

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

Dissertation By

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2017-2019

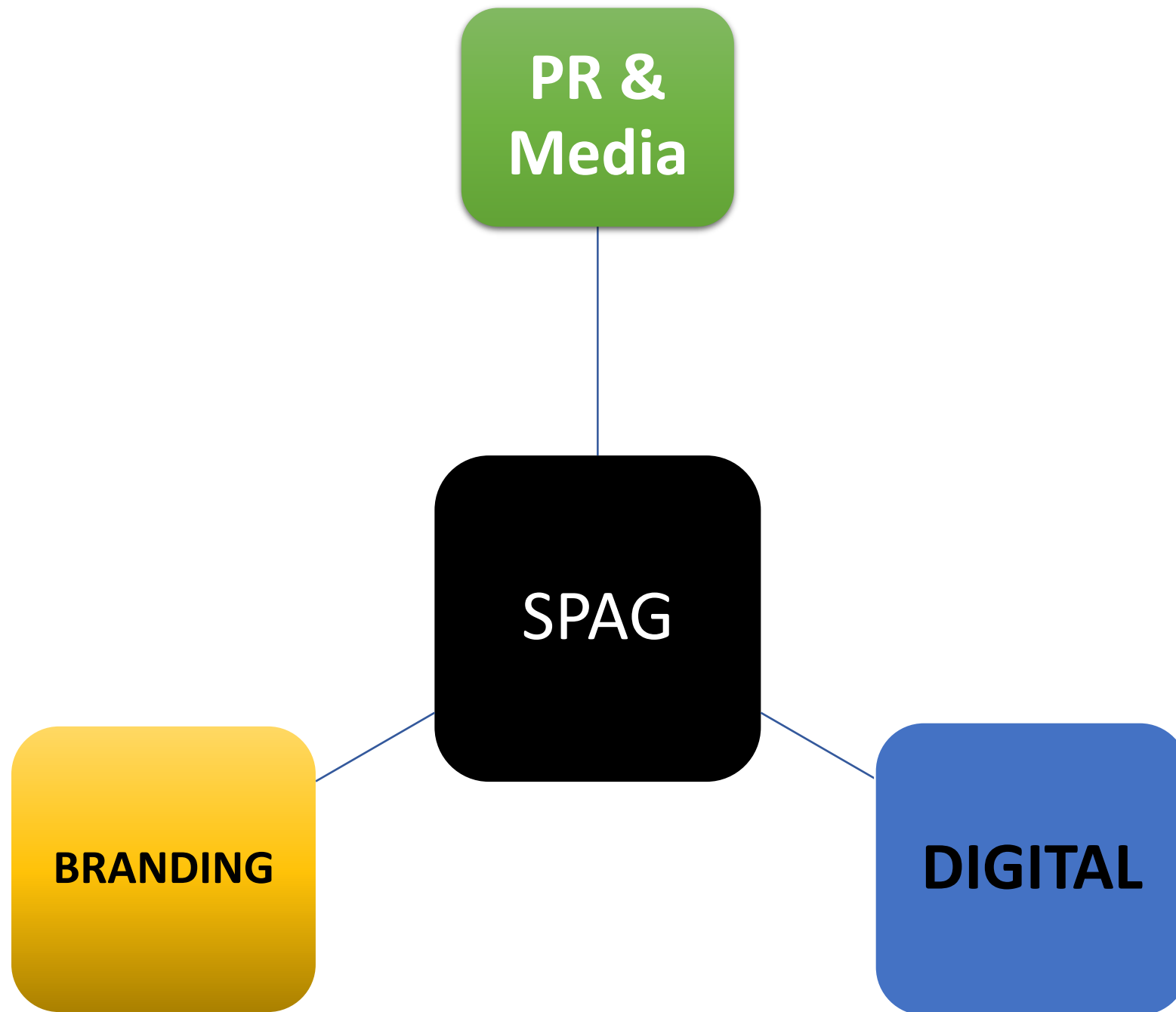
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Contents

- About SPAG- Company Introduction
- Methodology
- Research Methodology
- Data Interpretation
- Conclusion



METHODOLOGY:

- **RESEARCH QUESTION:**

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

- **RESEARCH OBJECTIVES:**

- To study awareness amongst the General population, Patients, Doctors and Caregivers about cardiovascular diseases
- To study the digital campaign for heart failure
- To study the role of PR Agency in generating the awareness regarding the cardiovascular diseases.

