

A STUDY ON THE GROWING FITNESS INDUSTRY AND ITS HEALTH STARTUPS AFTER CO-VID PANDEMIC.

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

Faizan Mahmadiddish Kadiwala

Under the Supervision and Guidance of

Dr. Surya Prakash

Associate Professor

School Of Pharmaceutical Management

IIHMR University, Jaipur

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled “**A STUDY ON THE GROWING FITNESS INDUSTRY AND ITS HEALTH STARTUPS AFTER CO-VID PANDEMIC**” is the bonafide record of my original research work. I declare that it has not been shared with any other university or institution for the award of any degree or diploma. Information derived from published or unpublished work from others has been duly acknowledged in the text.

Name of the student: Faizan Kadiwala

Date: 20-05-2023

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ABSTRACT

The fitness industry, especially brick-and-mortar gyms, has been hit hardest by the COVID-19 outbreak. Due to the threat of the COVID-19 pandemic, gyms and gyms were among the first businesses in the United States and other countries to be forced to close. As “work from home” becomes the new normal for other companies, virtual access to gyms and studios, or “workouts from home,” will steadily increase, giving consumers a safer environment from the comfort of their own home. A method of providing a workout plan and slowing its pace was studied. down the market.

In recent years, attention to mental health has increased in India. Many millennials are open about their therapy experiences, and many employers offer additional benefits. Many managers have been encouraged to participate in coaching, and many celebrities have shared their experiences with mental health issues. health problems. As demand grows, these services are increasingly offered online in the form of remote consultations, AI-based applications, and online support groups.

Therefore, through all the questions and answers we received as part of our investigation, we can say that patients have many possible complications and treatments that require daily management and tracking of these conditions. increase. With this new telemedicine and new innovations in medical technology, people used to go to the hospital every day, reducing the hassle of seeing a doctor, reducing the pressure on patients, and making it easier for all doctors to see a doctor. I can say it was helpful. Patient data, day status and improvement. They can suggest treatments and help patients if needed.

Introduction

This dissertation is aimed at examining how, after the COVID 19 epidemic, the health startup and fitness industry developed. The global health crisis has had a serious impact on fitness and wellbeing, as well as many other sectors. The implementation of social distancing measures and the closure of gyms and fitness centers have led to people's resorting to other methods to maintain their health and fitness.

The Coronavirus pandemic has achieved significant changes in numerous parts of our lives, including how we focus on our wellbeing and prosperity. One area that has seen surprising development and changes during this troublesome time is the wellness business. Interest for wellness items and administrations has soar as individuals become more aware of their wellbeing and look for ways of keeping up with their wellness levels notwithstanding limitations and terminations.

This developing interest in wellness has likewise prepared for the rise of various wellbeing related new businesses that take care of the changing requirements of individuals looking for a better way of life. The motivation behind this study is to investigate the developing wellness industry and investigate the ascent of medical care new businesses in the post-crown period. By diving profound into the elements and patterns of this industry, we intend to acquire understanding into the variables driving its development and recognize the one of a kind open doors and difficulties confronting medical care new businesses. The exploration will not just give a superior comprehension of the developing wellness scene, yet in addition shed light on the techniques new companies are embracing to prevail in this new climate.

This study utilizes a mix of subjective and quantitative examination strategies like overviews, meetings, and information investigation. We assemble input from wellness lovers, exercise center proprietors, health startup originators, and industry specialists to provide you with a complete comprehension of the present status and future possibilities of the wellness business and its new companies. By inspecting both the interest and supply sides of the market, we can recognize key patterns, purchaser inclinations, inventive plans of action and potential development regions. The discoveries of this study could have significant ramifications for businesspeople, financial backers, strategy producers and industry experts hoping to gain by the developing wellness market.

The bits of knowledge acquired assist with recognizing potential market holes and feature valuable open doors for advancement and cooperation inside the medical services startup environment. Besides, understanding the variables that add to the progress of medical services new businesses will assist hopeful business visionaries with contriving powerful methodologies to explore the advancing scene and impact people to work on their ideal wellness and prosperity. It assists with making an answer.

In rundown, the Coronavirus pandemic has gone about as an impetus for development in the wellness business, with medical services new companies arising as central participants in fulfilling the developing need for creative wellness arrangements. The review expects to reveal insight into patterns, difficulties and amazing open doors in this industry and give significant experiences to different partners. Understanding the elements of the developing wellness industry and medical services new companies can prepare for a better and more dynamic future for individuals all over the planet.

Factors Affecting the Psychological wellness and Yoga Industry.

