



SINA

Health, Education
& Welfare Trust

SINA PROFILE 2023



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Primary healthcare is the first line of defense in improving the health of a nation. Making doctors and diagnostics available, affordable and accessible ensures that early intervention and advocacy make for a healthier nation. Effective primary healthcare not only deals with day-to-day patient needs but also with the diagnosis and care management of chronic diseases.



Why Invest in Primary Healthcare?

01

primary healthcare (PHC) interventions in poor and middle-income countries can boost life expectancy by 3.7 years.

02

An investment of **US\$ 200 - 370 billion** every year in primary healthcare can save the lives 60 million people globally.

03

80% of the average person's healthcare needs can be addressed at the primary care level.

04

90 million people in the world are being pushed into "extreme poverty" because of paying for healthcare from out of their own pockets.

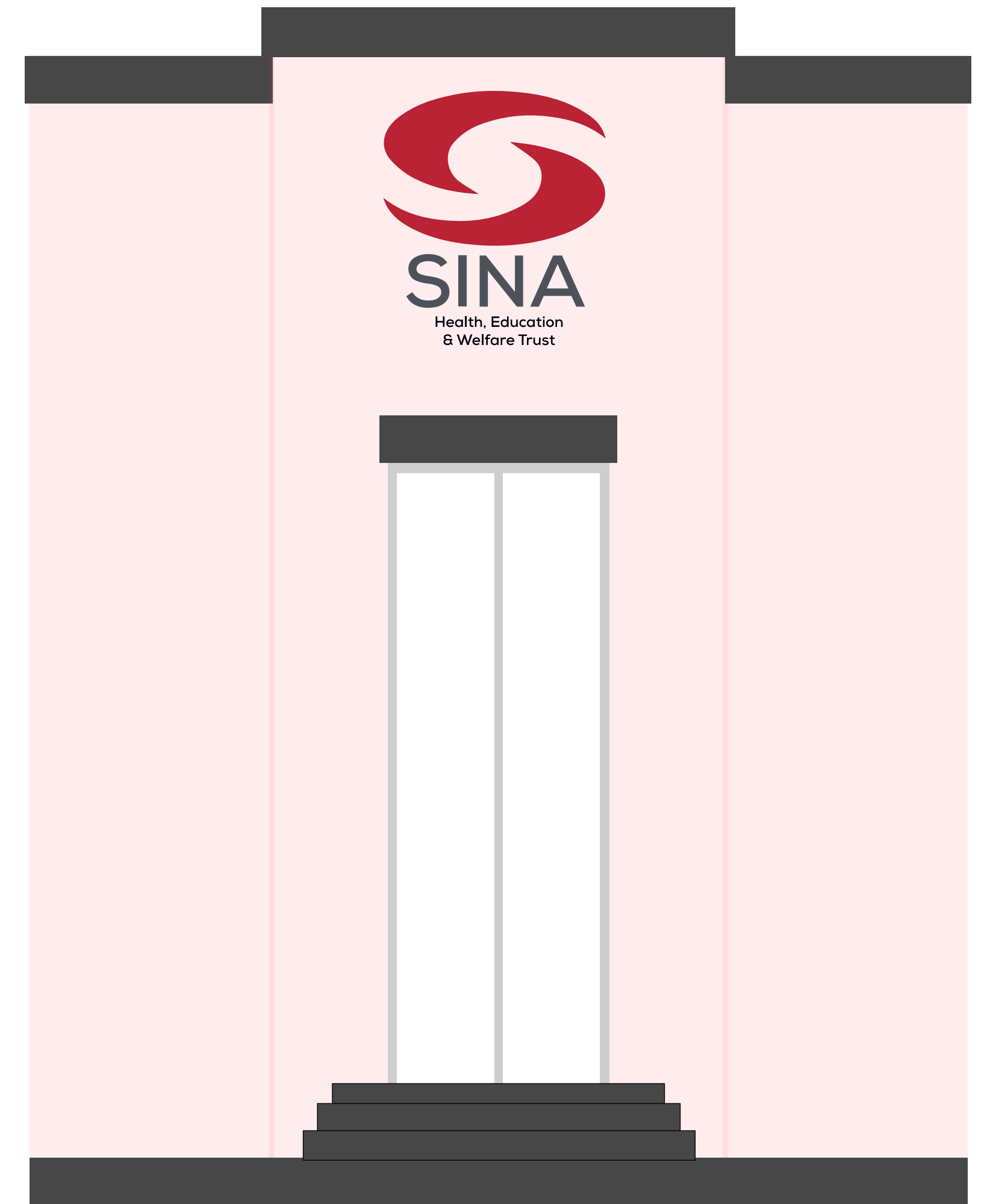
Pakistan's tertiary hospitals are overburdened, partially because patients have no other option than to visit a hospital for the needs that can be and should be addressed at a primary care facility.

