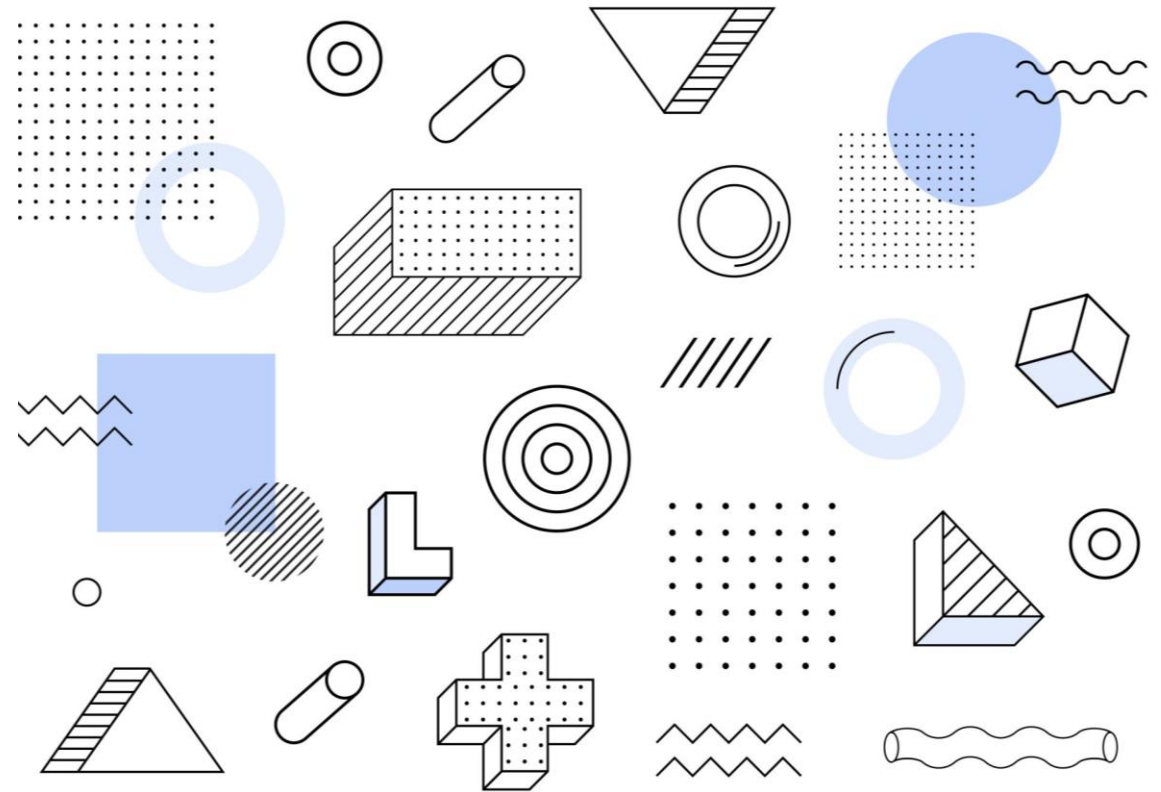




Growth and future of orthopedic devices in India according to patient's behavior

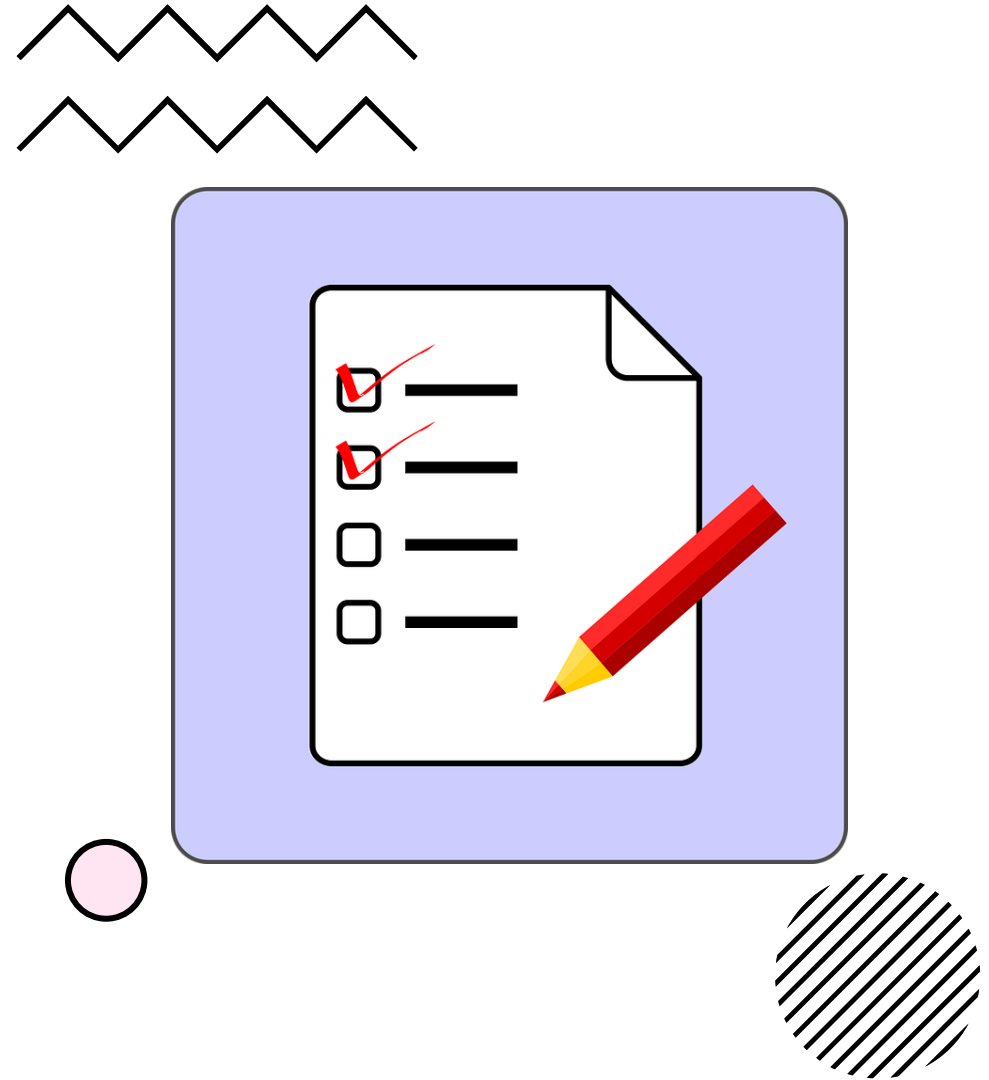


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MBA PM '12



Content

- Introduction
- Objectives
- Methodology
- Results
- Discussion
- References



○ Introduction

- More than 100 different diseases and disorders that affect the body's joints collectively fall under the umbrella term "arthritis." Points where two or more bones touch are known as joints, and examples include the wrist, knuckles, hips, knees, and ankles.
- The three forms of arthritis that affect most frequently are:
 1. Osteoarthritis
 2. Arthritis rheumatoid
 3. Gout
- As part of treatment, patients take Medications, such as anti-inflammatory, or NSAIDs with pain management techniques, such as meditation or Surgery might be required in extreme circumstances to replace or repair damaged joints.
- The medical process known as joint replacement surgery entails the removal and replacement of damaged or arthritic joint components with a prosthesis.





Objectives



- To understand the patient's attitude towards Arthritis.
- To analyze the market segments of orthopedic device industries.
- To identify the surgeons' approach towards Arthritis patients.