The development of the psychological wellness and yoga industry has been impacted by various factors. Here are a few key factors that can influence the development of these ventures:

1. Greater awareness and understanding: As society becomes more conscious of mental health concerns and the importance of overall prosperity, there is a growing knowledge of the benefits of practices like yoga and mental wellness. This increased mindfulness may increase demand for yoga programs and mental health services.

2. Shift in values and manner of life: Modern lifestyles usually feature high levels of stress, a fixed way of acting, and a focus on material possessions. However, there is a trend towards a more comprehensive and adaptable approach to living that takes both dealing with mental and physical welfare into account. This shift in ideals may aid the growth of the yoga and psychological wellness sectors.

3. Benefits supported by research and evidence: Yoga and mental wellness practices have been the subject of growing logical studies. Research has shown how these techniques can help reduce stress, promote mental well-being, enhance mental capacity, and promote physical wellbeing. The growth of these firms may also be influenced by fresh evidence when it becomes available.

4. Corporate health initiatives: Many businesses see the value of employee well-being and are implementing wellbeing initiatives that include yoga and mental wellness initiatives. This corporate focus on employee health may spark interest among professionals and organizations in the yoga and psychological wellness sectors.

5. Technological advancements: Yoga and mental wellbeing are now more widely accessible thanks to the growth of innovation. People may practice yoga and mental wellbeing from the comfort of their homes thanks to online platforms, mobile apps, and virtual classes. This ease and openness may aid in the growth of the sector.

6. Integration with medical care: Yoga and mental health techniques are increasingly being used in clinical settings. Medical professionals are becoming more aware of their actual potential to enhance psychological treatment and preparation. This coordination may lead to collaboration and referrals between providers of medical and mental health services, boosting the growth of the business.

7.Social media and powerhouses: Virtual entertainment venues and formidable competitors have greatly advanced yoga and mental wellbeing. Powerhouses may reach a large audience and generate interest in the company by sharing their experiences and promoting the benefits of these practices.

8.Demographic changes: Changing socioeconomic conditions, such as an ageing population and a greater focus on health among younger generations, may contribute to the growth of the yoga and psychological wellness industries. Different age groups may have varying motivations and needs for yoga and mental wellness practices, leading to a variety of opportunities within the industry.

Factors Fueling the Growth of Tele-medicine

Some of the main causes of the change in momentum are as follows:

The Accessibility of patient data in digital form: The increasing availability of digital patient data is a significant development. Healthcare institutions need to manage patient data digitally to support effective telemedicine treatment, which can be challenging. Healthcare providers must ensure data security and comply with laws, such as HIPAA, while also transitioning from paper records to digital systems. And so, many organizations have made it compulsory to meet these requirements, which in return make telemedicine feasible.

The High Prices of Conventional Doctor's Visit: The high prices of traditional healthcare procedures often leave patients in a dilemma to avail these services. As a result, there is more demand for alternative or optional treatment like traditional medicines to save oneself from hospital debt. For example, many patients would happily subscribe for telemedicine services, which cost 500 Rs, instead of paying 1200 Rs or 1500 Rs for a conventional doctor's visit. This approach can significantly reduce expenses for both healthcare professionals and patients, thereby encouraging its adoption as a cost-saving strategy in the near future.

Lowering Regulatory Requirements: The regulatory requirements for telemedicine platforms have begun to be relaxed by Official Authorities of the country and other governing bodies, which has led to the emergence of new apps and services more rapidly. It has been a historic challenge for medical and healthcare services to be accepted by governmental organizations due to their hesitance and slow adoption process. This has caused frustration for healthcare professionals and technological inventors alike. Thankfully, it seems that these barriers are being dismantled and regulatory procedures are speeding up.

Positive Patient Feedback on Telemedicine: More and more people are turning to telemedicine, and the initial response is encouraging. Patients who have undergone telehealth appointments generally prefer them to traditional visits or, at the very least, are comfortable with them. This positive feedback suggests that there is a contingent of consumers who are willing and supportive of embracing telemedicine platforms in the future.

Streamlined Interactions: In recent years, it has been challenging to find telemedicine platforms due to the use of different platforms and rules by various providers. However, now there is a push for streamlined interactions that allow patients to switch between physicians without significant delays or interruptions. This effort aims to make the patient experience smoother and more efficient.

Public Attitude Towards Telemedicine: Telemedicine is increasingly gaining public acceptance, with 74% of Americans in April 2020 expressing comfort in consulting with a healthcare provider via phone or online

compared to 65% in November 2019. Recent incidents may have influenced this favorable shift, which is a crucial contributing factor to the overall trend.

