

Study on Awareness and Perception of Major Stakeholders in Reference to Cardiovascular Diseases

By

Bhoopender Singh

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Bhoopender Singh** student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **SPAG, Mumbai** from 04th February to 04th May, 2019.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

A handwritten signature in blue ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula

Dean In-charge

Pharmaceutical Management

IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Sourabh Kumar Banerjee'.

Dr. Sourabh Kumar Banerjee

Associate Professor

IIHMR University, Jaipur



A Strategic Partners Group Enterprise

The certificate is awarded to

Bhoopender Singh

In recognition of having successfully completed his
Internship in the department of

Media and PR

and has successfully completed his Project on

**“A study on awareness and perception of major stakeholders in reference to
cardiovascular diseases”**

From 4th Feb-4th May 2019

at

SPAG, Mumbai

He comes across as a committed, sincere & diligent person who has a strong
drive and zeal for learning

We wish him all the best for future endeavors

Rupali

Training & Development



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4/4/19

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DELHI MUMBAI BENGALURU SINGAPORE

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "A study on awareness and perception of major stakeholders in reference to cardiovascular diseases" and submitted by Bhoopender Singh Enrollment No IIHMR-U/02/2017-19/0096 under the supervision of Dr. Sourabh Kumar Banerjee for award of MBA in Pharmaceutical Management in Health and Hospitals of the University carried out during the period from 4th February 2019 to 4th May 2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature

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ABSTRACT

Title of Report: A study on awareness and perception of major stakeholders in reference to cardiovascular diseases

Mentor: Miss. Rupali Ovhal (Senior Account Executive) SPAG, Mumbai

Name of the Student: Bhoopender Singh

Background – Heart failure is the prevalent disease that is grasping its way into each continent possible. The reasons behind the increased incidence are many. Starting from the life-style that people are prevailing and the food habits and long office hours, sitting jobs and no physical activities are associated with the increase number of cases.

As the various communication agencies are being hired by the big corporates to lead a way in generating awareness among the masses via various mediums like –

Media- Newspapers, Magazine, KOL Interviews etc.

Apart from that various digital campaigns are in run for generating awareness

Though the companies are included but still the lack of awareness can be seen with reference to various studies and exact strategic targeting is lacking

Key words: Heart Failure, Cardio-vascular diseases, KOL Interviews

ACKNOWLEDGEMENT

I would first like to thank my mentor Mr. Rupali Ovhal, Senior Account Manager, SPAG. The door to her office was always open whenever I ran into a trouble spot or had any question. She consistently allowed this project to be my own work, but steered me in the right direction whenever she thought I needed it.

I would also like to acknowledge Dr. Saurabh Kumar Banerjee, my guide from IIHMR University, Jaipur. I am gratefully indebted to him for his very valuable comments on this project.

I would also like to express my profound gratitude to my parents for providing me with unfailing support and continuous encouragement. This accomplishment would not have been possible without them.

Bhoopender Singh

MBA-PM (2017-2019)

Roll No: 0096

LIST OF SYMBOLS AND ABBREVIATIONS:

Cardiovascular diseases (CVDs)

Heart failure (HF)

LIST OF FIGURES:

1. No of Respondent graph
2. Awareness about different CVDs
3. Awareness about symptoms of heart diseases
4. Reasons for lack of awareness (female)
5. Reasons for lack of awareness (male)
6. Association between Gender-Average, Symptoms and Source of Information
7. Association between Age-Gender-Awareness about different heart diseases and reasons for the lack of awareness among People
8. Association between Age-Gender-Awareness about different heart diseases and reasons for the lack of awareness among People
9. Prior symptoms associated with age and gender
10. Treatment associated with age and gender
11. Treatment associated with age and gender (pie chart)
12. Digital campaign monthly view

INTRODUCTION

The term "heart Diseases" is commonly used interchangeably with the term "cardiovascular disease." heart condition describes a spread of conditions that have an effect on heart.

The various types of heart diseases are there and the need of awareness is required so that people can get the glimpse of each disease and proper distinction can be made

Various cardiovascular have various but interrelated issues that can causes the majority of problems

The kidney, heart is associated with each other for the chronic diseases associated with each other

Diseases under the heart disease umbrella include blood vessel diseases, such as coronary artery disease; heart rhythm problems (arrhythmias); and heart defects you're born with (congenital heart defects), among others.

It is caused by an unhealthy diet, lack of exercise, being overweight and smoking.

These diseases are very prevalent in India and the rates are increasing every other year.

Cardiovascular diseases (CVDs) have currently become the leading explanation for mortality in the Asian country.

A quarter of all mortality is because of CVD.

The Global Burden of Disease study estimate of age-standardized CVD death rate of 272 per 100000 population in India is higher than the global average of 235 per 100000 population.

Purpose of research

This research is designed to study the perception of major stakeholders related to cardio vascular diseases such as

- Patients
- Doctors
- Caregivers
- General Population

And understanding the behavior of diseases in terms of knowledge people have so that overall strategy can be made for further improvements in the ongoing heart failure campaign

Stakeholders and their activities –

Creating digital (Social campaign)-Digital team incorporates the social activities to targeting the specific group of people to provide the more specific solutions

Targeting via Public relations team handling the Media relations and Corporate branding end to execute awareness among common people

The underlining picture is still needed to be explored to enhance the strategic view for generating awareness among people

The study has to focus on cardiovascular diseases rather than focusing on heart failure because:

Due to the studies it was found that people confuse heart failure with heart attack and other cardio vascular diseases. So, it was difficult to formulate strategies in such cluttered scenario. Therefore, it was necessary to study the 360 view which includes the-Major stakeholders such as Patients, doctors, caregivers, general population.

The social media platform where the campaign is going on. The study includes the quantitative and qualitative study in which a survey is been conducted of all the stakeholders and cases studies of patients has been used to understand the underlining issues faced by the majority of people so that the better strategic move on and blue print can be made.

3-Months social media tracking on daily basis has been done along with the various online activities has been done to see the overall impact on the campaign.

Problems being investigated

The main issue was the awareness of people regarding the cardiovascular study, and how they get confused it with the different CVDs which leads to late diagnosis and treatments and thus the quality of life hampered

The people do not aware about the various forms of CVDs and the awareness notion the team leading was different so to identify the underlining doubts it is the need of the hours to formulate a study which help in identifying the major issues that people faces when it comes to cardiovascular diseases.

