National Tele-Health Contact Center
Shastho Batayon 16263

ONE STOP & LARGEST DIGITAL HEALTH SERVICE FOR THE CITIZEN OF BANGLADESH

Participating In: 2021 WITSA Global ICT Excellence Awards
Category: Innovative e-Health Solutions Award
NOMINEE Company: Private Sector Category

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**TABLE OF CONTENT**

- REASONS FOR NOMINATION
- NOMINEE COMPANY OVERVIEW: SYNESIS IT LTD.
- SHASTHO BATAYON 16263 – OVERVIEW
- DIGITAL BANGLADESH AWARD 2020
- KEY SERVICES OF SHASTHO BATAYON 16263
- KEY FEATURES OF SHASTHO BATAYON
- INTEGRATION WITH OTHER CITIZEN SERVICES
- OPERATIONS OF SHASTHO BATAYON
- INTEGRATED CRM & E-PRESCRIPTION
- AMBULANCE BOOKING SERVICE – URAL EMS
- LIVE DASHBOARDS & ANALYTICAL SYSTEMS
- SIGNIFICANT IMPACTS & RESULTS
- COVID 19 HEALTH SERVICE & IMPACTS
- INITIATIVES FROM GOV. & STAKEHOLDERS
- CREATING SOCIAL & BEHAVIORAL AWARENESS
- ROUND TABLE DISCUSSIONS
- WHAT MEDIA TALKS ABOUT SHASTHO BATAYON
- WAY FORWARD
REASONS FOR NOMINATION

National Tele-Health Contact Center “Shastho Batayon 16263”

- National Tele-Health Contact Center “Shastho Batayon 16263” is saving thousands of lives everyday. Since its inception, it has provided more than 18 Million of people from throughout the Bangladesh. Only in this Covid Pandemic Situation, Shastho Batayon provides more than 10 million of people where 90% services were for Covid 19 Health Issues. Shastho Batayon is a Symbol of Trust for the citizen of Bangladesh. This is the First & Largest Gov. initiative for doctor based tele health contact center in Bangladesh. Shastho Batayon is the ONE STOP & LARGEST DIGITAL HEALTH SERVICE FOR THE CITIZEN OF BANGLADESH.

- Shastho Batayon has been recognized as the Champion Citizen Health Services in Bangladesh, announced by PMO report 2019 and Prothom Alo best practice In 2020. Shastho Batayon also got the Digital Bangladesh Award 2020.

- IT has created an exciting opportunity for providing the responsive, zero cost & high quality health services for citizen with diversified solutions and additional resources. It is an integrated, innovative health service model accessible 24/7/365 from anywhere by land line & mobile phone by dialing the short code 16263. Shastho Batayon provides more than 10 innovative health services and even this service is also integrated with other nationally important citizen services. MBBS & Postgraduate Medical Doctors provides medical services, counselling & treatment, also we have Health Information Officers for other services. Consistent team work, dedicated leadership & utilization of networks are serving as unified approach for increasing Social Impact with reputed services.

- It is contributing for achieving the National Goals and SDGs
NOMINEE COMPANY
OVERVIEW
SYNESIS IT LTD.
Synesis IT - OVERVIEW

Synesis IT Ltd. is an ICT Organization who has been certified on CMMI LEVEL 3, ISO 27001 & ISO 9001. With over 550 employees providing solutions to the local economy of Bangladesh particularly in Health, Education, Agriculture, Telecom, Finance, Local Governance and Energy & Power.

With over 15 years of experience working in the private and public sector, we are recognized as one of the best ICT organizations in Bangladesh. We believe in building meaningful partnerships through innovative change and foster mutually beneficial relationships with our partners.

We are not just an organization but a change maker who have repeatedly carried out projects those made a difference in the lives of millions.