RESEARCH METHODOLOGY

Type of study

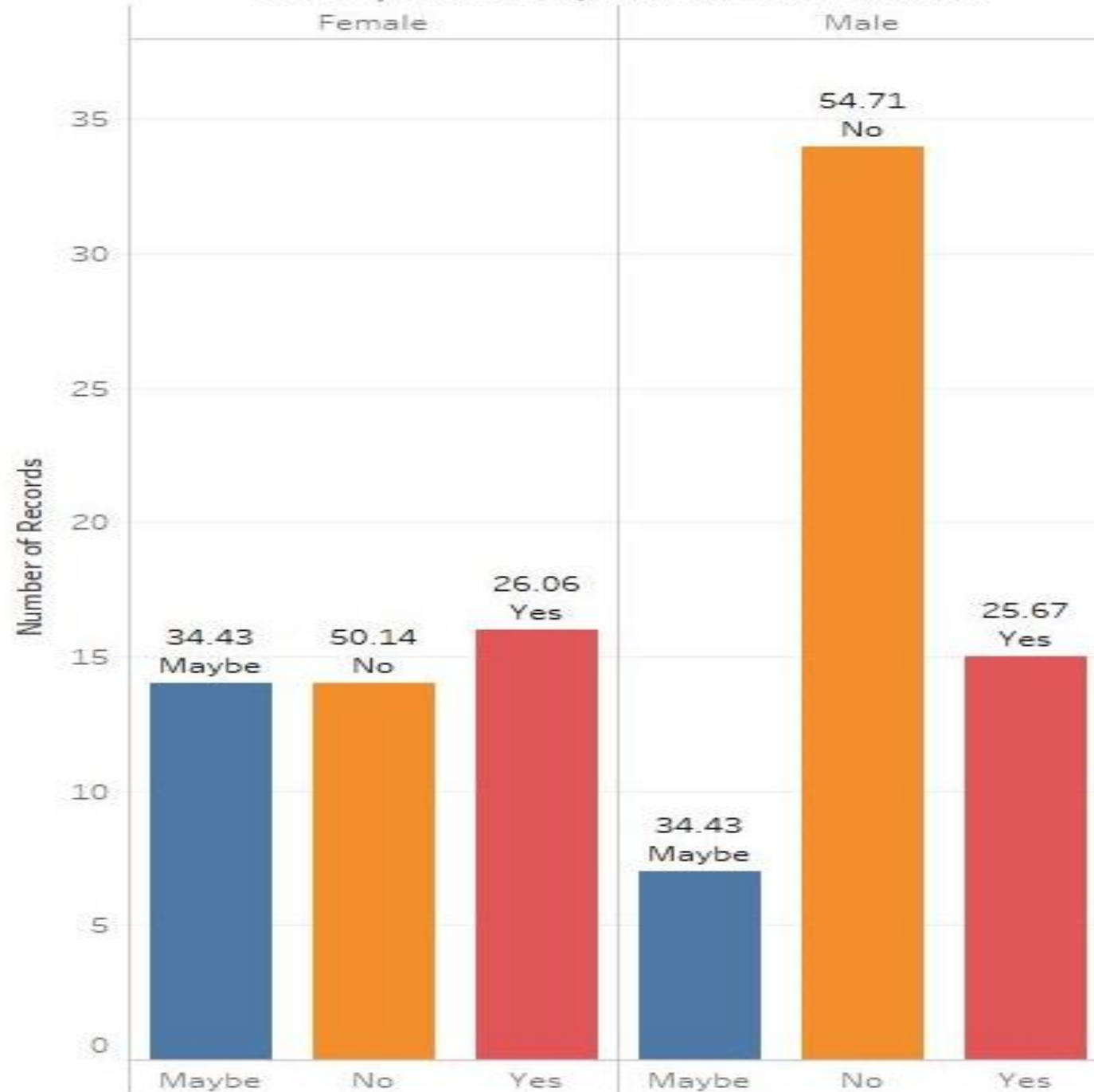
- Study 1. Descriptive cross-sectional study
- Study 2. Case series method
- *Study 1. includes- General Population including caregivers*
- *Study 2. includes patients case logs by doctors*