Importance of the problem

To make any move a strategy is needed and this study will help in finding out to way to create new ways to approach the audience.

Aim

To formulate strategy for the ongoing campaign in order to improvise it in better way so maximum reach and outcome.

LITERATURE REVIEW:

((PRABHAKARAN, 2014)) In their research article “Heart failure: Epidemiology and prevention in India” focuses on heart failure as an issue in India. Exact estimate about the prevalence is lacking due to lack of surveillance programme. The number of cases is increasing and reasons are associated to the various reasons such as co-morbid conditions leading to heart failure. Limited healthcare infrastructure is also a prime cause the leading cause of death in India and its prevalence is projected to rise. Staging of heart failure, introduced in 2005, provides a framework to target preventive strategies in patients at risk for heart failure (stage A), with structural disease alone (B), with heart failure symptoms (C) and with end-stage disease (D). Policy-level interventions, such as regulations to limit salt and tobacco consumption, are effective for primordial prevention and would have a wider impact on prevention of heart failure.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3913650/>

(Sapna E. Sridharan , J.P. Unnikrishnan , Sajith Sukumaran , P.N. Sylaja , S. Dinesh Nayak , P. Sankara Sarma , and Kurupath Radhakrishnan, 2009) Sridharan E. Sapna, Unnikrishnan J.P. et al have stated that the number of disability associated with the stroke and the majority of death are recorded due to this, the majority of cases are from the low income and developing nations and the cases are increasing with co-morbid reasons

<https://www.ahajournals.org/doi/full/10.1161/STROKEAHA.108.531293>

(Sivadasanpillai Harikrishnan Ganapathi Sanjay Thajudeen Anees Sunitha Viswanathan Govindan Vijayaraghavan Charantharayil G. Bahuleyan Madhu Sreedharan Ramabhadran Biju Tiny Nair Krishnan Suresh Ashok C. Rao Dae Dalus Mark D. Huffman Panniyamma, 2015) In a study stated by Harikrishnan Sivadasanpillai, Sanjay Ganapathi said that Heart failure (HF) is a clinical syndrome in which patients have typical symptoms and signs resulting from an abnormality of cardiac structure, function, or both. While the epidemiology of HF is poorly described globally

(Gupta, Mohan, & Narula, 2016)According to Gupta Rajeev, Mohan Indu Cardiovascular diseases especially coronary heart disease (CHD), are epidemic in India. The Registrar General of India reported that CHD led to 17% of total deaths and 26% of adult deaths in 2001-2003, which increased to 23% of total and 32% of adult deaths in 2010-2013. (Gupta Rajeev, Mohan Indu; 2016)

<https://www.sciencedirect.com/science/article/pii/S2214> (PRABHAKARAN, 2014)999616300297

METHODOLOGY:

RESEARCH QUESTION:

What is the awareness and perception of major stakeholders in reference to cardiovascular diseases?

RESEARCH OBJECTIVES:

- 1) To study awareness amongst the general population, patients, doctors and caregivers about cardiovascular diseases
- 2) To study the digital campaign for heart failure
- 3) To study the role of PR Agency in generating the awareness regarding the cardiovascular diseases.

RESEARCH METHODOLOGY:

Type of study:

Study 1. Descriptive cross-sectional study.

Study 2. Case series method

Study population- Key stake-holders

Study 1. Descriptive cross-sectional study-Gen. Population

Study 2. Case series method-Doctors

Study area– Pan India

Duration of Study– The study was conducted for the duration of three months of February 2019 to May 2019.

Type of Data- Study 1. Quantitative and Study 2. Qualitative.

Sample size –Study 1. 100 people. And study 2. 10 case

Inclusion criteria: Gen. population of 18 and above age, Online users, can participate in our study upon their consent

Exclusion criteria: People of age groups less than 18 years.

Data collection- Primary and Secondary data

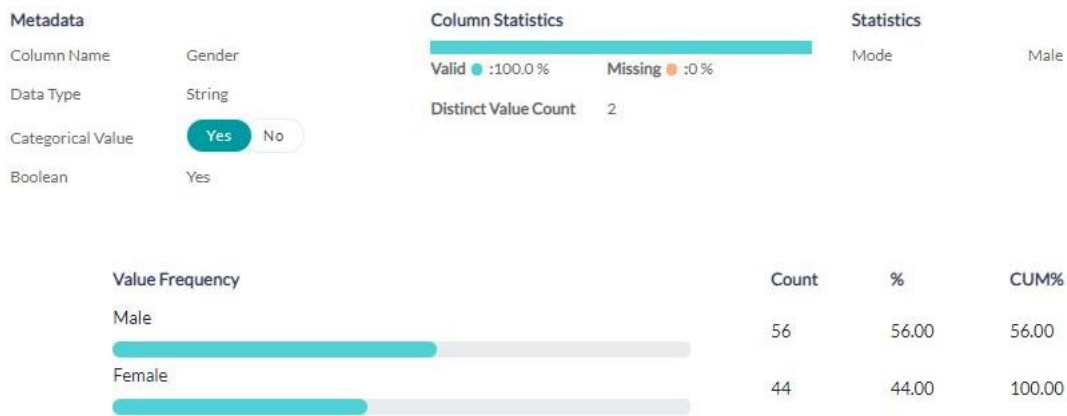
Data entry- MS Excel, Tableau

OBSERVATIONS AND RESULTS:

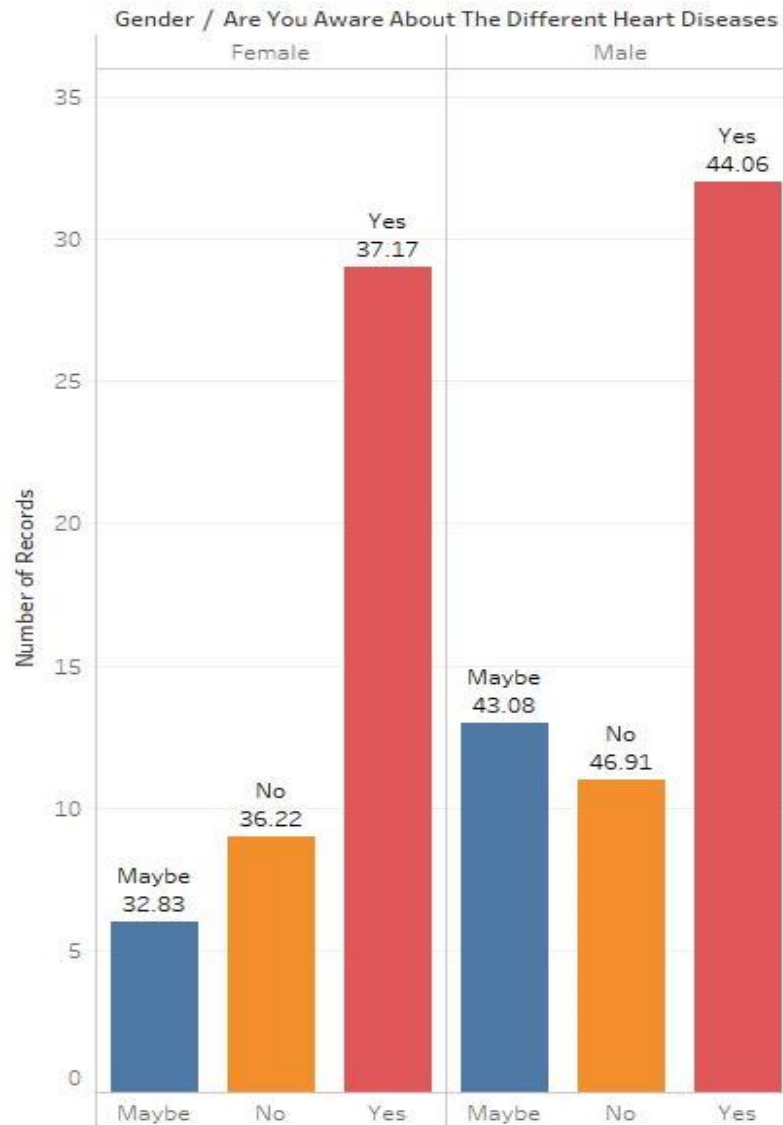
Results observed after the survey have been are commonly presented in the form of text, figures and tables, with complete data analysis.

1. Inferences from General population group

1.1 No of Respondents

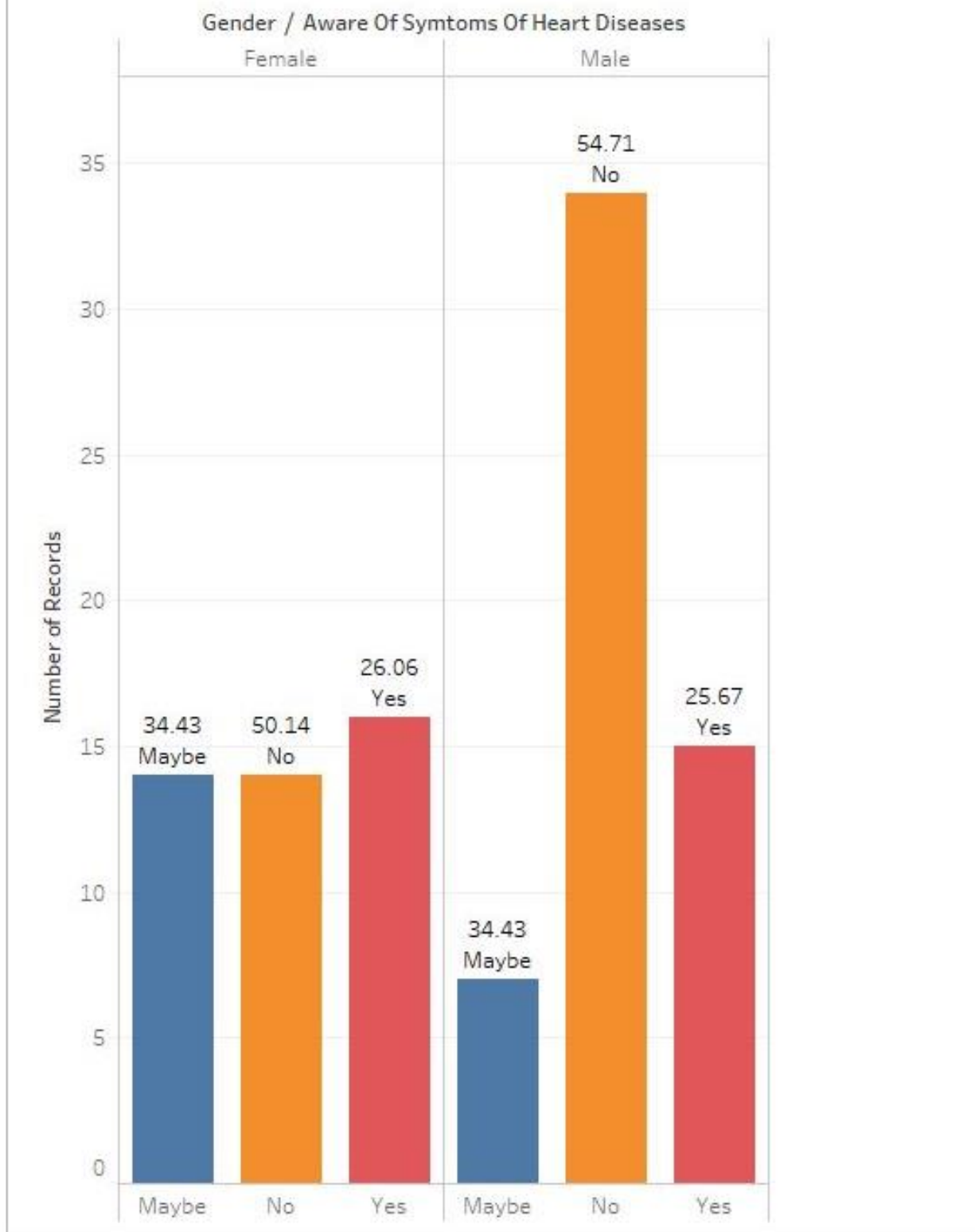


Gender vs Awareness about different heart diseases



1.2-Inference: When enquired about awareness of different CVDs it was observed that no significant difference amongst the gender was recorded and more than 50% people were agreeing on the fact that there are different types of heart diseases but what are they don't know about that

Gender vs Awareness about symptoms of heart diseases



Inference 1.3: As depicted there is no significance difference between the awareness level of people and the people of age group 20-30 are somewhat aware about the symptoms of the heart diseases. There is a inverse correlation between the awareness and age

Source of Healthcare Information

Metadata

Column Name From_where_you_upda...

