

Assessment of Consumer preferences and trends in advanced wound care products: A comparative analysis of traditional versus emerging technologies.



Dissertation presentation

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What is Wound care?



- Any specialized treatment required for the healing of Chronic wounds
- This may be Traditional or Advanced

Purpose of Wound care:



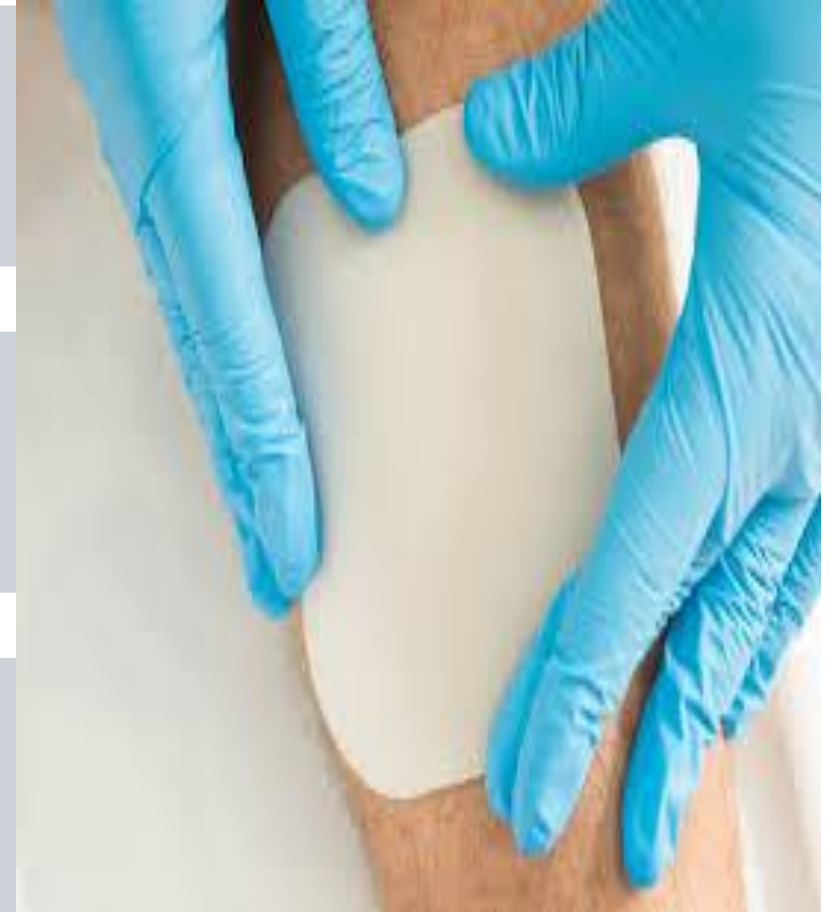
Protection from external environment



Protection from Moisture



Faster recovery of wound



Study Objective:

- To understand the traditional versus advanced wound care technology.
- To understand the consumer preferences towards traditional and advanced wound care technology.
- To understand the factors affecting consumer preferences.
- To understand the latest trends in wound care.

Traditional Wound care Methods:

- Honey
- Turmeric
- Gauze dressing
- Cotton



Advanced wound care technique.

- **Negative pressure woundcare therapy-**
- **Skin Substitutes**
- **Dressings incorporated with antimicrobial agents**
- **Foam Dressings**
- **Smart Dressing-**
- **Hyperbaric oxygen therapy (HBOT)-**
- **Platelet rich plasma therapy**
- **Heamostatic Sponge**

Silicone Foam Dressings



Factors affecting Consumer preferences:

- Cost
(Difference between traditional and advanced wound care)

- Accessibility
to the treatment
facilities.

