

A Study on Awareness of FemTech

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INTRODUCTION

Many technological advancements in various sectors especially in the healthcare.

Significant achievements, e.g. Diagnostic tools, apps, telemedicine

Leading to economic progress

Health in human development Index

Lack of availability, accessibility and affordability - quality of healthcare

Gaps in healthcare service delivery – cultural, socio-economical, gender, etc.

Exponential rise in women empowerment, independent decision making and higher purchasing power- women health in India is low as they face multitude of health problems.

Objectives of the Study

- To study perceptions of urban women towards women's health, challenges faced, and viable solutions including technology
- To study factors that drive and influence the adoption and usage of tech solution like FemTech.
- To develop strategies to innovate and design a sustainable product that will attempt at tackling women's health issues.

Methodology

- The study is exploratory and descriptive in nature.
 - Location: Head office of Allizhealth, Pune.
 - Sample size: 111 urban Indian women
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Out of the 300, 196 (65%) women have shown their willingness to participate in the study.

A total of 196 women were administered the e-questionnaire using WhatsApp. A response rate of 57% was achieved i.e. only 111 women successfully filled out the questionnaire.

- Inclusion criteria:
 - Women who independently make decisions regarding health,
 - Have access to the internet,
 - use smartphones,
 - and use apps to manage their health/daily tasks.

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- Review of Literature
 - Online research portal- Google scholar, e-articles, blogs
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- e-questionnaire

The e-questionnaire consisted of 25 close ended questions divided into 3 sections to meet the objectives of the study. The sections are as follows:

- Demographic profile
- Perception of women health issues
- Use and adoption of technology/ FemTech.

The items in the questionnaire included key parameters like barriers in seeking healthcare treatments and perceived factors that influence decisions and barriers, personal health issues, sources of seeking information, access and use of technology, awareness and use of FemTech and factors that influence use of FemTech.

Data collection procedure:

- A structured close ended e-survey was circulated using the contact details extracted from the compiled database to all the women.
- sent a set of instructions along with approval/consent.
- After receiving a consent, a link of the survey form was sent to them via the preferred channel (WhatsApp or email)

Timeline for collecting the data was one-week post and follow-up every alternate or a two-day gap was set

Filled responses were simultaneously recorded and consolidated on the MS-excel.

Ethics :An informed consent was taken before starting the interview to ensure their voluntary participation. Confidentiality Privacy was maintained during data collection as no other person had access to data.

Results

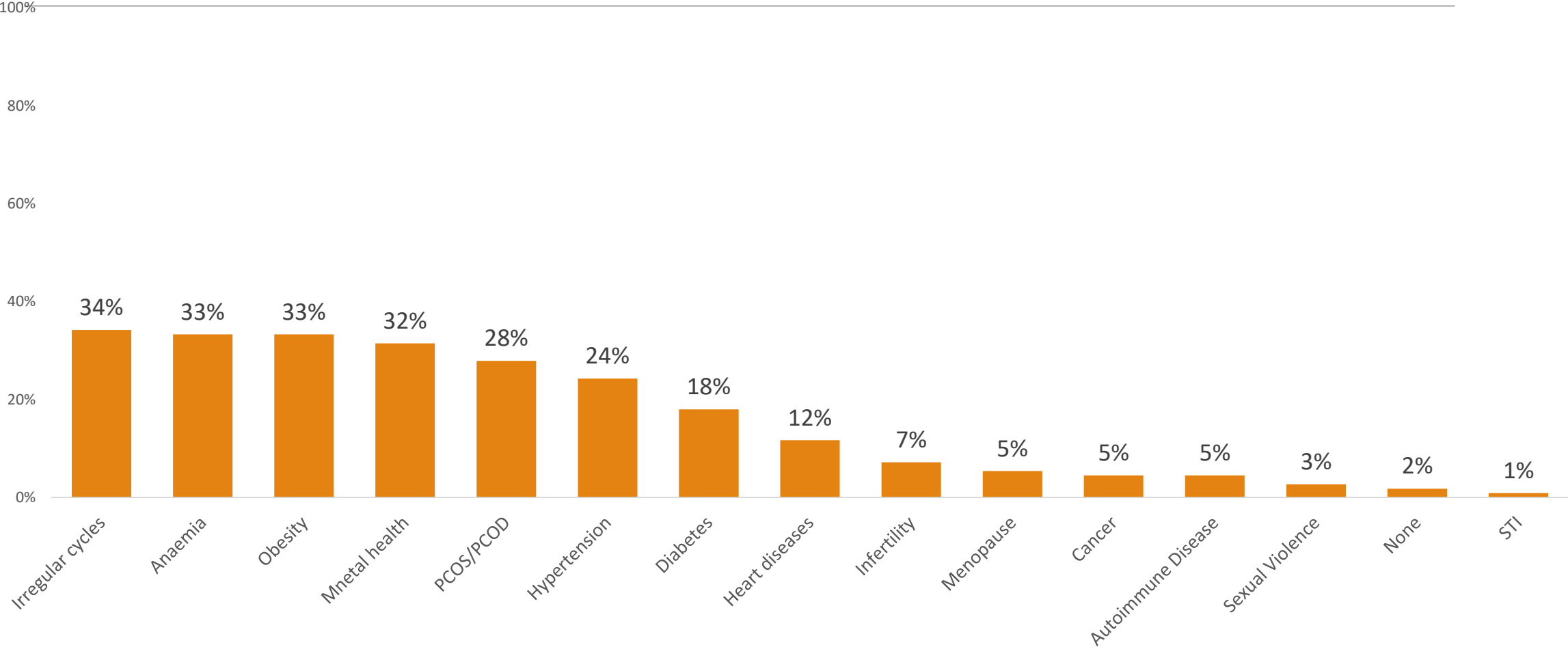
Demographic profile

- The age of the respondents lies in between 19-45 years with the respondents' average age is 26 years.
- 71% of the respondents had completed their post graduation as highest level of education.
- More than half of the respondents (55%) were employed. 40% of them were students.
- The marital status in majority (86%) were unmarried