The COVID-19 Pandemic: The pandemic forced many to use different technologies as well as new ways to keep them entertained and also for their basic necessities . They are more likely to use similar tools in other areas of their lives—like in health and medicine—because they have grown more accustomed to using digital interactions like video calls and online chat.

So, in the end we can say improved accessibility and capabilities of telemedicine appear to be beneficial thus far for tech pioneers, medical professionals, hospitals, and even patients. The telemedicine market size as a whole was estimated at \$6.61 billion in 2019, but by 2026, it's anticipated to reach \$17.14 billion, nearly doubling in size. The sector appears to be primed for significant expansion in the near future. Although new drivers of development could appear, the ones we now have are strong enough to sustain industrial expansion indefinitely.

LITERATURE REVIEW

Table.1. Literature Review with Title, Author's Name, and learning

Title of the Study	Author's Name & Year	Learning
The effectiveness of teleconsultations in primary care: systematic review	Sara Carrillo de Albornoz, et al 2021	Telecommunication means providing healthcare services on telephone or video conference basis .this has become a new trend after the pandemic has it was more convenient for people to use in case of confidentiality like mental as well as social fitness and the nature of those awkward visit providing basic primary healthcare services to all . Tele consultation provides many benefits including the sense of comfort to the patient, low price for treatment , reduce cost during hospitalization, etcetera
Analysis of Issues in Fitness Centres through News Articles before and after the COVID-19 Pandemic in South Korea: Applying Big Data Analysis	Miyoung Roh, et al 2023	We have seen that the COVID-19 pandemic provided a new place to maintain develop the platform to provide basic healthcare necessities as well as develop a digital indoor smart platform so as to provide all facilities during the COVID-19 outbreak . This outbreak has also forced the hands to accept and aware of new technological advances and also to show interest in alternative technologies rather than traditional forms and not trying to restrict themselves in case of health, food , personal hygiene, personal fitness , on virtual platforms so as to promote changes in all sectors and provide required services.

Title of the Study	Author's Name & Year	Learning
No Pain, No Gain: Examining the Digital Resilience of the Fitness Sector During the COVID-19 Pandemic	Uttara M. Ananthakrishnan, et al 2020	The pandemic not only for varied technological boost but also affected negatively to many sectors of the market including small businesses, leading to failures in many startups , and also financial market was at the lowest during those months . But those tough times have also led to transformation of many health tech startups Providing boost to the healthcare industry . From this study we also found out that virtual platform services have grown 38% after pandemic.And this growth has also increased customer retention ,local partnership , reduction in distance traveled by consumers .
Growth in the development of health and fitness mobile apps amid COVID-19 pandemic	Pankush Kalgotra, et al 2022	This paper published emphasizes on the growth of healthtech online platforms to provide services inform of mobile fitness apps . As this paper suggests there has been a growth of 29.9% in iOS apps of fitness platforms post COVID-19 outbreak .As we have seen the need and growth of this sector has highly supported and influenced perception of human mind towards trust and loyalty over virtual platforms and keeping ourselves health in mind .

Title of the Study	Author's Name & Year	Learning
Tele-consultations in the wake of COVID-19 – Suggested guidelines for clinical ophthalmology	C. Jayadev, P. Mahendradas, et al 2020	Telemedicine has become very popular outbreak because of our fear of virus being transmitted . But this era Saw some unrealistic challenges to deal with patients and providing patient care management. This study however points out some guidelines to be followed during such consultations on virtual platforms which have now become a medical necessity due to understanding the health conditions and financial conditions of a patient
Barriers and Facilitators That Influence Telemedicine-Based, Real-Time, Online Consultation at Patients' Homes: Systematic Literature Review	H. K. Almathami,et al 2020	HOHC refers to home online health consultation which is a part of telemedicine . This study helps us to understand what factors influence or limit the availability of telemedicine as a part of home online health consultation . It deals with sharing, transferring as well as communicating patient data with doctors in real-time so as to provide or make a personalized chart of treatment for the patient just providing him absolutely necessary and advanced medical care for his /her ailments .

METHODOLOGY: -

I. RESEARCH QUESTION:

- What are the factors affecting the growth of these industry and leading to successful startups in India?
- How is this industry helping the people in need and why is there a need?

RESEARCH OBJECTIVES:

- To examine the effect of this growing industry and its future trends.

II. SAMPLING TECHNIQUE USED: Structured sampling technique

III. SAMPLE SIZE:

The Population of different age groups were taken with maximum size from older age group .And a total of **60** responses were noted for study.

IV. STUDY DESIGN:

Qualitative Research was done in order to complete this study.

