesity, Li Ka Shing Institute of Health Sciences, The Chinese University of Hong Kong, Prince of Wales Hospital, Hong Kong, Special Administrative Regions of the People's Republic of China, Tel +852 3505 3138, Email jchan@cuhk.edu.hk

**Abstract:** According to the United Nations High-Level Meeting 2018, five non-communicable diseases (NCDs) including cardiovascular diseases, chronic respiratory diseases, diabetes mellitus, cancer, and mental health conditions accounted for two-thirds of global deaths. These five NCDs share five common risk factors including tobacco use, unhealthy diets, physical inactivity, alcohol use, and air pollution. Low- and middle-income countries (LMICs) face larger burden of NCDs than high-income countries (HICs), due to differences in ecological, technological, socioeconomic and health system development. Based on high-level evidence albeit mainly from HICs, the burden caused by NCDs can be reduced by affordable medicines and best practices. However, “know-do” gaps, ie, gaps between what we know in science and what we do in practice, has limited the impact of these strategies, especially in LMICs. Implementation science advocates the use of robust methodologies to evaluate sustainable solutions in health, education and social care aimed at informing practice and policies. In this article, physician researchers with expertise in NCDs reviewed the common challenges shared by these five NCDs with different clinical courses. They explained the principles of implementation science and advocated the use of an evidence-based framework to implement solutions focusing on early detection, prevention and empowerment, supplemented by best practices in HICs and LMICs. These successful stories can be used to motivate policymakers, payors, providers, patients and public to co-design frameworks and implement context-relevant, multi-component, evidence-based practices. In pursuit of this goal, we propose partnership, leadership, and access to continuing care as the three pillars in developing roadmaps for addressing the multiple needs during the journey of a person with or at risk of these five NCDs. By transforming the ecosystem, raising awareness and aligning context-relevant practices and policies with ongoing evaluation, it is possible to make healthcare accessible, affordable and sustainable to reduce the burden of these five NCDs.

**Keywords:** non-communicable diseases, know-do gaps, implementation science, evidence-based practices, healthcare policies

### Introduction

The healthcare burden of five non-communicable diseases (NCDs) including atherosclerotic-cardiovascular diseases (ASCVD; eg ischemic heart disease [IHD], stroke, peripheral vascular disease), chronic respiratory diseases (CRDs; eg, chronic obstructive pulmonary disease [COPD] and asthma), diabetes mellitus, cancer, and mental health conditions is rising exponentially, especially in low- and middle-income countries (LMICs).<sup>1,2</sup> In 2018, the

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Received: 19 October 2022  
Accepted: 12 April 2023  
Published: 3 July 2023

Journal of Healthcare Leadership 2023:15 103–119  
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