AGE (IN YEARS)	N=111	PERCENTAGE
19-23 years	20	18%
23-27 years	68	61%
27-31 years	17	15%
31- 35 years	3	3%
35- 39 years	1	1%
39- 43 years	0	0%
43-47 years	2	2%
Age Range	19-45	
Average age	26	
Educational status		
Secondary school	2	2%
Under graduation	30	27%
Post-graduation	79	71%
Marital status		
Married	15	14%
Unmarried	96	86%
Occupation		
Student	44	40%
Employed	61	55%
Unemployed	2	2%
Home duties	4	4%

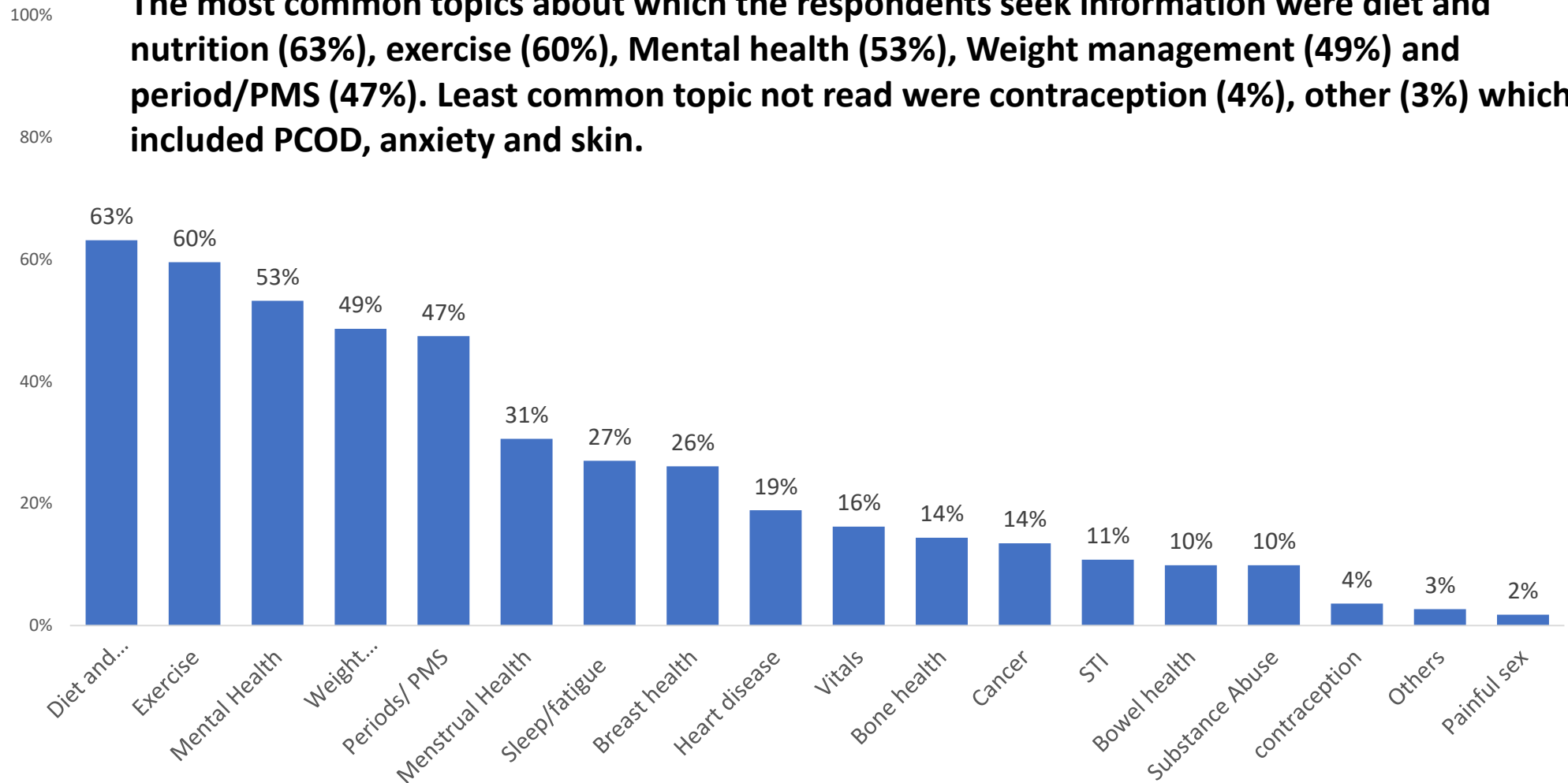
Section B: Perception of Health Needs

Percent distribution of respondents by their perception on women's health needs



Percent distribution of respondents by the health topics they seek information for

All of the respondents seek information about health issues to better educate themselves. The most common topics about which the respondents seek information were diet and nutrition (63%), exercise (60%), Mental health (53%), Weight management (49%) and period/PMS (47%). Least common topic not read were contraception (4%), other (3%) which included PCOD, anxiety and skin.

