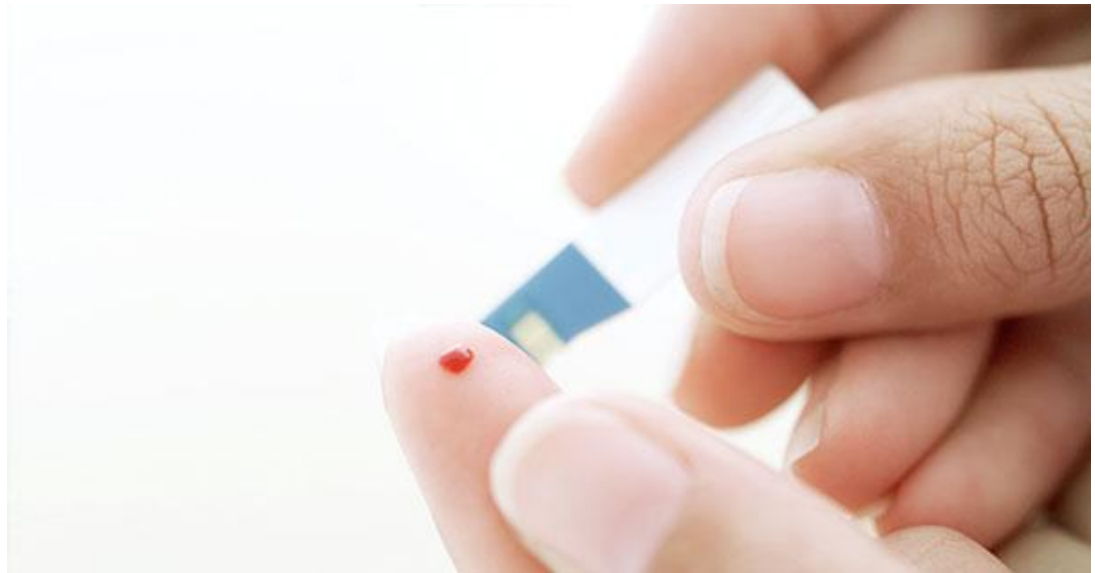


To gauge Awareness levels of Diabetes Mellitus, among patients visiting Thumbay hospital and Research centre, Ajman and utilize this information to suggest some inputs regarding marketing strategy.



Guide-Dr Barun Kanjilal
By-Surbhit Gupta



WHAT IS DIABETES

- Diabetes mellitus (DM), commonly referred to as diabetes, is a group of metabolic diseases in which there are high blood sugar levels over a prolonged period.
- Diabetes is due to either the pancreas not producing enough insulin or the cells of the body not responding properly to the insulin produced
- There are three main types of diabetes: type 1 diabetes is an auto-immune condition where the pancreas is attacked by auto-antibodies causing it to fail. This necessitates treatment with insulin.
- On the other hand, Type 2 diabetes is mainly brought on by an unhealthy, inactive lifestyle and weight gain. In this type of diabetes, there is insulin in the body, but the body becomes resistant to it so the insulin becomes largely ineffective
- Gestational diabetes is the third main form and occurs when pregnant women without a previous history of diabetes develop high blood-sugar levels

SOME ALARMING STATISTICS

- Average age for heart attack in Dubai 49 years (source-Arabian business.com)
- GCC set to see \$24.7bn bill for diabetes care by 2035 (The Economist Intelligence Unit (EIU))
- Diabetes a “ticking time bomb” in Gulf (Source-Gulfnews.com)
- First online diabetes store launched in UAE (Arabian business.com)
- Wellness firm launched obesity camps in the UAE (Arabian business.com)
- UAE teens among the highest for obesity rates (Arabian business.com)
- Gulf states named in world's top 10 for youth obesity levels (Arabian business.com)

IN 2015 INTERNATIONAL DIABETES FEDERATION ESTIMATES THAT



- 1 in 11 adults has diabetes
- 1 in 2 adults with diabetes is undiagnosed
- 12% of global health expenditure is spent on diabetes
- 1 in 7 births is affected by gestational diabetes
- 5,42,000 children have type-1 diabetes

UAE's HEALTH CONCERNS:

- 28% of the deaths in the UAE are accounted by Cardiovascular disease.
- 15 % of all deaths in the UAE is due to cancer.
- 62 % of UAE residents are obese including children.
- 25% or more of the UAE population has diabetes.

