



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

It is heartening to learn that Association of Healthcare Providers – India (AHPI) is releasing the 3rd edition of the book “Communicate, Care, Cure – A guide to Health Care communication”.

Healthcare is one of the most critical sectors of the economy. Our Government has been striving relentlessly to give a new direction to healthcare and make it affordable for the poor, needy and disadvantaged sections of the society. A healthy citizen, a healthy family and healthy society are the bedrock of a healthy nation. We are firmly committed to strengthen the health infrastructure in big cities and upscale healthcare facilities in smaller cities.

Medical professionals and experts should always strive to sharpen their communication skills to convey the benefits of keeping healthy, efficiently as well as compassionately. Communication with sensitivity is integral and critical to help the common man understand various complex issues related to the diseases and treatment. Also, the need of the hour for the medical fraternity is to carry out extensive research and think out-of-the-box to make available treatment and cures that arise out of nature.

The publication being brought out will serve as a bridge between the medical professionals and the common people and provide a comprehensive manual on the treatment, care and cure of various diseases. May the book ‘guide’ the common people to embrace a way of life that promotes good physical and mental health and well being.

I wish the publication of the 3rd edition of the book “Communicate, Care, Cure – A guide to Health Care communication” all success.

(Narendra Modi)

New Delhi

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