Dissertation Report

Under The Guidance Of
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THE STUDY OF EMERGING NEED OF HOME HEALTHCARE FOR THE GERIATRIC POPULATION OF INDIA

INTRODUCTION

- 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 with the advancement in our medical care facilities, the fertility rate has reduced, and this is in turn has made our elderly population the fastest growing sections of the society.
- As per the reports, in 1901 we had only 12 million old people and by 2025 India is likely to have around one 177 million of them.
- 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 healthcare. Geriatric population is usually neglected and brings with them many 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 of the country.

OBJECTIVES

- To understand the current Home Healthcare market in India.
- To observe the need for Home Health Care services, among geriatric population in India.
- How effectively are Home Healthcare providers are satisfying patients by giving them the proper and desired services?

LITERATURE REVIEW

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 GERIACTRIC 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

THE TOP 6 HIGHLY CITED ARTICLES ARE SHOWN IN THE TABLE BELOW

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	**Objective**: To determine whether elderly individuals require home health care services. **Tools:** 100 senior patients were chosen using a non-probability handy sampling technique. **Findings:** 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, and that they would prefer to have services such as blood pressure monitoring (18%), temperature pulse respiration (TPR) monitoring (11%) and wound dressing available (9 percent).

NAME OF THE ARTICLE	DATE of Publication	Author	Objectives, Tools, Key findings
Geriatric health care in India - Unmet needs and the way forward	16.06.2017	Prabha Adhikari	**Objective**: 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. **Tools:** 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. **Findings**: The government's resources may not be enough to meet the requirements of this massive population. By 2050, India's geriatric population will account for 20% of the total population. Non-governmental organisations (NGOs) must step forward to provide assistance.

NAME OF THE ARTICLE	DATE of Publication	Author	Objectives, Tools, Key findings
Elderly Care in India: Way Forward	5.09.2016	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,comrnunity 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. Collaborations between the government, care providers, insurers, and patients are Necessary before any major changes in aged care can be implemented.

Name Of The Article	Date Of Publication	Author	Objectives, Tools, Key Findings
Caring for and keeping the elderly in their homes	15.09.2015	Susan McRoy	**Objective:** how the elderly are Cared for at home, with a focus on who provides care for the elderly in their homes and how technology aids caregiving. **Tools:** secondary sources like journals, research papers and articles **Findings:** More complex healthcare in people's homes, assisted by a range of caregivers, is becoming more necessary and popular. Increased used of technology , such as software systems, networked health monitoring equipment , telephony, has been brought to enable home caregiving to bridge the gaps and help direct and monitor such scenarios

Name Of The Article	Date Of Publication	Author	Objectives, Tools, Key Findings
Geriatric health in India: Concerns and solutions	1.07.2008		**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.

Name Of The Article	Date Of Publication	Author	Objectives, Tools, Key Findings
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.

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, 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

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. .

- The study is descriptive in nature.
- The data has been collected from various and different secondary sources like, company surveys, review articles, government reports, website and research papers.
- The data has been represented in the form of Pie charts and graphical representation

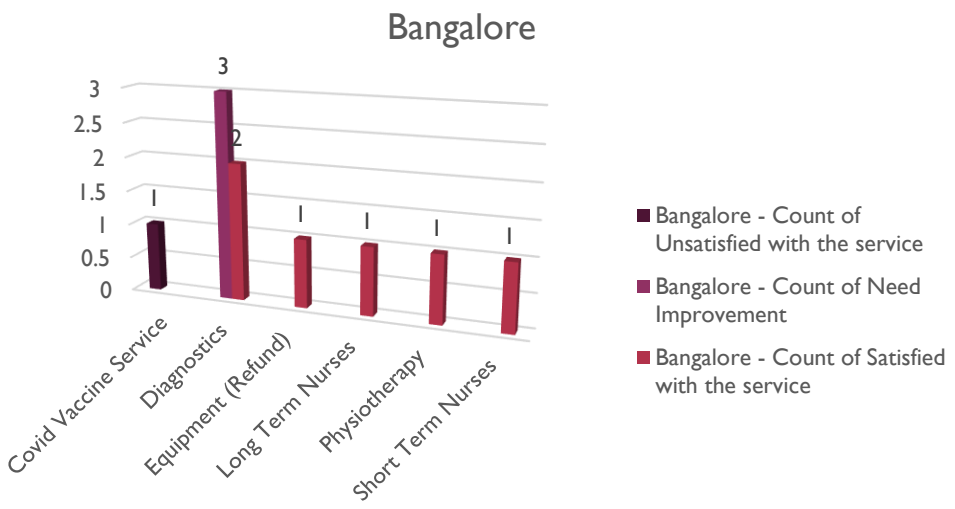
PATIENT FEEDBACK ON HOME HEALTH CARE SERVICES BY PORTEA