V. HYPOTHESIS:

The Hypothesis proposes the perception of this industry in the eyes of the customer along with its recent growth trends and its future expectation.

We can provide an idea that this may enlist the challenges and factors relation to this sector growth and what major technological transformation may take over this sector .And this may also help to understand the customer mindset and help organization to take better decision for customer satisfaction and also growth of this sector.

VI. STUDY TOOL:

A self-administered online form was created to gather information from patients. It was done to reach to the respondents and questionnaires were circulated with the help of links on social networking sites and e-mail platforms to reach all required patience for our understanding. Now the form was circulated among a group of people and from those 60 patients were selected based on knowledge ,awareness ,perception and their ability to choose according to their knowledge so as to distinguish in health tech startups or health technology apps so as to monitor and cure underlying ailments and also provide telecommunication to patients when needed . Out of those 60 patients

they were divided into two groups based on Age group ,which was previously decided in the questionnaires. It takes few minutes to complete the form provide us this data. The questionnaire was designed in such a way to analyze the knowledge awareness and the perception of the patient. The questionnaire was developed in such a way so that no data leaks or any form of manipulation take place and that information kept confidential and consent was taken.

The online questionnaire tool used to gather data has following details:

a. KNOWLEDGE AND AWARENESS BASED:

The questionnaire was such developed to understand the knowledge and awareness of the patient regarding Tele consultation tell mental consultations as well as new technological advances or startups in the market and their advances.

b. PRACTICE BASED:

The questions were asked on the base of the practices followed by the patient as they were aware of the new technological advances or they had prior experience on using those practices so as to avail those facility or teleconsultations services and how easy was it for them to avail those services in comparison to face to face consultation with doctors .

c. DEMOGRAPHIC BASED:

This question comprised of questions related to demographic details of respondents like age, gender, and personal preferences. This may help first to understand the awareness in different age population engender so as proper awareness and information is being circulated for public betterment for now or near future.

VII. STUDY DURATION:

This study was conducted from the period starting from 20th February 2023 to 19th may, 2023.

VIII. ANALYSIS:

- For interpretation, Data Collection and Analysis to be done on sample population feedback and their satisfaction and understanding on a 0-5 Likert Scale.

Table.2- Data extrapolation based on survey.

Age group	Share Acquired
18-24	35.00%
25-34	65.00%
Used online platform	
Yes	63.33%
No	30.00%
Maybe	6.67%
According to you, telemedicine is	
feasible	6.67%
Convenient	41.67%
Convenient and feasible	51.67%
Is the use of teleconsultation worth it?	
Yes	56.67%
No	20.00%
Maybe	23.33%
How do you think has online consultation or tele consultation revolutionized the traditional consultation in health industry	
significantly	46.67%
ok	31.67%
satisfied	6.67%
Need Improvement	8.33%
Not Revolutionized	6.67%

- **How do Patients perceive tele-services according to their need?**

Telemedical services include Tele consultation telemedical services and many services that have been required by patient in case of emergency or during a longer period of treatment. Thus, we can say that telemedicine is feasible and convenient as well as cheap. According to a survey we could find out that those services provided at online platforms has seen much more awareness and acceptance by all sectors of the society. As those services are feasible to the common people and convenient to use and also reduces problems faced by general public in case of transportation ,etc. .So patients could receive the primary healthcare services at their homes and in the comfort of their homes without being able to go through so much trouble for availing those healthcare facilities.

