

**A study on the awareness regarding the services offered
and the user satisfaction towards Deendayal Pradhan
Mantri Jan Aushadhi Stores (DPMJAS) in Gujarat**



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BACKGROUND



- ◆ High price for branded medicines compared to generic medicines
- ◆ Only 24% of India's total population is covered under any public or private insurance (IRDAI, 2015)
- ◆ Hence high out-of-pocket expenditure on healthcare and
- ◆ Medicine costs form bulk of out-of-pocket health expenses for non-hospitalized treatment (NSSO, 2016)
- ◆ Keeping this in mind, the Government of Gujarat came up with a scheme to open 52 generic drug stores across the state of Gujarat in Phase I to make available reasonably priced quality medicines to all the people of Gujarat.

ABOUT THE SCHEME



- ◆ Deendayal Pradhan Mantri Jan Aushadhi Store/Scheme is an ambitious project, which was started in November 2016
- ◆ Gujarat Medical Services Corporation Limited (GMSCL), a government of Gujarat undertaking, was appointed as the nodal agency to ensure implementation of the scheme
- ◆ Signed MoU with HLL Lifecare Limited (Government of India) who agreed to supply medicines at 12% margin to these stores, and is the operating company
- ◆ Medicines are sold at 30% to 80% cheaper than the open market rates
- ◆ Generic drugs (including essential drugs), specialized drugs for tertiary care, over-the-counter drugs, hospital consumables and other health-related products are sold in order to increase the viability of these stores
- ◆ These stores were opened in the medical college hospitals, district hospitals and sub-district hospitals and run 24*7.
- ◆ In phase II, another 150-200 stores are to be opened under franchise model, even in taluka level and implant material is also to be made available for sale.

RESEARCH QUESTION AND OBJECTIVES OF THE STUDY



Research Question

- What is the level of awareness and user satisfaction among the consumers regarding the scheme and the services offered by the DPMJAS stores in Gujarat?

Objectives

- To assess the awareness regarding the scheme and services offered by the DPMJAS stores
- To assess satisfaction among consumers of DPMJAS stores on availability, accessibility and acceptability.

METHODOLOGY



- **Duration of the study :** 1st February 2017 to 30th April 2017
- **Study Design:** Descriptive Study
- **Sample Size:** 300 customers
- **Sample Selection:** State was divided into five zones (administrative units), and a minimum of two districts and two stores (total 10 stores) were selected
- **Sampling Technique:** Convenience Sampling. The participants who are conveniently available at the medical store and ready to take part in the study was considered.
- **Exclusion criteria:** Demographic details such as age, gender, education criteria was not considered
- **Tool:** Semi-structured questionnaire containing 16 questions were handed out, which included both open and close-ended questions

FINDINGS



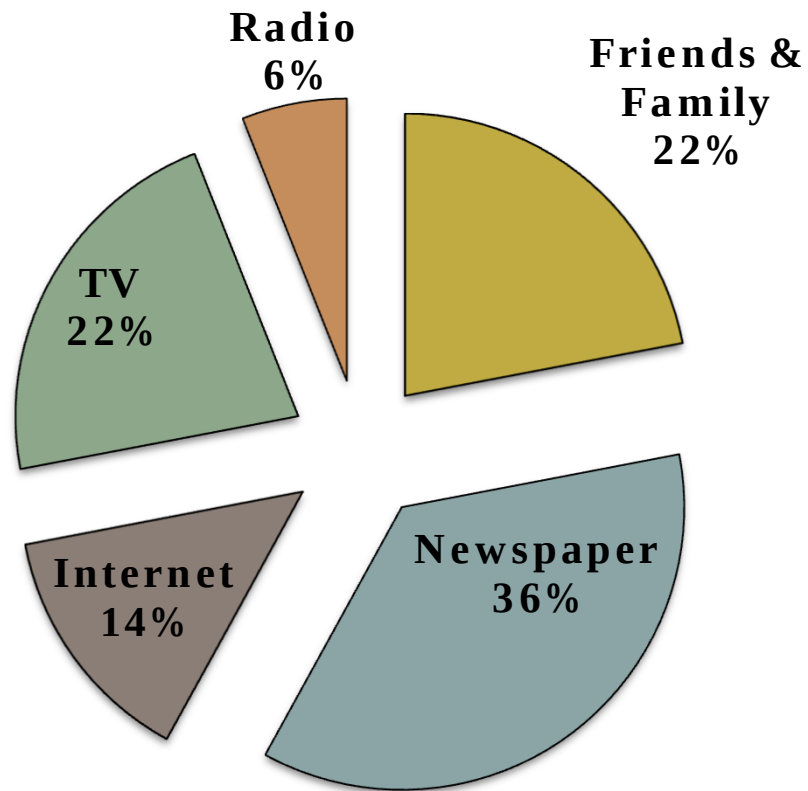
◆ Awareness on the DPMJAS scheme (n=300)