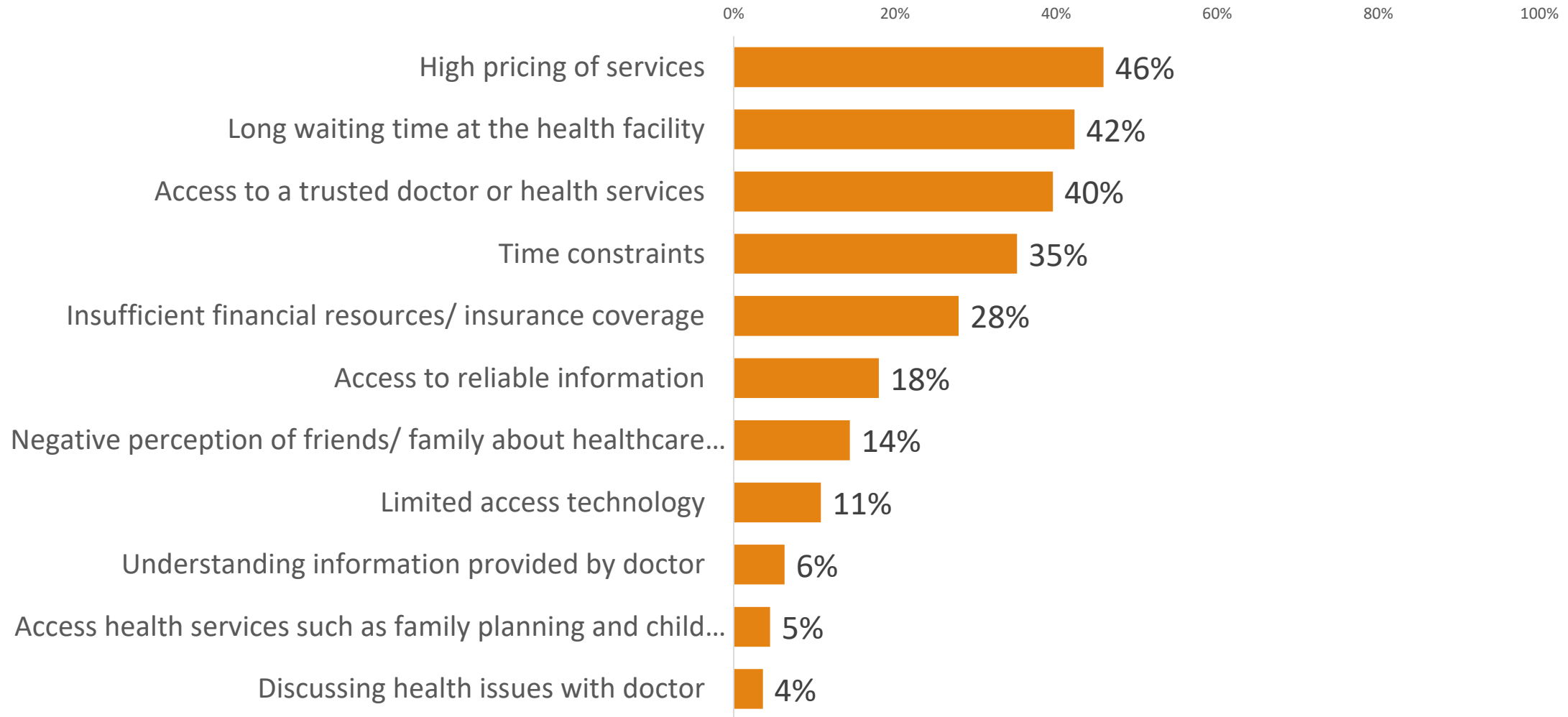


Percent distribution of respondents by practices they believe are essential

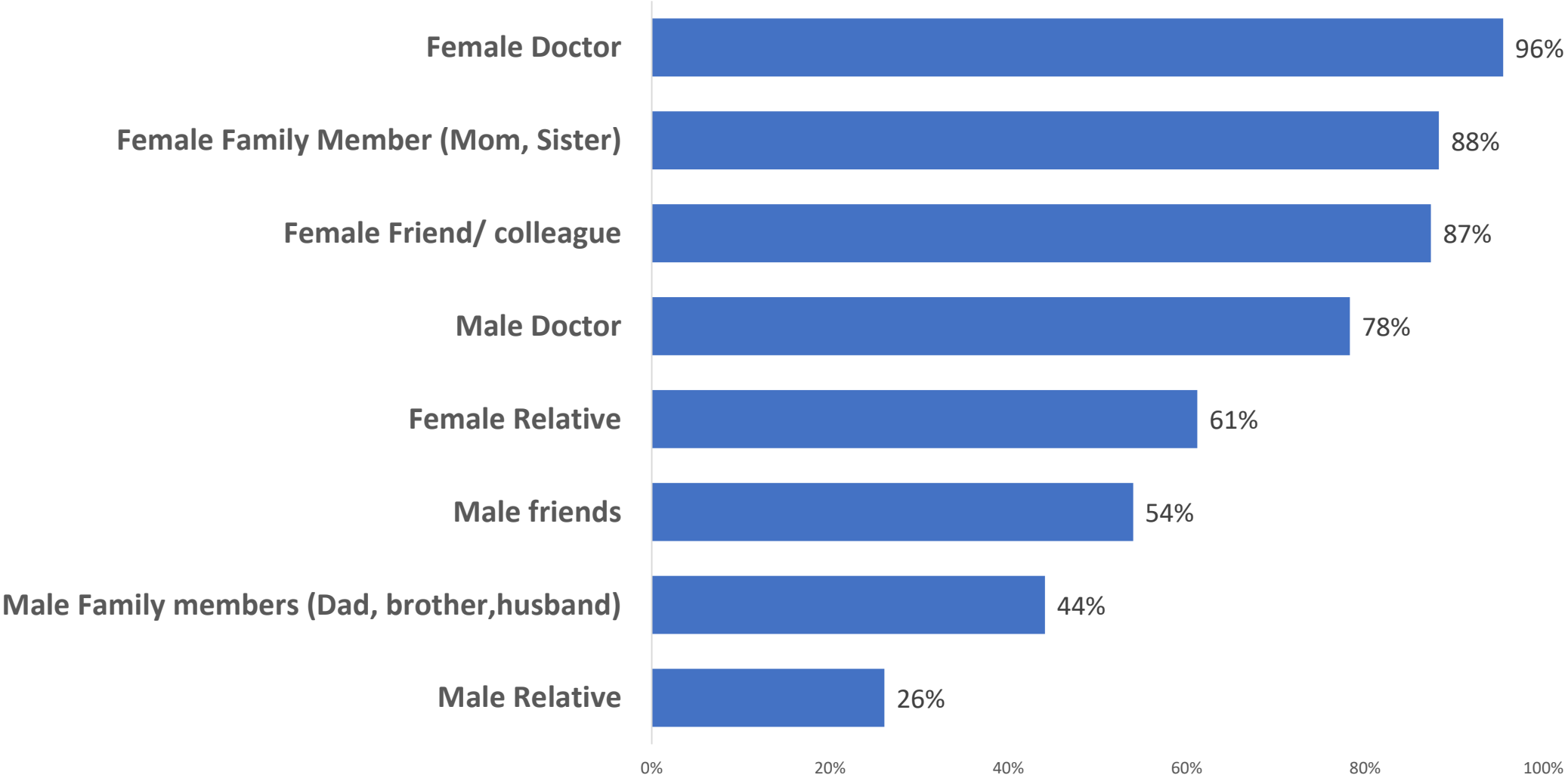


Respondents felt that the most important practice that is essential for good health is stress management (99%) followed by diet and nutrition (96%), exercise (98%), weight management (95%) and chronic condition management (95%).