Primary healthcare providers such as SINA reduce the burden on hospitals as well as provide affordable and accessible care for chronic and non-chronic medical conditions.

What is SINA?

SINA - HEALTHCARE FOR ALL

SINA is Pakistan's premier primary healthcare provider, offering quality diagnosis, diagnostics, and take-home medications for the country's most vulnerable. It is with accessibility and early intervention that SINA improves health outcomes in the communities it serves and also manages long-term chronic medical conditions.



SINA - HEALTH, EDUCATION & WELFARE TRUST

SINA is a not-for-profit healthcare trust that has been serving millions of citizens living below the poverty line. SINA has established a large network of 39 clinics in low-income communities to serve over one million people annually. SINA acts as the first line of defense in the fight against preventable diseases and has proven to be a contributor in terms of lowering mortality rates and improving outcomes in the communities it works with.

SINA - PRIMARY CARE CLINICS



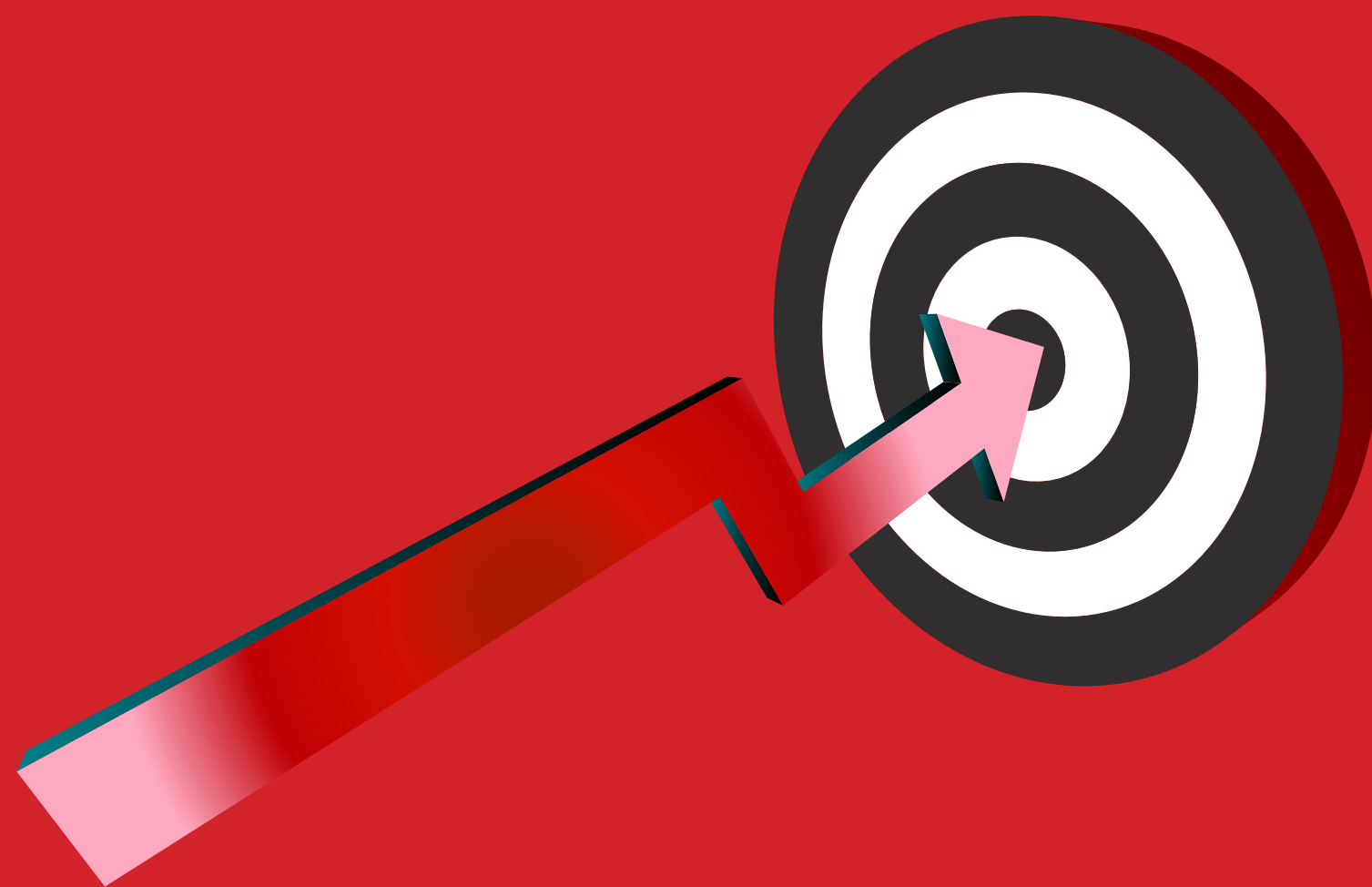
Pakistan Centre for
Philanthropy



Federal Board of Revenue
Revenue Division – Government of Pakistan



SINA'S VISION & MISSION



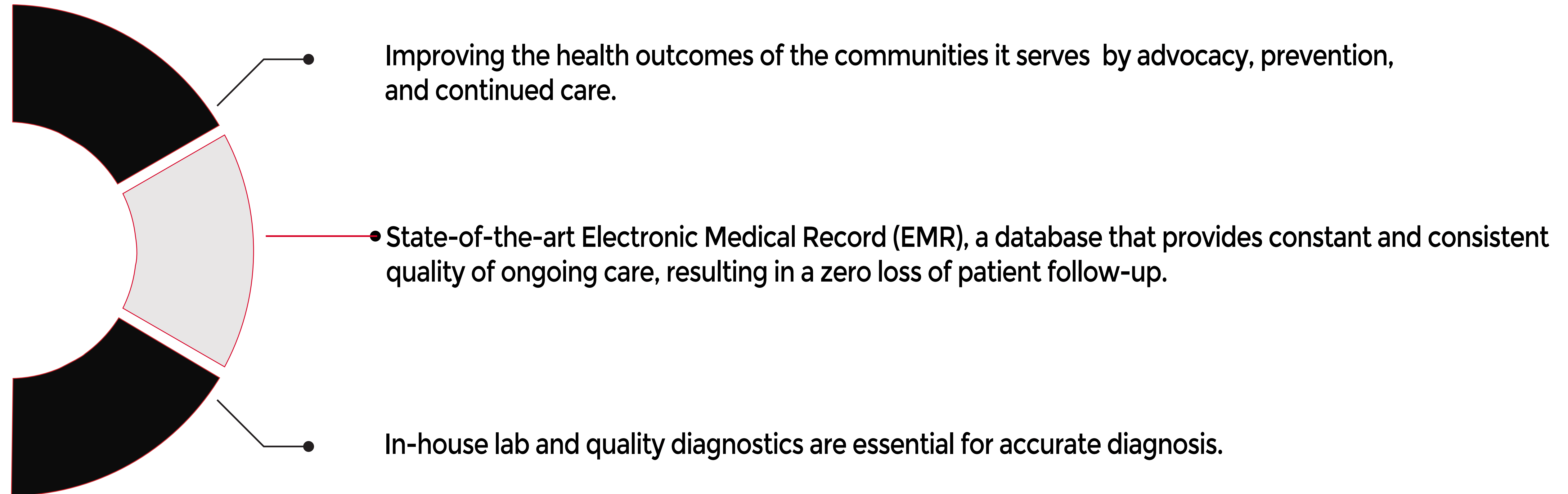
HEALTHCARE FOR ALL

The core vision of SINA is to establish an authentic, scalable, and repeatable quality primary healthcare model that is affordable and accessible to underprivileged populations in urban slums, reducing the strain on tertiary healthcare hospitals.