Source-gulfnews.com

UAE will need an additional 5,188 beds by 2020

Currently The region has on an average, 17 beds per 10,000 people.

That falls short of the global average of 27 beds per 10,000 people●

Booming
Population
with Surging
lifestyle
diseases



Massive
Healthcare
Budgets

RESEARCH METHODOLOGY

RESEARCH QUESTION(S)

- What is the level of awareness regarding Diabetes among patients visiting Thumbay Hospital, Ajman?

OBJECTIVES

- To determine and compare the level of awareness regarding Diabetes Mellitus among patients visiting Thumbay Hospital Ajman.
- To suggest inputs regarding marketing strategy.

SAMPLE SIZE AND TECHNIQUE

- 120 patients
- Simple random sampling

RESEARCH METHOD

- Quantitative research

PRIMARY RESEARCH

- Primary research was done by questionnaire method.
- Open and close ended questionnaire was designed in a manner so as to gain maximum relevant information from respondent.
- Data has been collected from internal medicine department of the hospital.

STUDY POPULATION

- Patients visiting internal medicine departments of Thumbay hospital, Ajman

SURVEY

- Survey was carried out through personal interview

ANALYSIS & INTERPRETATION

- Data is collected through questionnaire and is analyzed in Microsoft Excel.
- Categorization is done on the basis of gender (male/female).

ETHICAL CONSIDERATIONS

- Permission is taken from the appropriate hospital authority for conducting the study and assessing to information.
- Data confidentiality will be maintained and data won't be shared with any other person.