- The Analytical study was done to identify the satisfaction of the geriatric patients on the home care services provided by Portea Medical in different cities like:

1. Bangalore
2. Mumbai
3. Chennai
4. Cochin
5. Kolkata
6. Lucknow
7. Nagpur
8. Gurgaon

- The analysis of the patients done on the basis of locations, where services are provided to the patients by Portea.

BANGALORE AND CHENNAI ANALYSIS



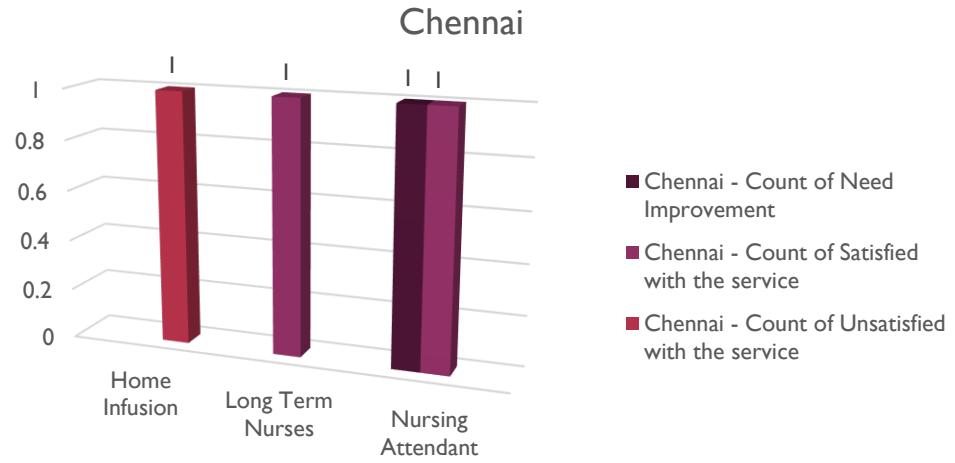
In Bangalore, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

Total no. of patients = 10 patients

Total no. of patients who were Unsatisfied with the service = 1 (Covid vaccination service)

Total no. of patients who were satisfied with the service = 6 (Diagnostics, LTN, STN, Physiotherapy)

Total no. of patients who Needs improvement in the service = 3 (Diagnostics)



In Chennai, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

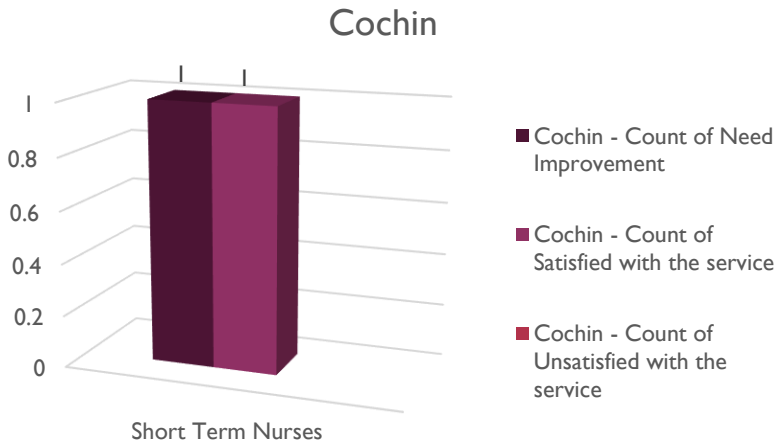
Total no. of patients = 4 patients

Total no. of patients who were Unsatisfied with the service = 1 (Home infusion service)

