

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**RAJYA SABHA
UNSTARRED QUESTION NO. 933
TO BE ANSWERED ON 03RD DECEMBER, 2024**

IMPLEMENTATION OF AB-PMJAY IN TAMIL NADU

933. SHRI R. DHARMAR:

Will the Minister of **HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) measures taken to ensure the effective implementation of the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) across the country;
- (b) the number of beneficiaries enrolled in the scheme since its inception and the total claims settled to date within Tamil Nadu;
- (c) the steps taken to address any challenges faced by beneficiaries in accessing healthcare services especially in rural and underserved areas;
- (d) whether there is any plan to expand the list of empaneled hospitals and healthcare services under the AB-PMJAY; and
- (e) the manner in which Government is monitoring and evaluating the impact of the scheme?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI PRATAPRAO JADHAV)**

(a): Several measures are taken for effective implementation of Ayushman Bharat- Pradhan Mantri Jan Arogya Yojana (AB-PMJAY). These are improved beneficiary identification, service uptake, awareness and monitoring. To enhance beneficiary identification, the National Health Authority (NHA) has enriched databases, upgraded technology with BIS 2.0 for easier card generation and implemented campaigns like "Aapke Dwar Ayushman" to mobilize millions. Service uptake is boosted through rationalization of Health Benefit Packages (HBP 2022), introduction of beneficiary facilitation agencies. Beneficiary empowerment efforts include partnerships with grassroots workers, initiatives like Ayushman Mitra and the issuance of Adhikar and Abhinandan Patras to inform and engage beneficiaries. Awareness campaigns leverage diverse media platforms to disseminate information. Monitoring is ensured through a dedicated Monitoring and Research division, anti-fraud units and periodic evaluations. Together,

these initiatives aim to improve access, ensure transparency and maximize the scheme's reach and impact.

(b): As on 31.10.2024, a total of 75.33 lakh Ayushman cards are created in the State of Tamil Nadu. As on 19.11.2024, total claims of 1.02 crore have been settled in the State of Tamil Nadu.

(c): AB-PMJAY has a comprehensive media and outreach strategy to spread awareness and empower beneficiaries for their rights and entitlements, prominently in rural areas. This includes intensive advertisement over traditional media platforms including newspapers, community radio, street plays, digital displays, radio campaigns, mass messaging, telecast of beneficiary testimonials via Doordarshan, etc. Further, State Health Agencies have also engaged the wide network of frontline workers like ASHAs, AWWs and VLEs (Village Level Entrepreneurs), who have been pivotal in creating mass awareness at the grassroot level. Various other initiatives have been undertaken including deployment of Ayushman Mitra, toll free helpline "14555", mechanism for feedback etc. with the objective to foster wider societal engagement and empower beneficiaries for availing healthcare services under the scheme. Eligible beneficiaries are distributed PVC Ayushman cards as a token of empowerment under the scheme.

(d): National Health Authority (NHA) engages with State Health Agencies to increase the number of empaneled hospitals under the scheme in order to expand the available options for the beneficiaries to avail quality healthcare services. As on 31.10.2024, a total of 29,870 hospitals are empaneled under the scheme, out of which 13,173 are private hospitals. In order to improve the participation of hospitals, following actions have been taken:

- i. NHA has released a revised HBP with increased number of procedures (1961). Further, rates have been increased for 350 packages and new packages have been added.
- ii. Claim settlement is monitored at the highest level and it is ensured that claim is settled within defined turnaround time.
- iii. Virtual and physical capacity building of hospitals are undertaken.
- iv. A hospital-specific call center (14413) has been set-up to address their concern on a real-time basis.
- v. District Implementation Units (DIUs) have been set-up to regularly visit empaneled hospitals to understand the issues faced by beneficiaries and hospitals.

(e): Government of India has implemented various measures for on-ground analysis of AB-PMJAY. A Monitoring and Research (M&R) division continuously tracks the scheme's real time progress. Regular joint medical audits by the National Anti-Fraud Unit and State Anti-Fraud Units ensure adherence to guidelines. Further, the progress of the scheme is assessed and monitored continuously. A dashboard with various Key Performance Indicators (KPIs) has been designed to constantly monitor the scheme. The performance of the scheme is objectively evaluated in terms of cards issued, number of hospital admissions, quality of treatment provided, timely settlement of claims etc. Constant feedback is provided to the States/UTs with regards to the implementation of the scheme.