➤

RESULTS

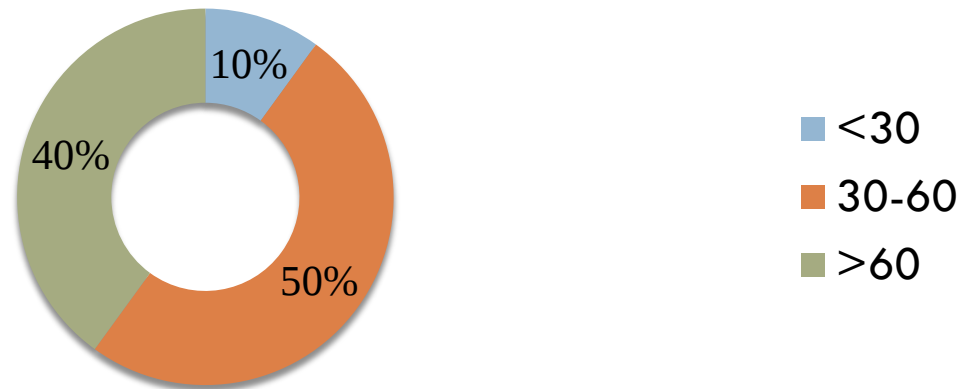
RESPONDENTS PROFILE

SAMPLE SIZE-120

➤ The respondents were categorized on the basis of age groups in years

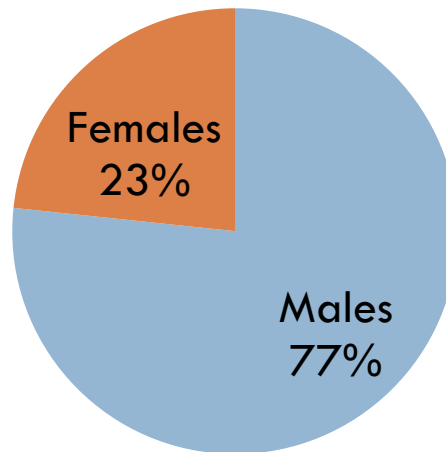
AGE GROUPS AMONG MEN & WOMEN

FIGURE 1



Majority people surveyed were in the age group of 30-60 years

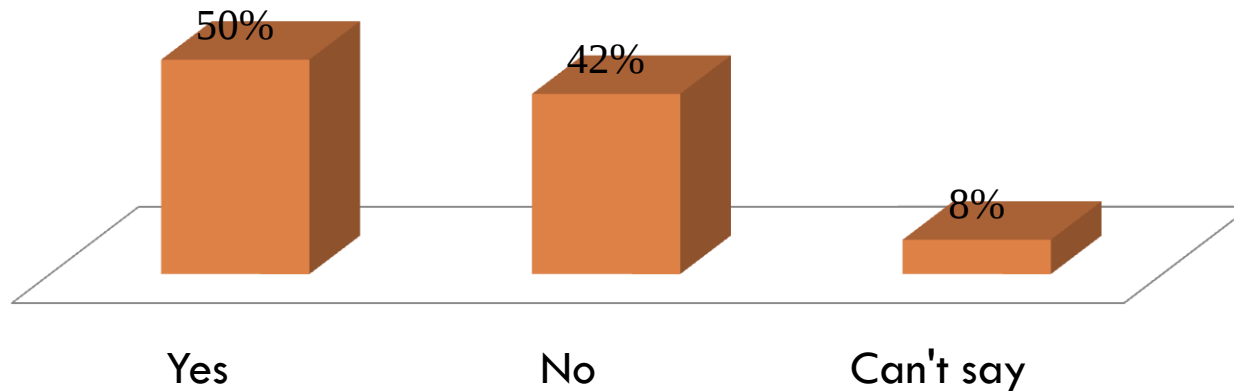
Figure 2. PERCENTAGE OF MALES & FEMALES AMONG RESPONDENTS



Out of a sample size of 120, 77% were males and 23% females

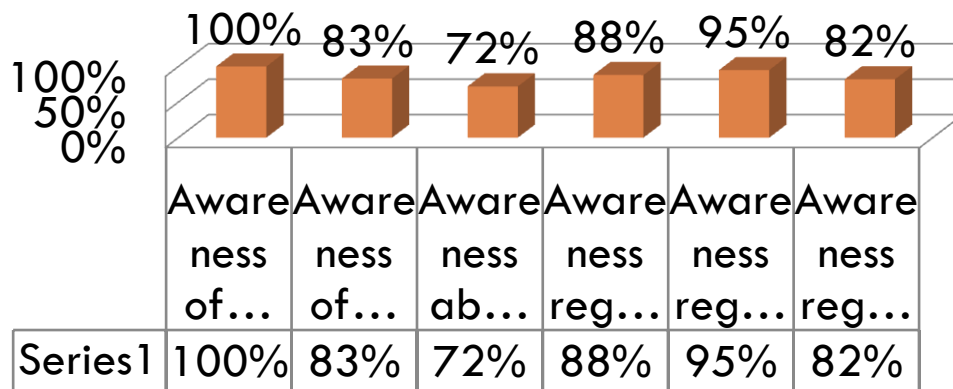
PERCENTAGE DISTRIBUTION OF RESPONDENTS ON THE BASIS OF PRESENCE OR ABSENCE OF DIABETES

FIGURE 3
DIABETES-PRESENCE/ABSENCE



Out of 120 50% people confirmed they had diabetes
42% replied in negative
8% were not able to tell the status