Proven Experiences

15+ Years of Proven Experiences

Dedicated & Qualified Members

20,000+ Sqft. Office Floor

Self Owned Cloud Based DC-DR
Geo Distributed

24/7 Dedicated Service Operation Center

25+
End to End Managed Services

Large Scale e-Governance Projects

55+ Million People Served through e-Health

25+
Nationally Important Contact Centers
AWARDS & RECOGNITIONS (NOT LIMITED TO)

The ITU Telecom World Awards 2019
#CBVMP #BTRC

Digital Bangladesh Award 2020

WITSA Global ICT Award received by Synesis IT

WITSA Global Excellence ICT Award 2020 / ICT Olympic Award

THE DAILY STAR ICT Award 2018
#Best ICT Org. in GoB. & Public Sector

National ICT Award 2017 #Mind Tale

BASIS National ICT AWARD 2020
#CBVMP #E-TIN

WSIS Prizes 2021
#Champion #CBVMP
National Tele-Health Contact Center
Shastho Batayon 16263
OVERVIEW
SHASTHO BATAYON 16263 - OVERVIEW

ONE STOP DIGITAL HOSPITAL FOR CITIZEN

National Tele-Health Contact Center “Shastho Batayon 16263” has been launched in September 2015 and Honorable Health Minister inaugurated this services.

Shastho Batayon has been recognized as the Champion Citizen Health Services in Bangladesh, announced by PMO report 2019 and Prothom Alo best practice in 2020.

This is the First & Largest Gov. initiative for doctor based tele health contact center in Bangladesh.

It is an integrated, innovative health service model accessible 24/7/365 from anywhere by land line & mobile phone.

Providing general health services to citizens for building the network of eHealth services with GOB donors, NGOs, academic institutions & industry – both local & global partnership.

MBBS & Postgraduate Medical Doctors provides medical services, counselling & treatment, also we have Health Information Officers for other services.
Synesis IT Limited Got
Digital Bangladesh Award 2020
For the Project -
Shastho Batayon 16263

The Most Prestigious Award from
Bangladesh Government (ICT)
KEY SERVICES OF SHASTHO BATAYON 16263

1. Doctors’ Advice & Treatment
2. Health Service Related Information
3. Ambulance Info & Booking Facility
4. Health Service Related Complaint Management System
5. Emergency Accident Information
6. COVID 19 Related Advice & Treatment
7. Sexual Health Info & Treatment
8. Family Planning & Health Services
9. Reproductive Health Info & Treatment
10. Social & Behavioral Change Awareness Through Social Medias
**KEY FEATURES SHASTHO BATAYON 16263**

### e-Prescription
- Doctors Name & BMDC Registration
- Prescription ID
- Prescribed Drugs, Dosage formulation and Schedule

### Automated IVR Call
- Health Advice
- Awareness about health issues
- Emergency Announcement
- Important Health promotion

### Mobile Survey
- Collecting information
- Reaction and Opinion
- Data Analysis
- Improvement of the service

### SMS Promotion
- Information dissemination & expansion
- Notification
- Reminder
- Maternal and Child Health and N.C.D
- Complaint Management Service
INTEGRATED WITH OTHER NATIONALLY IMPORTANT CITIZEN SERVICES

- NATIONAL EMERGENCY SERVICE 999
- MIND TALE
- BSMMU Specialized Health-Line
- IEDCR
- URAL EMS
OPERATIONS OF SHASTHO BATAYON

8 Hours Shift – 3 Shifts Per Day (24/7)

Doctors, Health Information Officers (HIOs) and Psychosocial Counsellors are working every shift; numbers depend on daily incoming call volume.

Integrated CRM provided data and records.

Live reporting system through DGHS web MIS and incorporated new IVR for Corona for prevention information.

