

Press Release

GVK EMRI signs MoU with NTRI Australia to strengthen trauma care in India as part of Australian Prime Minister's visit

GVK EMRI and National Trauma Research Institute Australia to collaborate on developing better trauma care models

New Delhi September 5, 2014: In a significant step to strengthen much needed trauma care in India, GVK EMRI – the world's largest integrated emergency services provider signed a Memorandum of Understanding (MoU) with National Trauma Research Institute, Australia. The MoU was signed by Dr. GVK Reddy, Founder Chairman and Managing Director – GVK and Prof. Russel Gruen, Director – NTRI; in the presence of the Hon'ble Prime Minister of Australia, Mr. Tony Abbot. Dr. G.V Ramana Rao, Head, EMLC & Research – GVK EMRI, was also present at the occasion.

This partnership further enhances an established world-class network of emergency transport services managed by GVK EMRI. The expertise of NTRI Australia brings an unparalleled opportunity to develop regional trauma systems that provide injured people with lifesaving care at the roadside, rapid transport and timely treatment of their injuries.

GVK EMRI has pioneered the art of Information & Communication Technology (ICT) in their healthcare delivery system with committed research and investment. Supported by the latest technology in distress communication and management, GVK EMRI revolutionised the emergency healthcare scenario in India. The organisation established an Emergency Response System that coordinates every emergency through a single toll free number 1-0-8. When called, this service ensures prompt dispatch of fully equipped ambulances along with a well-trained Emergency Medical Technician to render quality pre-hospital care and transport of the patient to the appropriate health care facility. The collaboration with NTRI will further strengthen the efficacy of the GVK EMRI service.

With expertise in trauma care, systems design, training and research the partners are ideally placed to demonstrate the effectiveness of these systems in meeting the needs of a country where over 140,000 lives are lost annually in road accidents and the loss of lives and injuries leads to an estimated loss of 3.5% of India's GDP.

Speaking on the occasion, **Dr. GVK Reddy mentioned**, "This event is a historical milestone. The technical knowhow of NTRI Australia combined with the experience of GVK EMRI in Indian conditions will accelerate developments in trauma care many fold. Through this initiative we will be

Aims of the collaboration

- Developing model regional trauma systems linking ambulance and hospital services
- Developing protocols to guide treatment and transport of patients
- Training in trauma care and emergency system leadership
- Strengthening communications, system monitoring and oversight
- Demonstrating effectiveness of integrated systems on patients and costs
- Provide financial models to support sustainable systems

able to contribute towards saving many more lives. At GVK EMRI, we are proud of being able to play a part in this service to the nation.”

This development of trauma systems would ensure seamless and effective care across the country with the ability to address the needs of the community in terms of trauma care in case of any individual trauma emergencies and multi-casualty incidents.

Trauma is a major public health problem in India. In India trauma is categorized into two categories, vehicular and non-vehicular. On an average, GVK EMRI 108 ambulances respond to over 23,000 emergencies every day. Till today, they have responded to over 29 Million emergencies and saved over 1 Million lives in very critical emergencies. Every day, about 3,000 Vehicular Trauma emergencies are responded to aggregating to 4 Million road traffic accidents served till date. Over 85% of GVK EMRI beneficiaries are poor and underprivileged residing in rural India and as a result, 108 GVK EMRI services are now referred to as a landmark PPP in healthcare within India.

NTRI is a department of Alfred Health with a close association with Monash University, Victoria, Australia, focusing on reducing death and disability from trauma, and improving the quality of life of survivors of trauma, through more effective treatments, higher quality care and better trauma systems. The NTRI engages in innovative programs of research and development to improve trauma care and trauma systems, promotes knowledge exchange through effective partnerships, dialogue and training programs works with government and the private sector to develop sustainable high-performing systems of trauma care, provides expertise in clinical and management practices, registries and data management, financing of trauma care, and trauma and emergency system leadership; builds awareness of the personal and community impact of traumatic injury; and mentors current and future trauma leaders.

With a vision to respond to respond to 30 million emergencies, to save 1 million lives annually and to deliver services at global standards, GVK EMRI today is acknowledged as the most efficient, speedy, reliable and caring service provider in its category. It is the life saviour in 15 states and two Union Territories. The service covers more than 750 million people, more than half of India’s population – making it the world’s largest integrated emergency service provider.

About GVK

GVK is a leading Indian conglomerate with presence across energy, resources, airports, transportation, hospitality and life sciences sectors. GVK set up India’s first independent power plant and has around 6000 MW projects under generation and development. It is the first company in India to develop six-lane road project under PPP model and has around 3000 lane km expressway projects under operations and development. As one of India’s largest private sector airport operators, GVK handles 44 mppa through India’s first brownfield airport under PPP model - ChhatrapatiShivaji International Airport, Mumbai and Kempegowda International Airport, Bengaluru and will develop two airports in Indonesia. Having already invested over USD 4.3 billion, GVK has projects worth over another USD 6.6 billion in the pipeline, in India. It has acquired Australian Coal Mines in Queensland with 8 bt reserves for USD 1.26 billion and envisages an investment of USD 10 billion to for setting up mines, 500 km rail project and 60 mtpa port project which will form one of the world’s largest integrated coal mining operations. GVK has undertaken to serve Nation’s largest Corporate Social Responsibility (CSR) initiative GVK EMRI 108, saving millions of lives every year.

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