SINA's goal is to provide affordable, accessible, and high-quality primary healthcare to underprivileged communities living in the most impoverished areas to help them lead happier and healthier lives.

What Makes SINA Unique?



SINA provides an accessible route to primary care. In line with the primary healthcare guidelines, SINA's staff is more person-focused instead of disease-focused.

SINA's Primary Healthcare Model Components

01



PUBLIC AWARENESS

Health awareness and advocacy are essential components of SINA's model which is effective in improving public knowledge. SINA takes an active part in mobilizing the community through camps, town meetings, baithaks, etc

02



QUALITY DIAGNOSIS

Our competent public healthcare professionals and doctors are supported by a protocol-based digital diagnosis which is an essential part of SINA's electronic medical system. The EMR backs the doctors' diagnostic skills and ensures a quality diagnosis.

03



MATERNAL & CHILD HEALTH

An important aspect of primary healthcare is maternal and child health. SINA provides quality antenatal and postnatal care that promote safe practices, and include detailed consultation, ultrasound, and required medication throughout the pregnancy to improve the maternal and neonatal mortality rate in Pakistan.

SINA's Primary Healthcare Model Components

04



IMMUNIZATION

Immunization helps children to live a longer and healthier life with decreased need for tertiary healthcare services. Currently, Pakistan has immunization coverage for only 65% of children. SINA aims to bridge the gap by immunizing children in the communities it serves and aims to educate parents about the importance of vaccination.

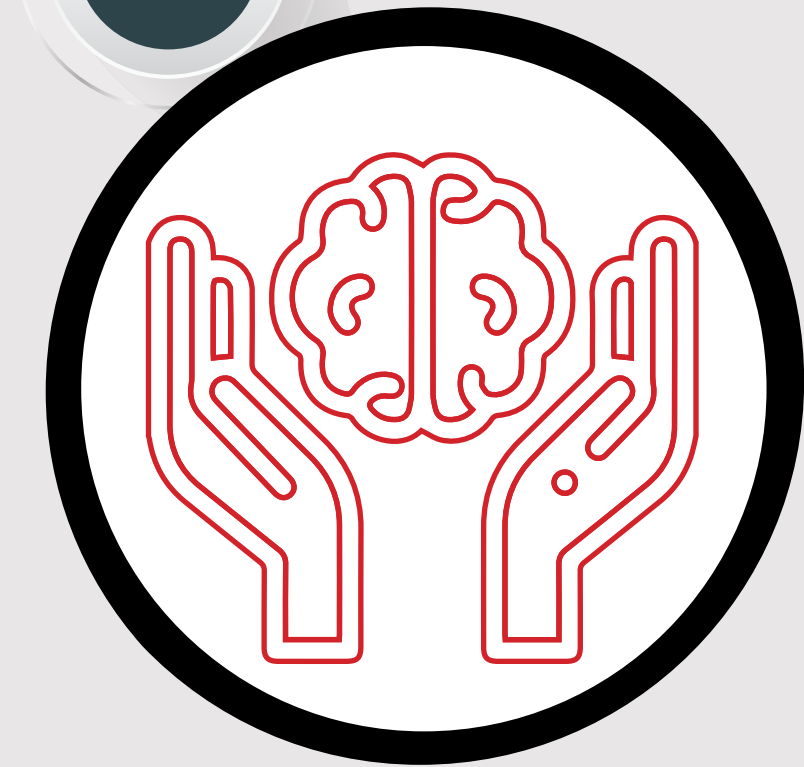
05



PRESCRIBED MEDICATIONS

Primary Care Professionals (PCP) can help prevent diseases from spreading by prescribing vital medications, such as antibiotics to patients suffering from infections. SINA has pharmacy banks in all of its clinics that dispense up to 250 formulary medications such as OTCs, antibiotics, long-term drugs, etc. which are of high quality.