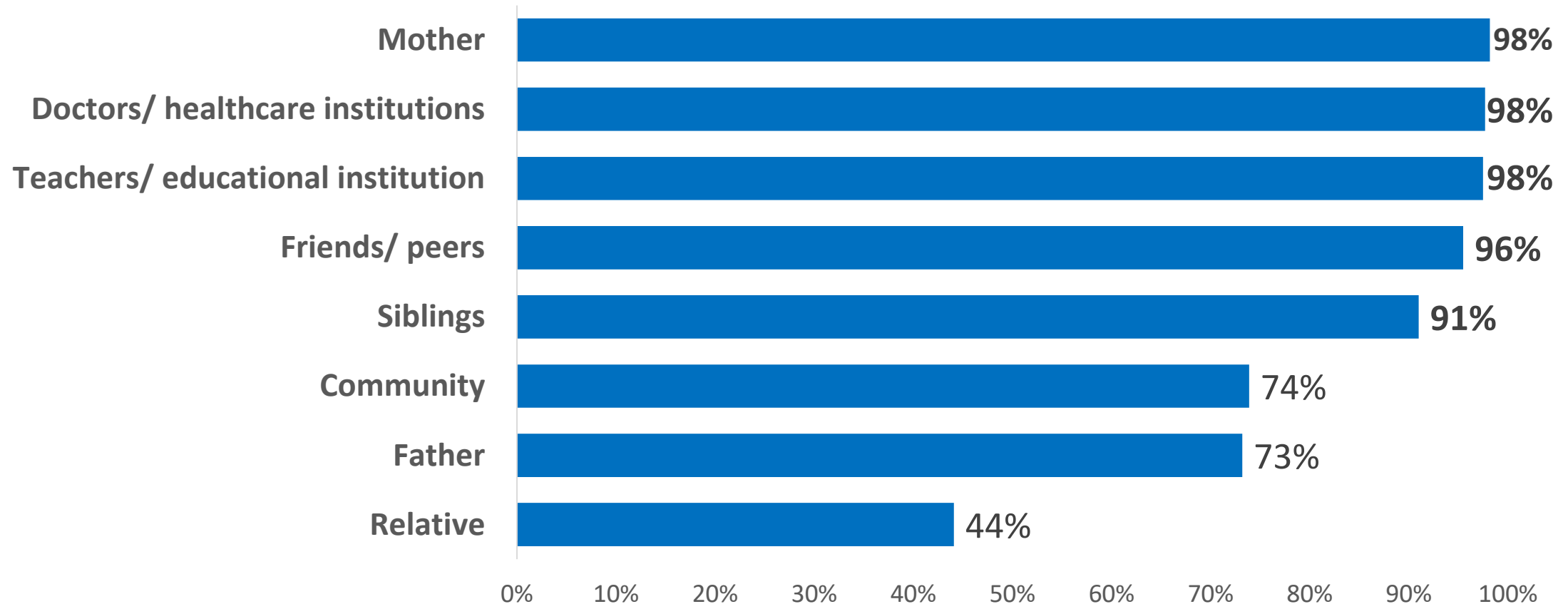
Percent distribution of respondents by their perception on barriers towards women's health



Percent distribution of respondents by degree of comfortability to discuss health issues

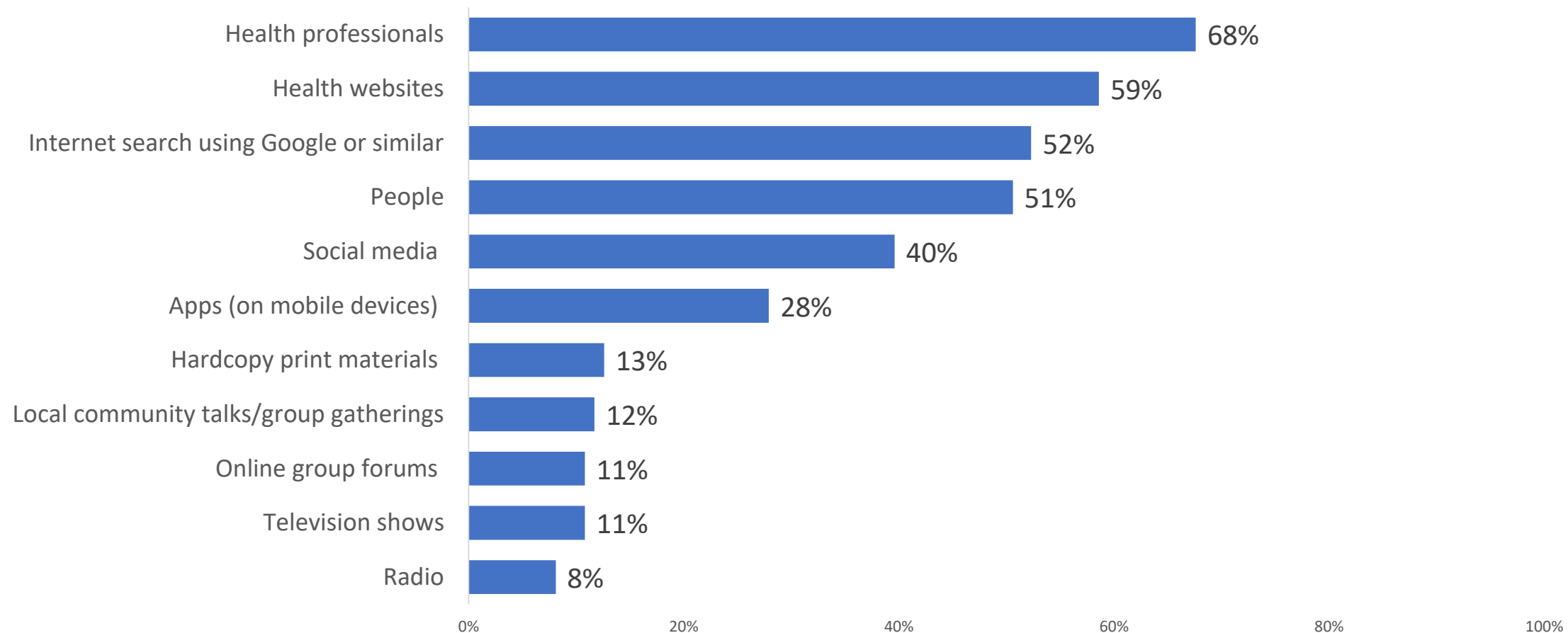


Percent distribution of respondents by their perception on importance of different individual roles in education of women's health