- Effectiveness

- Ease of use/
application

- Peer
recommendation

- Patient
awareness

- Family
culture/ Background

- Wound type/
severity



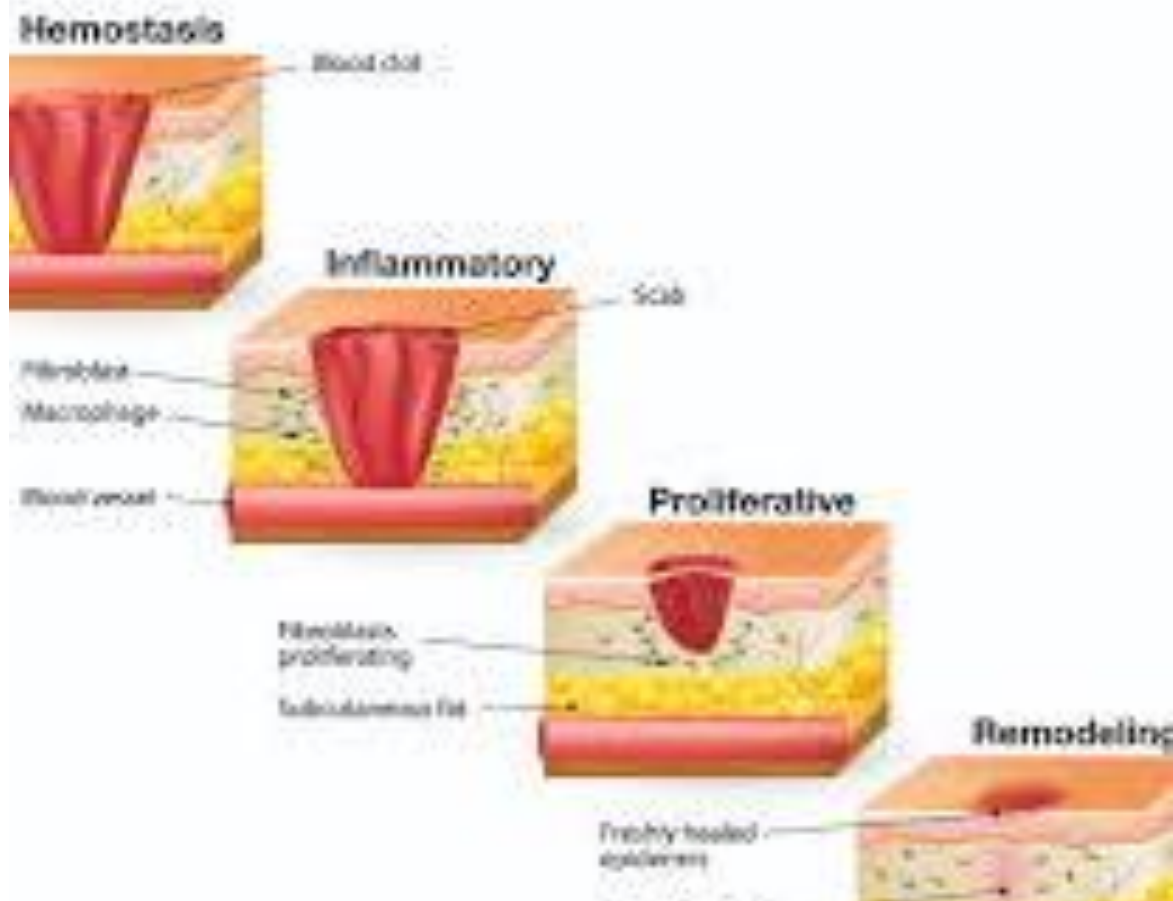
Literature Review

Properties of an ideal wound care dressings:

- It should be cost effective
- Non- Sticky to the wound
- Actively participates in wound healing
- Breathable
- Water repellent/ proof.



WOUND HEALING



Wound healing stages:

- Haemostasis
- Inflammation
- Proliferation
- Remodelling/ Regeneration

Difference between Traditional and Advanced wound dressing:

Traditional wound dressing

- Wound Covering
- No active participation in wound healing
- Cost effective
- No additional incorporation of medicaments
- Painful/ Invasive

Advanced wound dressing

- Much more beyond wound covering
- Active participation in wound healing
- Expensive
- Additional incorporation of medicaments
- Painless/ non invasive

Research Methodology:



H1 : Consumers are having an inclination towards the advanced wound care techniques, a significant reason for which is extensive knowledge about the benefits of Advanced woundcare products.



H2: Consumers are having high preference to the traditional wound care facilities due to the ease of access and high affordability.