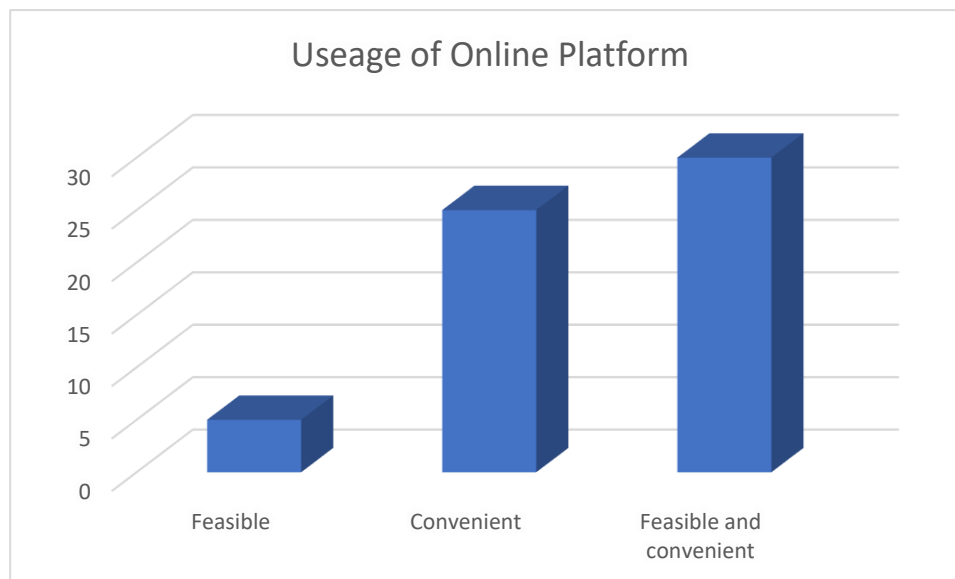


Fig.1.Perception of Patients by using online platforms

From the above data, we can see that 6.67% feasible(5 observations),41.67% convenient(25 observations),51.67% feasible and convenient(30 observations).So we can see that growing awareness has educated people regarding the services provided on the healthcare platform.

Source: [1684700017996 A study on growing fitness industry and its health startups after Co-vid pandemic\(1-32\).xlsx](#)

- **The Response from all different age groups**

As the figure below shows that from total 60 observations maximum observations came from the age group of 18 to 24 where awareness in that age group is seen maximum regarding teleservices or health platforms for physical as well as mental health conditions As that age group is more technological savvy and updated to the latest technological trends within the society .

The next major response was from the age group of 25 to 34 where we can see that the any services we're not being used by them for various reasons like habitual with face to face consultation with doctors , factor of trust within the doctor , loyalty towards the doctor , etcetera

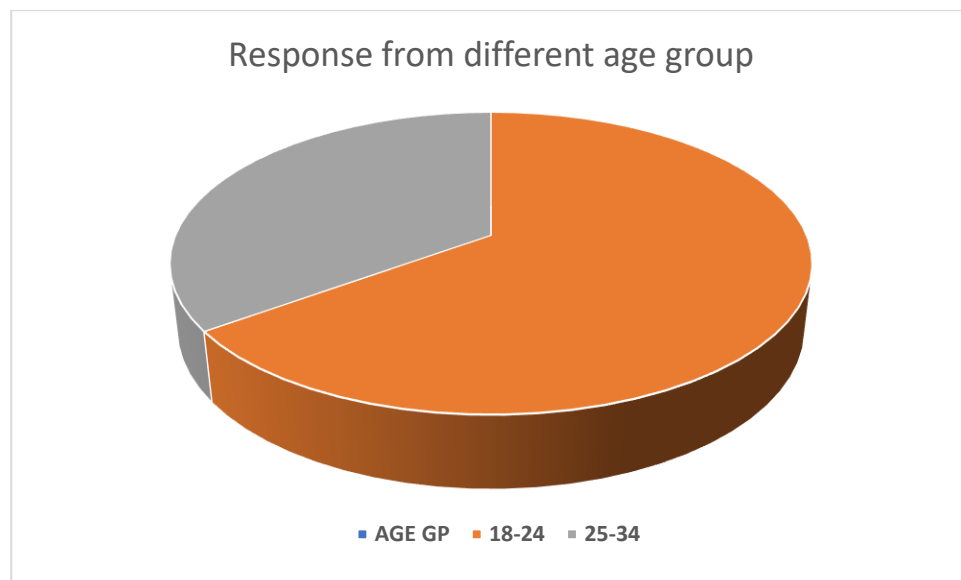


Fig.2.Response from Different age group.

The observation from age group of 18 to 24 was 65 percentage (i.e.39 observations) and that off 25 to 34 was 35 percentage (i.e.21 observation) only.

From above observation we can deduce that the new or young generation has been made aware of Tele healthcare services in the country and build up connection so that they can avail those facilities for themselves and also implement those in their families to help elderly to avail those facilities for betterment of their life .

Source: [1684700017996 A study on growing fitness industry and its health startups after Co-vid pandemic\(1-32\).xlsx](#)

- **Number of Active Users of tele healthcare platforms**

From the survey , we can deduce that there are a maximum number of patients that use online platforms for their teleconsultations and there are users who don't use but there are also a small group of people who rarely used those services in case of emergency . From the survey and the below chart we can conclude that the awareness that has been created have increased a lot after COVID-19 pandemic as it forced the hands of the patient to rely on doctors for Tele consultation and thus also provided a new boom in the Healthtech industry .

Thus, this new advancement also helped patients to build up loyalty and trust with doctors on online platforms.

So we can say that the awareness required for these platforms have been increasing day by day and thus there might not be a day away where we could see this graph 100% being YES ,implying that the maximum number of users have adopted online teleconsultations services as their Primary Health service .