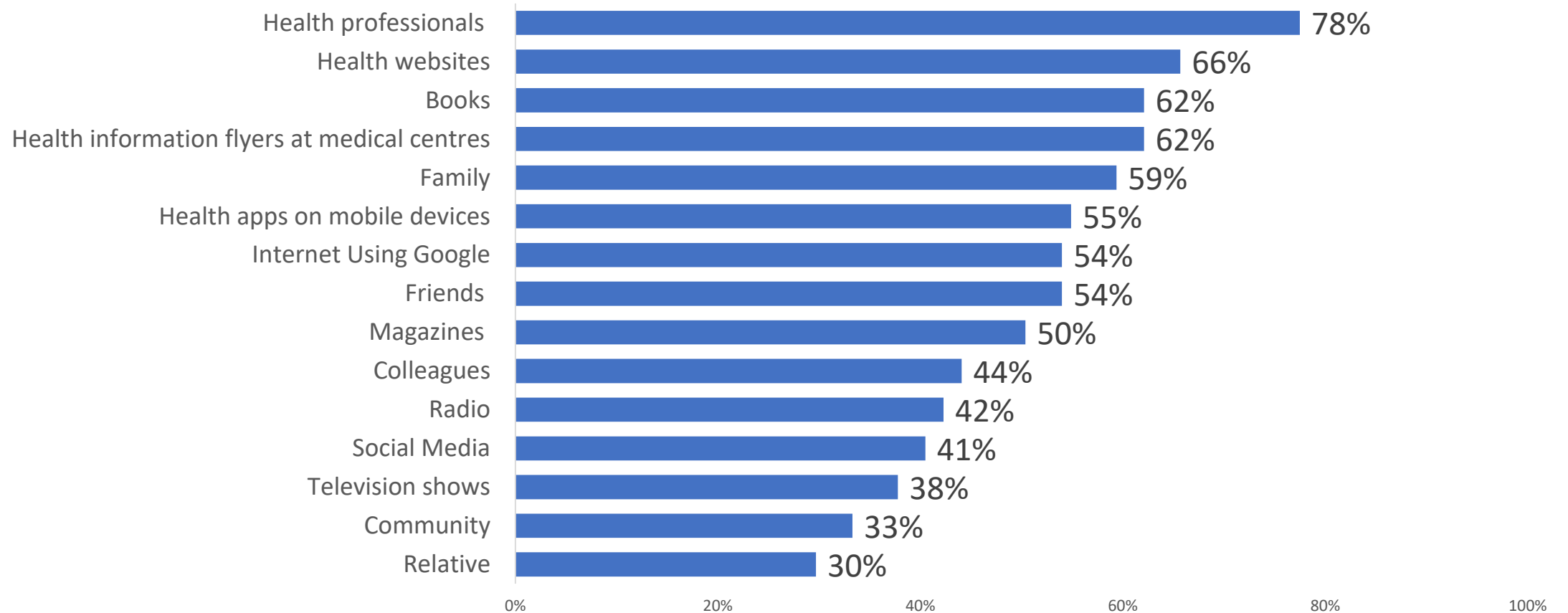


Section C: Use and adoption of technology

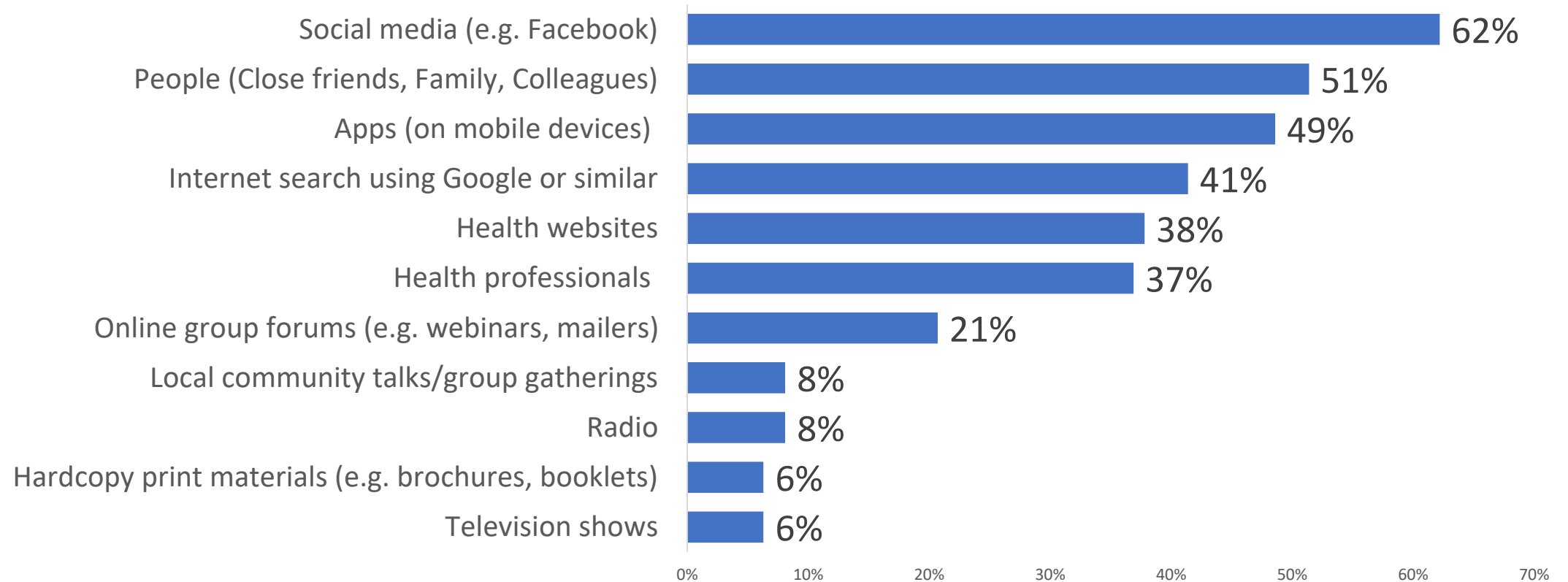
Percent distribution of respondents by utilization of method/ channel to seek information about health issues