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, PowerBI, SPSS

Gender / Aware Of Symptoms Of Heart Diseases



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

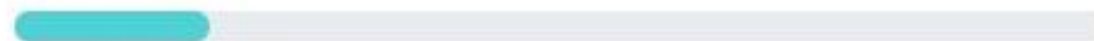
Mode Internet

Value Frequency

Internet



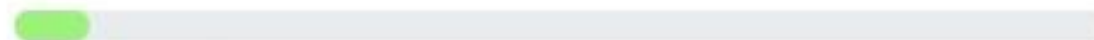
Word of mouth



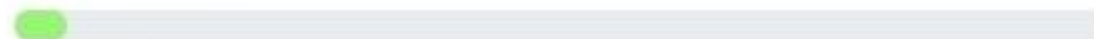
Research articles



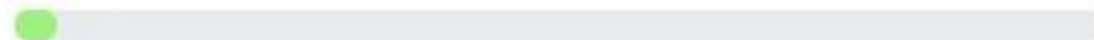
Tv



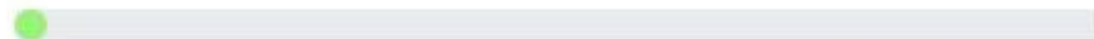
Advertisement



Magazine



Newspaper



Count

%

CUM%

49

49.00

49.00

18

18.00

67.00

14

14.00

81.00

7

7.00

88.00

5

5.00

93.00

4

4.00

97.00

3

3.00

100.00

Awareness about healthcare related issues

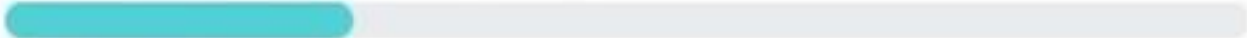
Metadata		Column Statistics		Statistics		
Column Name	Aware_of_healthcare_r...	Valid :100.0 % Missing :0 %		Mode	Yes	
Data Type	String	Distinct Value Count		3		
Categorical Value	Yes No					
Boolean	No					
Value Frequency				Count	%	CUM%
Yes				59	59.00	59.00
No				35	35.00	94.00
Maybe				6	6.00	100.00

Reasons behind lack of awareness

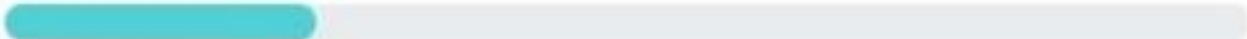
Metadata		Column Statistics		Statistics		
Column Name	If_no_or_may_bewhat_i...	Valid :100.0 % Missing :0 %		Mode	Lack Of Awareness Pro	
Data Type	String	Distinct Value Count 5				
Categorical Value	Yes No					
Boolean	No					

Value Frequency

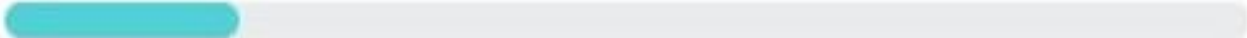
lack of awareness programs by the government or the related institutions



