

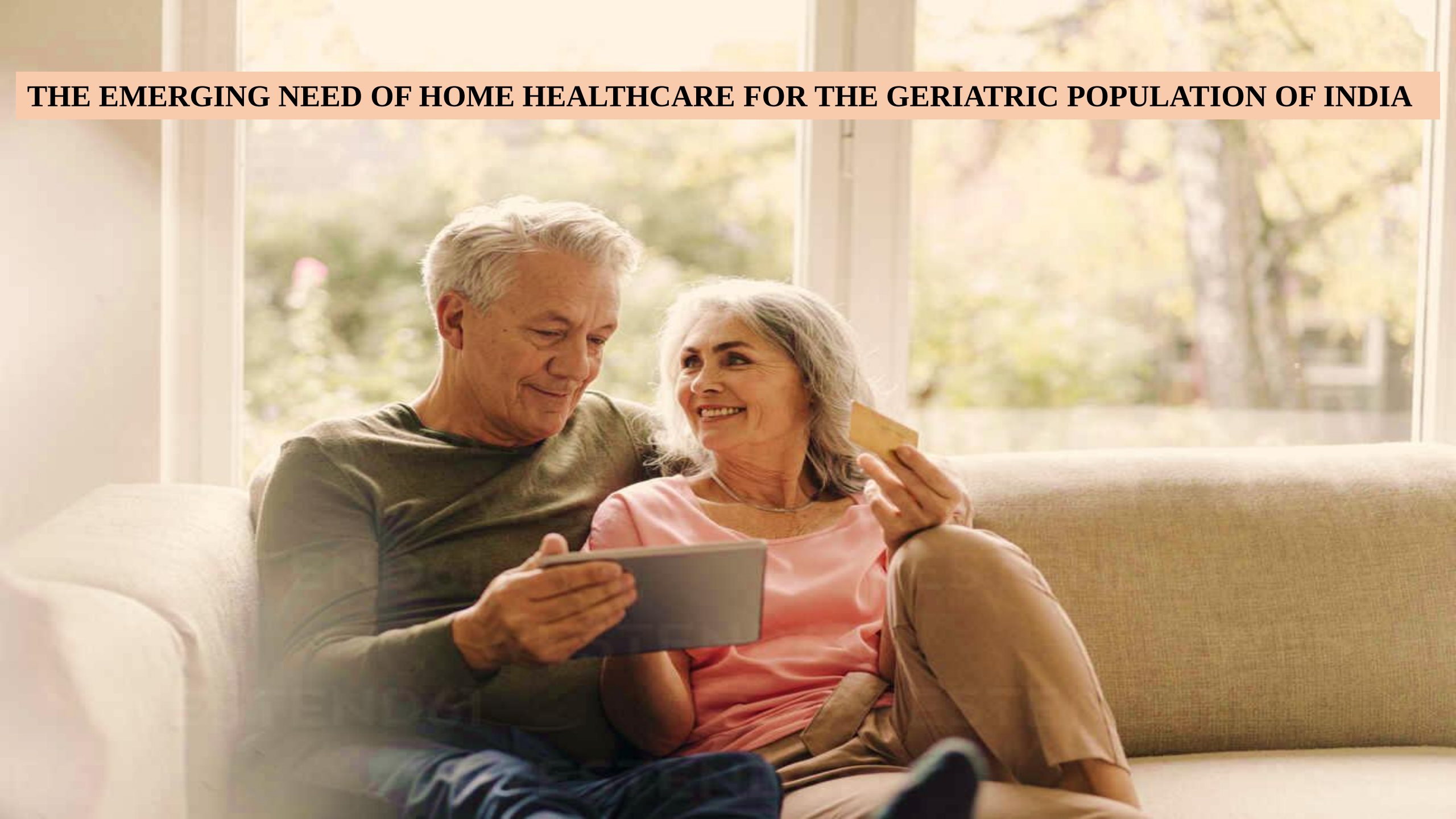


DISSERTATION REPORT

UNDER THE GUIDANCE OF
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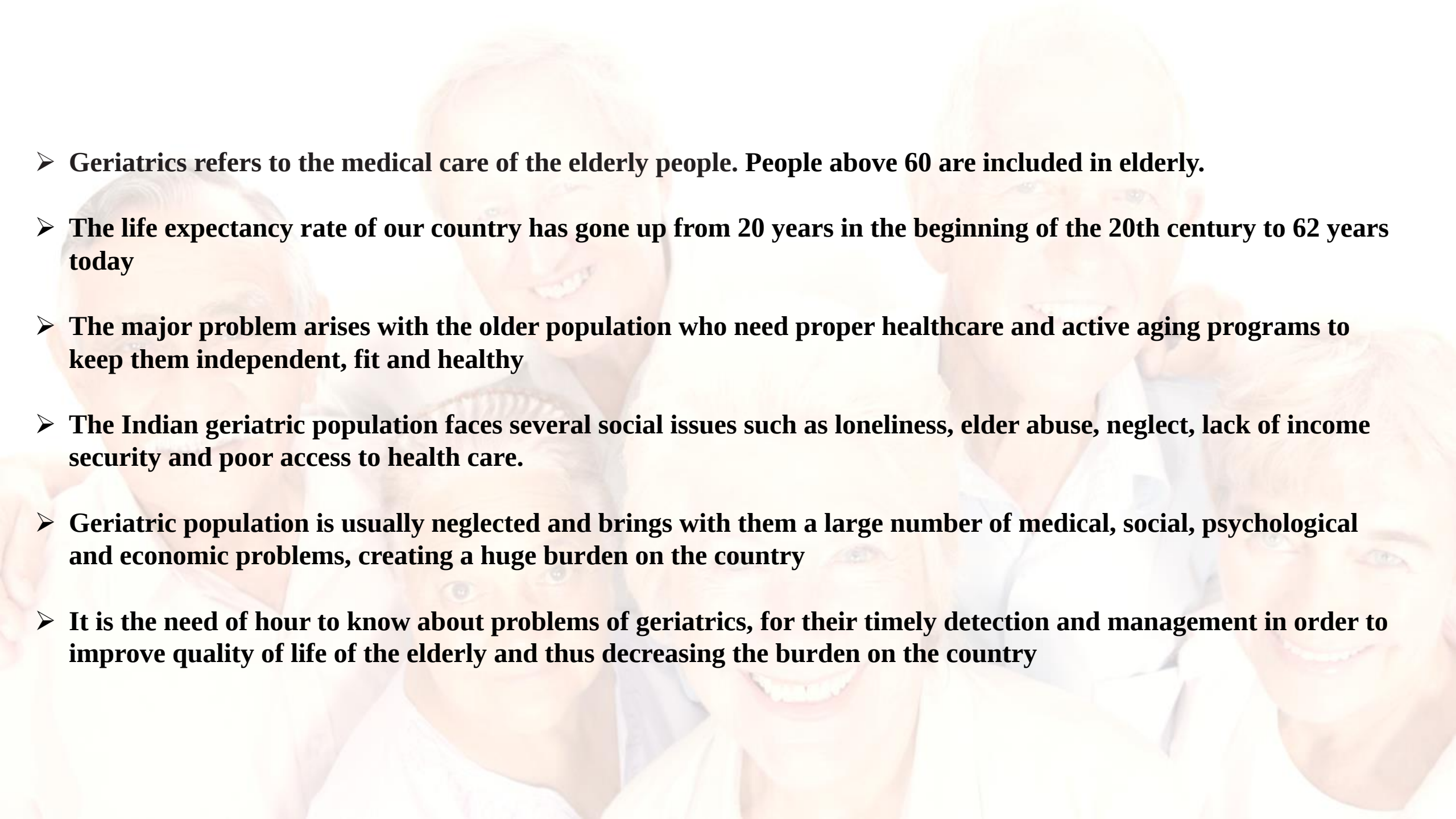
SUBMITTED BY
Dr. SHREOSEE MUKHERJEE
MBA HM 24, ROLL- 0999

