



LEND A HAND TO MEND A HEART



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FOLLOW YOUR HEART.
TOUCH A FEW LIVES.

HRUDAYA SPANDANA FOUNDATION



We all live in a world of disparities. Right from the time we're born till our last supper, we are part of many things that we don't have control over. Given a chance, we all want to stop the pendulum from swinging, but we can't. To top it all, there is the eternal conflict of heart vs mind that keeps reminding us about the practicality and material benefits of life. **But then, there's always the option to ignore everything and continue to live a normal life or do something that'll make a difference not just to your life but also to others who are lesser fortunate.** It is the latter that gives life a new meaning and your heart...a feeling of satisfaction and fulfillment.

Presenting **Hrudaya Spandana Foundation**. A non-profit organization dedicated to enhancing the quality of heart treatment and saving lives by extending financial and moral support to the lower sections of the society who cannot afford high-end medical services. A focused avenue from where individuals and organizations can fulfill their philanthropic goals and contribute towards a **society filled with healthy hearts and hearty smiles.**



THE REALITY

India has the highest incidence of heart related diseases in the world and the number of those affected is likely to double in the coming years as per reliable sources. If no initiative is taken to check the disease, **India will have 62 million patients with heart disease by 2015**, compared to 16 million in the US.

The most predictable and also the most preventable among all chronic diseases, the rate of heart attacks among Indians younger than 45 years of age in the last three years was five times higher than in other populations. **The percentage of people having heart disease had increased from 1-2 % to 3-5 % in rural India and from 2-3 % to 10-11 % in urban India.**

Some alarming facts...

- Incidence of CHD (Congenital Heart Diseases) among children in India ranges from 8-10 for every 1000 live births
- Heart disease in India occurs 10 - 15 years earlier than in the west
- Indian women account for 15% of the global burden of heart disease
- 92 million out of India's 285 million smokers don't even know that it's bad for their heart

It is a known fact that, heart diseases are time bound. Faster the care, better the chances of survival. But Indian healthcare system suffers from inherent loopholes that lead to non-availability of uniform treatment across the board, restricted availability of heart specialists, **disparity of services in relation to the social standing of the patient**, delay in delivery of the treatment and never ending trauma for the patient and his/her family members.

Unlike the western countries, Indian health services are not insurance driven. Most of the patients, who are from the **low income groups, cannot afford multi-stage treatment procedures in a multi-specialty hospital.** Hence, they turn back after the very first stage of evaluation due to lack of financial and moral support. Of course there are the government sponsored health schemes. But they cannot guarantee best quality and the most appropriate treatment in all situations. Also, not all treatments are covered under these schemes. **Here's where Hrudaya Spandana Foundation makes a difference.**

THE FOUNDATION

Hrudaya Spandana Foundation is a dedicated heart health charity organization focused on delivering quality and fast-track heart treatment to patients from the lower sections and increase their chances of survival.

Hrudaya Spandana Foundation is the brainchild of a few like-minded people who are steadfast in their **goal of stopping premature deaths due to heart diseases.** The Foundation operates at various levels, right from generating funds for the treatment to educating people about heart diseases and healthy lifestyle, from ensuring world-class treatment and services on time to offering emotional and moral support.

Vision:

Saving lives from heart diseases and **ensuring equality in heart care treatment** by virtue of substantial contributions and unconditional support from the community.

Mission:

- To enhance the quality of treatment available to the patients who cannot afford high-end heart care
- To encourage and inspire wholehearted contributions from individuals and organizations, and ensure channelized distribution of the resources to the deserving
- To engage in activities that **spread awareness and help reducing the risk of heart diseases**
- To bring in the best of minds and skills under a single umbrella to enhance the quality and service standards of heart treatments
- To be a **pillar of support** to the patients and their families

Values:

- Dedication
- Equality
- Support
- Care

Special Focus:

- Children suffering from birth defects related to the heart (CHD)
- Young adults who suffered heart attacks
- Women diagnosed with Valvular Heart Diseases
- Emergency life saving heart related procedures

THE PURPOSE

The main aim of Hrudaya Spandana Foundation is to bridge the gap between affordability and treatment apart from enhancing the quality of care being provided to the needy. Even though the schemes being offered to support the deprived are extremely useful and relevant, they are restricted in terms of both quality and quantity. Thus, resulting in future complications and resurfacing of the ailment.

For example, the quality of the 'stent' being offered under the scheme may just give a temporary solution instead of permanent one. If you take the case of Valvular Heart Disease, which is so prevalent in younger women these days, the 'valve' being offered as a replacement might affect the woman's chances of pregnancy in the future. This is where Hrudaya Spandana Foundation steps in to make all the difference. The Foundation supports such critical cases, puts in the extra funds to help the patient get the best surgical facilities, **upgrades the treatment modalities for better long-term results.** The Foundation also contributes in enhancement of pre-op, intra-op and post-op care facilities for the patient.

