
Making a difference through health

How PwC is helping to change lives

Impact case studies



Introduction

Making a difference through health

PwC's purpose is to “build trust in society and solve important problems.” Our Partners and staff demonstrate a commitment to this purpose every day in the work we do with our Health Services clients. We do so because of a deep and passionate recognition of the importance of health to society – because health matters.

In a world facing massive health challenges and an industry undergoing profound disruption, we are active participants in helping businesses, governments and individuals through the transition to a new health economy. In doing so we strive to:

- support the improvement of health and well-being around the world;
- build trust in the health system;
- solve complex health problems so that better and more sustainable health systems emerge; and
- have a positive impact on society.

This collection of case studies is an example of just a few engagements that show our strong desire to make a difference.

It is a privilege to work with clients from across the health spectrum – from providers to payers, medical device companies, governments and NGOs, and healthcare new entrants drawn from a wide spectrum of other industries – to help solve their most challenging issues and to allow them to take advantage of the opportunities opening up. It is also heartening to know that we are having a positive impact and making a difference to the lives of people around the world.



Patrick Figgis

PwC Global Leader, Health Services

Beat the heat: Heat health action planning in India

“India is getting hotter, and it is killing people. The heat action plan has been a success in Ahmedabad, which resulted in lower number of deaths last year from heat. The city, last year, introduced seven weather forecasts, extra water supplies and cool-air shelters – measures which worked well.”

Anjali Jaiswal
India director for NRDC

Background

The Department for International Development (DFID) is the UK’s aid agency and their mission is to end the need for aid by creating jobs, unlocking the potential of girls and women and helping to save lives when humanitarian emergencies hit.⁷

PwC UK manages the Climate and Development Knowledge Network (CDKN) which is a global development programme focussed on supporting climate compatible development globally. It is funded by DFID and is delivered by a PwC-led alliance with regional partners in Africa, Asia and Latin America and the Caribbean.

More extreme and frequent heat waves are associated with global changes in climate change. One of the largest single climate change events causing mass mortality was the European heat wave of August 2003 which is known to have caused the deaths of 20,000 people.

The issue

In 2010 a severe heat wave in Ahmedabad, Gujarat India, was estimated to have caused over 1,300 excess deaths. Extreme heat can lead to heat exhaustion and heat stroke, it can exacerbate chronic cardiovascular and respiratory diseases, and make daily tasks and work outdoors harmful or deadly.

Higher daily peak temperatures and longer, more intense heat waves are becoming increasingly frequent at a global level due to climate change.⁸ This puts particular groups at risk of heat related health issues, including outdoor workers, children, elderly people and poor residents of slum communities.

What did PwC do?

Over the last three years, as part of its role leading the CDKN, PwC has been supporting the creation and roll-out of an extreme heat action plan for the city of Ahmedabad, in partnership with the Natural Resources Defence Council (NRDC) and the Indian Institute of Public Health (IIPH), a coalition of academic, health and environmental groups to develop an Extreme Heat Action Plan.

The PwC team working on CDKN supported the development and funding of the programme and provided technical, quality and strategic review of the project, which is centred on enhanced public awareness of extreme heat, an early warning system and heat preparedness planning.

Working together with the emergency services, health services and city authorities to protect the population from the health impacts of extreme heat events, the city is now rapidly improving public health infrastructure in response:

- Ambulances are now strategically located where the highest number of calls for help during heat waves are issued.
- Hospitals now receive warnings when extreme temperatures are forecast and have extra ice packs and other necessary resources ready.
- Drinking water stations and public awareness materials are also distributed throughout the city.

⁷ DFID – <https://www.gov.uk/government/organisations/department-for-international-development>

⁸ IPCC, “Special Report on Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation,” March 8, 2012: <http://www.ipcc-wg2.gov/SREX/>.



Images courtesy of CDKN

What impact did we make?

The Ahmedabad Municipal Council (AMC) adopted this action plan as part of its annual disaster preparation plan for the city. This has enabled interventions on a broad scale across the city's municipal agencies. As a result, during the 2015 heatwave, only 7 deaths were recorded in Ahmedabad in comparison to the similar heatwave in 2010 which claimed 1,300 lives.

“India is getting hotter, and it is killing people. The heat action plan has been a success in Ahmedabad, which resulted in lower number of deaths last year from heat. The city, last year, introduced seven weather forecasts, extra water supplies and cool-air shelters – measures which worked well,” said Anjali Jaiswal, India director for NRDC.⁹

The action plan has also generated interest both in India and other cities around the world, who are looking to adopt similar initiatives.

Five years on

We hope that through education and awareness and support for vulnerable people in Ahmedabad, the phenomenon of deaths due to heat will be eradicated. Not only that but the programme will be seen and used as a best practice to replicate in other areas all over India, creating a standard for municipal management.

9 As quoted in the Associated Press

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