Total no. of patients who were satisfied with the service = 2 (LTN and Nursing attendant)

Total no. of patients who Needs improvement in the service = 1 (Nursing attendant)

COCHIN AND GURGAON ANALYSIS



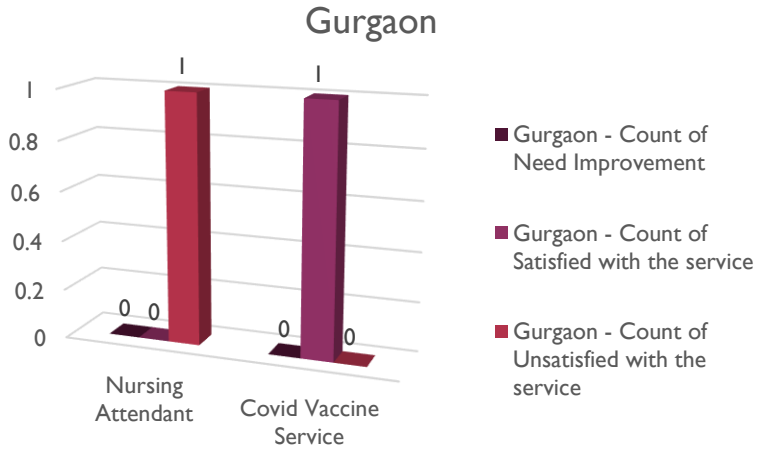
In Cochin, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

Total no. of patients = 2 patients

Total no. of patients who were Unsatisfied with the service = 0

Total no. of patients who were satisfied with the service = 1 (STN)

Total no. of patients who Needs improvement in the service = 1 (STN)



In Gurgaon, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

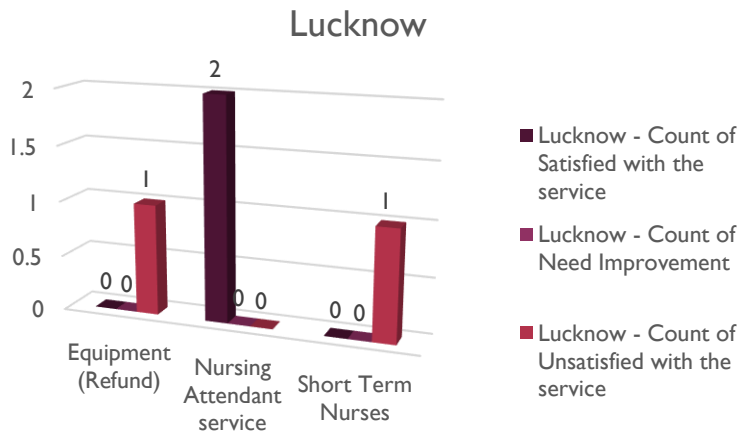
Total no. of patients = 2 patients

Total no. of patients who were Unsatisfied with the service = 1 (Nursing attendant service)

Total no. of patients who were satisfied with the service = 1 (Covid Vaccination)