Fig.4 AWARENESS REGARDING VARIOUS MEASURES TO CONTROL DIABETES AMONG DIABETIC POPULATION



INTERPRETATION

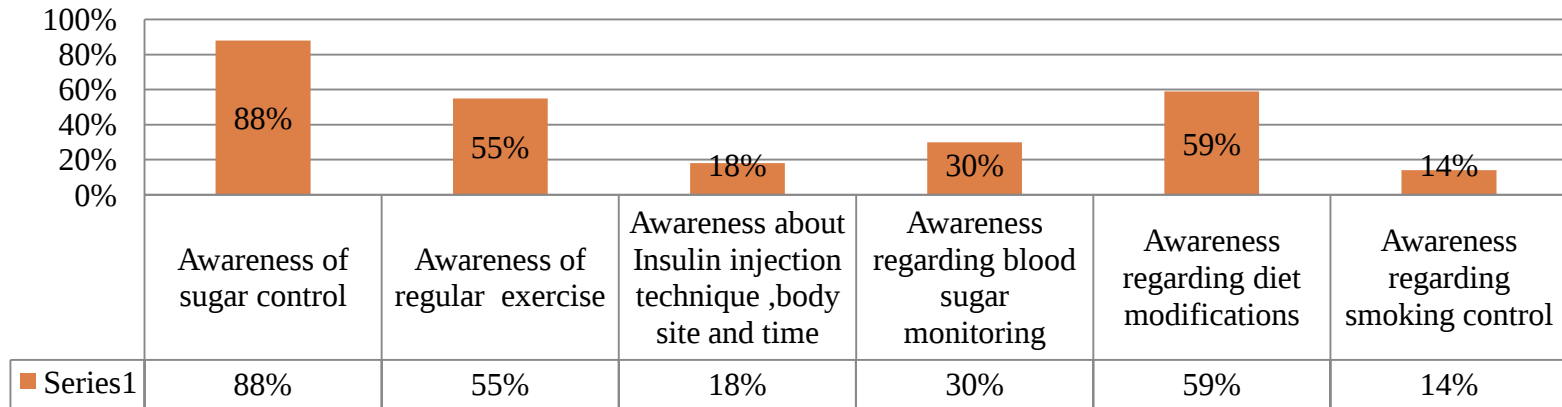
It was surprising to infer that only 82% people were aware about smoking control and among those who were aware on being asked about avoiding smoking they mentioned that they still smoked 1 or 2 cigarette packets/week

About 85% people were aware about proper technique for Insulin injection

Only 83% people were aware about benefits of regular exercise

100% people knew that it is necessary to control blood sugar.

Fig 5 AWARENESS REGARDING VARIOUS MEASURES TO CONTROL DIABETESDIABETES AMONG NON-DIABETIC POPULATION



INTERPRETATION

About 88% people knew that high sugar levels are harmful

55% people were aware about benefits of regular exercise

Only 14% people were aware regarding smoking control

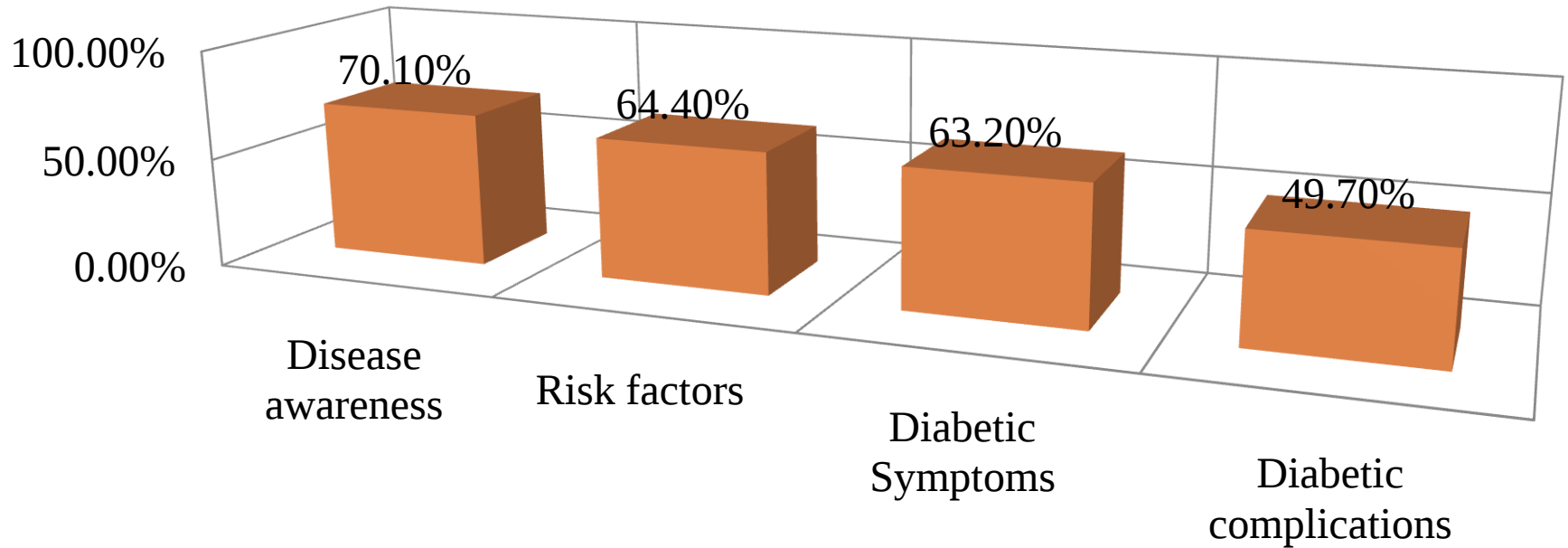
About 59% people were aware regarding diet modifications

