

**Press Release**

**For immediate dissemination**

## **Fortis Healthcare National Exam Helpline A hit with students and parents**

- Initiative by Dept of Mental Health and Behavioral Sciences led by Dr. Samir Parikh
- Calls received from across the country from students, parents, teachers

**February 5, 2016, New Delhi:** Fortis Healthcare launched its Exam National Helpline launched on the 15<sup>th</sup> of January 2016 to help students cope effectively with exam stress. An initiative by the Department of Mental Health and Behavioral Sciences, led by eminent psychiatrist Dr. Samir Parikh, targeted at promoting mental wellbeing of the student population of India, this helpline aims at aiding students by providing counseling services telephonically. In service seven days a week from 9am to 5pm, the helpline provides assistance with managing concerns such as managing exam stress, useful study tips, effective learning strategies and ways to improve memory. The Fortis Exam Helpline has proven itself to be a hugely successful initiative on a national platform with around hundred calls per day from across the country.

With calls mapping the length and breadth of the nation, a majority of calls have come from Madhya Pradesh, Rajasthan, Delhi NCR, Maharashtra, Uttar Pradesh, Bihar, West Bengal, Karnataka, Uttaranchal, Jammu Kashmir, Uttrakhand, Gujarat and Punjab.

The student base ranges from school going children to students preparing for their final year engineering/ medical examinations. Additionally, individuals appearing for examinations for UPSE, Banking sector and B.Ed have sought assistance through the helpline. Furthermore, parents and teachers form another significant portion of the calling population, reaching out with the hope of getting assistance for a diverse assortment of concerns.

Popular concerns for school going children as discussed on the helpline are as follows–

- Struggling with fear of examinations
- Techniques to improve memory
- Difficulty following time table
- Familial pressure to perform well
- Comparison with siblings
- Poor concentration span
- Intense anxiety while writing the exam

Moving on to addressing the issues of the older student population, the fabric of concerns shifts drastically to incorporate new threads and themes. Common concerns for the older students included the following –

- Pressure to crack entrance examinations to varied fields
- Coping with the stress of examinations in colleges and universities
- Difficulty balancing studies with family/work
- Dealing with frustration arising out of inability to achieve personal goals

The Fortis Exam Helpline is also providing a stage for the parents where they have discussed a wide array of their apprehensions such as –

- Child's inability to sustain good academic performance over the years
- Children's excessive distractibility owing to mobile phones, television, laptops and internet
- Confusion due to the child's inability to perform well in the chosen stream
- Their role as parents in helping the child cope with exam stress

**Dr. Samir Parikh, Director of Department of Mental Health and Behavioural Sciences, Fortis Healthcare Ltd.** Says, *"Every call reveals a unique story, a unique struggle to cope with exam pressure, social expectations, parental pressure, competition amidst peers, to name a few, all of which present overpowering challenges and stress to individuals. As a means of support to deal with this ground reality, the Fortis Exam Helpline is a successfully running initiative of the Department of Mental Health and Behavioural Sciences, Fortis healthcare, catering to the mental wellbeing of students across India."*

#### **About Fortis Healthcare Limited**

*Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 283 diagnostic centres.*

#### **For more information, please contact:**

| Fortis Healthcare Ltd.  | Avian Media, Delhi  |
|---|---|
| Ajey Maharaj: +91 9871798573<br><a href="mailto:Ajey.maharaj@fortishealthcare.com">Ajey.maharaj@fortishealthcare.com</a>                          | Rishu Singh: +91 9958891501<br><a href="mailto:rishu@avian-media.com">rishu@avian-media.com</a>                 |
| Pallavi Chandra: +91 9999906645<br><a href="mailto:pallavi.chandra@fortishealthcare.com">pallavi.chandra@fortishealthcare.com</a>                 | Neeraj Shorya: +91 9911856010<br><a href="mailto:neerajshorya@avian-media.com">neerajshorya@avian-media.com</a> |
| Tanushree Roy Choudhury: +91 9999425750<br><a href="mailto:tanushree.chowdhury@fortishealthcare.com">tanushree.chowdhury@fortishealthcare.com</a> |   |