Data Type String

Categorical Value ☒ Yes ☐ No

Boolean No

Column Statistics

Valid ☒ :100.0 % Missing ☐ :0 %

Distinct Value Count 7

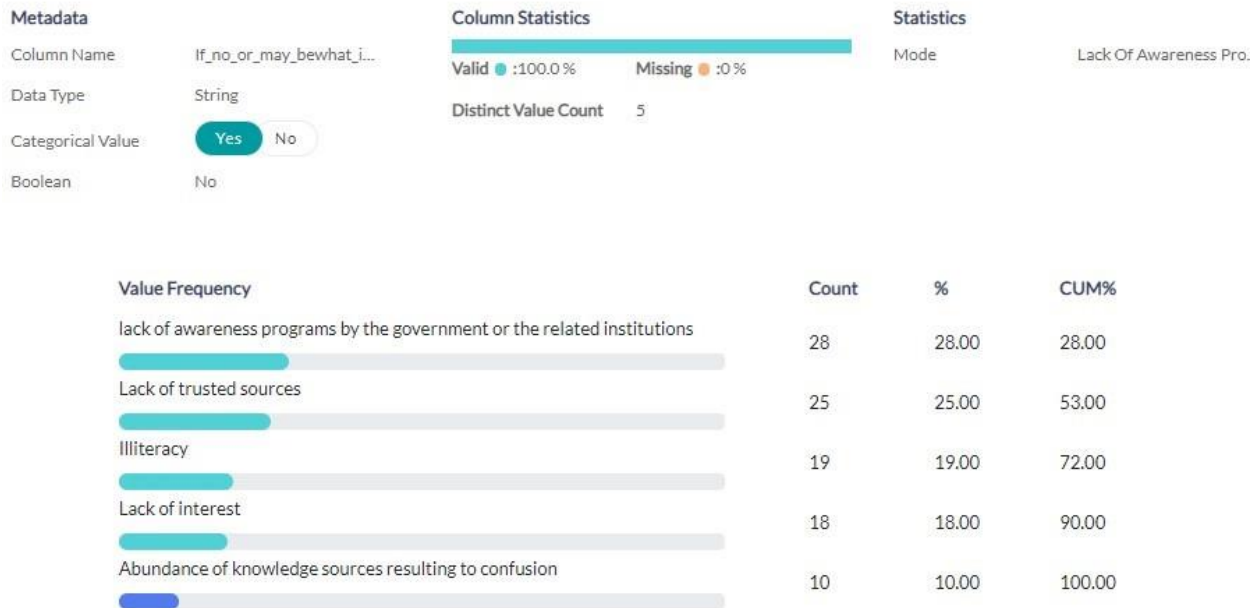
Statistics

Mode Internet

Value Frequency	Count	%	CUM%
Internet	49	49.00	49.00
Word of mouth	18	18.00	67.00
Research articles	14	14.00	81.00
Tv	7	7.00	88.00
Advertisement	5	5.00	93.00
Magazine	4	4.00	97.00
Newspaper	3	3.00	100.00

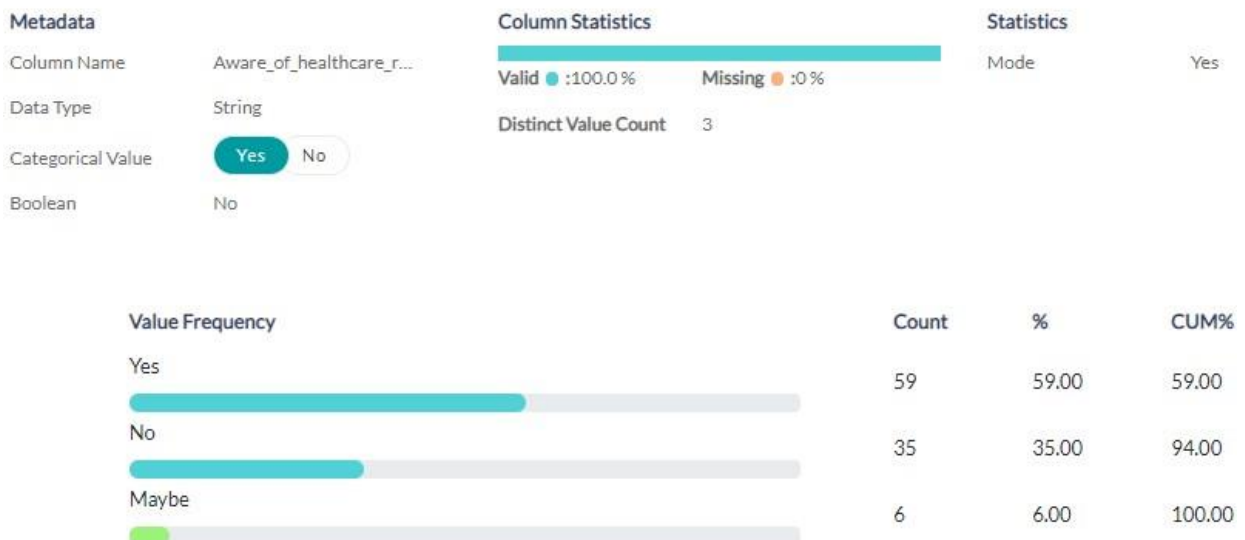
1.4 Inference: As depicted the major source of the information on which people do relay is Internet in todays scenario and after that the word of mouth is contributing the most