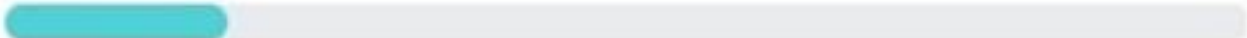
Lack of trusted sources



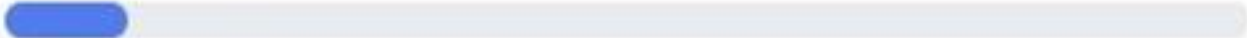
Illiteracy



Lack of interest

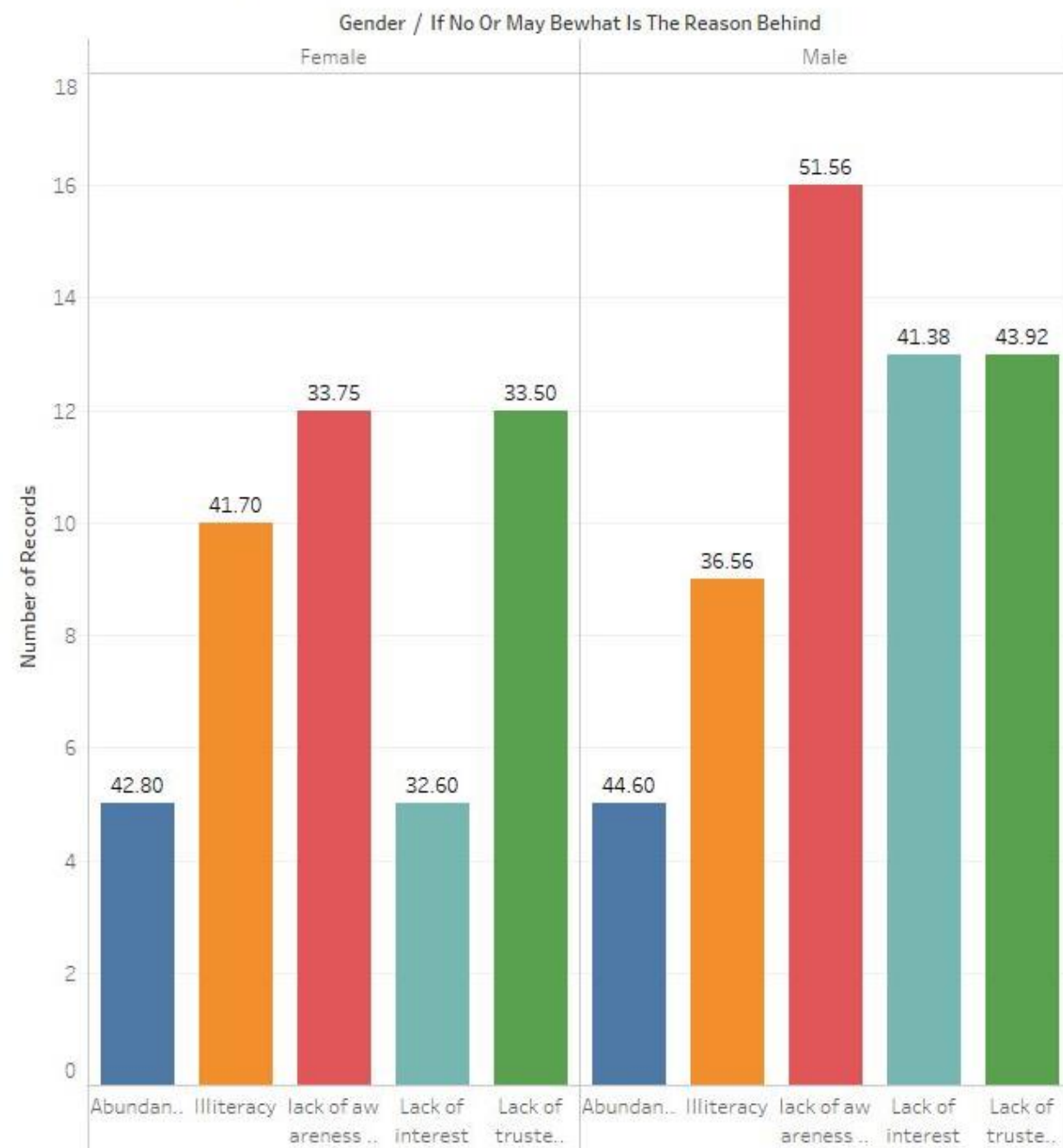


Abundance of knowledge sources resulting to confusion



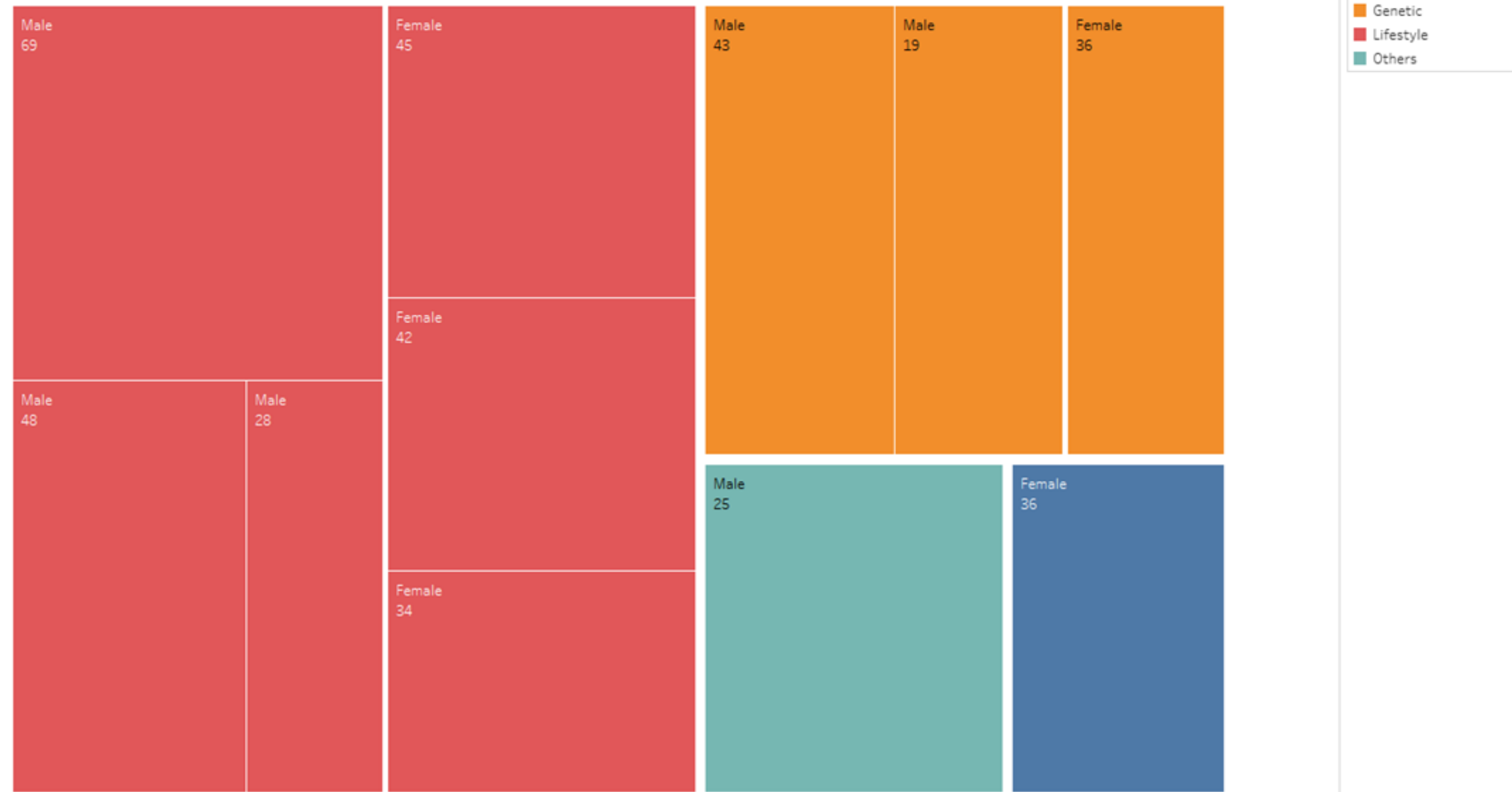
Count	%	CUM%
28	28.00	28.00
25	25.00	53.00
19	19.00	72.00
18	18.00	90.00
10	10.00	100.00

Gender vs Average age vs Reason for lack of awareness



- If No Or May Bewhat Is ...
- Abundance of knowl..
 - Illiteracy
 - lack of awareness pr..
 - Lack of interest
 - Lack of trusted sourc..