06

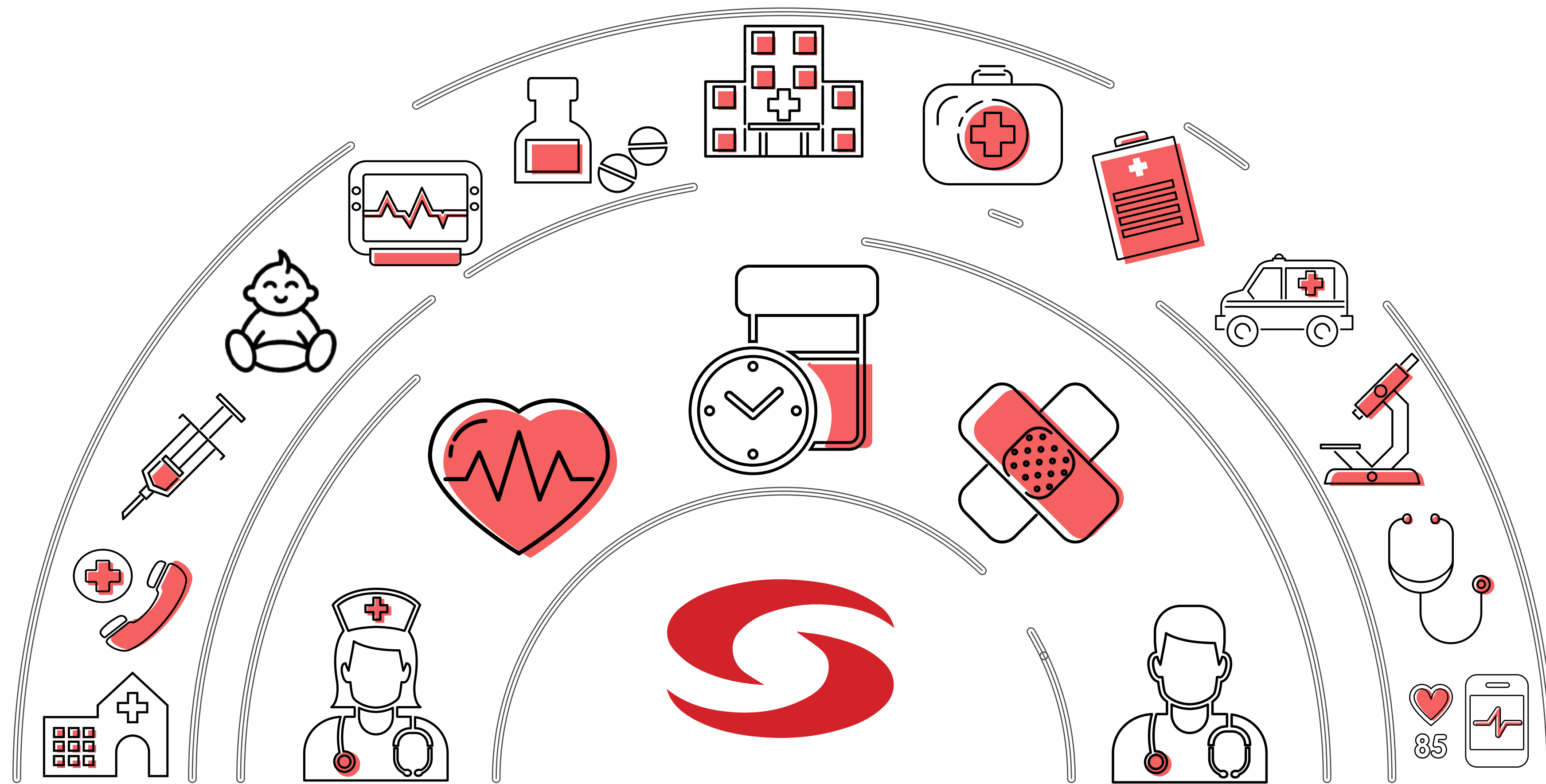


MENTAL HEALTH PROGRAMS

The communities served by SINA have many vulnerable people whose mental health issues are compounded by poverty, domestic abuse, social inequality, etc. SINA has introduced mental health services to those who cannot afford them through counselors who are selected, trained, and serve within the community.

Communal Health Benefits SINA Provides

11



1. INCREASED ACCESS TO HEALTH SERVICES

SINA's efforts have been especially critical for underprivileged patients who do not have the financial means to meet their healthcare needs. SINA not only provides primary care but also awareness and knowledge about healthcare and its services.