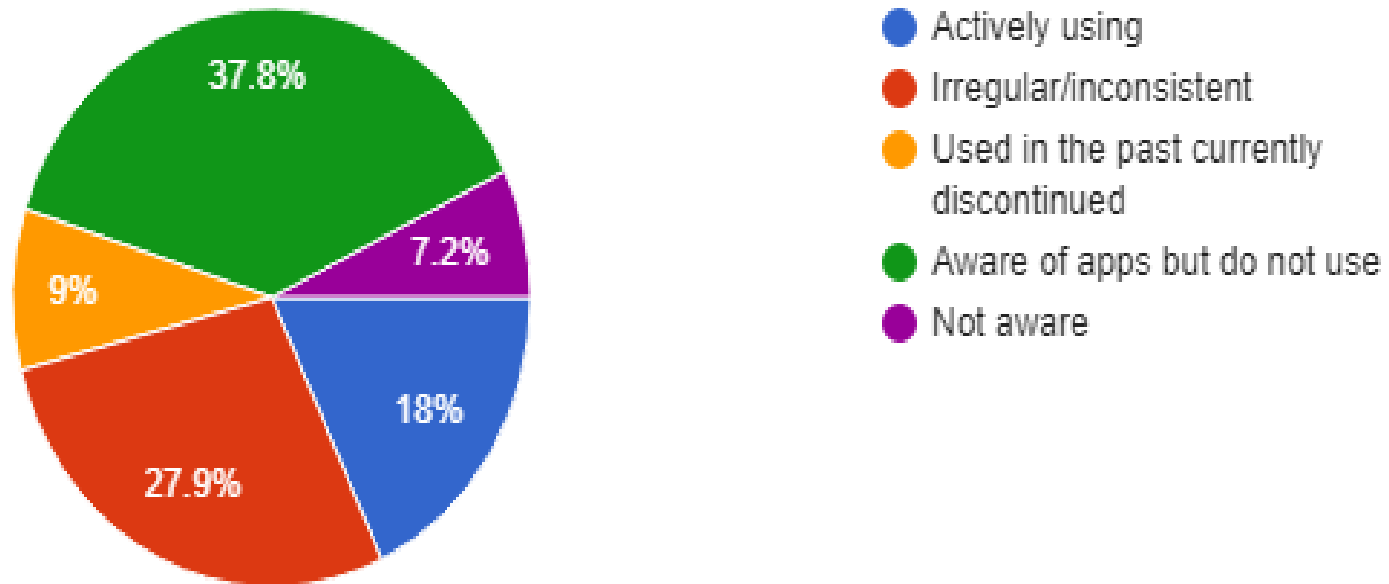
Percent distribution of respondents by degree of reliability of the sources of health information



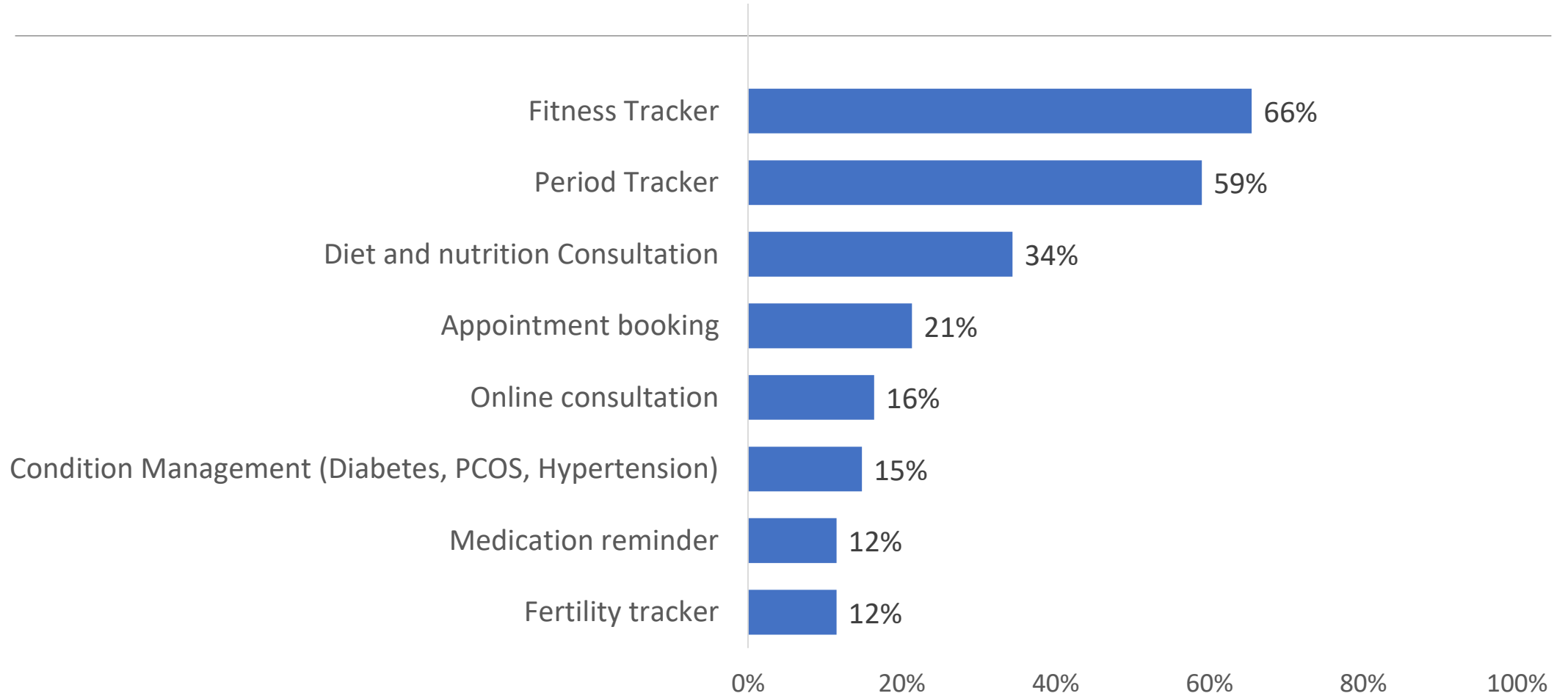
Percent distribution of respondents by method/channel of awareness of health apps