THE EMERGING NEED OF HOME HEALTHCARE FOR THE GERIATRIC POPULATION OF INDIA



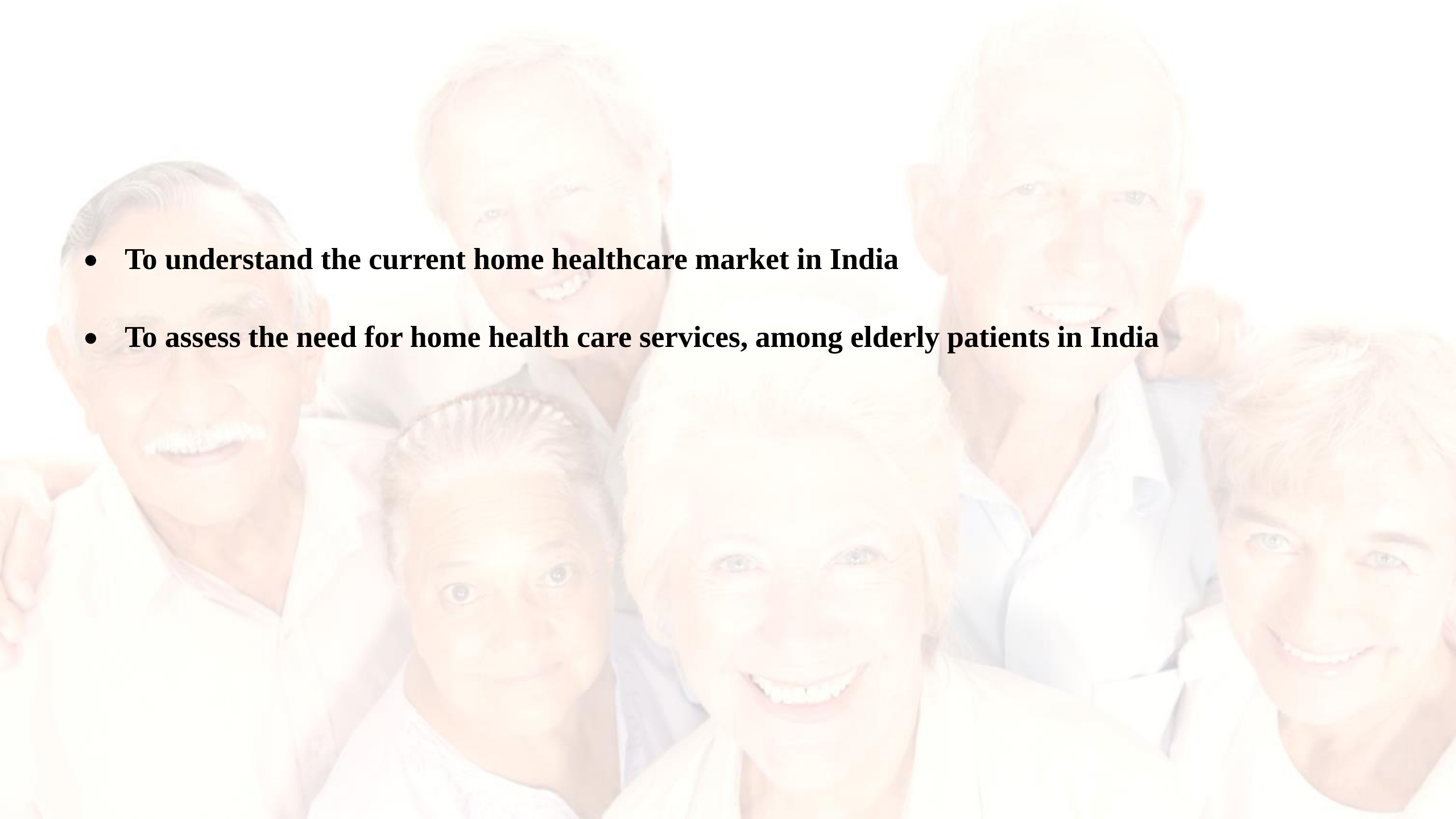
Introduction

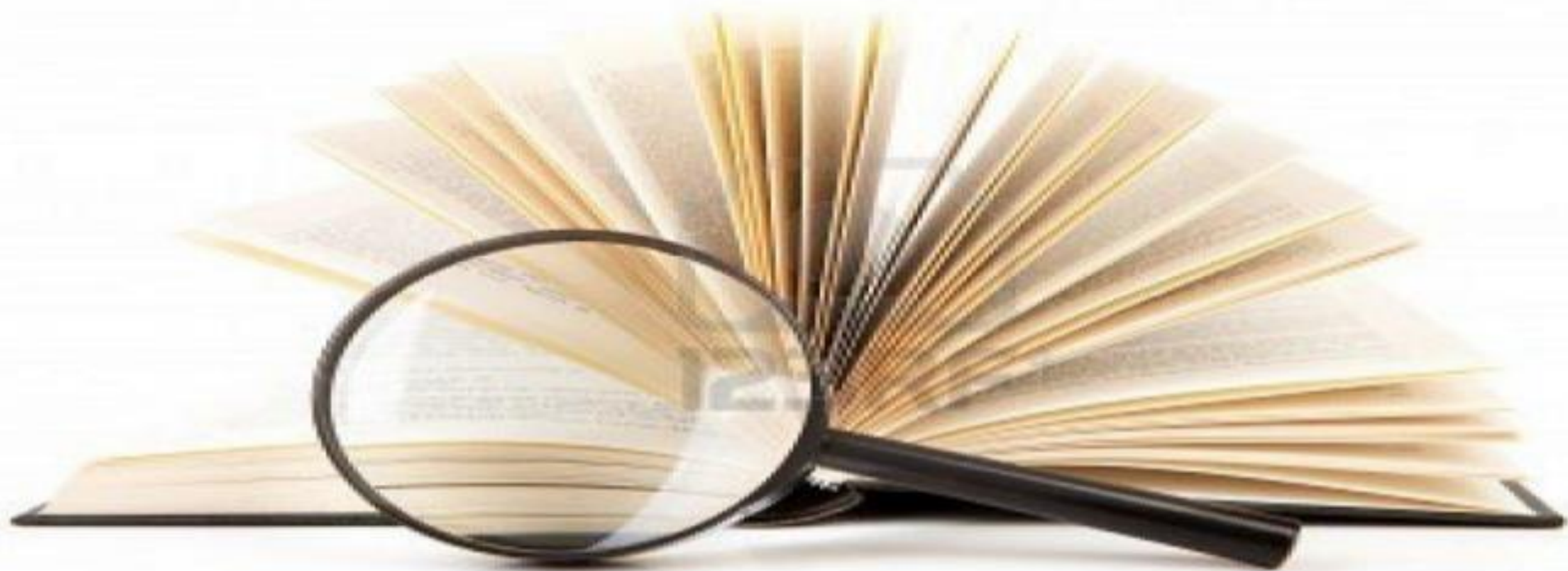
A hand is holding a magnifying glass over the word "Introduction". The magnifying glass is positioned over the letters "tro", making them appear larger and more prominent. The word "Introduction" is written in a red, serif font. The background is plain white.

