

NIKUNJA B. DHAL, IAS

JOINT SECRETARY

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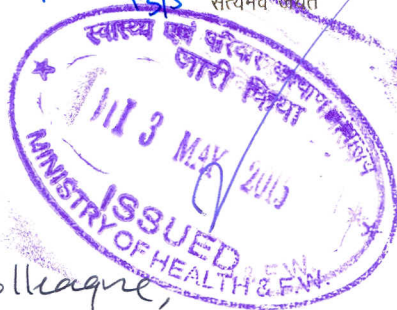
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By SPEED POST

भारत सरकार

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

निर्माण भवन, नई दिल्ली - 110011

Government of India

Ministry of Health & Family Welfare

Nirman Bhavan, New Delhi - 110011

D.O. No. L.19017/41/2015-UH

Dated 11th May, 2015

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Dear Colleague,

Please find enclosed a copy of Terms of Reference (ToR) for the post of Public Health Manager (PHM) at Urban Primary Health Centre (UPHC).

National Urban Health Mission (NUHM) Implementation Framework provides for a Public Health Manager in the Urban Primary Health Centre (UPHC). Some States/UTs have also proposed for engagement of Public Health Managers in their Programme Implementation Plans (PIPs) for 2015-16.

It is thus suggested that States/UTs may like to propose for PHM as per the local need & requirement, particularly in metro/large cities. The job chart and qualification of the PHM suggested in the enclosed ToR should be adhered to. NHSRC may also be involved in the selection process of Public Health Managers.

with regards.

Yours sincerely,

(Nikunja B. Dhal)

Enclosure:

Terms of Reference(ToRs) for Public Health Manager

Principal Secretaries/Secretaries(H&FW)(All States & UTs)

Mission Directors, NHM(All States & UTs)

CC:- Executive Director, NHSRC, New Delhi
Baba Gangadhar

Public Health Manager at UPHC: Roles and Responsibilities

The role of the Public Health Manager (PHM) at a UPHC is envisaged as the nodal person responsible for all non-clinical activities at the UPHC. The Public Health Manager will report to the Medical Officer-in-charge of the UPHC. S/he shall assist the Medical Officer (in-charge of UPHC) in provisioning of services at the UPHC and outreach locations. Since the UPHC is envisaged to be the hub of all primary care activity, the Public Health Manager assumes the important task of assisting the Medical Officer in operationalizing it. The following paragraphs enlist the qualifications with key areas of work which S/he shall perform.

Term of Reference:

A. Educational Qualification:

Public Health Manager may be a medical or non-medical professional trained in Public Health. He may possess graduate degree in Dental/ Ayush/ Nursing/Life-Sciences/Social Science with Master's Degree in Public Health/ Community Health/Preventive and Social Medicine; with relevant experience in the field of public health as enumerated below:

B. Experience:

- (i) **Essential:** PHM must have an experience of 2 years in health program management which could be in disease surveillance/ community mobilisation/ inter-sectoral collaboration/ IEC/BCC activities/ Quality Control/ Monitoring & evaluation.
- (ii) **Desirable:** Knowledge of basic concepts of epidemiology and biostatistics, and understanding of health information system.

Roles & Responsibilities:

1. Planning and Budgeting : Overall Management & functioning of Healthcare Facility:

The PHM at UPHC shall have a significant managerial role relating to such activities as planning & budgeting, organizing, staffing, directing, coordinating, monitoring/reporting to ensure optimal utilization/functionality of the facility. S/he shall be the nodal person for all activities and programs. S/he should provide financial oversight in planning & budgeting

of annual UPHC Plan. S/He should compile the overall profile of facility regarding geographical coverage, target population, demographic and socio economic indicators etc. and update it periodically. PHM will also assist MO/IC in provision of comprehensive preventive, promotive and curative care, including free and easy access to drugs and diagnostics. S/he shall ensure efficient functioning of OPD and shall strive to reduce waiting time and timely health services. The PHM shall refer to the Indian Public Health Standard (IPHS) for assessing the functional status of health facilities and to bring-up UPHCs to the comparable level of IPHS. S/he should strive for continuous process improvement.

2. Management of Health Human Resource, Training & Capacity Building:

PHM will be responsible for organizing training and Capacity Building of the staff posted at UPHC. S/he shall draw out an annual list of training to be organised for various categories of staff. S/he shall from time to time take up the task of training and capacity building including continuing education of ANM, lab technician, pharmacist and other personnel at the PHC under the guidance of the district health authorities. S/he shall also be responsible for activities of community mobilization such as selection of ASHA/ MAS and will also ensure the training of the same under his UPHC. S/he will also assist the MO/IC in managing human resources, motivating and supervising day-to-day working and punctuality, improving work output and morale. S/he shall help them in proper maintenance of records, analyse and use this information to formulate public messages for action.

3. Management of Infrastructure, Equipment and all Support Services:

The PHM shall coordinate to ensure timely execution/completion of infrastructure work, building and equipment and assist MOIC in examination of tender documents(s) for civil works. S/he shall evaluate work progress against planned schedule. The PHM shall ensure calibration, upkeep maintenance of machines/equipment under Annual Maintenance Contract (AMC), as well as, ensure timely availability/supply of essential equipment, consumables & furniture.