Reasons behind lack of awareness



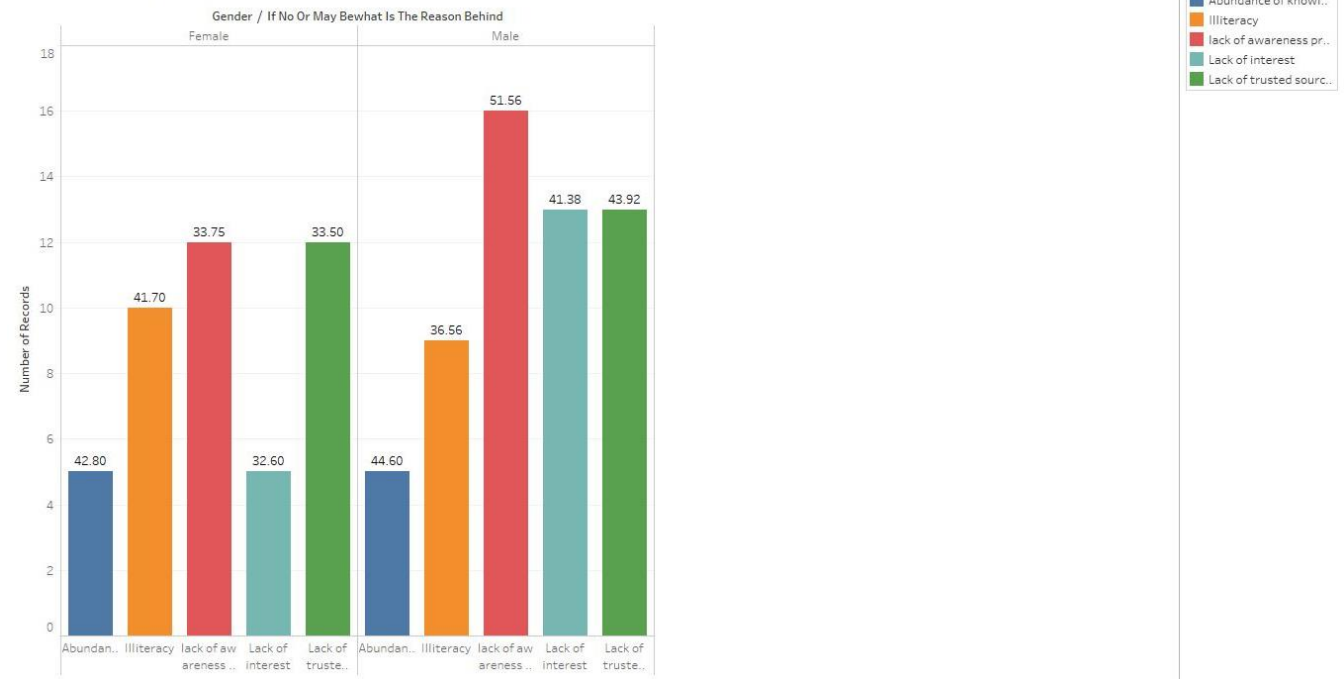
1.5 Inference: As depicted majority of people are saying that people are unaware about the different types of heart diseases is the lack of awareness programs by the government or related institutions, apart from that 25% people are saying that there is a lack of trusted sources

Awareness about healthcare related issues



1.6 Inference: 59% of people were agreeing to the fact that people are aware about the healthcare related issues and they are searching for the mediums to tackle with them.

Gender vs Average age vs Reason for lack of awareness



1.7 Inference: Association between Gender-Average age and reason for lack of information among people

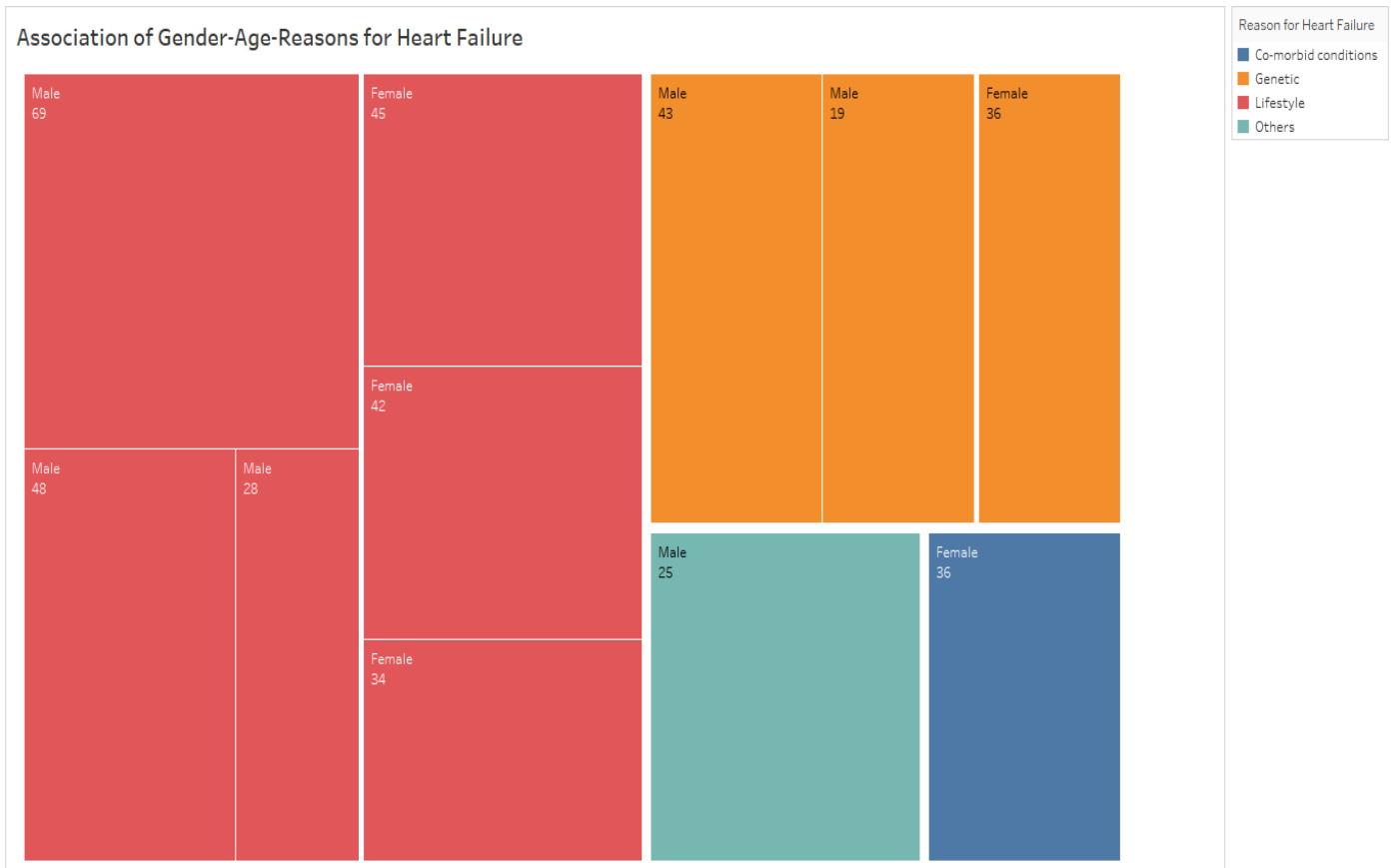
1.view of female:

- With the average of 42 and 41 the reason came out was abundance of knowledge sources and illiteracy
- The age group of 30s saying the lack of trusted sources and lack of government initiatives and few percentages of people said the reason to be the lack of interest

2.view of Males:

- The age group of 40s said the lack of awareness programs, lack of trusted sources and lack of interest among people and trusted sources are lacking
- Very few are agreeing on the point of abundance of knowledge sources can be the reason of lack of awareness among people

2. Inferences from patient group



2.1 Inference: According to the study the main reason for the heart failure invariable to the gender and age are lifestyle factors including male and female of all ages (18-70). The second reason for the heart failure is genetic factors affecting the middle age group. The females are more prone to heart failure due to co morbid conditions and lack of timely diagnosis can be one of the other factors that are included in the study.