Key Research Questions:

The main objective for undertaking this study is to have a brief knowledge about the following Questions:

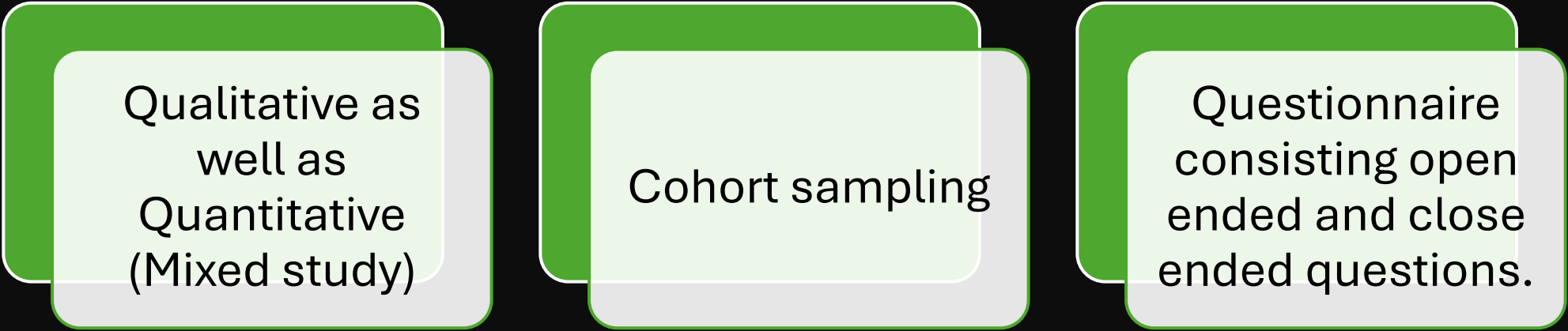
What is the consumer preferences towards the traditional wound care and advanced wound care and how do they differ?

What are the various factors affecting the consumer preferences towards the wound care products?

What are the various trends in the wound care market?

What is the effect of Demographic factors in the wound care preferences which include: education, age, gender, income.

Research Design



Qualitative as
well as
Quantitative
(Mixed study)

Cohort sampling

Questionnaire
consisting open
ended and close
ended questions.

Study Setting:

Multi speciality
Hospitals,

Small clinics,

Trauma centers,

Burn wards



Study population:

- Healthcare professionals
- Paramedical staff
- Nursing staff
- Patients
- General public
- Care takers



Qualitative Responses:



What do you know about the wound care methods?



Which are the products used by yourself in the Wound care management?



What difference you have noticed between both dressing technologies



How much difference is there in the healing process according to you?

Quantitative Responses:

1-What is the cost of treatment for wound care which you underwent?

2-Which is the most affordable treatment for you?

3-Please mention the following details:

- Age-
- Gender-
- Case-
- Family income-
- Base location-
- Occupation-

Observations:

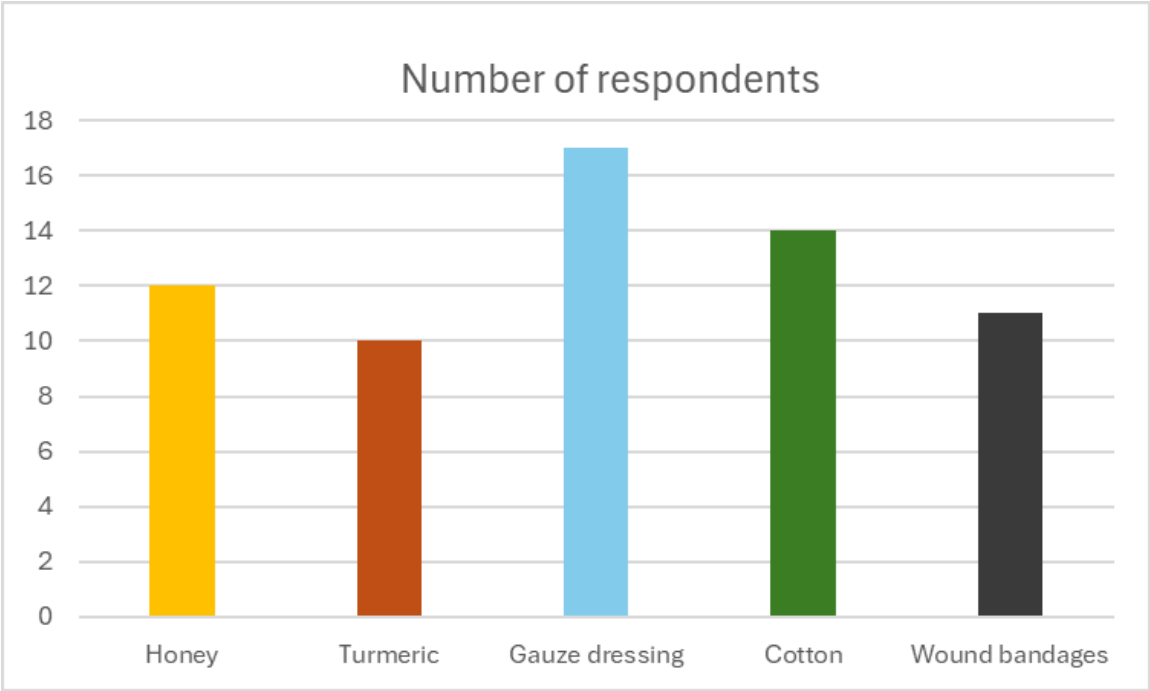
What do you know about the wound care methods?

