



Harshit Jain

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Biography

Harshit Jain is a healthcare innovator, driving health transformation across the globe, delivering life changing, creative and sustainable ideas. He has proven track record in building & leading businesses, with a key focus on connectedness, improving patient outcomes & driving efficiencies. He is a qualified physician, accomplished speaker and an internationally awarded global professional.

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MAKING IMMUNIZATION IN A TRADITION

Vaccines have saved millions of lives in the past century and are still the least expensive way of controlling the spread of infectious diseases. However, they are not reaching the populations that need them the most. 1 in 5 children miss out on life-saving vaccines – they are either not reached or drop out before completing the full immunization schedule. It can lead to high infant mortality rates, as high as 115 per 1000 live birth rates in underdeveloped countries like Afghanistan. Doctors have to work without a proper immunization history as parents do not maintain vaccination cards, while remote areas, illiteracy, and traditional biases against vaccines add to the obstacles. This too in an era, where all the information is stored on the cloud. When individuals and communities understand the value of vaccines, they demand immunization as both their right and responsibility.

It was a simple problem which was becoming very difficult to address, especially for the significant lot - dropped-out immunization cases and leading to loss of all investments done on awareness campaigns. Hence, immunity charm was born. A bracelet tied on infants' wrists to protect them from evil spirits, was repurposed to also protect them from lack of immunization. The Immunity Charm comprises of colored beads, with each bead being a code for a specific vaccine. With every immunization, doctors can add a corresponding bead to the bracelet and make it an easy to review vaccination card for the infant.

After the initial pilot project success in Afghanistan, an effectiveness study is now underway in India, Afghanistan, and Africa. It is estimated that the Immunity Charm has a potential to save minimum US\$1 billion that is invested in improving compliance and tracking immunization. The Immunity Charm also became one of the most celebrated communication ideas ever in the history of global advertising industry.



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