Total no. of patients who Needs improvement in the service = 0

LUCKNOW AND KOLKATA ANALYSIS



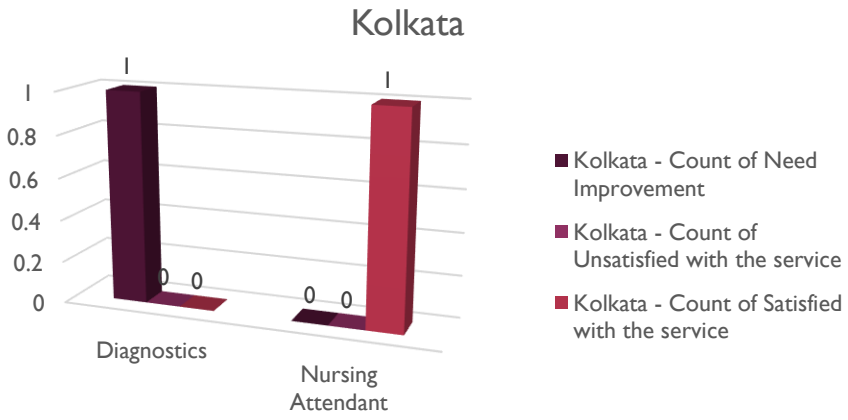
In Lucknow, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

Total no. of patients = 4 patients

Total no. of patients who were Unsatisfied with the service = 2 (STN, Equipment service)

Total no. of patients who were satisfied with the service = 2 (Nursing attendant)

Total no. of patients who Needs improvement in the service = 0



In Kolkata, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

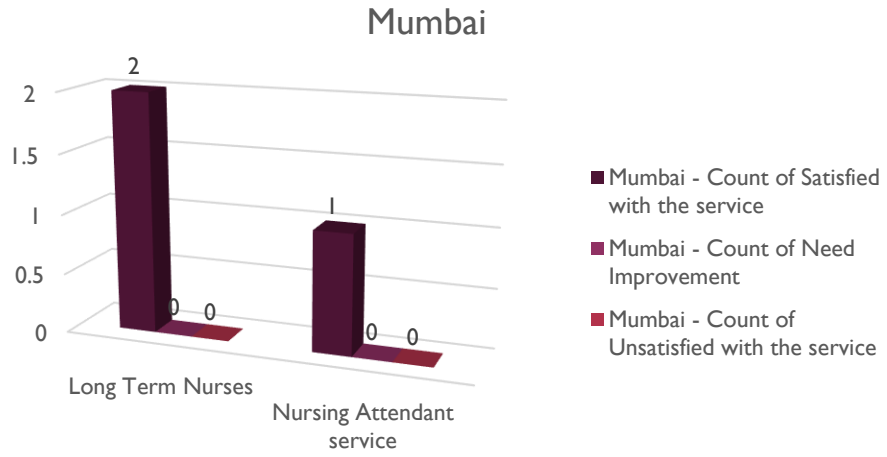
Total no. of patients = 2 patients

Total no. of patients who were Unsatisfied with the service = 0

Total no. of patients who were satisfied with the service = 1 (Nursing attendant)

Total no. of patients who Needs improvement in the service = 1 (Diagnostics)

MUMBAI AND NAGPUR ANALYSIS



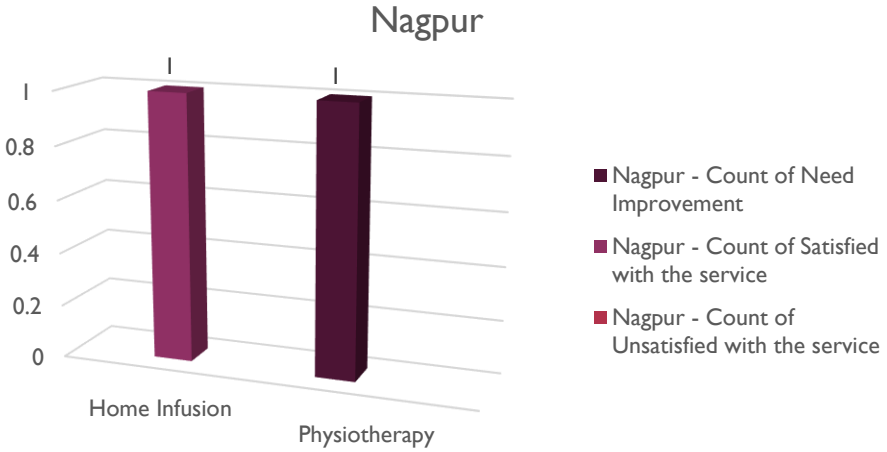
In Mumbai, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