This apart, the Foundation has a policy to only support patients who are very critical to the family's future. Say...children, youth, bread earners etc. This way, the Foundation not only helps in resurrecting the family but also contributes to the future of the society.

FOUNDER CHAIRPERSONS



A Madhusudhan Reddy

BA, MCJ, MSW

Mr. Madhusudhan Reddy is the proponent of 'Hrudaya Spandana Foundation'. He was associated with several social service organizations as a relentless activist. **He believes in the words of Mother Teresa "Do not wait for leaders; do it alone, person to person".** Since childhood he has a strong penchant for social service and a 'never give up' attitude. **To pursue his passion, he graduated in Masters in Social Work & Journalism and was involved in various charitable and selfless activities.**

He was an active member with Prajahita Social Service Organisation (Reg. No. 75/2013) co-ordinating service activities in the interest of the destitute, orphans, unemployed youth and community health. With the help of ITCSA and senior medical faculty from various hospitals, he has conducted several health camps since 2006. **Incidence of birth defects (Congenital Heart Diseases) among children was rampant and that motivated him to associate with Dr. Sharath Reddy, MD, DM, Cardiologist and his team. Thus, resulting in the inception of Hrudaya Spandana Foundation in 2014.**

In 2012, Eye Bank Association of India and National Programme for Control of Blindness presented him the 'Excellence Award' for creating awareness on the eye donation movement in Andhra Pradesh. The 'NTR Award 2010' was awarded to him by His Excellency, The Governor of AP for selfless relief services rendered to flood victims of Mahaboobnagar District. He was also honored by the Red Cross in 2008 for organizing several blood donation camps. In 2007, he received an 'Appreciation Award' from the then Chief Minister of Andhra Pradesh Sri (Late) Dr. YS Rajasekhara Reddy garu for community service.



Dr. Sharath Reddy Annam

MBBS, MD (Internal Medicine), DM (Cardiology)

Consultant Interventional Cardiologist, Sunshine Heart Institute

With an unparalleled academic and professional track record, Dr. Sharath Reddy Annam is one of the very few to be ranked in the league of eminent Cardiologists at a very young age. Presently, he is the Founding Director, Sunshine Heart Institute, specializing in Interventional Cardiology and as a Vascular Specialist. Even as a Sr. Resident in Cardiology at Osmania General Hospital, Hyderabad, **he is credited with the introduction of newer procedures/ interventions in a Govt. Hospital set-up - such as Device Closures, Trans-Catheter Embolotherapy (Interventional Radiology Procedures), Coarctation Stenting, Complex Congenital Defects - thereby avoiding major surgeries among poor patients.** He is also credited with successfully treating patients with complex coronary heart diseases including Bifurcation Stenting (Angioplasty). His vast experience in opening of CTO (Chronic Total Occlusion) and expertise in handling recent tools like FFR, IVUS, Rotablation, and OCT in optimization of coronary interventions (Angioplasty) is commendable.

His is a truly multi-faceted personality with an enviable list of honors reflecting that. **He was awarded with a 'Gold Medal for Best Presentation (2010)' by APCS for his pioneering work on device closure of complex ASDs. He is also the recipient of 'Anumolu Sheshagiri Rao Memorial Gold Medal (2009)' for best outgoing post-graduate in Cardiology from NTRUHS, awarded by His Excellency, the Governor of AP. He was presented with an 'Excellence Award' by Delhi Telugu Academy for rendering quality cardiac treatment and care.** He is also a member of prestigious National and International Cardiology and Vascular Associations and Scientific Societies including International Associate Member, SCAI (The Society for Cardiovascular Angiography and Interventions), Washington DC, USA. He is regularly invited as a faculty to esteemed global forums on Acute MI (Heart Attacks), Ischemic Strokes and for knowledge sharing on the latest advances in Invasive Cardiology. He is also a distinguished faculty at Carotid India, National Endovascular Workshop, TCT Asia Pacific, India Live and the ilk.



SCIENTIFIC TEAM

Dr. Sharath Reddy Annam

MBBS, MD (Internal Medicine), DM (Cardiology)

Consultant Interventional Cardiologist,
Sunshine Heart Institute

Dr. Anil Krishna Gundala

DNB, DM

Interventional Cardiologist

Dr. AR Krishna Prasad

MS (Gen. Surgery), FRCS (Glasg.), FRCS (CTh), MD (Manch.)

Cardiothoracic Surgeon

Dr. Anil Kumar Mulpur

MBBS, MS, MCh, FRCS (Edinburgh), FRCS (Glasgow),

FRCS, C/Th (Edinburgh), FETCS, FIACS and MBA

(Hospital Management)

Cardiothoracic Surgeon

Dr. PV Ramachandra Raju

MD, DM

Cardiologist, Star Hospital

Dr. Pranav Pallemapati

MD, DM

Cardiologist

Dr. P Sridhar

MD, DM

Cardiologist

Dr. PLN Patel

MBBS, FCGP, Dip. in Cardiology & Diabetes

THE INITIATIVES

Hrudaya Spandana Foundation is the result of years of research and strong need-based understanding. The aims and objectives of the Foundation, both short-term and long-term, have been defined to address various issues that can help curtail the incidence of heart diseases in the society and save as many lives as possible.