Prior Symptoms associated with Age and Gender



2.2 Inference: Majority of people feels the common heart failure symptoms of breathlessness and chest pain and low urine output

Treatment associated with Age and Gender

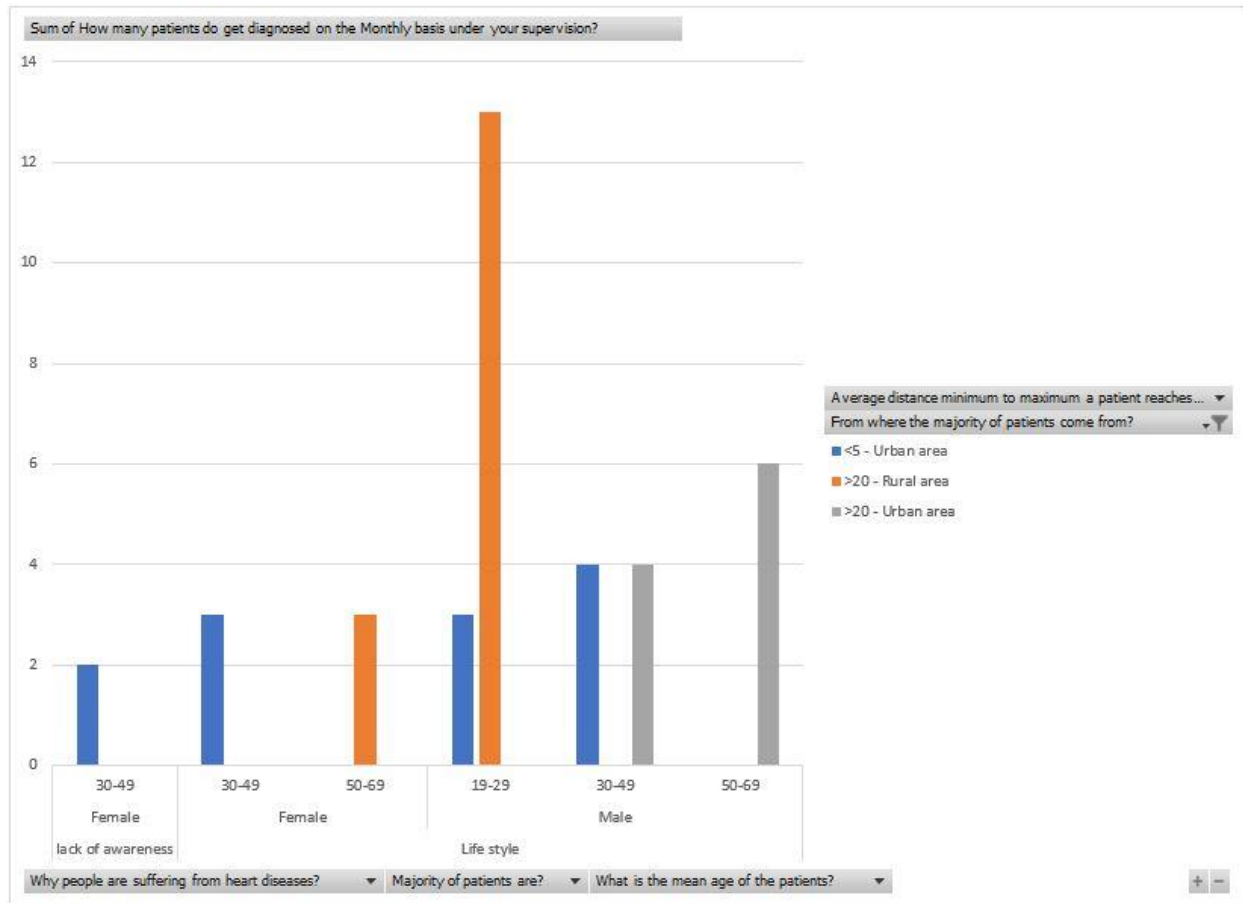


2.3 Inference:

The age group of 20-25 usually gets treated with basic ARNI therapy

The elder and more serious patients need surgical interventions along with the ARNI therapy and beta blockers