**Fig 6. AWARENESS LEVELS OF DIABETES AMONG
SURVEYED POPULATION**



After careful analysis it was found that 76% men and 68% women had reasonable awareness about Diabetes and it's side effects.

Fig.7 AWARENESS REGARDING VARIOUS DIABETIC FACTORS AMONG SURVEYED POPULATION.



Awareness regarding the disease, risk factors, symptoms and complications were 70.1%, 64.4%, 63.20% and 49.7% respectively

Patients scored fairly well with regards to disease awareness, however regarding risk factors, symptoms and Diabetic complications, score was low with knowledge about complications as low as 49.70%

AWARENESS LEVELS AMONG MALE & FEMALE DIABETICS **REGARDING DIET**

- Male and female diabetics were about equally unaware of basic dietary plan and misconceptions, only 60.4% male and 60% female diabetic respondents were aware of the facts
- It was also observed that more than 65% of respondents in their study had misconceptions about diet.

CONSIDERING THAT UAE HAS THE 2ND HIGHEST NUMBER OF DIABETES RELATED DEATHS & UNDIAGNOSED CASES IN THE GCC REGION AFTER SAUDI ARABIA(SOURCE- INTERNATIONAL DIABETES FEDERATION)

The awareness score is low and massive educational programmes need to be deployed for diabetes control

***COMPARISON OF THUMBAY
HOSPITAL DIABETIC
PACKAGES WITH OTHER
COMPETITOR HOSPITALS IN
THE REGION AND TO
SUGGEST SOME INPUTS FOR
MARKETING STRATEGY***

CURRENT DIABETIC PACKAGES AT THUMBAY
HOSPITAL, AJMAN

DIABETIC HEALTH CHECK UP PACKAGE

- Physician Consultation (Ophthalmologist Consultation
- ECG
- Blood Sugar (Fasting (Blood Sugar (Post Prandial)
- Glycosylated Hemoglobin (HbA1c Lipid profile
- Serum Urea
- Serum Creatinine
- Complete Blood Count ESR
- Urine Analysis Refraction Test

•Total AED 1000



0 0934 **VOUCHER**

Diabetic Eye Checkup Package
AED 200/-

CONSULTATION WITH EYE SPECIALIST
RBS • BMI • BLOOD PRESSURE

(valid from 26th March to 26th June 2016)

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FOR MORE DETAILS PLEASE CALL 067463333

www.thumbayhospital.com

Total 200 AED

Current package of 200AED is picking up well as people are primarily attracted by the package price