Number of respondents



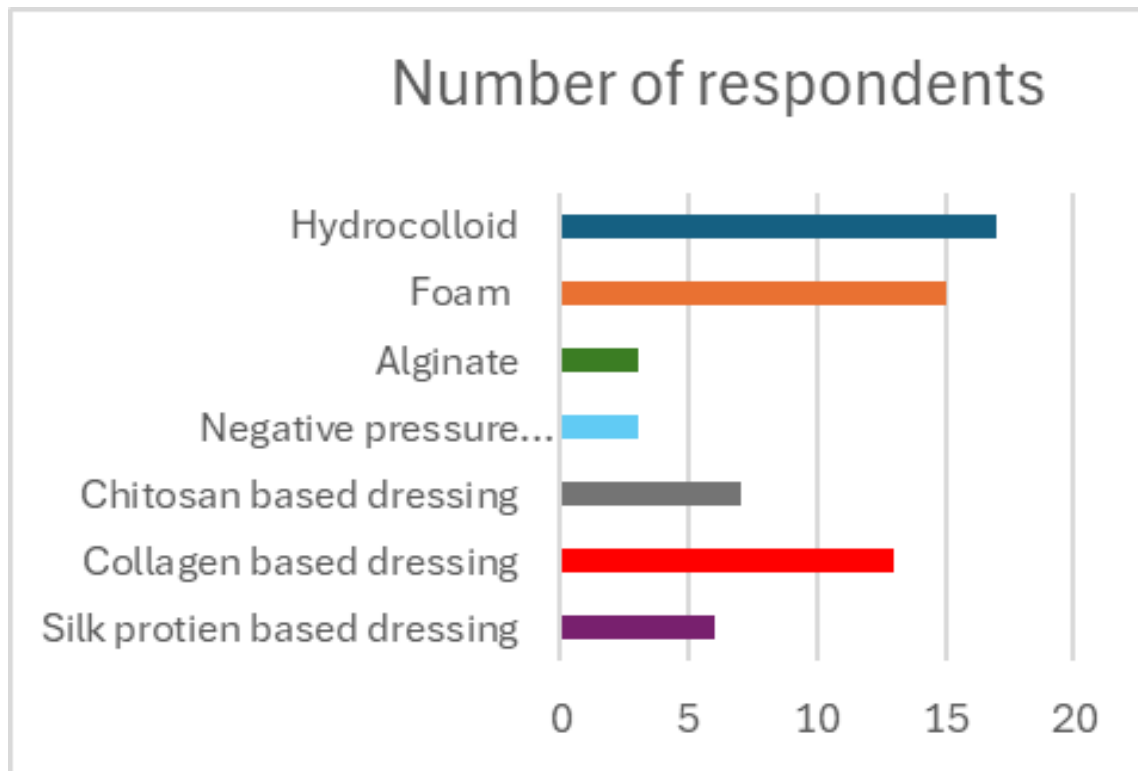
Response:	Number of respondents
To protect the wound from external environment.	29
To assist in wound healing	12
To actively participate in wound healing	23

- Which are the products used by yourself in the Wound care management?



