



Dr Bindu Menon is bringing effective healthcare to the forefront, finds Seema Rajpal



Healthcare on wheels

Listen up
Dr Bindu Menon used to teach at Sri Venkateswara College, Tirupati and at Narayana Medical College and Hospital, Nellore, and used to see 150 patients per day

200

The number of patients enrolled with identification cards with her foundation

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menon.com

Who said that women can only be gynaecologists? - **Dr Bindu Menon** thought to herself back in the day when she was pursuing her MBBS. Such was the norm that women doctors opt for fields like Gynaecology but it turns out that Menon would have none of that. The subject of Neurology had claimed her heart and that is what she intended to pursue. "Neurology seemed to me as mysterious as Math. We need to comprehend every action of the patient — how they talk, laugh and so on," explains the Nellore-based doctor while talking about why she considered Neurology her calling, even back then. Couple this with her love for interacting with patients and working with them to get to the very root of their problem and one understands why she continues to dedicate her life to this particular field of Medicine.

GET YOUR FACTS RIGHT

- One in four Indians risk dying from non-communicable diseases before they reach the age of 70
- Currently, the stroke incidence in India is much higher than in Western countries
- Nellore has 11 neurologists for a population of six lakh



A former lecturer and a fairly new entrant into the corporate world, Dr Menon joined Apollo Speciality Hospitals as a HOD and Professor in 2014, and she started **Dr Bindu Menon Foundation** in 2013. "This was to bridge the gap between people who know they are suffering from an ailment but do not seek medical intervention and the treatment itself," explains the 49-year-old. Her targets were educational institutions, corporates and organisations. They have covered more than 116 colleges and

schools as of now including Sri Siddhartha Junior College, Saastra College Of Pharmaceutical Education and Research, Ratnam Institute of Pharmacy and many more. But her current labour of love, **Neurology on Wheels**, has all her attention now. With her minibus equipped with basic equipment, she travels to internal villages of Andhra Pradesh, like Gollakandukur and Kommi, and educates people about epilepsy and strokes, screens them and offers medication of up to one month for free.

While a crowd of 80 to 100, or sometimes the whole village, gathers to listen to the 15-20 minute talk that Dr Menon personally delivers, tests like blood pressure and sugar precede a consultation with the good doctor herself. Those who are diagnosed with ailments are encouraged to visit the doctor.