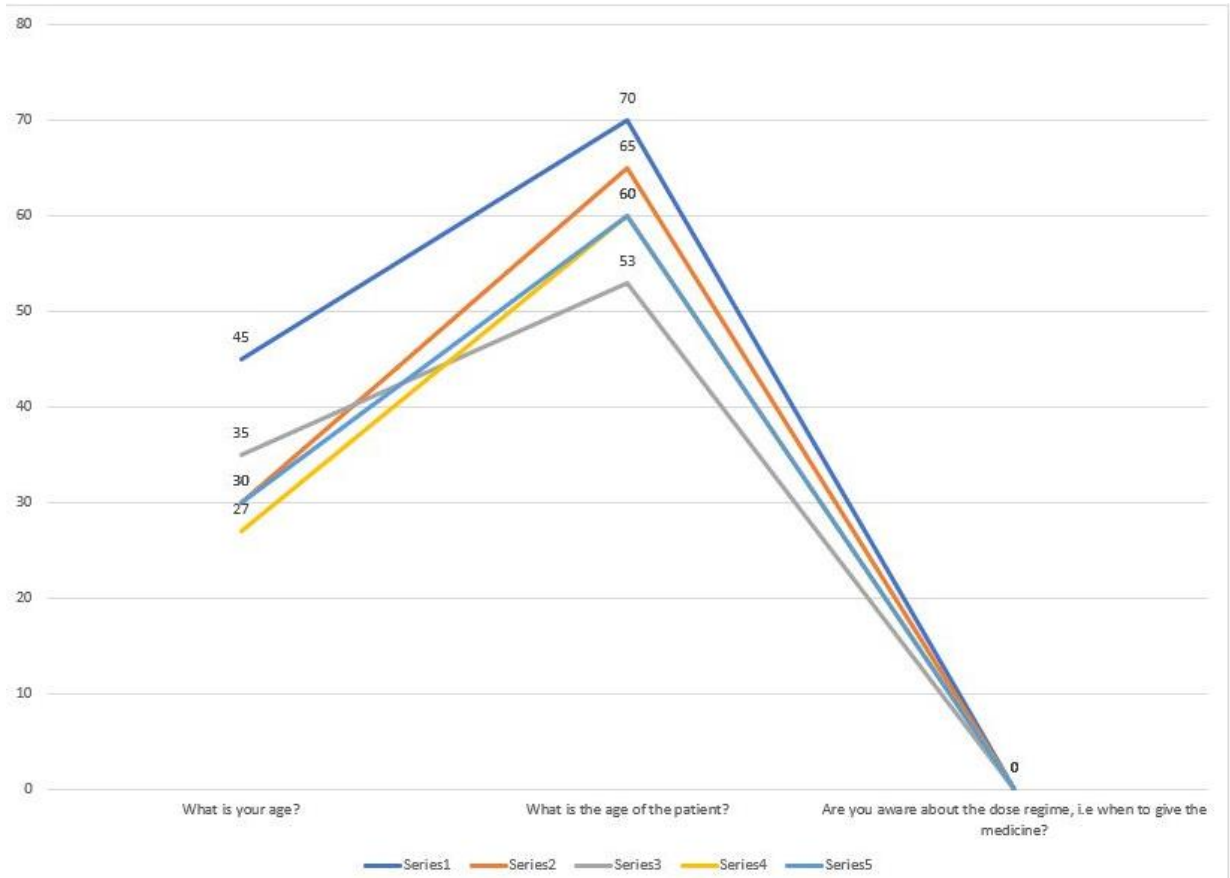
3. Inferences from Doctors point of view



3.1 Inference:

- Majority of cases are seen in the age group of 19-29 so the younger generation is getting prone to the heart conditions
- The majority of cases are form urban locality
- The rural based patients have to travel from more than 20kms to get treated

4. Inferences from Caregiver point of view

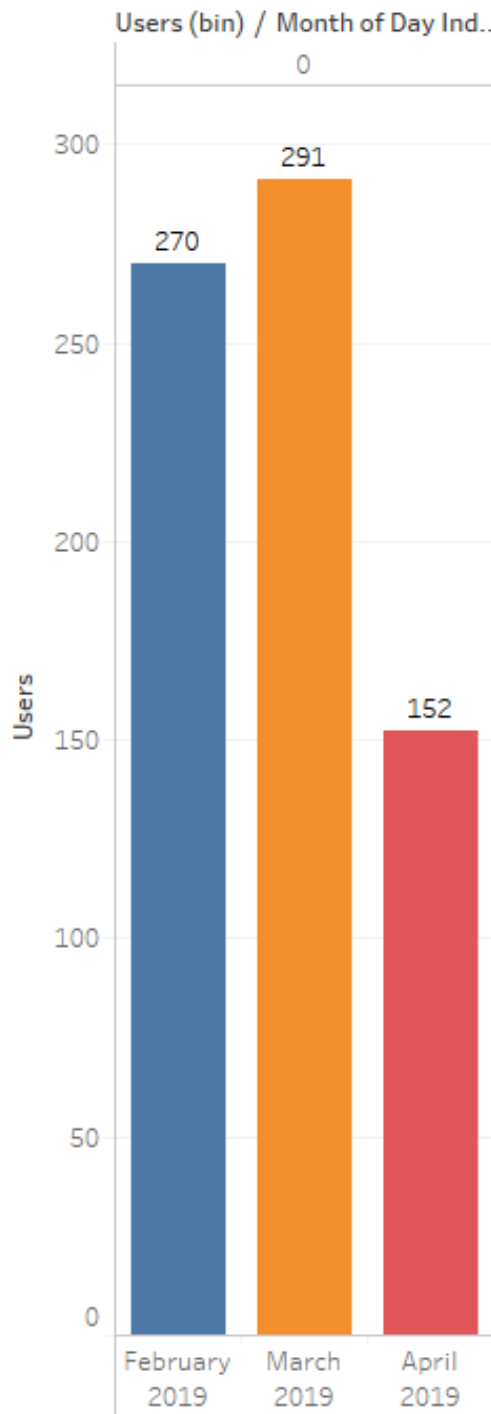


4.1 Inference

The proportionate direct association can be seen between the age of patients and caregivers the caregivers are younger than the patients and the clear awareness about the dose regime is not there.

5. Digital ongoing campaign statistics

Audience Engagement Month Wise



Inference 5.1 The online engagement with specific targeting to heart patients is shown in the figure with close to 300 view on the social pages of campaign is shown in the graph.

SUGGESTIONS

Strategy-Data and interpretation based

1). The awareness among the people is low

Reasons:

The clarification between the different heart diseases is not been established in the minds of general population

2). Way of targeting

The point of making heart failure the healthcare priority is far because prior to make it a priority, the need has to be established

How?

Firstly, the awareness related to different heart diseases has to be established by the Media and online digital campaigns

Secondly, create a need for heart failure when the differentiation establishes via campaigns and KOL engagement

Thirdly, create awareness for making it a healthcare priority

3). Digital strategy

Rather than targeting the heart failure patients over the social media platforms, It is essential to make heart failure campaigns and target them to masses without any HF specific targeting

Reason:

The market of heart failure as per awareness is very small, thus message will reach to the few patients and the purpose will be left behind

Targeting the masses will impact more and creates space for heart failure

CONCLUSION

The awareness among the people regarding the different types of heart diseases is low, Moreover the awareness about symptoms of heart diseases were also known to limited group of people, so a systematic approach is needed to cater the masses to generate awareness among people.

The inferences of the study can be used in modifying the current practise regarding the kind of content the media and PR team publishing, the current practice is of publishing articles for HF instead of that article must be inclusive of detail about cardio vascular diseases and including a section of heart failure in that so that the overall awareness about the propaganda can be established.

The digital team should boost the online content to greater number of masses, rather than focusing on just on heart failure patients as a part of awareness program the information must be spread in masses rather than a closed group.

The zeal of knowing is there in the people but due to technological advancements the majority of people seeks guidance from the online sources which might be confusing and creating a sense of dilemma.

The abundance of knowledge sources and lack of trusted sources is causing the problem in ongoing practices and trends.