Methodology

- **Study Design:** Exploratory cross-sectional research.
- **Data collection method:** Simple random sampling method
- **Data collection tool:** Microsoft forms
- **Sample size:** 74 patients, 25 surgeons
- **Analysis:** Analysis was done by using Microsoft Excel.
- **Exclusion and Inclusion criteria:** No private data was used in the study.
- **Study area:** Pan India
- **Duration of the Study:** 3 months

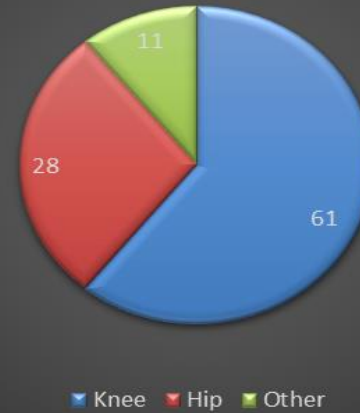


○ Results by Patients

Hereditary History



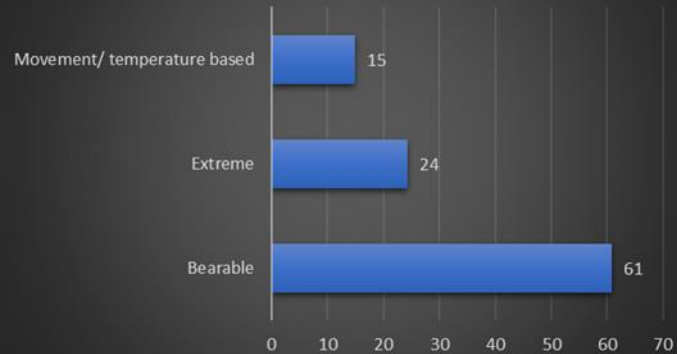
Joint pain



Pain suffering period



Pain extremity



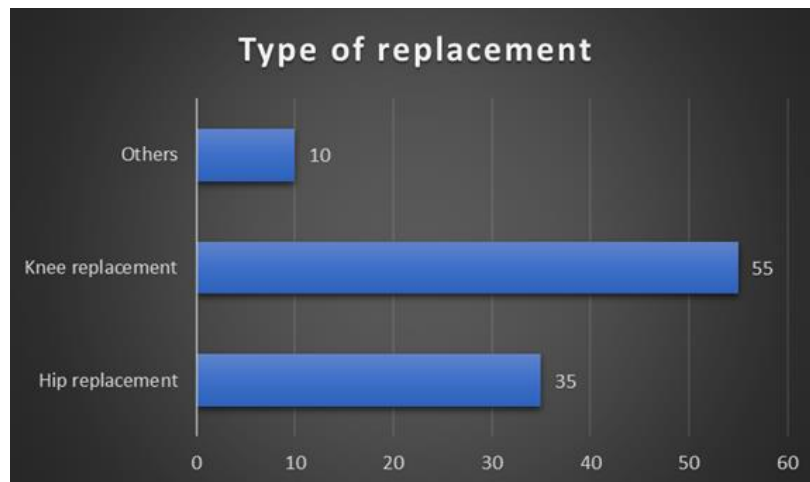
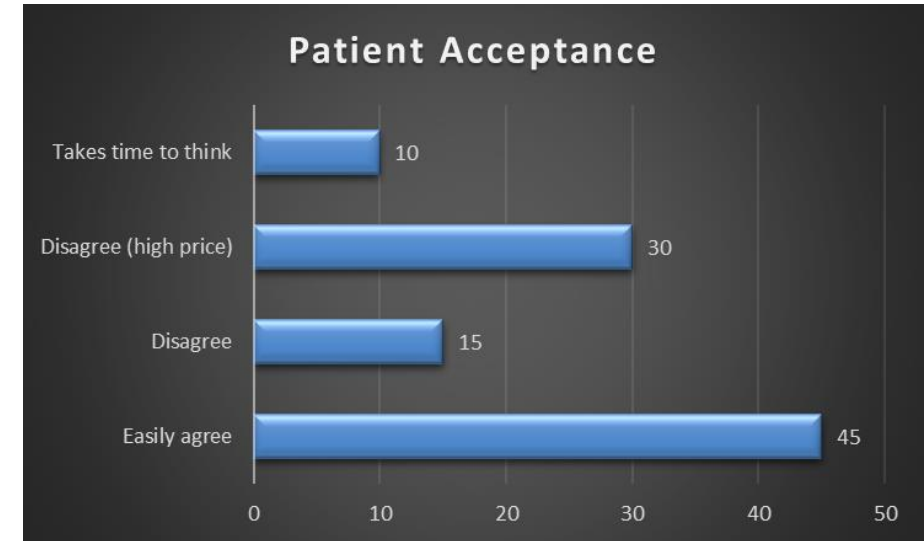
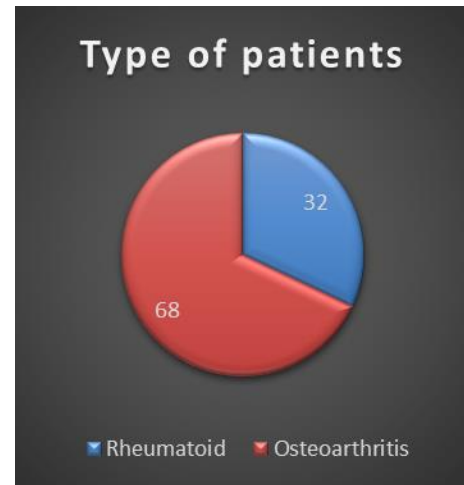
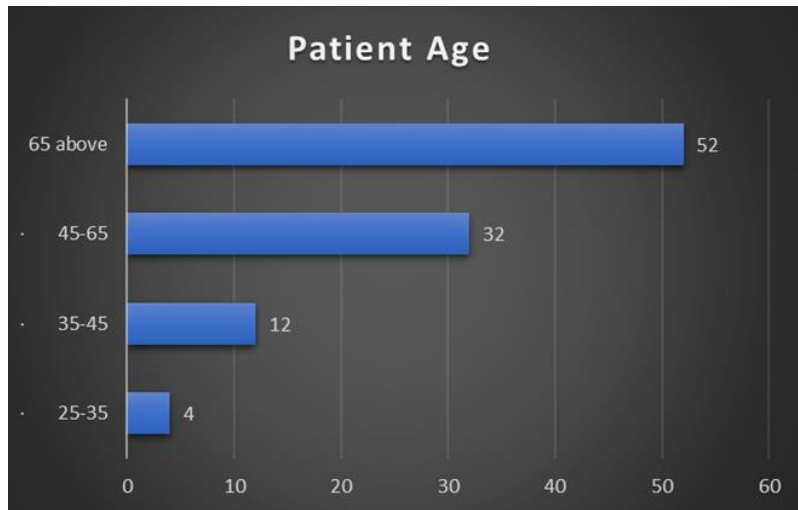
Opinion on Arthroplasty