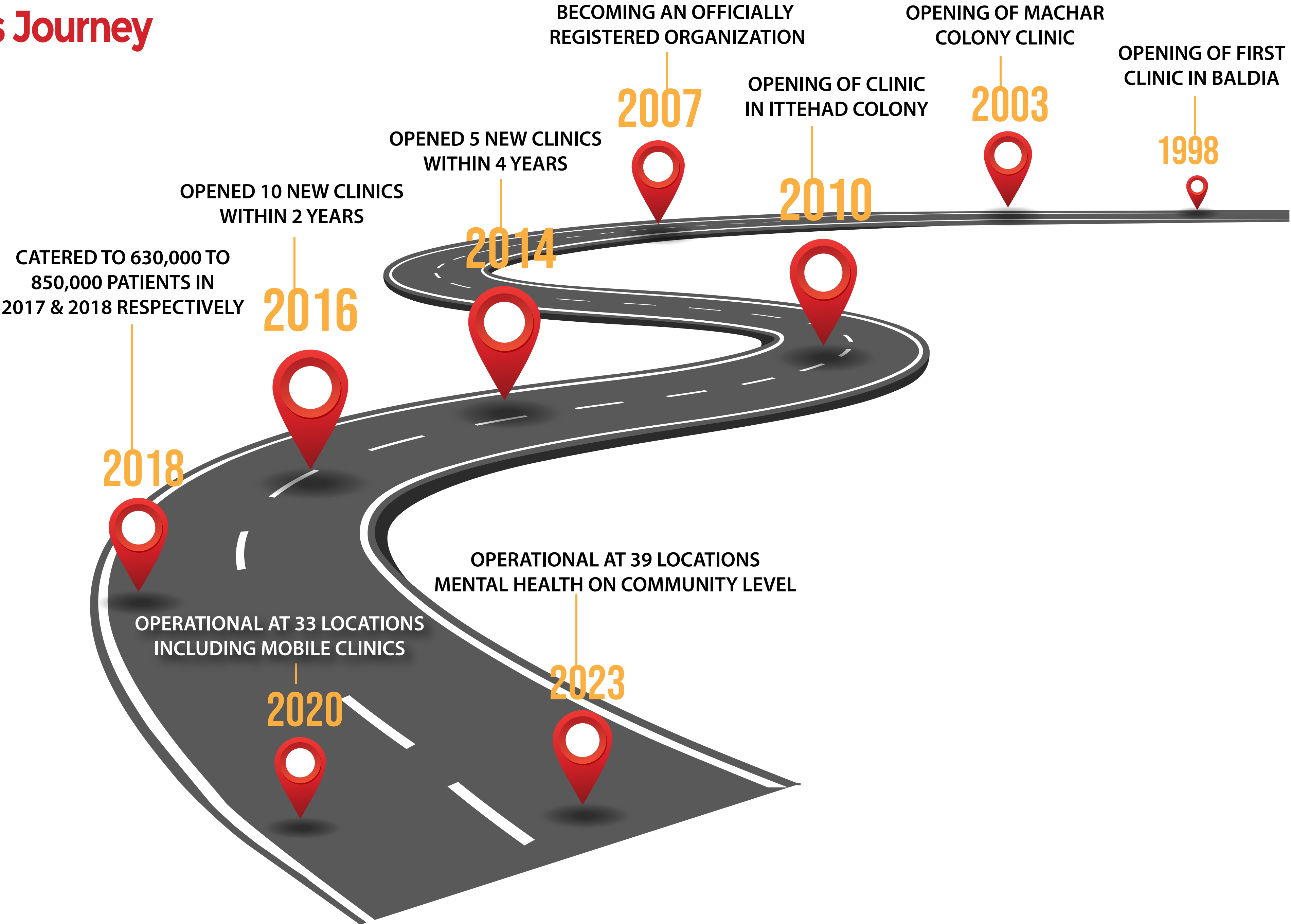
2. IDENTIFYING HEALTH CONCERNS

Working in over 39 low-income communities has enabled SINA to identify unique health concerns within the communities it serves. The identification further helps draw disease analysis and determines social and environmental factors that create these health concerns.