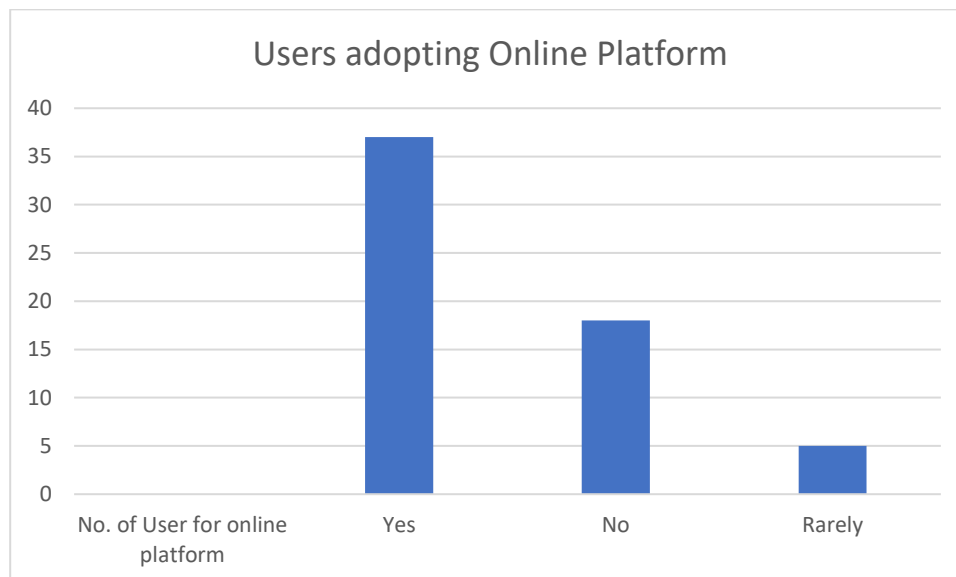


Fig.3. Number of users who adopted Online Platform

The number of observations for YES is at 37 observations and for NO there are 18 observations and for RARELY there are 5 observations thus concluding that there are many adoptions to online platforms and will be growing as we go forward.

Source: [1684700017996 A study on growing fitness industry and its health startups after Co-vid pandemic\(1-32\).xlsx](#)

- **Customer experience after using the online healthcare services**

From the below graph we can see that the users that have shifted to online platforms are satisfied with the service provided in a large rate and also a small number of population are neither satisfied nor dissatisfied and some small group are dissatisfied depending on the experience with different platforms as there are different platforms in the market providing those services and thus the onboarding processes of those patients may differ from each platform and thus we can say that a small population of those apps may not be user friendly thus making them dissatisfied with the services provided.

But majorly the services provided by maximum online platforms including the largest platforms like **your Dost, Felicity, Headspace, Juno clinic, Talkmind**, have a great customer base with good services provided that is making those patients loyal to the services.

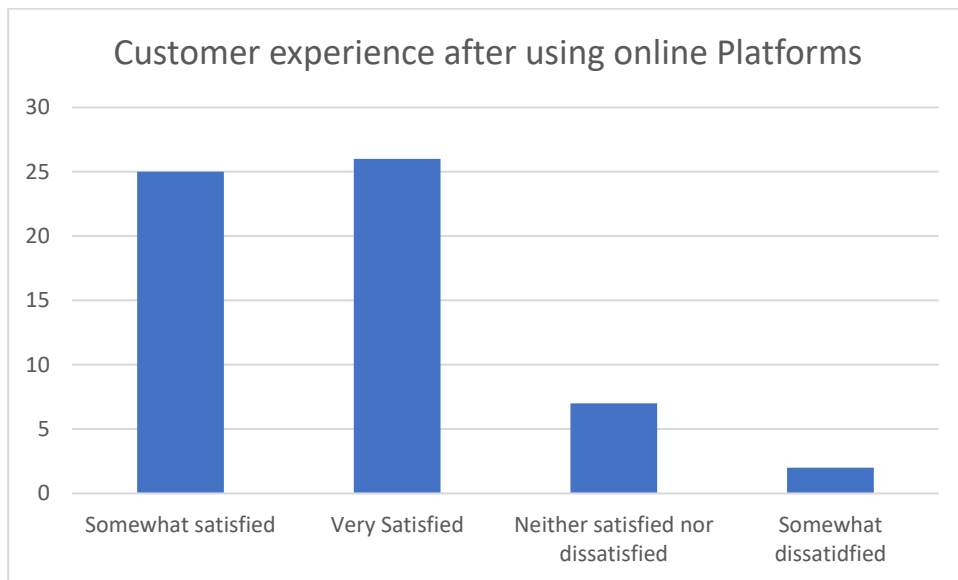


Fig.4. Customer experience from online platforms.