All mobile operators and 333, 999 transferring calls to doctors & 16263 and campaign in progress by Government, social media and others.
INTEGRATED CRM & E-PRESCRIPTION

CRM of Shastho Batayon is a set of many integrated tools, that consists of:

- Patients Information & History
- Previous Medication
- All the Medicine List available in Bangladesh
- It can generate automated e-prescription and can send to the mobile phones of the patients

Note: e-Prescription System of Shastho Batayon is the Only e-Prescription System of Bangladesh and it has been approved by the Government.
URAL EMS- CRM FORMS
Online-Based Ambulance Booking Service
LIVE DASHBOARDS, ANALYTICAL REPORTS & MONITORING SYSTEMS

1) Socio Demographic Analysis
2) Diseases Profile Analysis
3) Cross Tab Analysis
4) Abandoned Call Analysis
5) Doctors and HIOs Monitoring Platform
NATIONAL LEVEL
SIGNIFICANT IMPACTS & RESULTS

Synesis IT
innovate.

integrate.

differentiate™
**IMPACT: TOTAL SERVICE PROVIDED**

**SHASTHO BATAYON 16263**

<table>
<thead>
<tr>
<th>Category</th>
<th>8th March 2020 to 31st July 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Call/ Day</td>
<td>25,000+</td>
</tr>
<tr>
<td>Total Service</td>
<td>1,287,4110</td>
</tr>
<tr>
<td>COVID 19 Related Service</td>
<td>9,546,658</td>
</tr>
</tbody>
</table>

**Total Service**

- **September 2015 to 31st July 2021**: 1,792,29,637
DISTRIBUTION OF TOP 10 DISEASES/CONDITIONS

- Covid 19 Positive: 21%
- Corona Virus High Risk: 18%
- Viral Fever: 14%
- Common Cold: 12%
- Diarrhoea: 9%
- Generalized Weakness: 8%
- Peptic Ulcer: 7%
- Vomiting: 6%
- Family Planning: 3%
- Allergic Reaction: 2%

Time Period: 1st January 2021 to 31st July 2021
PROPORTION OF CALLS BASED ON REFERRED

Time Period: 1st January, 2021 to 31st July, 2021
PROPORTION OF CALLS / SERVICE BY AGE & GENDER

Time Period: 1st January, 2021 to 31st July, 2021
PROPORTION OF CALLS BASED ON MARITAL STATUS

Time Period: 1st January, 2021 to 31st July, 2021
PROPORTION OF CALLS - GEOGRAPHICAL DISTRIBUTIONS

Time Period: 1st January, 2021 to 31st July, 2021

- Dhaka: 41%
- Chittagong: 20%
- Khulna: 8%
- Rajshahi: 8%
- Rangpur: 7%
- Mymensingh: 4%
- Barishal: 3%
PROPORTION OF CALLS BASED ON CAMPAIGNS

8th March 2020 - 31st July, 2021
COVID 19 HEALTH SERVICE & IMPACTS
ONLY IN THIS COVID 19 PANDEMIC SITUATION

COVID 19 Health Services
8th March 2020 to 31st July 2021
9,546,658

Average Call / Day
8th March 2020 to 31st July 2021
25,000+

Total Service In Pandemic
8th March 2020 to 31st July 2021
1,28,74,110
Shastho Batayon provides services to one crore people during Covid-19

Shastho Batayon has provided services to more than one crore people during the corona period. From March 1 to October 20, about 1,01,75,080 people received various services from the telehealth centre run by Synesis IT at the initiative of the Ministry of Health and Family Welfare. Of which 86,48,818 people called for coronavirus issue. One out of every 16 people of the country has availed of this telehealth service. A total of one crore 52 lakh people have received the service since 2015.

Shastho Batayon is the largest telehealth centre in Bangladesh which is being run under the auspices of MSHS, Ministry of Health and Family Welfare, and under the overall supervision of the country’s first tier of ICT and digital healthcare providers Synesis IT. In this regard, Chief Executive Officer of Synesis Health and Public Health Specialist, Dr. Nizam Uddin Ahmed, said, “Multidimensional services are being provided through the ‘Shastho Batayon’ call centre during the corona period and the service has played a huge role in the welfare of the people. 200 doctors are providing this service every day and Shastho Batayon-16263 can provide services to about 3 lakh people every day. In addition to medical treatment and counseling services, emergency ambulance services, health information services, complaints about public and private medical services, accidental medical services, etc. are provided through Shastho Batayon. Besides, there is an arrangement to transfer the phone calls to the specialist call centre of Bangabandhu Medical Hospital for specialist services. As well as providing mental health services by psychiatrists, providing services through maternal and child specialists, etc., significant services are provided from Shastho Batayon and Synesis Health, he added.”