Total no. of patients = 3 patients

Total no. of patients who were Unsatisfied with the service = 0

Total no. of patients who were satisfied with the service = 3 (LTN, Nursing attendant)

Total no. of patients who Needs improvement in the service = 0



In Nagpur, the survey was done where the Portea has provided the different services, in which the survey came out to be like;

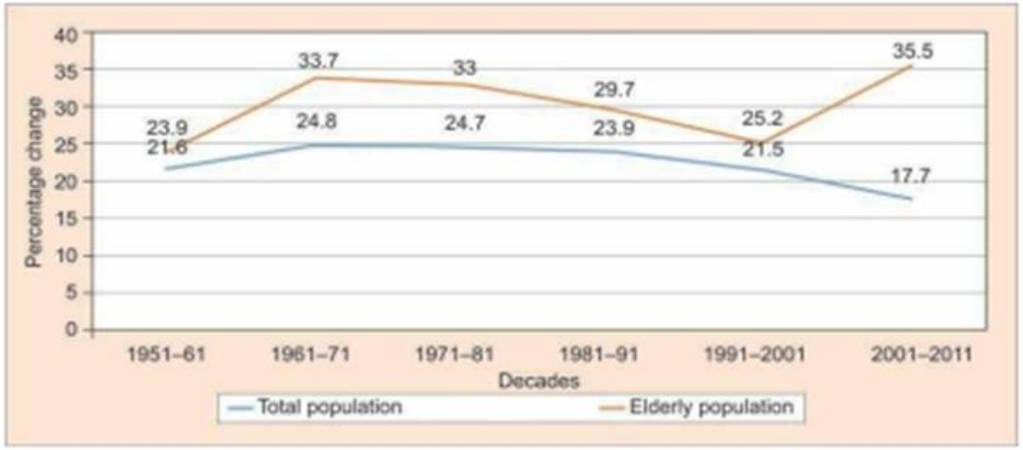
Total no. of patients = 2 patients

Total no. of patients who were Unsatisfied with the service = 0

Total no. of patients who were satisfied with the service = 1 (Home infusion)

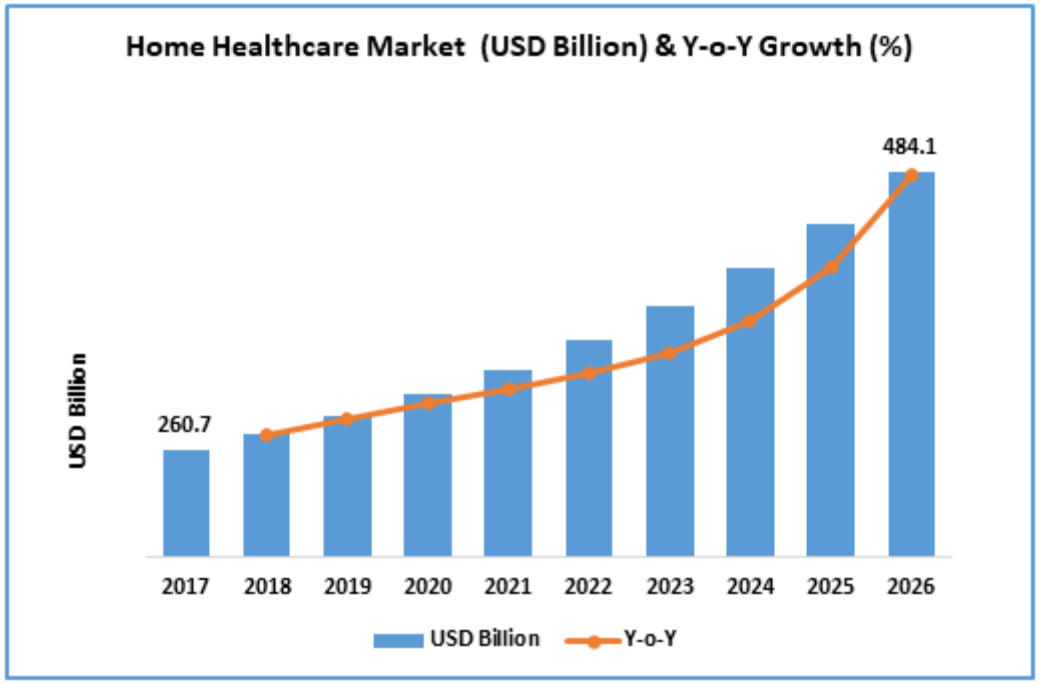
Total no. of patients who Needs improvement in the service = 1 (Physiotherapy)