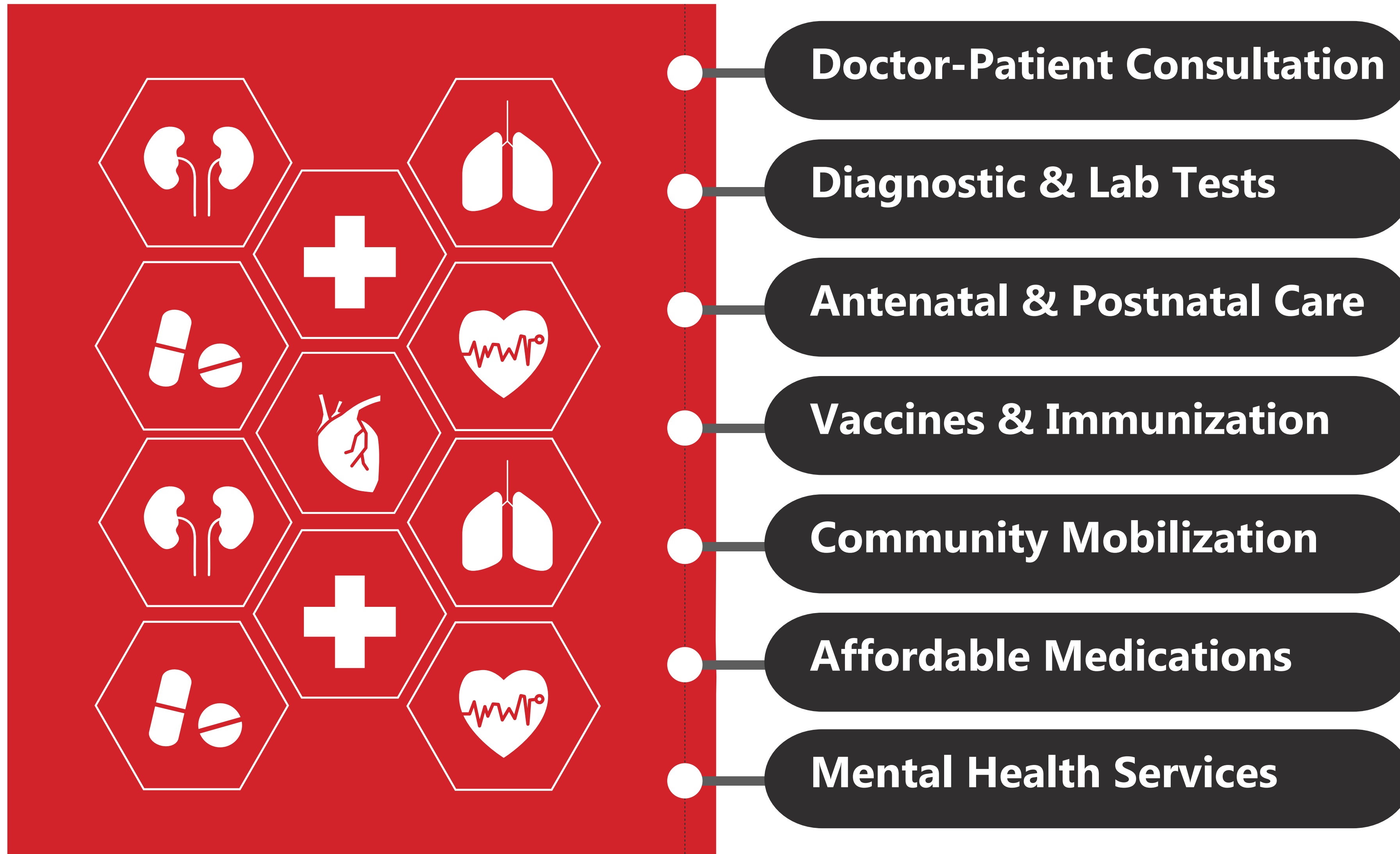
3. FOCUSED ON PREVENTION

SINA's primary care model has a strong emphasis on preventative measures. It works with communities that contract most diseases due to unsafe water, sanitation, & hygiene (WASH) and low health awareness that is tackled by SINA to reduce the frequency of preventable & communicable diseases.