Awareness and support

- Helping people with, and at risk of, cardiovascular disease by providing comprehensive information and guidance on how to minimize their risk.
- Developing and supporting policies that can help make positive choices and stay healthy.

Partnerships

- Seeking support and working with all levels of the government, other health organizations, the media and community groups to implement policies and programs that improve the overall health of the heart.
- Conducting programs on cardiovascular health risks such as smoking or physical inactivity, through to recovery and rehabilitation.

Research & knowledge sharing

- Undertaking advanced research and **creating practical treatment tools for health practitioners.**
- Providing assistance to deliver better heart care, regardless of their income, background or address.
- Working towards bridging the gaps in care through conducting programmes specially targeting those who are at risk of a cardio vascular disease.

Building healthy communities

- **Support local governments that change neighborhoods to create healthier communities.**
- **Conducting health (screening) camps, CMEs (Continuing Medical Education)** for health practitioners, teacher and student education (first aid), heart walks, introducing smoke free outdoor areas etc.



Preventing heart disease

- Establishing and operating community education campaigns and media activities for promoting lifestyle changes to improve the health of the heart.
- Educating people about the warning signs of a heart attack, and of the need to call SOS to get early treatment, and to have the best chance of survival.

Treatment and care

- Ensuring that people living with heart diseases have access to the best of treatment and care.
- Supporting and providing aid to institutions with similar objectives.

Fundraising

- Initiating partnerships with govt. bodies, corporate institutions and like-minded philanthropists.
- **Maintaining a stable financial graph to support people with heart diseases.**

THE HAPPY HEARTS

A 7 year old boy gets a second chance in life

A 7 year old boy hailing from Gannavaram in West Godavari, was suffering from a birth defect related to the heart - **a hole in the heart with obstruction of a major artery coming from the heart supplying to the lung.**

He was diagnosed with Congenital Heart Disease (CHD - VSD with DCRV) and was advised surgical treatment after discussing with a Pediatric Cardiologist and a Cardiothoracic Surgeon.

Since the child's family came from a rural background and had financial constraints, Hrudaya Spandana Foundation assessed if they had any insurance cover. Since this surgery required extra funds **to curtail surgical mortality from 10% to 3-4%** associated with this kind of procedure in pediatric patients, **the Scientific Committee** decided to support the child through Hrudaya Spandana Foundation which will provide cover for quality peri-op care, including intra-op consumables and post-op pediatric intensive care, to minimize the mortality.

On 3rd May, 2014, the boy was operated successfully employing utmost standards and quality care. **The boy was off the ventilator support within just 3 hours post the procedure with nil post- op issues or complications.**



Born with a challenge, blessed with a hope

A 3 year old girl was suffering from a heart related birth defect called PDA (Patent Ductus Arteriosus, the 6th most common congenital heart defect) wherein the vessel (Ductus Arteriosus) does not close and remains 'patent' (open) resulting in irregular transmission of blood between two of the most important arteries close to the heart, which normally should close at birth, may lead to heart failure in future if left untreated.

After several consultations with various clinics, the child's family approached **Hrudaya Spandana Foundation** for proper guidance. With the aid of the Screening Committee, the child was evaluated at one of the Foundation's partner hospitals. It was understood that the defect could be treated by a surgical and non-surgical (catheter based) method. **The Scientific Committee opted for device closure of the same, thus avoiding a major surgery for the child.**

Hrudaya Spandana Foundation contributed technical and professional support. The child was successfully operated by one of the Foundation's panel specialist wherein the birth defect was closed without opening the heart. The child is now doing well on follow - ups.

HEALING HANDS, HELPING SOULS, BEATING HEARTS.

THE ACTIVITIES

"WALK FOR HEART - REACH FOR A HEART" in Hyderabad in March, 2014

On the occasion of its launch, a Heart Walk was organized by Hrudaya Spandana Foundation at Necklace Road in the heart of Hyderabad. The event was graced by Power Star Pawan Kalyan and renowned director Trivikram Srinivas, who wholeheartedly participated in the walk along with their fans and other health conscious patrons. The event was a mega success giving the Foundation the much needed impetus to put its best step forward in making more and more lives hearty.



**"There is no exercise better for the heart
than reaching down and lifting people up."**

John Holmes

THE HELPING HANDS

Life is not just about living, it's about sharing. Hrudaya Spandana Foundation reaches out to everyone who is willing to raise their hands to touch a few lives. All the contributions will be channelized in the best possible manner to reach the most deserving candidates. All those who make donations will automatically become volunteers and will be receiving regular updates on the various activities being conducted under the aegis of the Foundation.

Note: All scientific & non-scientific decisions are the sole discretion of the founder chairpersons.