From above figure, we can see that there are 25 observations for somewhat satisfied, 26 observations for very satisfied, seven observation for neither satisfied nor dissatisfied, two observations for somewhat dissatisfied. These observations tell us that customer experience have been satisfied for many users and as there are different service providers for online platforms can deliver different services leading to some dissatisfied customer in our survey.

Source: [1684700017996_A study on growing fitness industry and its health startups after Co-vid pandemic\(1-32\).xlsx](#)

- **How has the teleconsultation revolutionized the industry?**

We can see that after COVID-19 pandemic there have been many more revolutions in healthcare IT sector , one beam consultation services that has seen a boom after COVID-19 pandemic . As the COVID-19 pandemic brought challenges while visiting hospital and the fear of transmission of COVID we can see that the teleconsultations industry develop at a fast pace in order to cater to the health requirements of the patient .

The technological advancement have reached oh fast pace because of the need and demand of the market and we can see the industry booming in various aspects like online fitness trackers , tele consultation services ,consultation for mental health, Online yoga platforms, online fitness gurus , fitness experts giving online sessions , etcetera

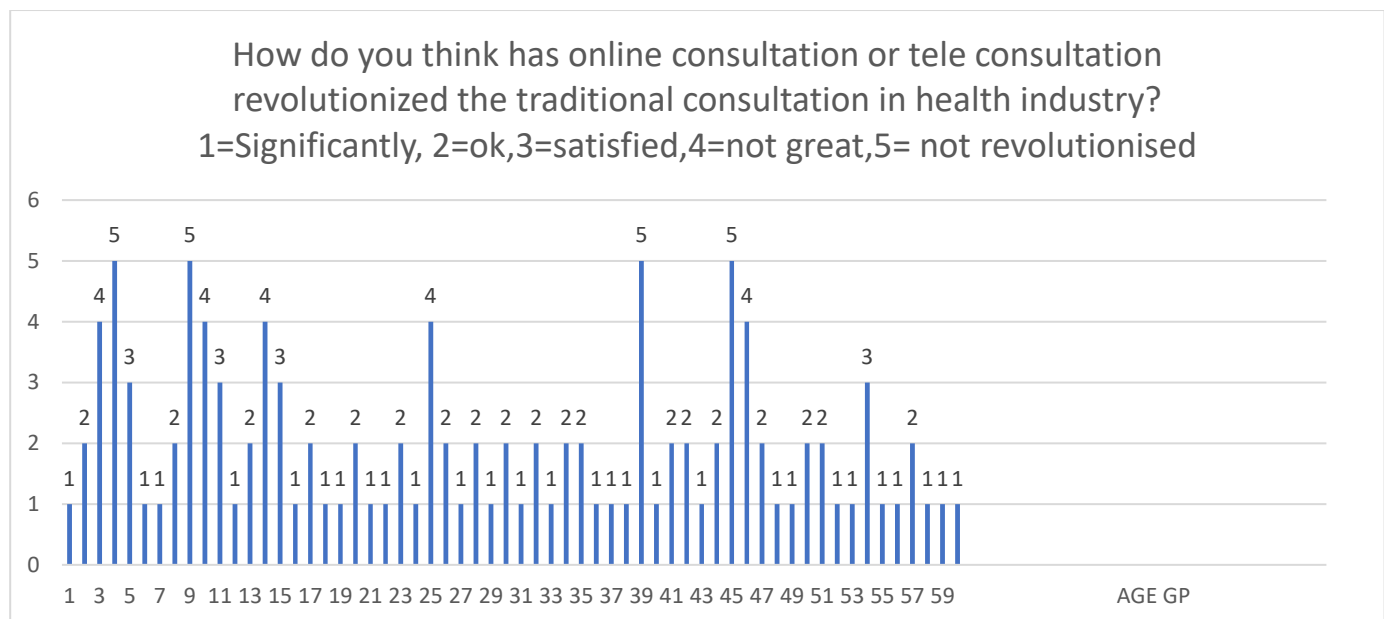


Fig.5. How tele -healthcare industry has been revolutionised

From the above graph, we can see that the telecom consultation services users are highly satisfied by the revolution in this healthcare IT sector thus increasing the chances of this sector to grow at a large scale in near future with technological enhancement for the same . From the above graph we can also see that 46% of people think that it has significantly revolutionized the industry and 34% also think the same and 6.67% people satisfied with this revolution while 8.33% and 6.67% are the people who are thinking that this revolution is not great and there is no revolution in the healthcare IT industry after COVID-19 pandemic .