ABU DHABI'S WEQAYA PROGRAMME

- Weqaya programme launched by Abu Dhabi health authority (HAAD) in 2008 has screened around 2 Lakh consenting Emiratis for diabetes or pre-diabetes.
- Each individual receives a personalized risk score (*Weqaya score*) delivered in a personal health report which shows risk of heart attack or stroke in the next 10 years.
- Cost of screening 210 AED per adult
- Screening results show that around 18% Emiratis are diabetic, further 26% are pre-diabetic and around 2/3rds are overweight or obese.
- According to **Alfrons Gabrosch** a leading healthcare consultancy in the **UAE diabetes rate in the emirate would continue to rise without intervention, perhaps to 50% within the next 10 years**



➤ **Premier diagnostic centre**
Dubai is offering Diabetic
checkup package for AED
1000 only, but when compared
to Thumbay hospital, Dubai
number of tests offered are
more.

➤ Zulekha offering
package for AED-
800 with consultation



➤ **Premier diagnostic centre Dubai** is offering Diabetic checkup package for AED 1000 only, but when compared to Thumbay hospital, Dubai number of tests offered are more.

➤ Zulekha offering package for AED-800 with consultation

Aster

We'll Treat You Well™



Package - AED 325



Without consultation

•Package-AED 590



With consultation

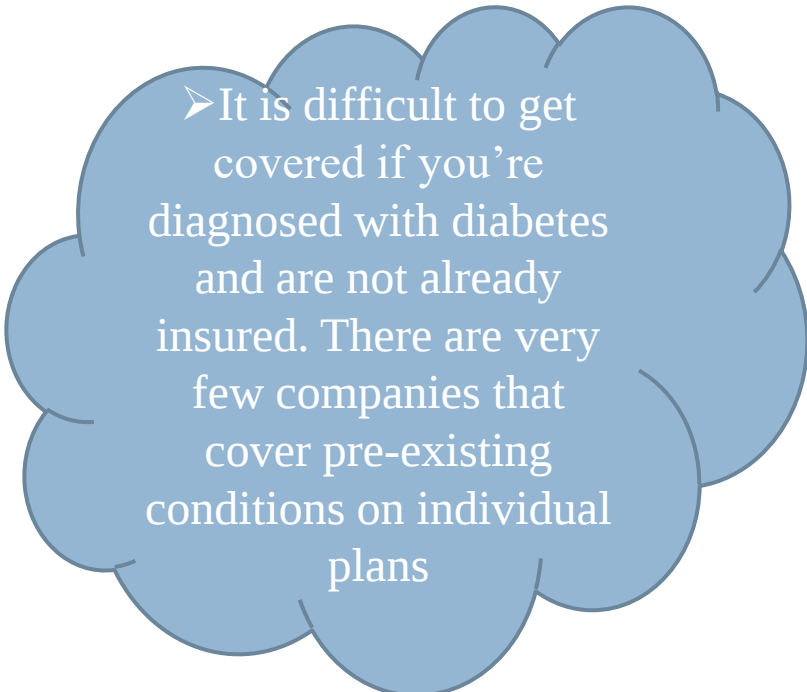


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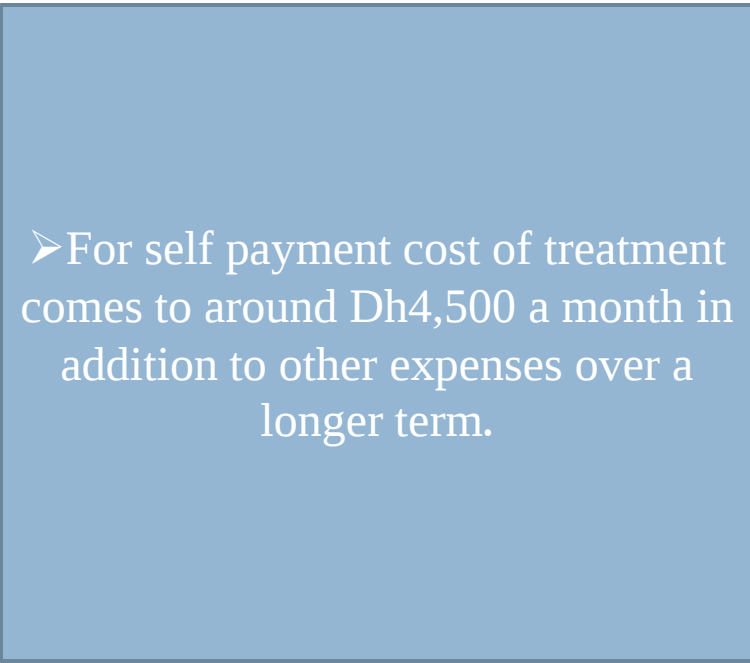