Aware	Unaware
73%	27%

◆ Awareness on generic vs. branded drugs (n=300)

Aware	Unaware
41%	59%

◆ **Source of information regarding the scheme/store (n=300)**



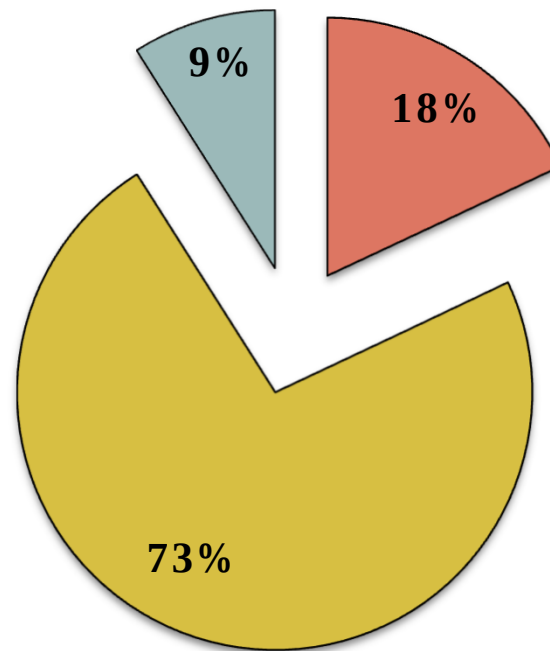
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- **Acceptability of generic drugs (n=123)**
100% of the respondents who knew about generic medicines believed that it is of good quality

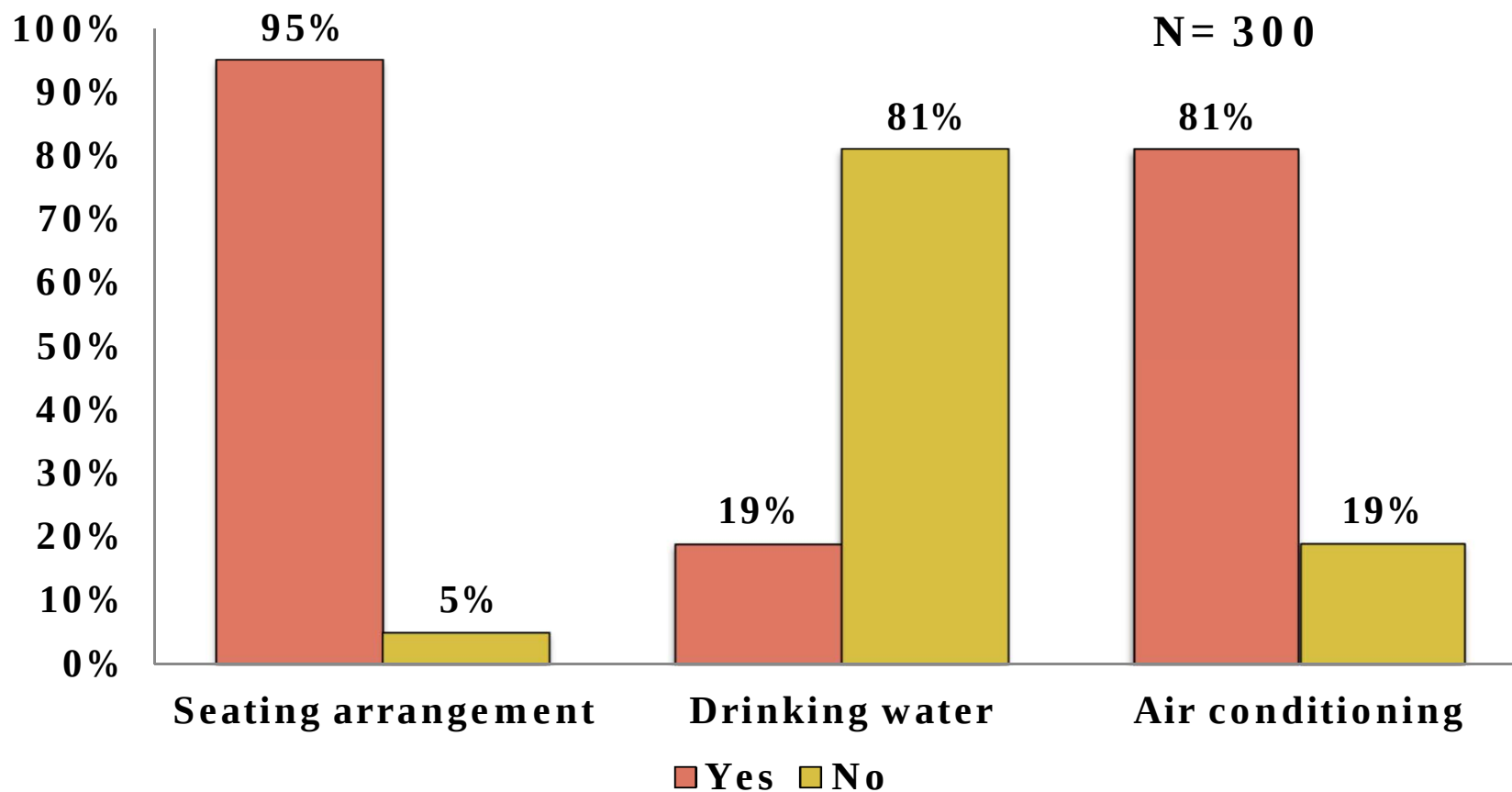
◆ Availability of medicines at DPMJAS stores