Shastho Batayon Provides 1 Crore People During Covid Pandemic
INITIATIVES FROM GOB AND STAKEHOLDERS

Toll Free (From TELCOs) Facility for Coronavirus
ROUND TABLE DISCUSSIONS

SHASTHO BATAYON 16263 IS CONTRIBUTING TO NEXT SECTOR PLAN AND THE SDGs

Publicity for health hotline urgent
 speakers' self-discussion

From Government:

Health officials, members of the 16263, officers of the Department of Health, and representatives of the media discussed how to make the health hotline more effective in providing services to the public, including issues of health education, health promotion, and the need for the government and related departments to respond to the demands made by the people. The meeting was attended by the General of Health Services (DGHS) and Syed IT's General Manager, who emphasized the importance of employing technology to improve the efficiency and effectiveness of the health hotline. The speakers highlighted the need for increased publicity and the involvement of the media in raising awareness about the hotline and its services.

From Municipal:

Mayor of the district expressed his support for the efforts of the government and Syed IT in promoting the health hotline and ensuring its accessibility to the public. He also discussed the challenges faced by the municipality in providing healthcare services and the need for collaboration between the government and the private sector to address these challenges. The meeting was attended by representatives from the municipality, including the Health Officer, who emphasized the importance of the health hotline in providing timely and effective healthcare services.

From Health:

Director General of Health Services pointed out the need for increased public awareness and education about the health hotline. He highlighted the role of the media in promoting the hotline and the importance of involving healthcare professionals in the process. The meeting was attended by representatives from the Ministry of Health and Family Welfare, including the Director General of Health Services, who emphasized the importance of the health hotline in providing accessible and quality healthcare services.
‘Shastho Batayan’ includes reproductive health and sexual health services

Shastho Batayan includes reproductive health and sexual health services, as well as family planning services. The initiative is led by the Department of Family Planning (DFP) and the Ministry of Health and Family Welfare (MOHW). The program aims to provide comprehensive reproductive health services, including family planning, maternal and child health services, and sexual and reproductive health services.

The program is implemented through a network of health centers and clinics across the country. The services offered include contraceptive counseling, family planning methods, and sexual and reproductive health education. The program also provides services for women and girls of reproductive age, including antenatal care, delivery care, and postnatal care.

The Ministry of Health and Family Welfare is responsible for the overall implementation of the program. The Ministry collaborates with the Department of Family Planning to ensure effective implementation of the program. The program is supported by the government and other international organizations, including the United Nations Population Fund (UNFPA) and the World Health Organization (WHO).

The program has been praised for its impact on improving reproductive health outcomes in Bangladesh. The program has helped reduce maternal and child mortality rates, and it has also contributed to the reduction of unsafe abortion and the promotion of sexual and reproductive health rights.

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WHAT MEDIA TALKS
ABOUT SHASTHO BATAYON 16263

Telemedicine: Relying on Hard Times on 16263

Doctors with Means of Phone in Hand
#Shastho_Batayon_16263

More Than 1 Crore People Have Taken Health Services During Covid Pandemic From Shastho Batayon 16263
WAY FORWARD

• Shastho Batayon has created exciting opportunity for providing the responsive, low cost & high quality health services for citizen with diversified solutions and additional resources.

• More & more innovative health services can be added to deliver from a single ONE-STOP platform- strategic plan will guide us.

• Collaborative partnership with GOB and different stakeholders will deliver impact both in services and resources.

• Consistent team work, dedicated leadership & utilization of networks can serve as an unified approach for increasing business impact with reputed services

• It will make contribution for achieving the national goals and SDGs
National Tele-Health Contact Center
Shastho Batayon 16263

ONE STOP & LARGEST DIGITAL HEALTH SERVICE FOR THE CITIZEN OF BANGLADESH

Synesis IT