National Seminar on
Integrating Technology in Healthcare:
A solution for affordable and accessible healthcare - 'A step towards healthcare empowerment'

CALL FOR PAPERS ON
THE THEME HEALTHCARE CONSUMERISM, ECONOMICS, FINANCE & POLICIES PUBLIC HEALTH AND DIGITAL INDIA

Date of Seminar
September 29, 2019

Organized by:
Department of Commerce and Management
Hemchandracharya North Gujarat University
(NAAC accredited 'A' grade)
(A State Government University)
Patan, Gujarat - 384 265
www.ngu.ac.in, seminargujarat@gmail.com

Sponsored by:
Indian Council for Social Science Research,
New Delhi
ABOUT THE UNIVERSITY:

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY (HNGU) is a state university, situated in the Heritage city Patan in the North Gujarat region of Gujarat state, India. The university is NAAC accredited 'A' grade university. HNGU is a leading university, fostering excellence in research and research training, education and leadership. The University undertakes innovative, trans-disciplinary, multi-disciplinary research addressing national and international priorities. With campuses and partnerships in India and overseas, HNGU pursues knowledge and solutions from a global perspective.

ABOUT THE EVENT:

Consumer satisfaction, welfare and protection are the goal of every nation, especially in the healthcare delivery system. The healthcare ecosystem is witnessing a paradigm shift from provider-driven to consumer-driven industry. In a shifting health care landscape, patients are demanding care and solutions that are coordinated, convenient, customized, and accessible. Consolidating health systems and commoditized plans and medicines means greater consumer engagement is required so that consumers select their system, their plan and their drug.

Consumer face difficulties for understanding the basic medical cost, hidden cost, out-of-pocket cost, unnecessary medical tests, unnecessary occupancy and treatment, price and procedure transparency during hospitalization.

To reach to a goal of 'Consumer centricity' and 'Consumer protection and welfare' for a developing nation like India, consumer mpowerment with digitalization will help through shifting healthcare delivery from curative to preventive, providing accessibility, helping affordability, offering quality and generating resource efficiency.

This conference will provide a platform to solve the issue of affordability, accessibility by promoting & disseminating the healthcare information i.e. price, procedure, policy, technology in a proper way or the awareness, satisfaction and protection of the consumers.
Themes & Sub-Themes:

Healthcare consumerism:
Consumer empowerment in healthcare
Challenges and Issues in Healthcare delivery system
Consumer satisfaction
Patient Satisfaction from Hospitals

Economics, Finance & Policies:
Ayushman Bharat
Rashtriya Swasthya Bima Yojana (RSBY, literally "National Health Insurance Programme")
India's National Health Protection Mission
Indian Health Policy 2020
Healthcare Expenditure & GDP Growth
Digital Finance
Healthcare Economics and Public Health
Healthcare Insurance
Issue of affordability for healthcare cost
Medical Tourism

Digitalization (Digital India):
Challenges & Issues in digital healthcare
Telemedicine
Wearable Technology
Blockchain in Healthcare system
Technology and Innovation

Public Health:
Public health policy
Management in Public Health
Research and Promotion of Public Health
Challenges in Public Health

Management of Healthcare Delivery System:
Accessibility of Healthcare delivery system
Challenges in Healthcare System
Role of NGO and Hospitals in Healthcare
Ethics in Medical Practices
Call for papers

Relevant to the theme original research papers, case studies or articles, typed on MS Word 2007 or above are invited. All papers should be written in English with word limit of 5,000 words for acceptance for presentation in the conference. Each submitted paper will be reviewed by a panel of experts and only well-researched and well-written papers will be accepted for presentation. All accepted papers will be presented at the conference by the author(s). The quality based selected papers will be published in the form of a Book with International Standards Book Number (ISBN) or in a UGC listed reputed Journal.

Who can participate
The conference envisaged to be a platform for knowledge sharing for faculty, researchers, policy makers, doctors, healthcare providers, students, consumer organizations & NGOs. It will also be an important milestone for perspective building of top management and senior executives from healthcare delivery system.

Submission of Abstract:
Participants are invited to submit the abstract with the limit of 300 words in the MS-Word (Font : Times New Roman, 12pt) to seminargujarat@gmail.com latest by August 31, 2019. Along with the abstract following information is required:

1. Name of the authors
2. Designation/Institution detail
3. Title of the abstract
4. Keywords

Submission of full-length paper
1. Paper should be original, relevant and clear.
2. Format and Specifications required:
   Font: Times New Roman, 12pt, 1.5 spacing
   Alignment: Justified
   Sheet: A4 Size with 1” Margin on all sides
   Length: Max. 5000 words

Delegates are requested to send their full papers to seminargujarat@gmail.com or ashwingmodi@gmail.com on or before September 15, 2019.
Conference Fees
Early bird Registration (before September 15, 2019): INR 500
Indian Academicians/Research Scholars: INR 800
Indian Sponsored delegates (Industry/NGOs): INR 1000
Indian Students: INR 500 (Before September 15, 2019): INR 300
International Participants: $ 50

Registration
Registration fees include cost of seminar proceedings, seminar kit and lodging. For accommodation let us know in advance to make an arrangement-Rs. 700/day.

A Certificate will be issued to participants who will attend the seminar. A Seminar Proceedings/Book covering articles will be sent to Participants on their postal address. Registration fees can be paid through online at www.myhelpline.org (or) offline through (at par) cheque or crossed demand draft in favor of 'S.K. School of Business Management', payable at Patan, Gujarat. Scanned copy of the filled in Registration form with (at par) cheque/bank draft can be sent by email/post to:
Prof. Ashwin Modi, Convener, Department of Commerce and Management, Hemchandracharya North Gujarat University, Patan – 384 265. Mobile: 94283 55222, 97257 38087

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Ms. Shruti Bhatt, Mr. Ronak Modi

Student Chair
Mr. Mohammad Ali, Mr. Kalpesh Parmar, Ms. Trupti Joshi, Ms. Pooja Prajapati,
Abstract Submission: August 31, 2019
Last date for Early Bird Registration/Fee Payment: September 15, 2019
Last date for Final Registration: September 20, 2019
Full Paper submission: September 15, 2019
Date of Seminar: September 29, 2019

VENUE:
Conference will be held at the campus of Hemchandracharya North Gujarat University, Patan, Gujarat on 29th September 2019. Patan is situated in the Northern region of Gujarat, within 2 hours drive from Ahmedabad airport. The state-of-the-art lush green campus spread over an area of 220 acres, has motley of 29 Post-Graduate Departments.

Nearby places to visit:
Rani-ki-Vav is an 11th-century old heritage site in Patan, Gujarat, on the banks of the Saraswati River, and is a UNESCO heritage site. The Heritage site was awarded as the cleanest iconic place in India. Recently, the Reserve Bank of India issued a new Rs 100 note in lavender color having a motif of 'Rani Ki Vav' on the reverse.

Modhera Sun Temple, a famous Sun Temple dedicated to the solar deity Surya located at 30 k.m. away from Patan at Modhera, on the bank of the river Pushpavati built after 1026-27 CE.

Mount Abu, the famous hill station in Rajasthan, is at an elevation of 1,220 m (4,003 ft), situated 150 km distance from Patan. Ambaji Temple, is one of the 51 Shakti Peethas, located 120 km distance from Patan at Ambaji, near to Rajasthan boarder.