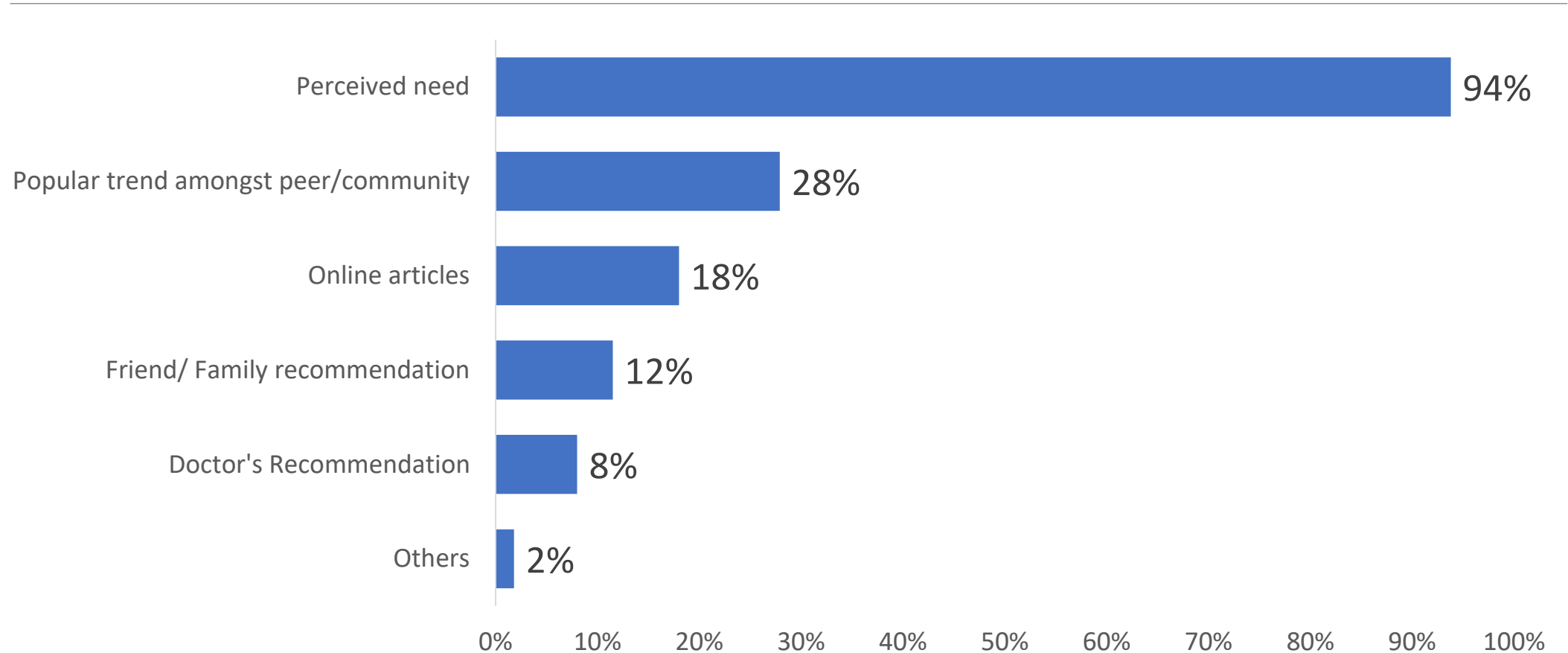
Percent distribution of respondents by use of health app



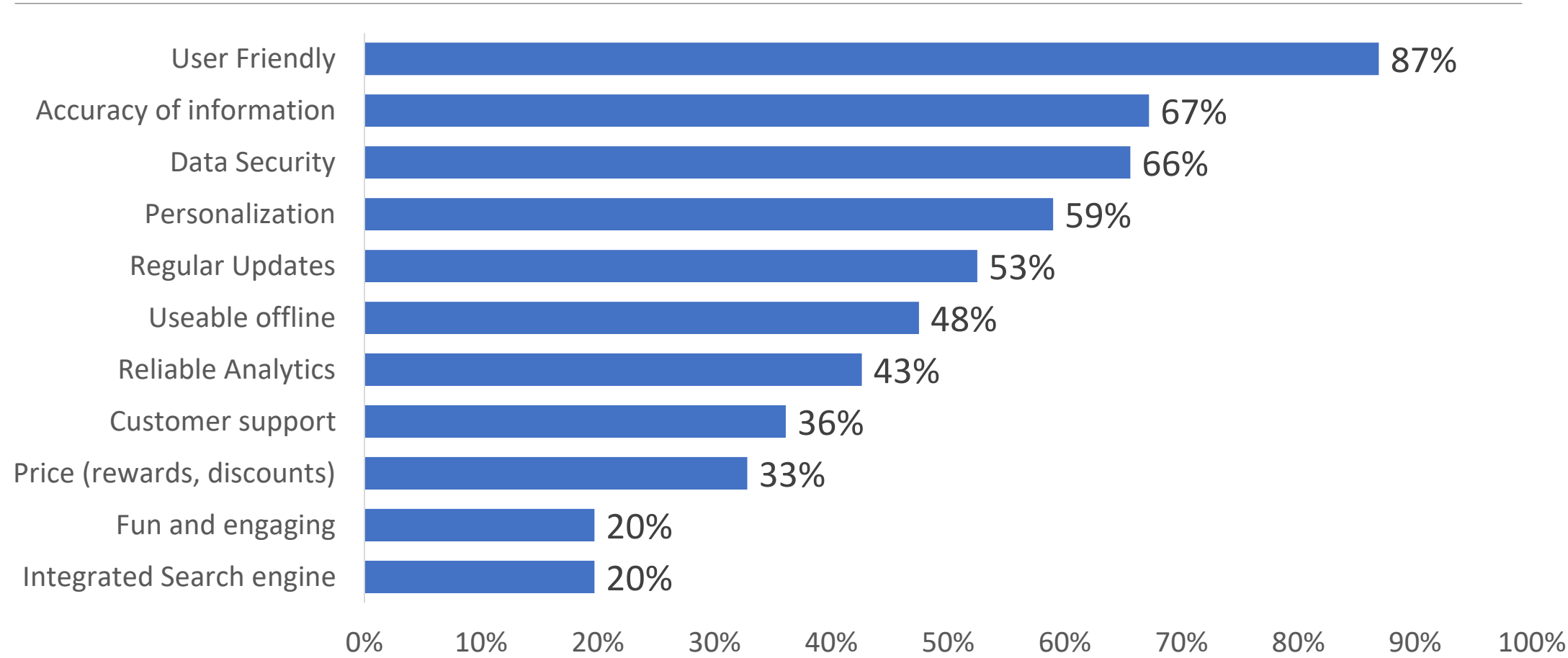
Percent distribution of respondents by purpose of use of a health app