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- **Geriatrics refers to the medical care of the elderly people. People above 60 are included in elderly.**
 - **The life expectancy rate of our country has gone up from 20 years in the beginning of the 20th century to 62 years today**
 - **The major problem arises with the older population who need proper healthcare and active aging programs to keep them independent, fit and healthy**
 - **The Indian geriatric population faces several social issues such as loneliness, elder abuse, neglect, lack of income security and poor access to health care.**
 - **Geriatric population is usually neglected and brings with them a large number of medical, social, psychological and economic problems, creating a huge burden on the country**
 - **It is the need of hour to know about problems of geriatrics, for their timely detection and management in order to improve quality of life of the elderly and thus decreasing the burden on the country**

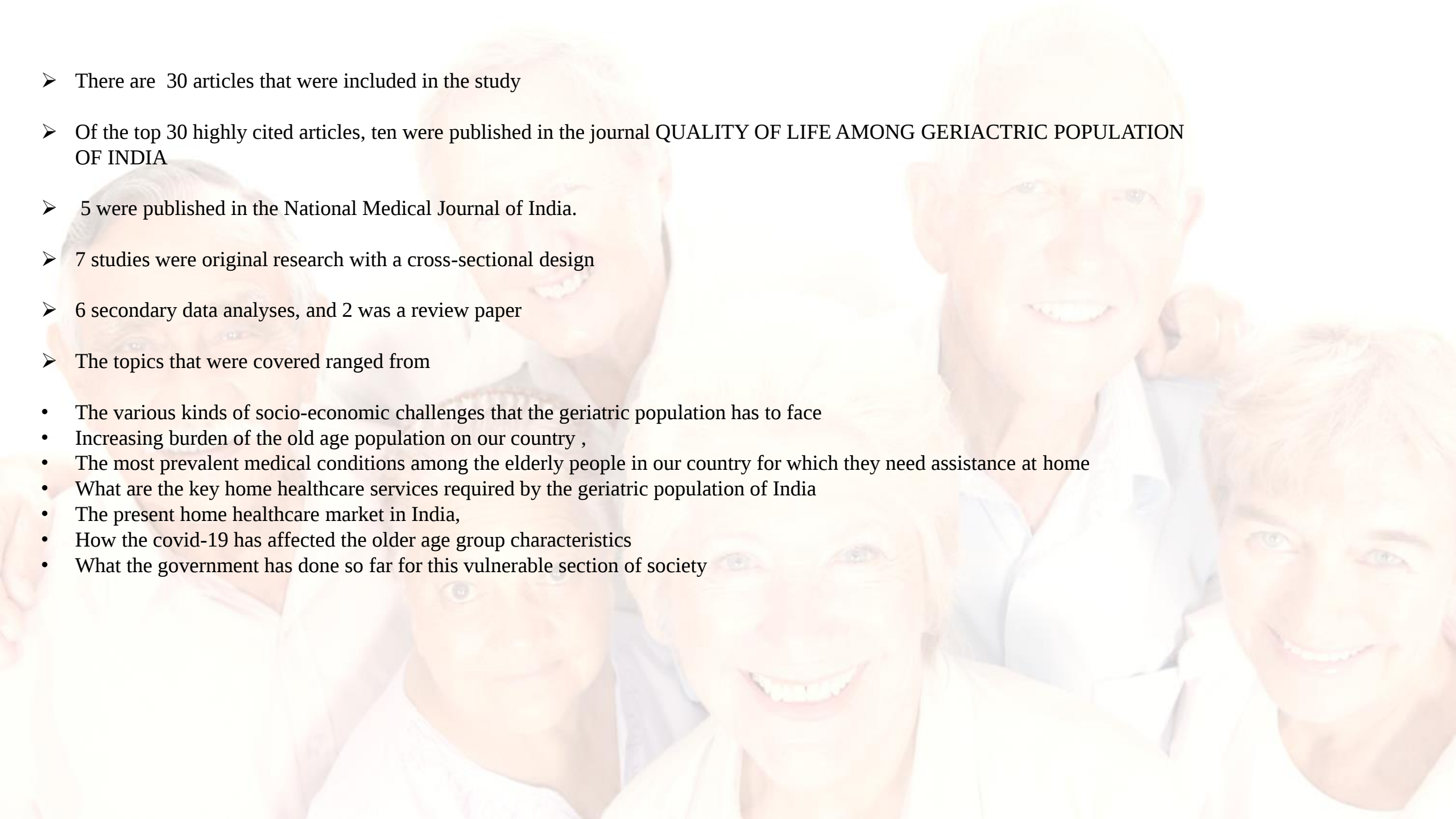


OBJECTIVES

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- **To understand the current home healthcare market in India**
 - **To assess the need for home health care services, among elderly patients in India**



Literature Review

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- There are 30 articles that were included in the study
 - Of the top 30 highly cited articles, ten were published in the journal QUALITY OF LIFE AMONG GERIATRIC POPULATION OF INDIA
 - 5 were published in the National Medical Journal of India.
 - 7 studies were original research with a cross-sectional design
 - 6 secondary data analyses, and 2 was a review paper
 - The topics that were covered ranged from
 - The various kinds of socio-economic challenges that the geriatric population has to face
 - Increasing burden of the old age population on our country ,
 - The most prevalent medical conditions among the elderly people in our country for which they need assistance at home
 - What are the key home healthcare services required by the geriatric population of India
 - The present home healthcare market in India,
 - How the covid-19 has affected the older age group characteristics
 - What the government has done so far for this vulnerable section of society

These are the 6 most highly cited articles on geriatric population & their emerging needs of home health care :

NAME OF THE ARTICLE	DATE of Publication	Author	Objectives, Tools, Key findings
Need for home health care services among elderly patients.	20.08.2019	Mr. Adithya. S Mr. Ranganath. C	<u>Objective:</u> To determine whether elderly individuals require home health care services. <u>Tools:</u> 100 senior patients were chosen using a non-probability handy sampling technique. <u>Findings:</u> The majority of the people polled (94 percent) said they needed home health care. The majority of the respondents (45%) stated that their family required home health care once a month
Geriatric health care in India - Unmet needs and the way forward	16.06.2017	Prabha Adhikari	<u>Objective:</u> To investigate the concerns that Indian senior's experience, which include loneliness, elder abuse, neglect, a lack of financial security, and limited access to health care. To summarize the Government of India's efforts in this regard and the shortcomings in the schemes' execution. <u>Tools:</u> We must divide the elderly into three categories. It is incorrect to categorize people based on their chronological age; instead, we must categorize them based on their functional and cognitive condition, as the groups' health-care needs would differ. <u>Findings:</u> The government's resources may not be enough to meet the requirements of this massive population. The government should grant assistance to NGOs so that they can deliver low-cost services. To build geriatric health-care facilities, all medical colleges and private health-care institutions must collaborate with the government. The national program must be implemented as soon as possible throughout the country.

