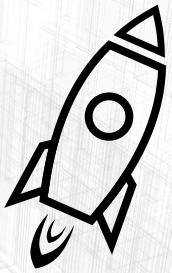
# Three-Part Webinar Series

## Responsible Business Conduct in Healthcare



Responsible Business Conduct (RBC) is increasingly recognized as a critical driver of sustainable development, fostering integrity, transparency, and accountability across sectors. With growing expectations from stakeholders, including consumers, investors, and regulators, businesses are under pressure to align their operations with ethical practices that promote long-term value creation. In the context of India's evolving economic landscape, the public and private sectors play a pivotal role in embedding RBC into their operations, ensuring ethical standards are maintained across the board.

The UN Global Compact Network India (UN GCNI), in collaboration with the PHD Chamber of Commerce and Industry (PHDCCI) and Ethosphere (A professional organization of business integrity), hosted a three-part webinar series on Responsible Business Conduct (RBC) in healthcare. The insightful sessions conducted brought together industry leaders, policymakers, and experts to deliberate on ethical, governance, and compliance aspects shaping responsible healthcare business practices. Each session addressed critical facets of RBC, offered recommendations for a sustainable, transparent, and ethical healthcare ecosystem.

**Dr. Somnath Singh**
Dy. Director
UN GCNI

Dr. Somnath Singh, Deputy Director, UN GCNI, has been the moderator for all three webinars/sessions, and with eminent speakers from the healthcare and business and other potential sectors, he could well connect the importance and need of RBC in combating corruption in the Healthcare sector.

The speakers shared their insights, discussed the importance of RBC, and explored strategies for its effective implementation in the public and private sectors. This webinar series provided participants with insights into global best practices, innovative approaches, and collaborative efforts required to foster a culture of responsibility and ethical conduct both in the healthcare and business sectors.

## Webinar 1: 18th September 2024
## Understanding Responsible Business Conduct in Healthcare

The first webinar focused on understanding the foundations of RBC in healthcare, highlighting ethical frameworks and governance mechanisms.

**Key speakers included:**

**Dr. K. Madan Gopal**
Advisor - Public Health Administration
National Health Systems Resource Centre
Ministry of Health and Family Welfare, GOI

**Dr. K. Madan Gopal** (Advisor - Public Health Administration, National Health Systems Resource Centre in Ministry of Health and Family Welfare, Govt of Inda – "NHSRC") emphasized the importance of a governance framework for healthcare institutions. He discussed the significance of accreditation standards such as NABH and NQAS in ensuring patient safety and ethical compliance. Dr. Gopal also stressed the need for healthcare organizations to build trust through transparency and accountability, ensuring that healthcare delivery prioritizes the well-being of patients over commercial interests.

**Ms. Sofia Garduno** (Compliance Director, CARE Abogados, Mexico) elaborated on the critical role compliance frameworks play in fostering transparency within healthcare. She shared insights from global best practices, emphasizing the necessity of an independent monitoring system to ensure that healthcare businesses adhere to ethical and legal guidelines. Ms. Garduno discussed Mexico's Consensus Framework for the Health Sector as a case study, illustrating how collective action among industry stakeholders can improve ethical compliance and governance.

**Ms. Sofia Garduno**
Compliance Director
CARE- Abogados
MEXICO

**Mr. APK Chettiar**
Senior Advisor and
Director – WhistleSentinel

**Mr. APK Chettiar** (Senior Advisor and Director, WhistleSentinel) provided a comparative analysis between the aviation and healthcare industries, highlighting how aviation's stringent safety and compliance measures could serve as a model for healthcare. He emphasized the need for a proactive approach to risk mitigation in healthcare, advocating for continuous monitoring, regular training, and strict enforcement of ethical guidelines.

**Dr. Jatinder Singh** (Deputy Secretary General, PHDCCI) introduced the Quintuple Bottom Line framework—Profit, People, Planet, Ethics, and Equity—as essential for ethical business practices in healthcare. He explained how this model extends beyond traditional corporate social responsibility, incorporating sustainability, workforce welfare, and social equity into business operations.

**Dr. Jatinder Singh**
Deputy Secretary General
(PHDCCI)

**Key Takeaways:**

- Governance frameworks and accreditation (NABH, NQAS) enhance accountability and patient safety.
- Stakeholder engagement is crucial for inclusive and ethical healthcare.
- Transparency, ethical supply chains, and fair labour practices strengthen trust.

## Webinar 2: 14th November 2024
## Implementing Responsible Business Conduct in Healthcare

The session delved into the practical implementation of RBC in healthcare organizations.

**Key speakers included:**

**Dr. JayeshLele**
Former General Secretary
Indian Medical
Association (IMA)

**Dr. Jayesh Lele** (Former General Secretary, Indian Medical Association) emphasized the role of ethical governance in ensuring patient safety. He discussed the necessity of evidence-based clinical guidelines, risk management systems, and adverse event reporting protocols to prevent medical malpractice. He also underscored the need for financial transparency, rging hospitals to disclose costs clearly and justify medical expenses to patients.