Association of Gender-Age-Reasons for Heart Failure



Prior Symptoms associated with Age and Gender



Gender

Female

Male

Treatment associated with Age and Gender

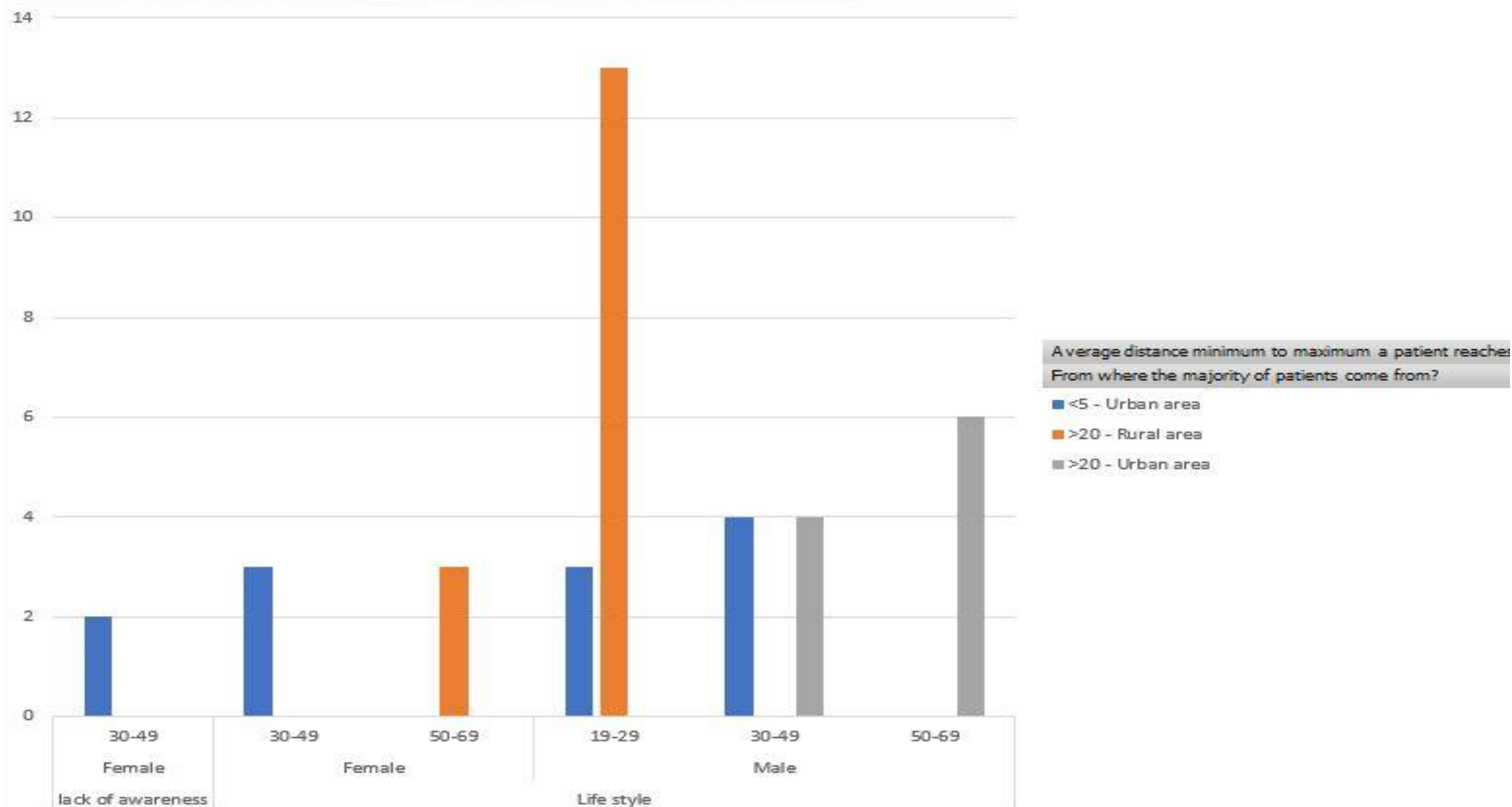


Gender

Female

Male

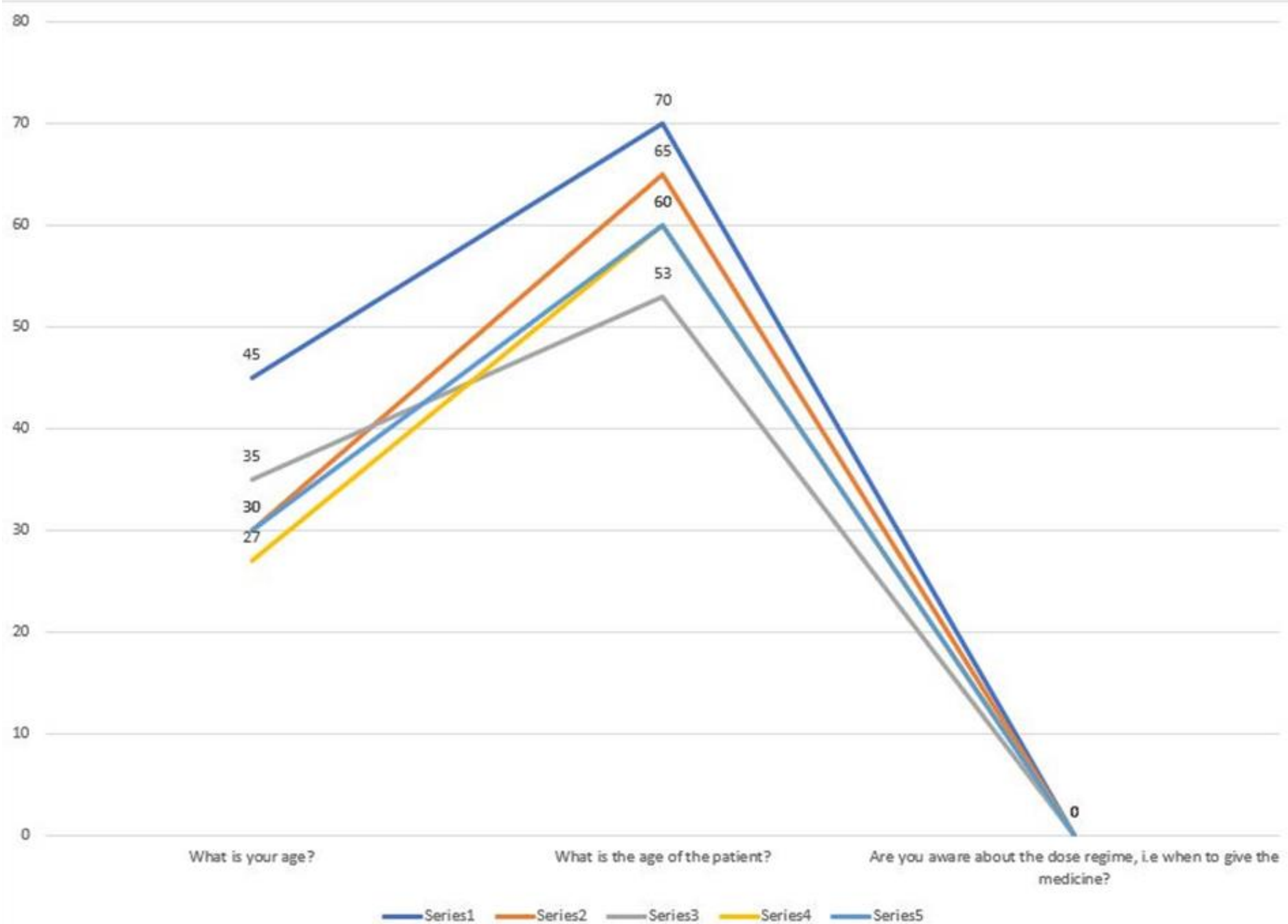
Sum of How many patients do get diagnosed on the Monthly basis under your supervision?



Why people are suffering from heart diseases?

Majority of patients are?

What is the mean age of the patients?



Audience Engagement Month Wise



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.

Approach

- 1. Create a distinguish arena for the heart failure as a category by communicating the difference between the various heart diseases
- 2. Go for step by step approach
- 3. First distinguish then target rather than targeting then distinguishing

Thank You