Geriatric health policy in India	18.10.2016	N Sherin Susan Paul , Mathew Asirvatham	Objectives: to study the geriatric policy in our country Tools: review of various research articles and papers Findings: Any program for the elderly should incorporate and involve the family or caregiver, as this is still the primary source of assistance for the old in India. Aside from the aged pension plan, additional initiatives and policies for caregivers should be established.
Home Health Care: The Missing Link in Health Delivery System for Indian Elderly Population	05.12.2017	Ankit Singh	Objective: To research the current state of India's private home health care business and to promote the benefits of home health care for the elderly. Tools: reviewed various research papers and articles Findings: The increase in the number of private home health service providers in the last decade, as well as the Indian elderly population's increased preference for home health services, clearly indicate that there is a gap in the market for home health services for the Indian elderly population that is still untapped in the public sector.
Geriatric health in India: Concerns and solutions	1.07.2008	Anita Nath	Objective: TO study the Strategies to Improve the Quality-of-Life of the Elderly Findings: Screening camps for Cataracts and non-communicable diseases, as well as mobile clinics, could help reach out to the senior population in difficult- to-reach places. Advocacy with non-governmental organizations (NGOs), philanthropic groups, and faith-based organizations could all help.
Elderly Care in India: Way Forward	5.09.20 16	Mane Abhay B	Objective: To study the road ahead to manage the aging population of India Findings: From the grass roots to the national level, community - based geriatric services should be envisioned with active engagement of all stakeholders and participants in social, economic, and political leadership. In order to respond to the ageing population, social and technological advances are required.

Research Methodology



Search Strategy - Database of scientific literature like PubMed & Google Scholar

search retrieved 50 documents,

20 excluded documents, 12 were not relevant to geriatric population and 8 were from countries other than India.

Finally, retrieved 30 documents for analysis. Of the articles retrieved, the majority were original articles, reviews, editorials, and others such as conference papers.

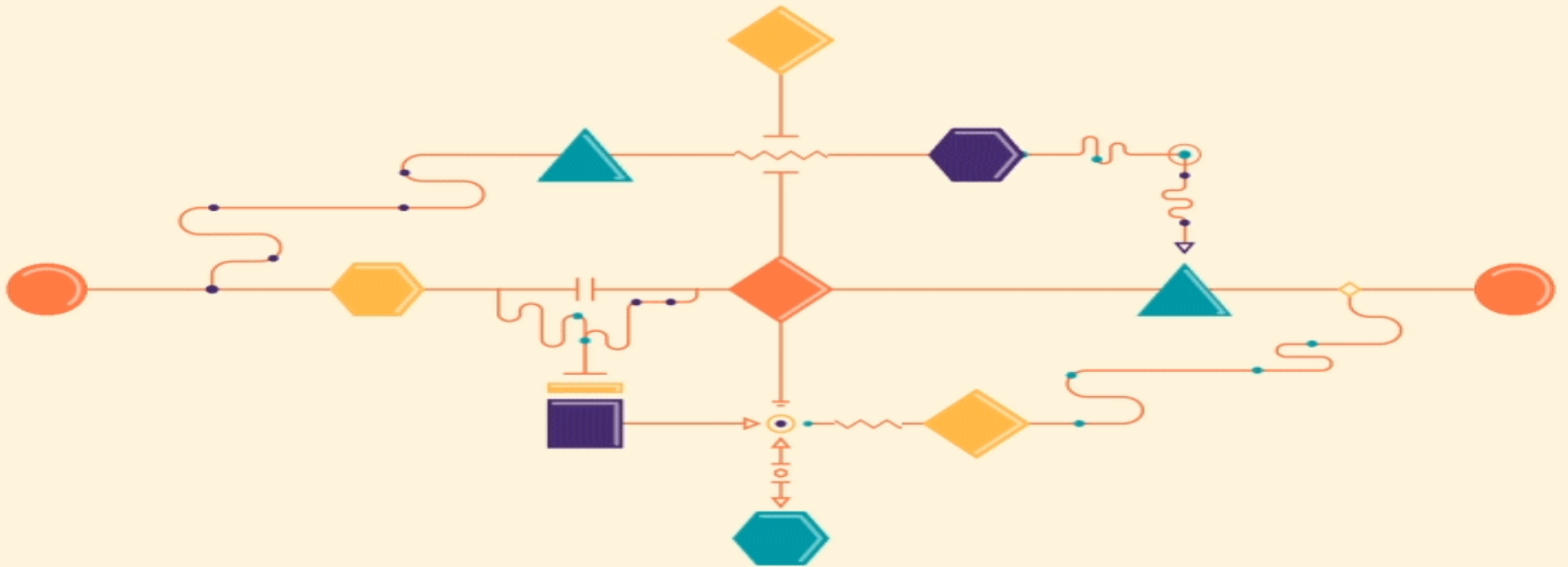
Keywords determined from published article on Home Healthcare in India

Geriatric population, home health care, nursing, chronic diseases, higher patient satisfaction, aged, Covid-19, pandemic, India, vulnerable population

