

HOW VISIONARY LEADERSHIP HAS THE POWER TO HEAL THE WORLD – A CASE STUDY FROM STAR HEALTH INSURANCE

Posted on November 27, 2020 by Edmond



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This article is inspired and grows directly from my experience dealing with the senior leadership at [Star Health Insurance](#) in India and how it has a transformative power to heal the nation towards nurturing a healthy world.

48 hours! yes 48 hours is all it took from the time I shared my opinion article to what then forced me to change my mind. My encounter with the senior leadership and colleagues at Star Health not only confirmed the fundamental decency of insurance providers in India, but also reminded me that at the core of the medical experience in India, stands a set of ideals & values that continue to stir our collective conscience & brings us together as children of this world, a running thread of hope that makes healing hopeful and triggers a generous spark in the midst of sickness and uncertainty.

I was disappointed with the manner in which the local representatives of the company had handled a case of one of my patient and had washed their hands off the matter saying that the [headquarters](#)

will respond. Months passed by with no solution in site. Finally, one day I thought of sharing my experience of how a BPL card holder is denied a place in the sunshine for no fault of his. A few angels arrived after having taken time out to read my story and offered to extend their hand to help. And rest as they say is history.

The manner in which the senior leadership of Star Health handled the issue of my patient remains a case study for other corporate leaders around the world of why putting value and ideals remains at the core of commerce. It is understandable that in massive structures of corporate governance, reaching the last mile can get difficult at times, but putting in place an efficient and effective redressal mechanism remains at the heart of corporate enterprises being a partner in progress.



Courtesy: Google Image

I have traveled the length and breadth of countries around the Asia and the Pacific, met with [top leaders of Governments](#), Diplomats and [officials](#), interacted with number of corporate leaders

cutting across rank and files, but not everyone had what is required in a leader, i.e. “Progressive and prompt communication.” This was very ably demonstrated in heart and spirit by the leadership at Star Health Insurance.

Clients, patients, those trying to reach out require solutions, require answers, require support and all of this boils down to communication, quick and rapid response and sustainable faith. By promising to side with genuine patients, those who put faith in insurance to protect themselves and their own, those who care for their colleagues, Star Health has emerged as an offer of hope and faith.

There is a saying in business development, “Create raving fans, satisfied clients are not good enough.” Only when we can aspire to reach there, can we grow from strength to strength.

The case study of Star Health Insurance in India amplifies this story.

Those who may like to connect with Star Health senior leadership in case the local folks do not address your concerns genuinely, you may write to gro@starhealth.in