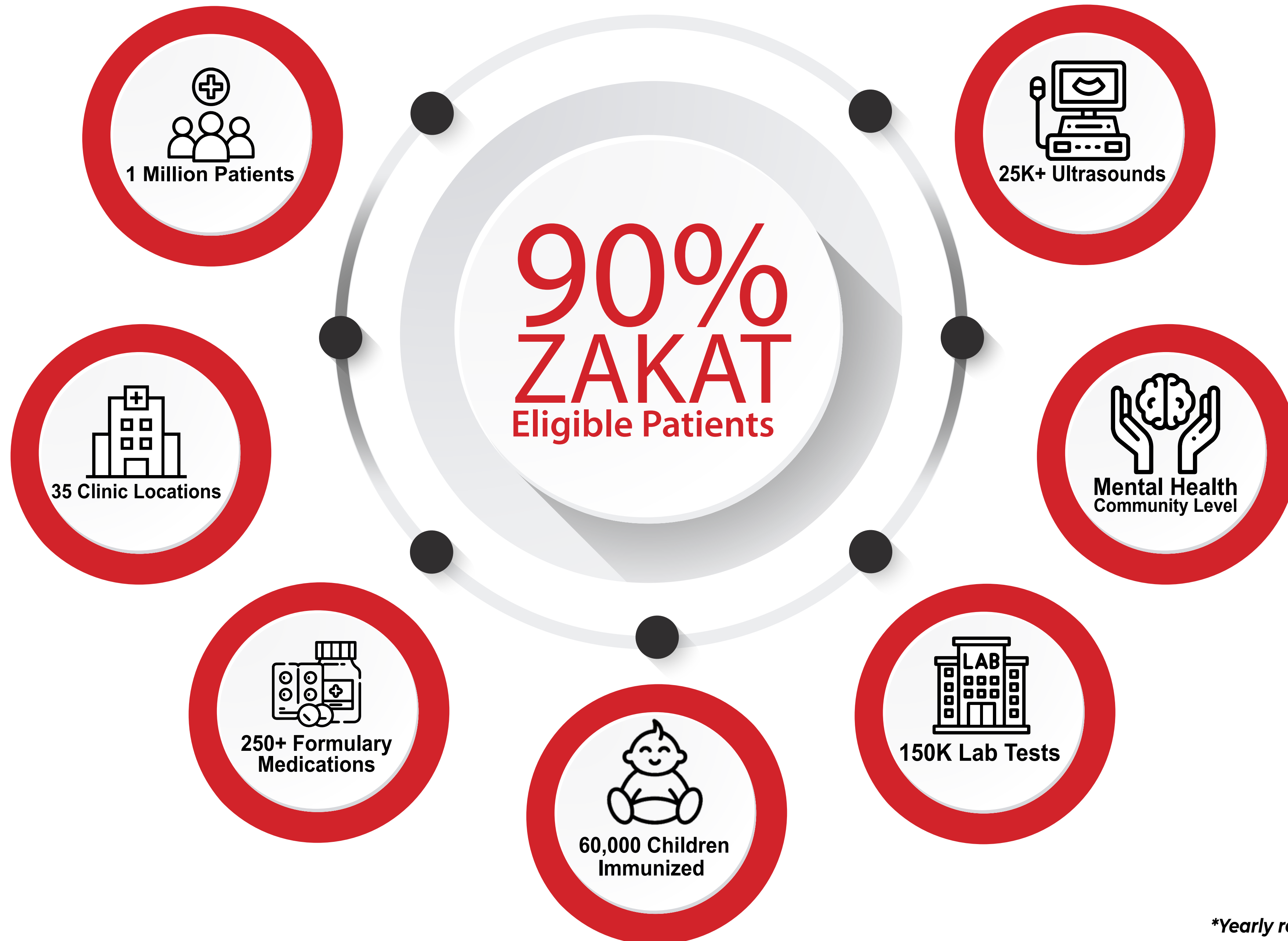
SINA's Journey



SINA's Scope of Services



THE SINA IMPACT



**Yearly results based on historical data*



SUPPORT SINA

FOR ZAKAT DONATION

A/C Title: SINA HEALTH, EDUCATION & WELFARE TRUST

Bank Name: Habib Metropolitan Bank

IBAN: PK78MPBL9964287140258425

A/C No: 6-99-64-29313-714-258425

FOR GENERAL DONATION

A/C Title: SINA HEALTH, EDUCATION & WELFARE TRUST

Bank Name: Al-Baraka Bank

IBAN: PK62AIIN0000120166110016

A/C No: 0120166110016



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