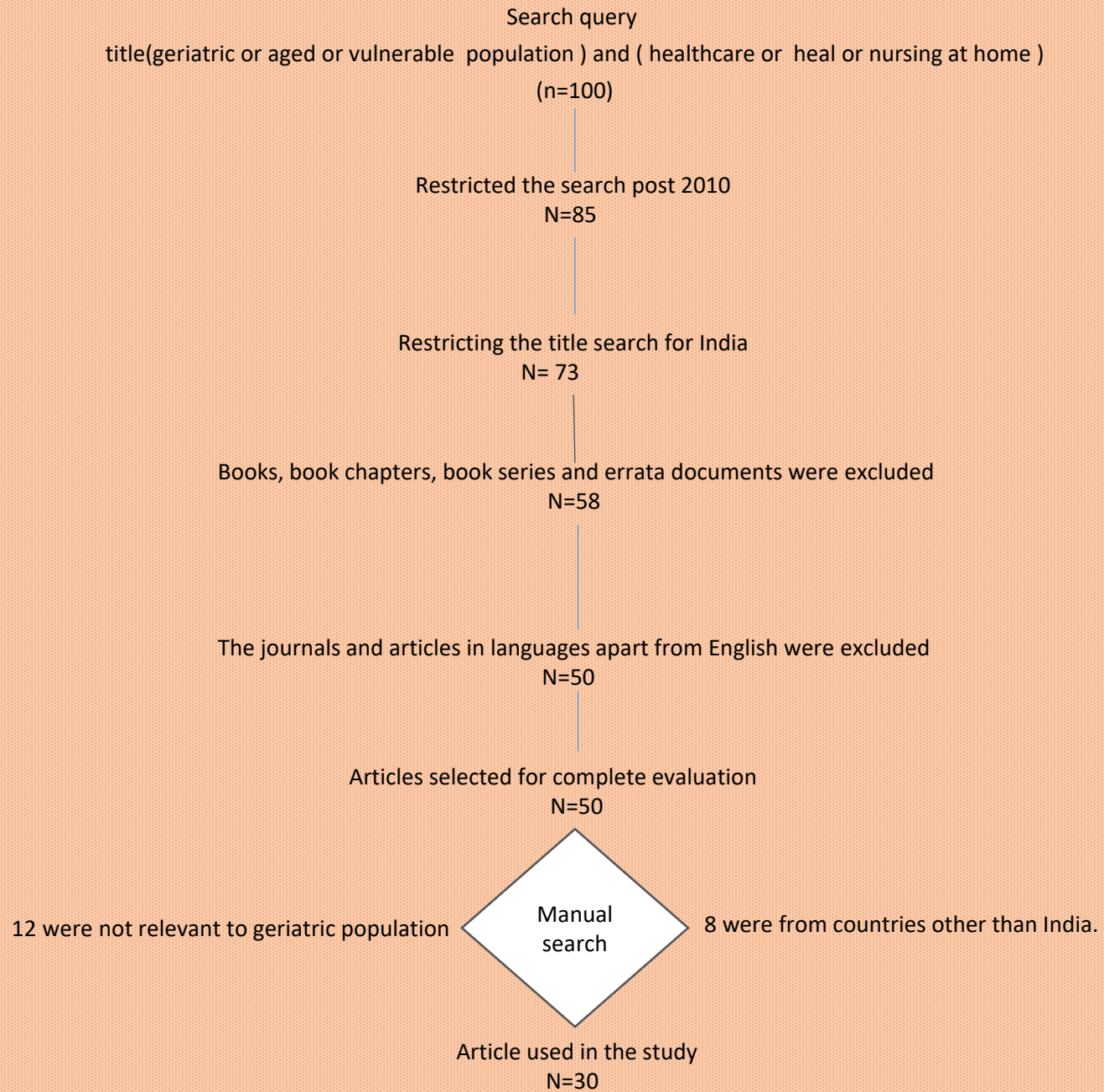
- The study is descriptive in nature
- data has been collected from a number of secondary sources like review article, government reports, websites and research papers.
- The data has been represented with the help of pie charts and graphical representations.

Inclusion criteria –
Studies published in journals and exclusively undertaken in India were included.

Exclusion Criteria-
Books, book chapters, book series and errata documents were excluded
The journals and articles in languages apart from English were excluded.