**Ashok K. Pavadia** (Founder Director, Council for Research on Policy and Governance) provided insights on evaluating and monitoring responsible business conduct in healthcare. He introduced three business models:

- The Public Good-Oriented Model, exemplified by Aravind Eye Care, which offers low-cost or free healthcare services while maintaining financial sustainability.
- The Profit-Driven Model with Social Impact, as seen in Novartis' Healthy Family initiative balances commercial interests with healthcare accessibility.
- The Purely Social Cause Model, such as Merck's global medicine distribution programs aimed at eradicating neglected diseases.

**Ashok K. Pavadia**
(Founder Director, Council for Research on Policy and Governance)

**Mr. Mukesh Kumar Sharma**
Executive Director
Population Services International

**Mr. Mukesh Kumar Sharma** (Executive Director, Population Services International India) discussed the challenges of healthcare access and quality in India's urbanizing landscape. He shared a case study from Uttar Pradesh, where PSI India facilitated the accreditation of over 1,000 private healthcare providers, ensuring free services for the urban poor under a government reimbursement scheme worth ₹130 crore ($17 million).

**Ms. Raavi Birbal** (Advocate, Supreme Court of India) highlighted the legal landscape governing healthcare practices in India. She discussed the Right to Health under Article 21 of the Constitution, consumer rights in medical services, and key labor laws protecting healthcare workers. She advocated for stricter compliance mechanisms to prevent legal violations and ensure ethical business conduct.

**Ms. Raavi Birbal**
Advocate
Supreme Court of India

**Ms. Jyoti Shekar**
Partner, Ethosphere; Anti-Corruption Collective Action ( ACCA) Working Group Member, UN GCNI

**Ms. Jyoti Shekar** (Partner, Ethosphere) spoke on risk management in healthcare governance, emphasizing financial compliance, fraud prevention, and insurance accessibility as key components of ethical healthcare models.

**Key Takeaways:**

- Ethical governance and patient-centric models are vital for healthcare sustainability.
- Legal compliance and workplace ethics safeguard healthcare professionals and patients.
- Strengthening accreditation and insurance mechanisms enhances healthcare affordability.

## Webinar 3: 11th February 2025
## Future Trends in Responsible Business Conduct

The concluding session explored future trends and technology-driven solutions in RBC, moderated by Dr. Somnath Singh (Deputy Director, UN GCNI).

**The Speakers included:**

**P. Rama Krishna Reddy** (Founder, Anti-Corruption Force & AI Next IT Solutions Pvt. Ltd.) discussed the role of emerging technologies in enhancing ethical business conduct. He emphasized AI-driven fraud detection, blockchain-enabled transparency in supply chains, and the importance of cybersecurity frameworks to safeguard patient data.

**Mr. P Rama Krishna Reddy**
Founder Anti-Corruption Force (ACF )
& AI Next IT Solutions Pvt. Ltd

**Ms. Supriya Madan**
Principal Ethics and Compliance-India
British Telecom Group

**Supriya Madan** (Principal Ethics and Compliance-India, British Telecom Group) highlighted the complexities of regulatory compliance in India's diverse legal landscape. She noted that SMEs often struggle with compliance costs and advocated for government-led initiatives to simplify regulations and enhance awareness.

**Dr. Jatinder Singh** (Deputy Secretary General, PHDCCI) reiterated the need for a stakeholder-driven approach to regulatory compliance. He advocated for collaborative efforts between businesses and policymakers to streamline legal requirements and enhance corporate accountability.

**Dr. Jatinder Singh**
Dy. Secretary General
PHDCCI

**Col. Abdul Hameed Khan** (Retd.) (Director Administration, Park Group of Hospitals) emphasized ethical leadership as a fundamental pillar of responsible business conduct. He drew from his military background to illustrate how strong leadership fosters a culture of integrity and accountability within organizations.

**Col Abdul Hameed Khan (Retd.)**
Director Administration
Park Group of Hospitals

This series reaffirmed that responsible business conduct is not just an option but an imperative for economic resilience and long-term healthcare sustainability. Over 2000 people from Public, Private, Healthcare, CSO, and Academia sectors.

**Key Takeaways:**

· AI, blockchain, and big data analytics enhance transparency and ethical compliance.
· Ethical leadership fosters accountability at all organizational levels.
· Strengthening public-private collaboration drives responsible business practices.

**Conclusion & Way Forward**

The webinar series provided a critical platform for thought leaders to discuss and share actionable insights on RBC in healthcare. The discussions underscored the necessity for businesses to integrate ethical frameworks, leverage technology for transparency, and foster collaboration between industry and regulatory bodies.

**Key Recommendations:**

· Adoption of advanced technologies like blockchain and AI for ethical business practices.
· Strengthening corporate governance with clear policies, training, and leadership.
· Enhancing legal and regulatory awareness to facilitate compliance in SMEs.
· Encouraging multi-stakeholder collaboration for a responsible healthcare ecosystem.

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