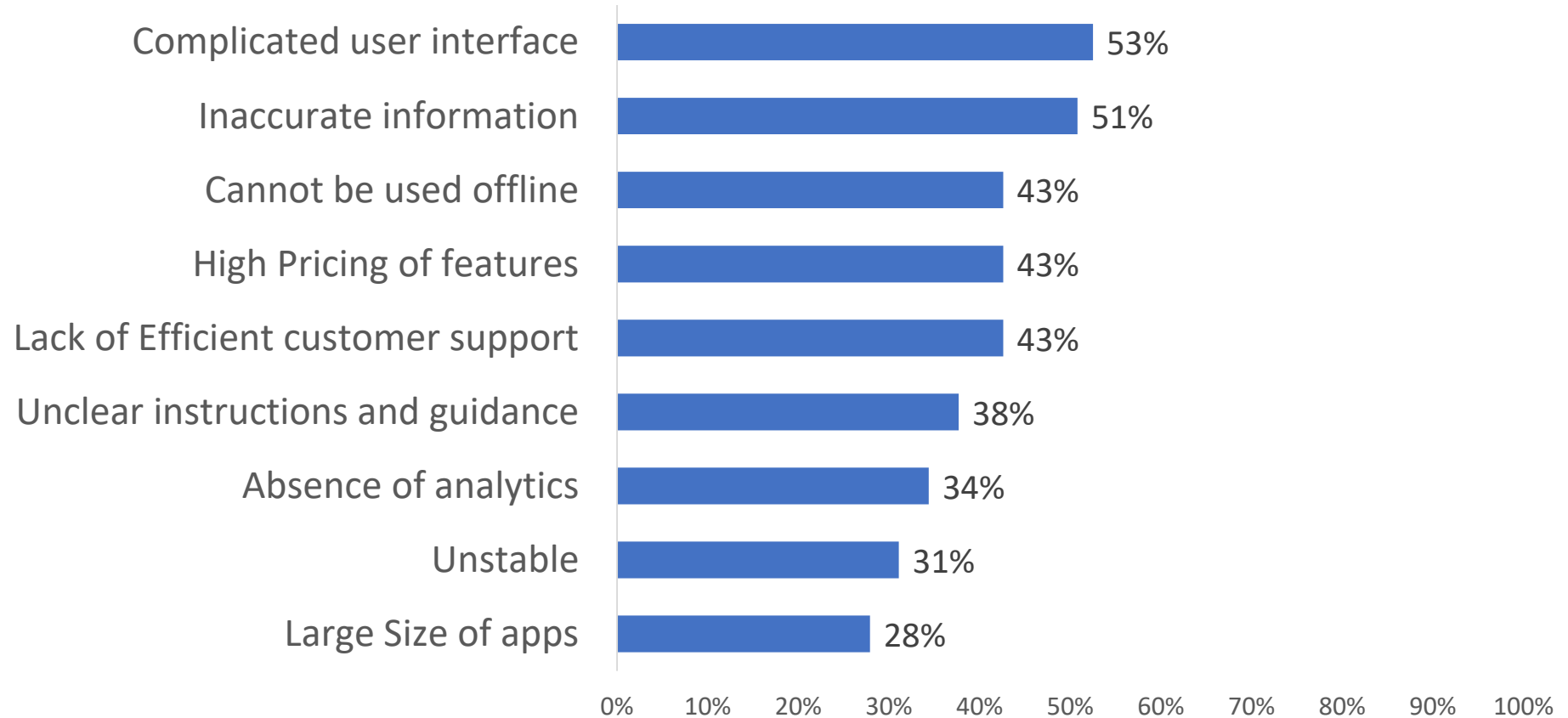
Percent distribution of respondents by factors that influence to start to use of app



Percent distribution of respondents by factors that influence use of women’s health app



Percent distribution of respondents by factors that influence discontinued use of an women's health app



Conclusion

- 70% women were aware of health apps available to them and 46% of them were using it. This shows the level of penetration of use of health apps among urban Indian women.
- Women of the younger cohort of the adult population use apps for various reasons. They have also mentioned the features of influence the use and discontinue of the app.
- Women felt that they were prone to diseases/ conditions like Anaemia, Obesity, Irregular cycles, mental health issues.
- Major challenges that women face were high pricing of health services, access to trusted doctors and time constraints.
- Women who use health apps were driven by factors like user interface of the app, accuracy of information and analytics, customer support and pricing

Suggestions

- Implementation of technology can reduce gaps in healthcare delivery and improve health status of women.
- Due to the dependency of technology of women to seek healthcare, technology can be successful yet viable solution to bridge gaps.
- Due to lack of data on the knowledge and awareness of health apps and its use amongst Indian population, it would be difficult to standardize and general findings for urban Indian populations.
- There are preventive, predictive as well as monitoring health apps are available for Indian women yet the technical features have caused an inconsistency in use of technology especially apps

THANK YOU