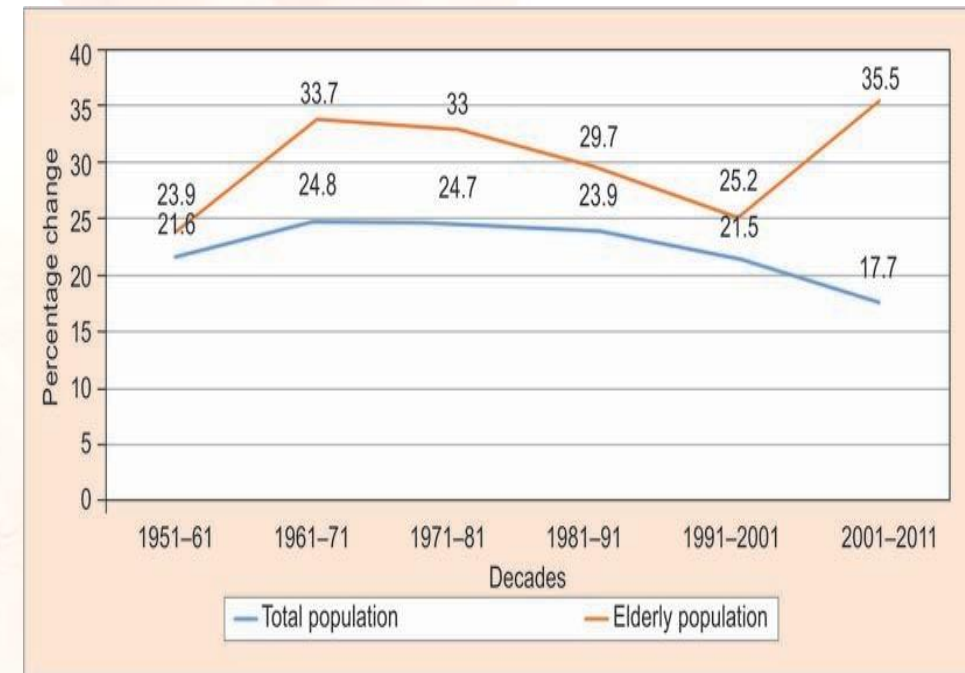
SEARCH STRATEGY





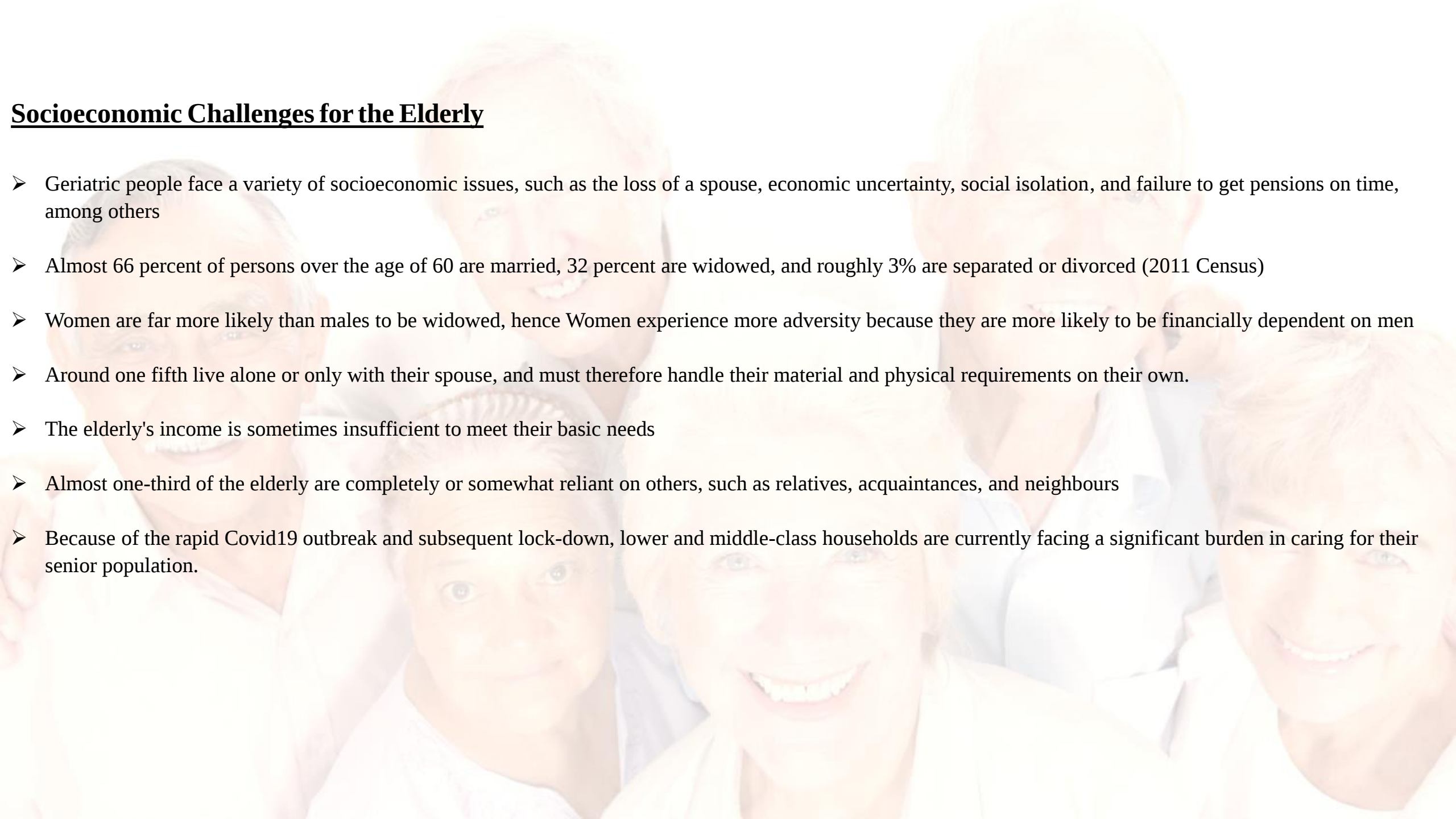
Present scenario

- India's population is expanding at a 1.2 percent annual rate
- Eighty six percent of the population is over the age of 60.
- Entire population's decadal growth rate is on the down, Whilst the old population's growth rate in the second decade is on the rise.
- studies done which further reveals that by 2050, more than 19 percent of India's overall population will be over 60 years old
- According to Indian census data, the number of senior females has outnumbered the number of elderly males in the last two decades, reversing a previous trend
- It was also discovered that women are disproportionately significant users of home healthcare services, and that consumption increases gradually as the age goes up.
- India's ageing population contributes significantly to the country's attractiveness as a market for home health care providers.



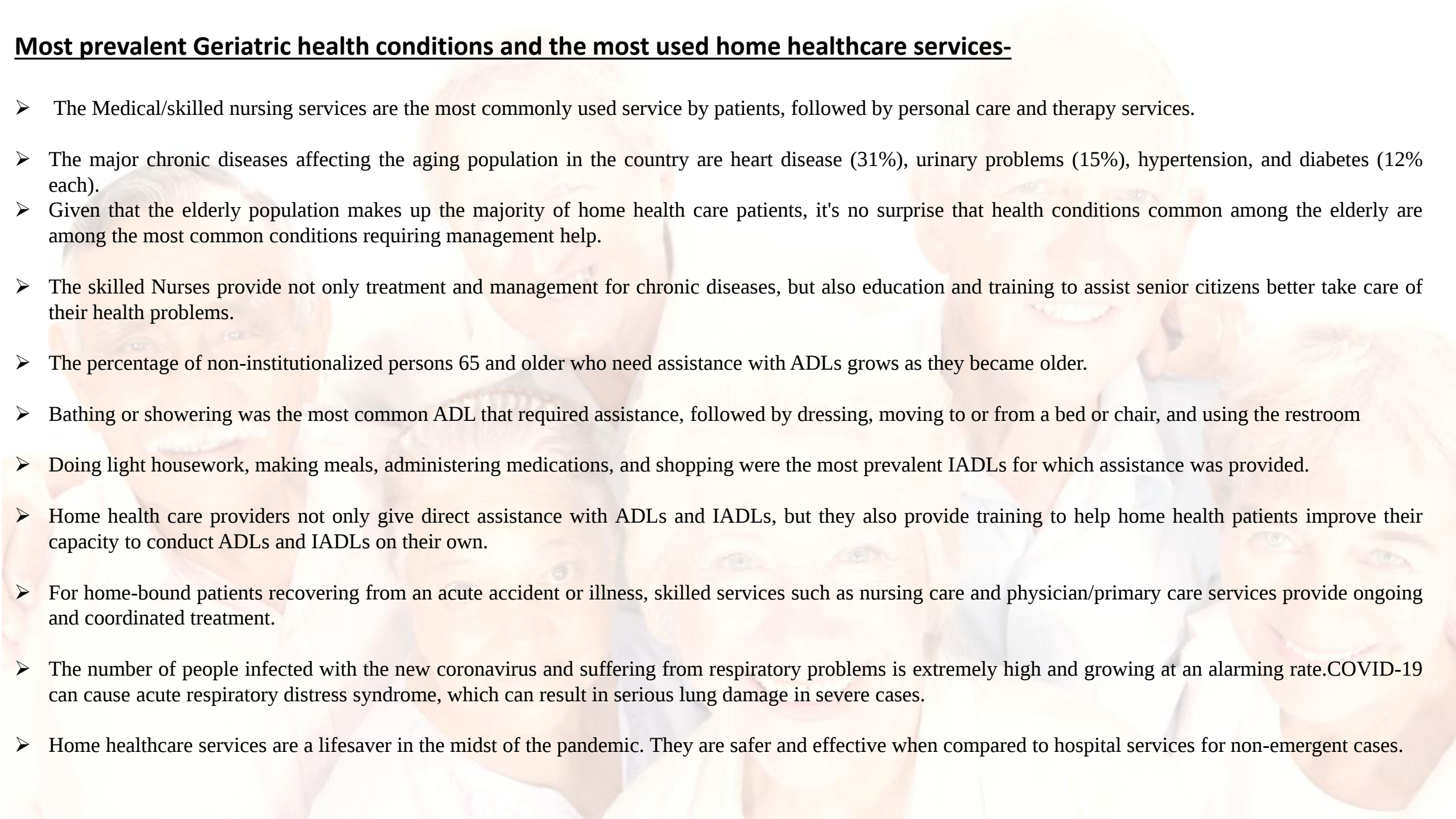
India's Home healthcare & what has the government done

- The Ministry of Health and Family Welfare launched NPHCE in 2011 to address the health requirements of India's senior citizens.
- The interventions were developed in the geriatric areas like preventative, curative, and rehabilitative domains
- Domiciliary visits for home-bound patients at the sub center level are incorporated into NPHCE according to operational criteria, supporting the concept that home health care
- Few NGO initiatives to deal with the health and social problems of elderly in India are Agewell Foundation, Alzheimer's and Related Disorders Society of India, Calcutta Metropolitan Institute of Gerontology, Ekal Nari Shakti Sangathan (ENSS), Guild for Services, HelpAge India, Heritage Foundation, Nightingale Medical Trust, Silver Innings Foundation & Sulabh International services for Widows in Ashrams
- In India, home health care began operations in 2009, and Portea Medical is the current market leader in terms of presence, with 25 locations across the country.
- Home health care is now expanding to different areas of our India, such as Mumbai, where Zoctr, Arooj Home Health Care, Portea, India Home Health Care, Nightingales, and Care 24 have extended their presence, and Kolkata, where Tribeca Care and Portea are the leading players. Pramati Care and Health Care at Home are creating a presence in NCR-Delhi.