- ALGarhoud pvt. hospital- Around 650/- without consultation.
- Amina Hospital- Approx 700 with consultation
- Al Mariya polyclinic- 1500 with consultation

- Al Zahra hospital- Approx 950 (with consultation)
- Welcare hospital- Approx 2000 (with consultation)
- International Modern Hospital- Approx 1000 (without consultation)



➤ It is difficult to get covered if you're diagnosed with diabetes and are not already insured. There are very few companies that cover pre-existing conditions on individual plans



➤ For self payment cost of treatment comes to around Dh4,500 a month in addition to other expenses over a longer term.

COST BREAKDOWN FOR SELF PAYMENT PATIENTS

- A box of insulin Dh-203
- Glucose testing strips -Dh165
- An insulin pump quick set- Dh495
- A pump reservoir- Dh200
- A sensor kit- Dh1,500.
- Cost of consultation with a doctor- Dh500
- HBA1C blood test every three months- Dh200.
- Cost of a glucometer used to monitor the sugar level -Dh300.
- **Total-3,563 dirrhams**
- Insulin pump costs around Dh-28,000
- A box of five short-acting insulin pens costs- Dh301
- **Total-31,864 dirrhams**

SOURCE OF REVENUE FOR THE HOSPITAL

➤ For insurance patients if patient goes to some of the high end hospitals like American or Saudi German hospital and suppose patient insurance limit is 50,000 AED, it would be finished in just 2-3 months.

➤ If patient comes to Thumbay, the same limit would last much longer.

➤ Thus we need to develop education and awareness programmes targeted at diabetic and pre diabetic insurance patients.

CEO says drugs are expensive, 'but disease is more expensive'



➤ Eli Lilly and Company, increased its U.S. revenue by 15% for the fourth-quarter, but the rise may have come partly at the expense of patients with diabetes.

➤ ***We can earn more from insured diabetic patients, if we convince them that their treatment cost in thumbay hospital is much lower as compared to other hospitals in the region.***

MARKETING INPUTS

Across all the Thumbay hospitals & clinics *teachers awareness week* has been started in which Thumbay hospital is offering

- **Free GP consultation**
- **Free BP,RBS and BMI**
- **Free pedometer(step calculator)**
- **Aim is to target teachers who in turn will spread the word among the students and thus people can be tapped at school age itself.**

➤ It's an incredibly powerful slogan: "Right now you may have diabetes But what your diabetes doesn't know is – You Have Us."

➤ Through confidence-inspiring **web videos** , Thumbay hospital, Ajman can showcase their personal approach to diabetes treatment and state-of-the-art facilities.

➤ By sharing these videos on social media (as well as using more traditional marketing techniques, like television and radio) Thumbay hospital embodies what it means to build trust with your target audience.

➤ Thumbay hospital can liason with govt,schools and colleges for promoting diabetes awareness

➤ Thumbay hospital, Ajman can run a programme named **ask.screen.know** which focuses on getting members of the public in general to ask their doctor about diabetes, get screened, and know what their blood glucose and other vital numbers mean.