Source: [1684700017996_A study on growing fitness industry and its health startups after Co-vid pandemic\(1-32\).xlsx](#)

Discussion:

In this study, we can say that telecommunication approach is found to be feasible and convenient for all sectors of the society providing basic primary healthcare services to all. Our findings show that those services in developing countries especially countries like India Sri Lanka Pakistan Africa , new guinea , Afghanistan , etcetera can help people earning minimum wage can also avail primary healthcare services for themselves and their family and not depending on government or private relief funds to provide health care services.

This country is on the verge of technological boom because of globalization and thus majority of those population have no exposure 2 different procedures for medical knowledge to treat their diseases or the availability of medicines because of poor infrastructure, poverty, no awareness, or education.

But in case of India we have seen that the literacy rate has been increasing with increasing population and awareness have also been increasing after a short period of time just making oneself aware about his or her needs.

Healthcare services in Indian market include startups like cult. Fit, fitter me, Felicity, talk space, Juno clinic, etcetera have been growing technological advances and many more factors as discussed above and help patients in need.

Tell me consultation helps patient by reducing the total cost of treatment, cost of traveling, and even ensure adherence to the medical treatment given as it can be closely monitored by prescribing doctors. We can also see from our study that Indian adults in the age group of 18 to 24 are much more aware about those services and are not hesitant to use those services in case of need.

This service are encrypted end to end, maintain strict confidentiality regarding patient and friendly environment with the doctors providing them best care and services required.

Most of the patients in our study belong to middle class and young age population who are mostly dependent on their family for fulfilling their basic needs so these services can be less of a burden on the family and provide best and optimum care . we can see that in India majority of causes of death is due to unavailability of primary healthcare services to the working class of population. So, this can be avoided permanently and save and protect a lot of lives incoming / near future.

This online health services are also patient friendly as it reduces cost of travelling, cost of hospitalization, increasing visits to hospitals, hospital admission, and reducing the risk off hospital infection in case of surgery.

This study also suggests that the coming young population have a positive mindset and a sense of trust and loyalty towards upcoming healthcare startups in the field of telecommunication as it is promising and effective convenient and feasible for all. We can also discuss that the number of doctors in relation to population of our country are very less, so availability of those facilities is always limited to the patients. the one able to avail those facility is rich and can exploit those healthcare facilities according to his need and wish. So, this technological advancement can keep that in check and help to provide Primary Health services to all people / patient in need.

But we also need to create much more awareness regarding those services to all classes of population, age, and gender so that we can avail those facilities in case of need and play a pivotal role in healthcare service of our country. At last we can say that online healthcare consultation is a hope of better technological advancement and enhancement in near future providing basic healthcare facilities to almost all class of population in our country and help to provide basic and standard medical care.

From our survey, we have fulfilled our objectives regarding effect on the industry and trends which specifically implies that All figures imply that there has been a great impact on the market as well as industry and its future trends as all above 5 figures show how distinctively the market and industry has changed after COVID-19 pandemic and due to technology transformation . The figures imply that there has been change in the perception regarding telehealth services, increase in number of users creating awareness, satisfaction or customer experience with online platforms, increase in users and also how has the industry changed after COVID-19 pandemic .

Conclusion:

This study states that telecommunication approach is feasible and convenient for providing basic primary healthcare services in developing countries, such as India, Sri Lanka, Pakistan, Africa, New Guinea, Afghanistan, etcetera. Healthcare services in Indian market include startups like cult. Fit, fitter me, Felicity, talk space, Juno clinic, etcetera, which help patients by reducing the cost of treatment, cost of traveling, and ensuring adherence to the medical treatment given. Indian adults in the age group of 18-24 are more aware of these services and are not hesitant to use them in case of need. Majority of causes of death in India are due to unavailability of primary healthcare services, which can be avoided permanently and save lives. Online healthcare services are patient friendly and reduce the cost of travelling, hospitalization, visits to hospitals, hospital admissions, and hospital infection.

This study suggests that the coming young population have a positive mindset and a sense of trust and loyalty towards healthcare startups in the field of telecommunication. However, there is a lack of doctors in relation to the population, so this technological advancement can help provide Primary Health services to all people in need.

Recommendation:

Since we have found out that Indian adults have already been made aware of technological advances in Tele consultation concepts, have also seen a remarkable interest towards teleconsultations over a period of three years after COVID-19 pandemic. This has provided increasing interest towards this services as we have seen many startups focusing on this services so I recommend to empower those having a vision to provide good healthcare services to society also help them to make this vision into reality for us and the future of the country .

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