Socioeconomic Challenges for the Elderly

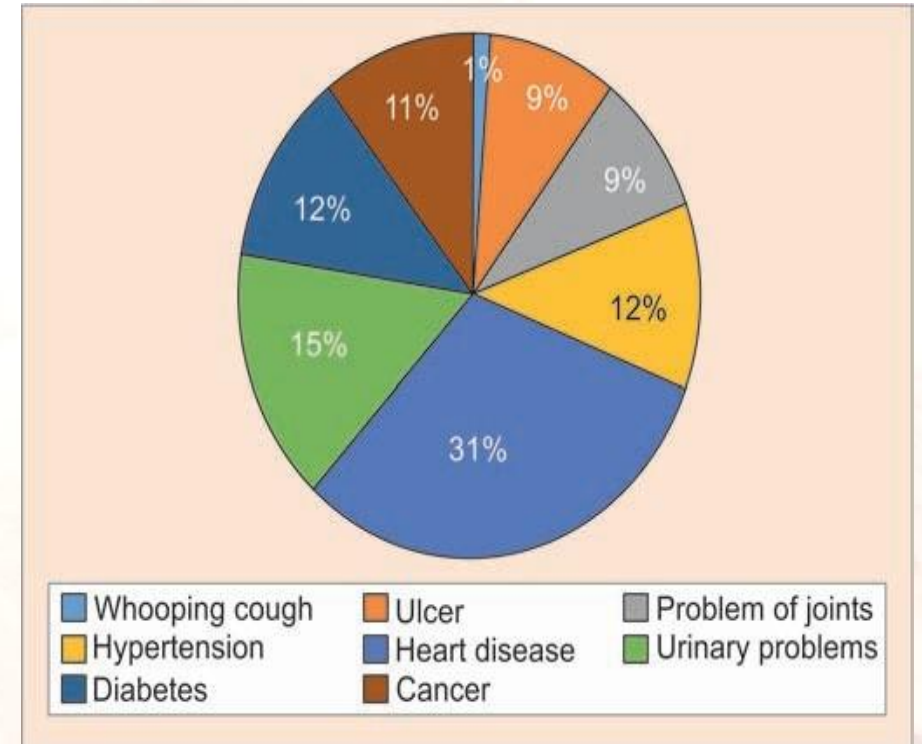
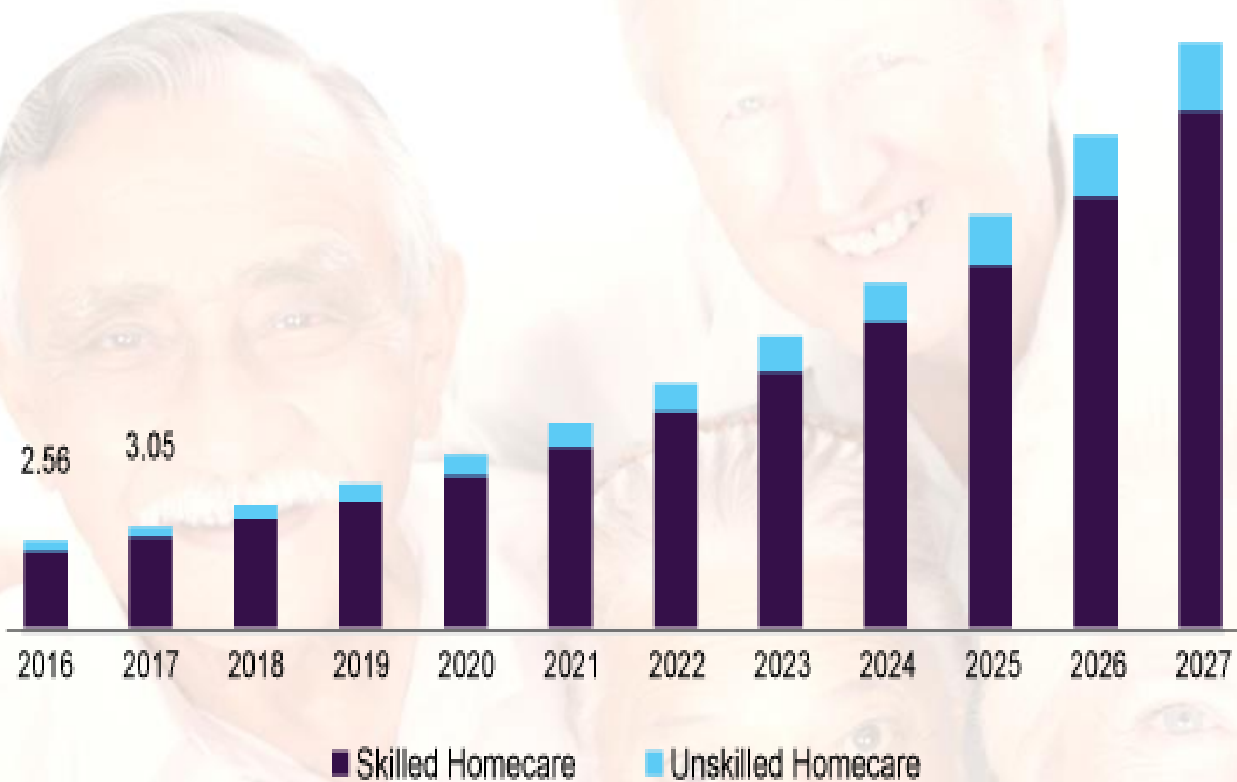
- Geriatric people face a variety of socioeconomic issues, such as the loss of a spouse, economic uncertainty, social isolation, and failure to get pensions on time, among others
- Almost 66 percent of persons over the age of 60 are married, 32 percent are widowed, and roughly 3% are separated or divorced (2011 Census)
- Women are far more likely than males to be widowed, hence Women experience more adversity because they are more likely to be financially dependent on men
- Around one fifth live alone or only with their spouse, and must therefore handle their material and physical requirements on their own.
- The elderly's income is sometimes insufficient to meet their basic needs
- Almost one-third of the elderly are completely or somewhat reliant on others, such as relatives, acquaintances, and neighbours
- Because of the rapid Covid19 outbreak and subsequent lock-down, lower and middle-class households are currently facing a significant burden in caring for their senior population.