The government should take up some strict actions towards the un-trusted sources and should make up some deliberate moves for making heart failure as a healthcare priority because heart failure needs a customise treatment portfolio and long-term consultation with doctor a timely check-up is required.

With late diagnosis and confusing heart failure with other diseases the requirement of defined way of communicating the message is required and as a communication agency its our prior belief to do so.

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Study Instruments-Questionnaires

Survey for the awareness and practice related to cardiovascular diseases

Q.1. Are you a?

- A Patient
- A caretaker
- A doctor

Section 1. Questionnaire for General Population

Q.1. Gender

- Male
- Female
- Prefer not to say

Q.2. Age

Q.3. Are you aware about the different heart diseases?

- Yes
- No
- Maybe

Q.4. Are you aware about the symptoms of heart diseases?

- Yes
- No
- Maybe

Q.5. Is there any difference between the heart attack and heart failure?

- Yes
- No
- Maybe

Q.6. Have you heard of any heart disease related campaign?

- Yes
- No
- Maybe

Q.7. From where you update your healthcare related knowledge?

- Internet
- Tv
- Newspaper

- Magazine
- Research articles
- Advertisement
- Word of mouth

Q.8. Do people in India are aware about the healthcare related issues?

- Yes
- No
- Maybe

Q.9. If no or may be, what is the reason behind?

- Lack of interest
- lack of awareness programs by the government or the related institutions
- Illiteracy
- Abundance of knowledge sources resulting to confusion
- Lack of trusted sources

Section 2. Questionnaire for Care-Givers

Q.1. What is your age?

Q.2. What is the age of the patient?

Q.3. Are you aware about the dose regime, i.e. when to give the medicine?

- Yes
- No
- Maybe

Q.4. How well are you aware about the patient's condition as per knowledge is concerned?

Q.5. Name the heart disease the patient is suffering from if you are aware about the condition?

- Yes
- No
- Maybe

Q.6. Do you find the medicines easily in the nearby medical shops?

- Yes
- No
- Maybe

Q.7. Are the medicines affordable?

- Yes

- No
- Maybe

Q.8. Are you aware about the term's generic, branded generics and patented products?

- Yes
- No
- Maybe

Q.9. Are you aware about any heart disease related health campaign?

- Yes
- No
- Maybe

Q.10. If yes or may be name the campaign?

Q.11. Do people in India are aware about the healthcare related issues?

- Yes
- No
- Maybe

Q.12. If no or may be, what is the reason behind

- Lack of interest
- lack of awareness programs by the government or the related institutions
- Illiteracy
- Abundance of knowledge sources resulting to confusion
- Lack of trusted sources

Q.13. From where you update your healthcare related knowledge?

- Internet
- Tv
- Newspaper
- Magazine
- Research articles
- Advertisement
- Word of mouth

Q.14. Monthly expenditure on medicines related to heart disease?

Section 3. Questionnaire for Doctors

Q.1. How many patients do get diagnosed on a monthly basis under your supervision?

Q.2. What is the mean age of the patients?

Q.3. Majority of patients are?

- Male
- Female
- Prefer not to say

Q.4. Patients are from?

- Low income group
- Middle income group
- High income group

Q.5. Average distance minimum to maximum a patient reaches you?

- Less than 5 km
- 6-9
- 10-14
- 15-19
- More than 20

Q.6. From where the majority of patients come from?

- Rural area
- Urban area

Q.7. How many patients/care givers do understand about the different heart diseases (awareness and knowledge among patients and care givers)?

- 0
- 1-9
- 10-29
- 30-49
- More than 50

Q.8. Why people are suffering from heart diseases?

- Genetic reason
- Life style
- Due to other health problem
- lack of awareness
- Other

Q.9. Majority of patients you treat are from which part of the country?

- Northern part of India
- Southern part of India

- Central part of India
- East part of India
- West part of India

Q.10. Do you write blog, or being covered in any media coverage or been the part of any research?

- Yes
- No
- Maybe

Q.11. If yes then what have you done?

- Blogging
- Media coverage
- Researcher
- None

Q.12. Do you think healthcare media post and campaigns have any influence on people?

- Yes
- No
- Maybe

Q.13. Do people in India are aware about the healthcare related issues?

- Yes
- No
- Maybe

Q.14. If no or may be, what is the reason behind?

- Lack of interest
- lack of awareness programs by the government or the related institutions
- Illiteracy
- Abundance of knowledge sources resulting to confusion
- Lack of trusted sources

Q.15. From where you update your healthcare related knowledge?

- Internet
- Tv
- Newspaper
- Magazine
- Research articles
- Advertisement
- Word of mouth

Section 4. Questionnaire for patients

This questionnaire is formulated to study the problems faced by the patients suffering from cardiovascular diseases. To know the level of awareness, knowledge and hurdles faced by them while availing the treatment

Q.1.Age?

Q.2. Gender

Q.3. Do people in India are aware about the healthcare related issues?

- Yes
- No
- Maybe

Q.4. If no or may be, what is the reason behind?

- Lack of interest
- lack of awareness programs by the government or the related institutions
- Illiteracy
- Abundance of knowledge sources resulting to confusion
- Lack of trusted sources

Q.5. From where you update your healthcare related knowledge?

- Internet
- Tv
- Newspaper
- Magazine
- Research articles
- Advertisement
- Word of mouth

Q.6. Suffering from any heart disease?

- Yes
- No

Q.7. How long are you suffering from heart disease?

- One year or less
- 2-5
- More than 5 years

Q.8. Are you aware about your heart condition?

- Yes

- No

Q.9. Availability of the medicines

- Easily available
- Hard to find

Q.10. Affordability of the medicines

- Costly
- Cheap

Q.11. Are you aware about the Jan Aushadhi Kendra for availability of generic medicines at affordable prices?

- Yes
- No

Q.12. Are you aware about the terms-Generic, branded generics and patented products?

- Yes
- No
- Maybe

Q.13. Are you the part of any healthcare scheme?

- Yes
- No

Q.14. If yes name the healthcare scheme of which you are a part?

Q.15. Are you get benefited by the healthcare posts posted on newspapers or on social media or online media?

- Yes
- No
- Maybe

Q.16. Are you aware about any heart disease related campaign?

- Yes
- No
- Maybe

Q.17. If yes or may be name the campaign

Q.18. Do doctor consult you about the heart disease that you have? Monthly healthcare expenditure

- Yes
- No
- Maybe

Q.19 Monthly healthcare expenditure