4. Quality Assurance and Infection Control & Environment Management

The PHM shall ensure good quality services in the facility. The PHM shall assist in gap analysis of existing services, preparation of action plan to fill identified gap, implementation of Standard Operating Procedures (SOPs). S/he shall also ensure BMW management practices are followed as per the guidelines. S/he shall facilitate periodic meeting of Quality Assurance Committee/team and prepare agenda notes and action

taken report for the same and also note down the minutes of the meeting. S/he shall ensure that Protocol for all National Health Programmes are followed at UPHCs. S/he shall engage in regular monitoring of UPHC functioning to ensure the quality services. He shall be responsible for cleanliness & hygiene in the UPHC.

5. Grievance Redressal:

The PHM shall ensure display of the Charter of Patients' Rights focusing NUHM component in each UPHC. S/he shall facilitate periodic meetings of Rogi Kalyan Samiti for improvement of the management and service provision of the UPHC as per the RKS guidelines issued from time to time. The PHM shall also facilitate conduct of D/CLVMC.

6. Community mobilization, Special Outreach, and Referral Support:

The PHM shall be the nodal in charge for selection of ASHAs and all the activities w.r.t their payments of incentives and grievances. S/he shall be responsible for their training and timely replenishment of their ASHA kits. PHM shall also ensure periodic meetings of MAS, utilisation of MAS funds and submission of quarterly progress reports. The Public Health Manager will be responsible for community mobilization activities of the UPHC. Community mobilization will be done systematically by the ANMs for UHNDs and Special Outreach Camps, special weekly clinics, Observance of Special Health Days, health drives with supportive supervision of the Public Health Manager. The patients mobilised and identified in Special outreach camps, Special clinics, School health clinics, Adolescent clinics, UHNDs shall need referral support and follow-up for adequate treatment. It shall be the duty & responsibility of PHM to facilitate referral. PHM shall leverage already existing community structures for furthering the cause of public health and awareness.

7. Supply Chain Management:

The PHM shall ensure to keep up-to-date inventory & stock register of all the stores and equipment/drugs supplied and shall be responsible for its accounting. S/he will ensure timely preparation of indents for drugs, linen, vaccines, ORS, consumables, instruments, contraceptives sufficiently in advance and will ensure submission of the same to the appropriate authority.

8. Management of Support Services:

Support Services like security, diet, transportation and laundry, both in-house & running on PPP mode, are critical for the efficient management of healthcare facilities and need regular follow-up. The PHM shall assist MOIC in maintaining such non-clinical support services like security, laundry, transport & dietary services. The PHM shall ensure availability of hygienic diet and good quality of laundry services.

9. Convergence and Co-ordination of National & State Health Programmes:

The PHM has an important role to play in bringing about convergence of all vertical National health programs at the UPHC. S/he shall ensure implementation of RCH components like maternal health, child health and family planning services in the catchment area of UPHC, as well as, reporting the progress of program indicators to the appropriate authority. S/he will provide the necessary linkages with all other vertical programs like RNTCP, NVBDCP and HIV/AIDS control. S/he will liaise with functionaries of NVBDCP to ensure public education, source reduction and other preventive measures. This would also be helpful in containing disease outbreaks. Linkages need to be developed with RNTCP in order to improve diagnosis and treatment compliance. S/he should also collaborate with HIV/AIDS control workers in the field and thus improve the quality of care offered under HIV/AIDS Programme in the area covered by the UPHC.

10. Disease Surveillance and Epidemic Control:

The PHM shall in coordination with existing mechanism of disease reporting under IDSP ensure periodic disease surveillance in the catchment area of the UPHC and notification of the same to the appropriate authority on timely manner. Disease notification may also be ensured from private and non-profit organizations working in the field of health. This will involve liaising with the community and health workers on the one hand and IDSP and specific disease control programs on the other. As the nodal health service institution in the area, the UPHC can provide valuable feedback and evidence based advocacy for provision of clean water, sanitation services and garbage disposal on behalf of the community to the agencies responsible for these services. In case of an outbreak, the PHM must assist MO/IC in identifying the cause and initiating remedial measures and necessary public health action. Collaboration and good working relationships will also have to be maintained with the Urban Local Body or the agencies responsible for

provisioning of services like water supply, sanitation, and waste disposal as these are important social determinants of health.

11. IEC Activities and Public Health Education :

S/he shall work towards spreading awareness regarding seasonal occurrence of diseases; preventive measures like source reduction, use of insecticides impregnated bed nets, importance of early diagnosis (specially non –communicable diseases), healthy life styles, adequate treatment and timely referral. The Public Health Manager shall organise special awareness campaigns and communication events on special occasions like World AIDS day, Hand Washing day, Breast Feeding week, Nutrition week etc. Use of ICT and SMS based alerts may form important components of IEC and community awareness plans. Such communication drives should preferably be organized in the vicinity of vulnerable populations. S/he will ensure proper accounting & utilization of health education materials.

12. Data collection, HMIS reporting and analysis:

The PHM must ensure timely reporting and uploading of HMIS data and other reports. UPHC being the point of baseline data generation, the quality of data collected and entered must be under supervision by the PHM. This might require considerable hand holding and support to the staff involved and suitable training must be imparted accordingly. The PHM shall analyse the data collected for trends, draw relevant inferences and initiate necessary action. The PHM shall examine data for inconsistencies, do follow-up for rectifying the errors in HMIS data and identify gaps & suggest solutions for improvising HMIS reporting.

Remuneration:

The Public Health Manager shall be employed on a contractual basis with a monthly remuneration in the range of Rs. 30,000 – 40,000 depending on qualification & experience. The salary may be negotiable as per the knowledge and experience in the relevant areas.