



REVERSE BIDDING MODEL

Improving Availability of Specialist Doctors for Better Health Outcomes

Background

Uttar Pradesh, with a population of 237 million, has long faced a shortage of specialist doctors, affecting maternal, child health, and non-communicable diseases outcomes. To address this, the Government of UP launched initiatives to boost specialist availability through innovative recruitment models. As a result, the density of specialists has improved from 1.5 per lakh in 2016 to 2 per lakh recently. A key driver of this progress is the bidding model under the National Health Mission (NHM) contractual framework, which has attracted and retained specialist doctors in underserved areas.

Reverse Bidding Model

Under this model, specialist doctors were invited to submit bids for monthly pay, capped at ₹5 lakhs, to work with NHM Uttar Pradesh on a contract basis. The process was conducted through an online portal, ensuring transparency. Specialists could choose up to five preferred districts and participate in a reverse auction. After logging in with unique credentials, they could view their bid and the lowest bid for the chosen facility, fostering a competitive and transparent bidding process.

USP of the Model



Online Portal based "Bid" submission by doctors ensuring transparency



Maximum honorarium will be INR 5 lakhs



Candidates can apply for a maximum of 5 districts with no limit on facilities opted

The reverse bidding portal was live for three hours, allowing candidates to modify their bids. The lowest bidder (L1) for each position was shortlisted for the next recruitment phase. These candidates then proceeded to document verification to confirm compliance and eligibility before final selection.

Specialists Recruited



Consultant Medicine



Orthopaedic Surgeon



Chest Physician



ENT Surgeon



Radiologist



Eye Surgeon



Cardiologist



Physician/General Medicine/Chest Physician



Paediatrician



Consultant Psychiatrists



Anaesthetist



Obs & Gynae



General physician



Microbiologist



General Surgeon



Pathologist

Outcome

Through this initiative, an overall 198 specialists have been appointed in health facilities.