Most prevalent Geriatric health conditions and the most used home healthcare services-

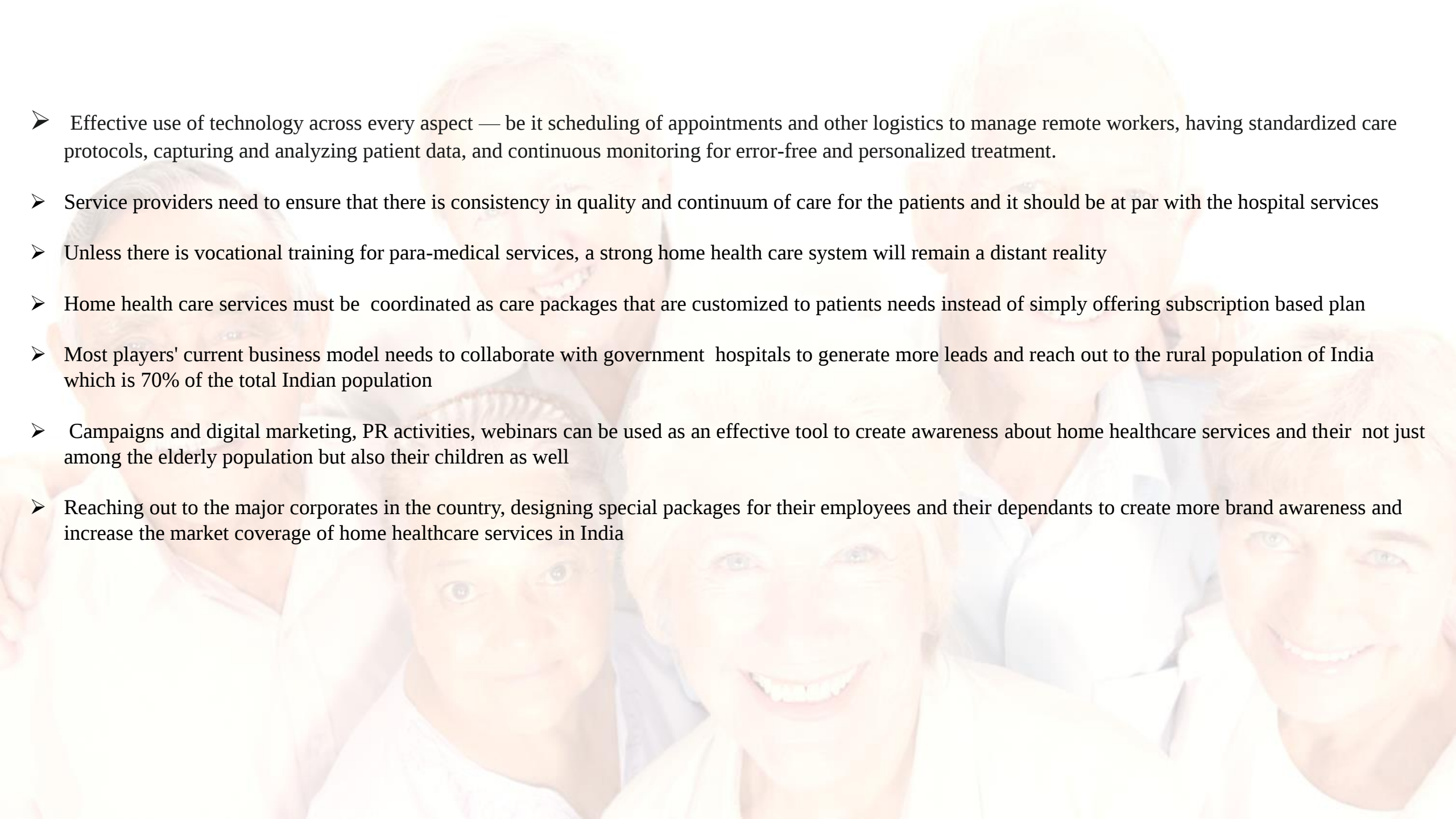
- The Medical/skilled nursing services are the most commonly used service by patients, followed by personal care and therapy services.
- The major chronic diseases affecting the aging population in the country are heart disease (31%), urinary problems (15%), hypertension, and diabetes (12% each).
- Given that the elderly population makes up the majority of home health care patients, it's no surprise that health conditions common among the elderly are among the most common conditions requiring management help.
- The skilled Nurses provide not only treatment and management for chronic diseases, but also education and training to assist senior citizens better take care of their health problems.
- The percentage of non-institutionalized persons 65 and older who need assistance with ADLs grows as they became older.
- Bathing or showering was the most common ADL that required assistance, followed by dressing, moving to or from a bed or chair, and using the restroom
- Doing light housework, making meals, administering medications, and shopping were the most prevalent IADLs for which assistance was provided.
- Home health care providers not only give direct assistance with ADLs and IADLs, but they also provide training to help home health patients improve their capacity to conduct ADLs and IADLs on their own.
- For home-bound patients recovering from an acute accident or illness, skilled services such as nursing care and physician/primary care services provide ongoing and coordinated treatment.
- The number of people infected with the new coronavirus and suffering from respiratory problems is extremely high and growing at an alarming rate.COVID-19 can cause acute respiratory distress syndrome, which can result in serious lung damage in severe cases.
- Home healthcare services are a lifesaver in the midst of the pandemic. They are safer and effective when compared to hospital services for non-emergent cases.

India home healthcare market size, by services, 2016 - 2027 (USD Billion)



A spiral-bound notebook with a white cover is open, showing a blank page. The word "Recommendation" is written in a large, black, cursive font across the middle of the page. A pink alarm clock with two bells is positioned in the top left corner of the notebook. A magnifying glass with a black handle and frame is placed in the bottom right corner, resting on the notebook. The entire scene is set against a background of blue-painted wooden planks.

Recommendation

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- Effective use of technology across every aspect — be it scheduling of appointments and other logistics to manage remote workers, having standardized care protocols, capturing and analyzing patient data, and continuous monitoring for error-free and personalized treatment.
 - Service providers need to ensure that there is consistency in quality and continuum of care for the patients and it should be at par with the hospital services
 - Unless there is vocational training for para-medical services, a strong home health care system will remain a distant reality
 - Home health care services must be coordinated as care packages that are customized to patients needs instead of simply offering subscription based plan
 - Most players' current business model needs to collaborate with government hospitals to generate more leads and reach out to the rural population of India which is 70% of the total Indian population
 - Campaigns and digital marketing, PR activities, webinars can be used as an effective tool to create awareness about home healthcare services and their not just among the elderly population but also their children as well
 - Reaching out to the major corporates in the country, designing special packages for their employees and their dependants to create more brand awareness and increase the market coverage of home healthcare services in India

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A group of six elderly people, three men and three women, are smiling and posing together. They are of various ethnicities, including Asian, Caucasian, and African American. The image has a soft, warm, and slightly faded aesthetic. The text "THANK YOU" is centered over the group.

THANK YOU