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 centre level are Incorporated into NPHCE according to operational criteria, supporting the concept that home health care is now regarded a measure to enhance the situation of old people even by government agencies in India.
- Few NGO initiatives to deal with the health and social problems of elderly in India are Age well 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 MedicalTrust, Silver InningsFoundation & 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 40+ locations across the country. Portea is expanding so widely that now everyone is expecting services from Portea Medical.

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, with 48 percent of older women and only 15 percent of older men being widowed.

In India, the majority of the elderly still live with their children, but around a fifth live alone or only with their spouse and must therefore handle their material and physical requirements on their own.

As people get older, they become more financially reliant. After retirement, about half of the elderly have some form of personal income in the form of social security benefits such as pensions, provident funds, life insurance policies, post office deposits, savings bank interest, and non-service pensions.

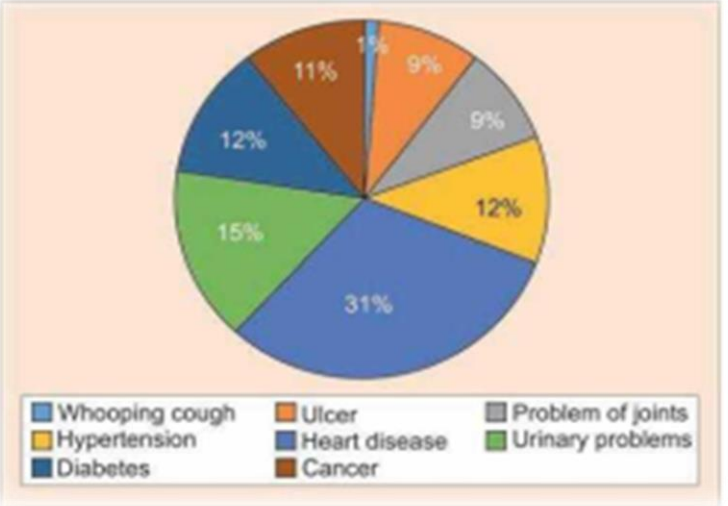
People in rural and urban India receive financial incentives as part of various government health programmes and programmes for the aged.

The elderly's income is sometimes insufficient to meet their basic needs, as well as their wishes to purchase gifts for their grandchildren on special occasions.

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 used service by patients, followed by personal care and therapy services.
- 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.
- With age, the need for assistance with personal care, often known as activities of daily living, grows. Eating, bathing, dressing, and getting around the house are examples of Activities of Daily Livings (ADLs).
- The percentage of non-institutionalized persons 65 and older who need assistance with ADLs grew as they became older.
- Patients in home care frequently require help with instrumental activities of daily living (IADL). Driving, cooking meals, performing housekeeping, shopping, managing finances, managing medication, and using the telephone are examples of IADLs
- 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.



CONCLUSION & RECCOMENDATION

- Elderly care services constitute the largest part of the home healthcare services market.
- Home health care is a widely established technique for a cost-effective approach that results in higher patient satisfaction, reduced hospital bed occupancy rates, and lower hospital infection rates around the world.
- According to the findings, the majority of senior patients felt a need for home health care services in the future, and the majority of them stated that their family needed home Health care services in the future.
- The majority of them stated that their family needed home health care services at least once a month.
- 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.
- 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 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 they're 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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