Always Sometimes Never



N= 300

◆ Availability of other facilities at the DPMJAS store



◆ **Knowledgeable, helpful and courteous staff (n=300)**

Yes	No
95 %	5%

◆ **Delay in billing procedure (n=300)**

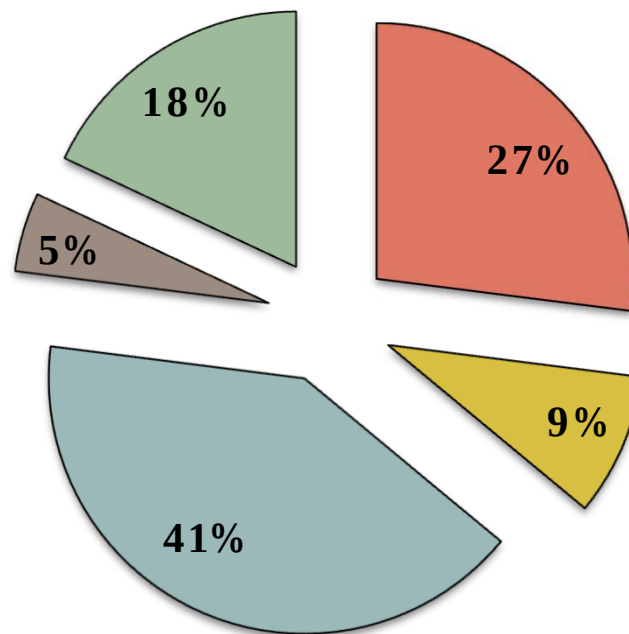
Yes	No
18%	82%

◆ Accessibility to the DPMJAS store (n=300)



Distance between your home and the store

■ 0 - 2 km ■ 2 km - 4 km ■ 4 km - 6 km ■ 6 km - 8 km ■ 8 + km



- **Difficulty in spotting the DPMJAS store (n=300)**

Yes	No
2%	98%

- **Awareness regarding other health products available in the DPMJAS store (n=300)**

Aware	Unaware
32%	68%

◆ **Scope for improvement in the services provided by the Deendayal stores and suggestions provided**



- A majority (73%) of the respondents, who answered these questions, mainly pointed out that Deendayal stores should increase the availability of medicines and the range of medicines at the store, especially the “regular use” medicines or essential medicines. Drugs should also be made available according to the prescription of the doctors, as private doctors do not prescribe the generic version of drugs.
- 73% of the respondents who said medicines were available, “sometimes”, wanted to see improvements in the variety of medicines, especially for chronic diseases.

LIMITATION OF THE STUDY



- Kutch region had to be left out of the study due to location and time constraints. Kutch region is also the largest by area, but the smallest in terms of population.
- Data from all 52 stores could not be collected and the information collected was mainly from the stores in the medical college hospitals and from one district hospital store, while sub-district hospital stores were left out.

CONCLUSION



- 73% of them were aware regarding the scheme, and the most popular source of information was newspaper (36%) and television (22%) advertisements and through friends and family (22%).
- Only 41%, were aware about generic medicines and these respondents consisted of medical students, professionals or they came to know about generics through the doctors or through the internet or friends and family as observed from the open-ended question regarding the source of information.

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- Overwhelming majority (95% and 81%) said there was facilities provided, like seating arrangement, air-conditioning etc. as promised. However 19% said the air-conditioning system was not working and the 18% said the printer to generate bills were not in working condition either. Additional facilities like parking was available and 81% said drinking water facility could be provided.
- 95% of them said it was easy to spot these stores in the hospital premises. 41% said the distance between their homes and the store was 4 to 6 km. Hence, with the implementation of the second phase of the scheme, by opening 150-200 more stores, we could expect a Deendayal store closer to their homes in the coming years in the state of Gujarat.

RECOMMENDATIONS



- Encourage doctors to prescribe generic medicines, especially the private doctors as the doctors in the government sector has already begun practicing this as observed during the study.
- The management should increase the visibility of the G-DAWA app, through promotional activates, which will lead to greater acceptability of generic drugs.
- It was observed that these products were not kept in the vicinity, hence if they rearranged there could be a possibility that these products were bought, this could help increase the sales.
- Managerial issues needs to be addressed in order to increase the number of customers, like ensuring the availability of the medicines and proper maintenance of the stores.



THANK YOU 😊