Arthroplasty Consideration



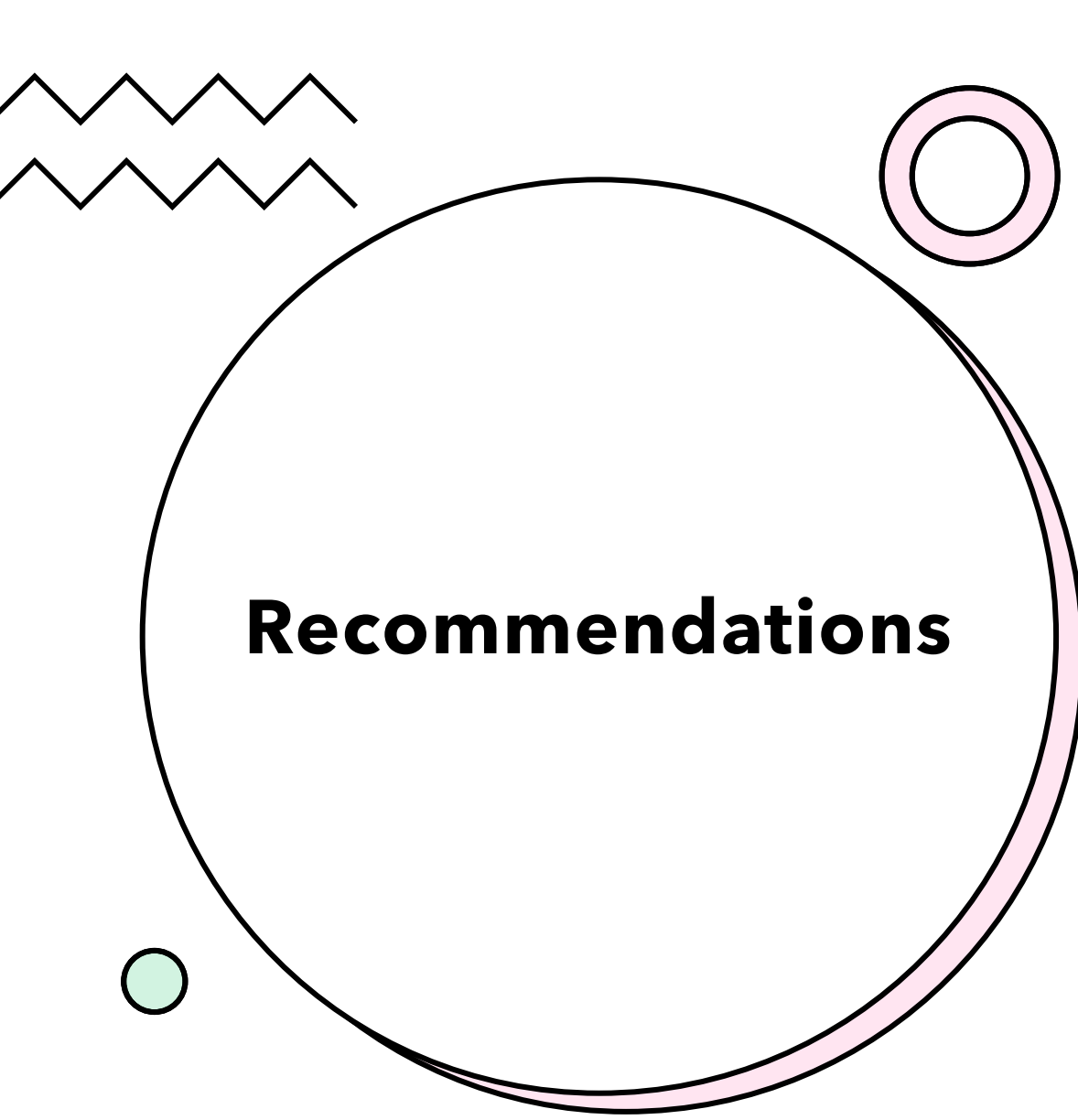
○ Results by Surgeons



○ Discussion

- Patients are bearing Arthritis pain for decades now.
- When Surgeons suggest for Arthroplasty, patients take time to think or say they are good with medications.
- Patients above 60 years, are very reluctant to get the surgery done.
- Most patients trust international brands for surgery tools used in Arthroplasty.
- Many patients don't go for Arthroplasty because of the high priced method.
- Patients don't know much about hereditary transfer of Arthritis to new generation.





Recommendations

- People should be made aware about the hereditary transfer of Arthritis transfer to new generation.
 - Insurance companies should cover Arthroplasty in their plans for old aged patients.
 - Indian brands should focus on more innovations in the tools for Arthroplasty.
- 



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T H A N K Y O U