- Thumbay hospital can develop a public private partnership with leading govt. hospitals, for specialized treatment, by the MOH permission.
- For eg:- Abu Dhabi's Weqaya programme has screened 2,00,000 Emiratis for Diabetes & Pre-Diabetes
- Each person receives a personalized Weqaya risk score on a personalized health card which shows the likelihood of a risk or stroke in the next 10 years
- A similar programme can be started for Thumbay hospital which will predict the future course of Diabetes for individuals.
- Thumbay can start a programme called "**know your diabetes**", which aims to educate patients who already know they have diabetes about how to manage the disease.
- Thumbay hospital can partner with , some bollywood and hollywood celebrities who are popular in UAE
- Thumbay hospital can make a series of videos that anyone can use to learn about diabetes, and that providers and payers can send to their members.

- In UAE as Insulin pumps are not covered by some insurance companies
- Out of pocket expenditure incurred
- Diabetic and pre-diabetic patients present a huge revenue earning opportunity for Thumbay group.
- Thumbay group has ventured into almost everything be it healthcare, construction sector, education, hospitality.
- Why not a dedicated diabetic centre then???
- If we can manufacture our own Diabetic kits and sell it to patients at reduced cost from the market, it would be a huge success.
- Competitive diabetic packages in comparison to other hospitals can be started

- For insurance patients if patient goes to some of the high end hospitals like American or Saudi German hospital and suppose patient insurance limit is 20,000 AED, it would be finished in just 2-3 months.
- If patient comes to Thumbay, the same limit would last much longer.
- Thus we need to develop education and awareness programmes targeted at diabetic and pre diabetic insurance patients, so that we can get them to our hospital.
- Awareness programmes and camps are required at school level itself to make people aware about diabetes.
- We can do a collaboration with Abu Dhabi's Weqaya programme

ANNEXURE

	Age(Years) <30[] 30-60[] >60[] Sex Male[] Female[] Do you have Diabetes (Sugar)? Yes[] No[] Can't say[] Family History of Diabetes Aware[] Somewhat aware[] Not aware[]			
1	<i>General idea of Diabetes Mellitus(Sugar)</i> Do you know about condition called Diabetes (Sugar)? Do you know it's a life long disease?	aware[] aware[]	Somewhat aware[] Somewhat aware[]	Not aware [] Not aware[]
2	<i>Importance of sugar control</i> Do you know why sugar control is important?	aware[]	Somewhat aware[]	Not aware[]
3	<i>General awareness of Diabetes(Sugar) complications</i> Do you know constant high sugar levels can affect your eyes, heart and kidneys?	aware[]	Somewhat aware[]	Not aware[]

4	<i>Management of low blood sugar levels</i> Do you know symptoms of low blood sugar ?	Aware[]	Somewhat aware[]	Not aware[]
5	<i>Basics of diet modifications/diet misconceptions</i> All sugar free stuff can be consumed as much as Diabetic patient wants-It's not true	Aware[]	Somewhat aware[]	Not aware[]
6	<i>Basics of life style modifications</i> Do you know about advantages of daily exercise in Diabetes (sugar)?	Aware[]	Somewhat aware[]	Not aware[]
7	<i>Recommended and rational use of Insulin</i> Do you know how to take Insulin injection? Do you know proper body site for injection? Do you know at what time to take your Insulin?	Aware[] Aware[] Aware[]	Somewhat aware[] Somewhat aware[] Somewhat aware[]	Not aware[] Not aware[] Not aware[]

8	<i>Importance of sugar control in pregnancy</i>			
	Do you know Insulin is necessary in pregnancy?	Aware[]	Somewhat aware[]	Not aware[]
	Do you know uncontrolled sugar levels can harm baby and mother?	Aware[]	Somewhat aware[]	Not aware[]
9	<i>Significance of Physician follow up</i>			
	Do you have any idea that why regular checkup is important?	Aware[]	Somewhat aware[]	Not aware[]
10	Do you monitor Blood sugar at home?	Aware[]	Somewhat aware[]	Not aware[]
11	Do you smoke?	Regularly[]	Sometimes[]	Not at all[]

THANKYOU