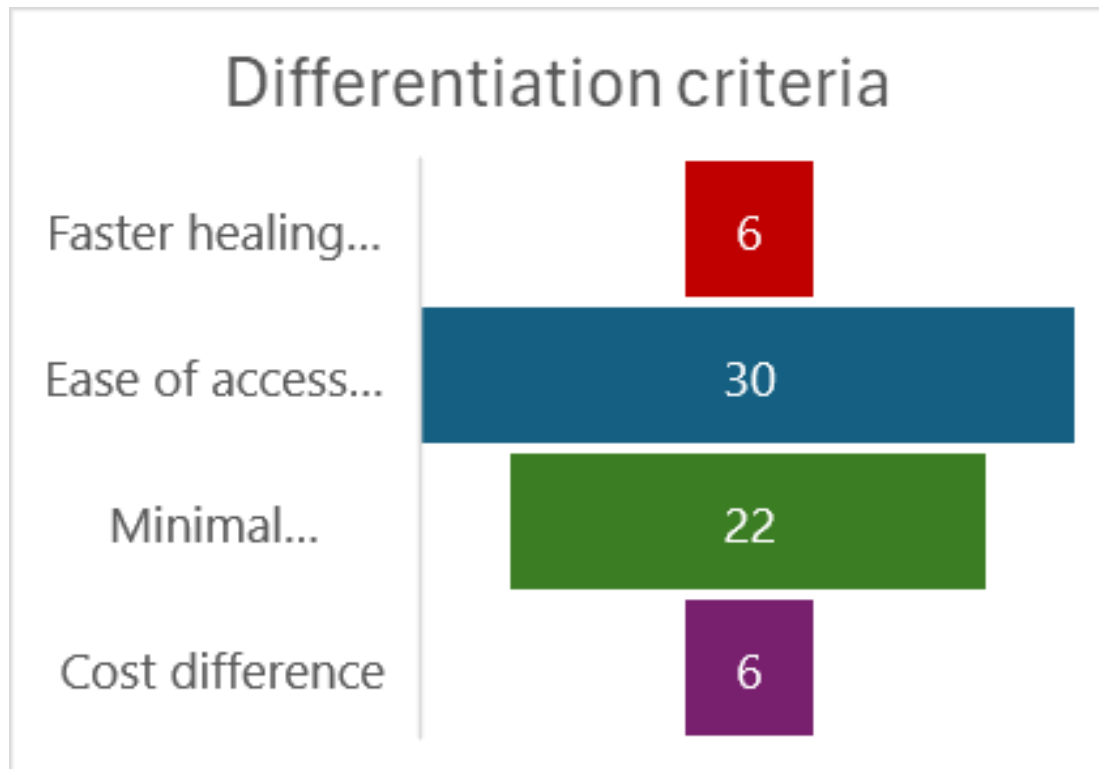
Products used (Traditional)	Number of respondents
Honey	12
Turmeric	10
Gauze dressing	17
Cotton	14
Wound bandages	11

- **Advanced wound care products:**



Products used/ technology	Number of respondents
Silk protien based dressing	6
Collagen based dressing	13
Chitosan based dressing	7
Negative pressure woundcare therapy	3
Alginate	3
Foam	15
Hydrocolloid	17

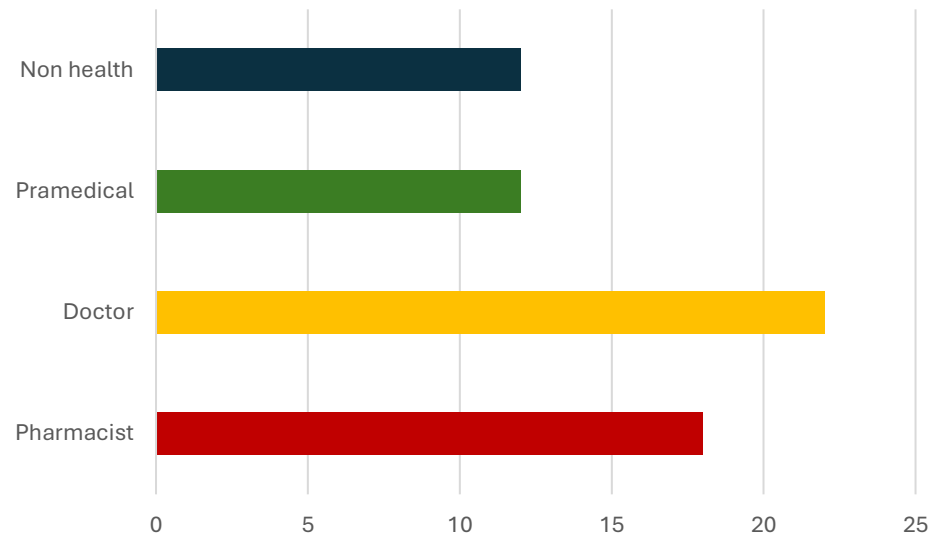
- What difference you have noticed between both dressing technologies?



Difference noticed	Number of respondents
Faster healing in advanced technology	6
Ease of access to traditional technolog	30
Minimal invasive- advanced	22
Cost difference	6

How much difference is there in the healing process according to you?

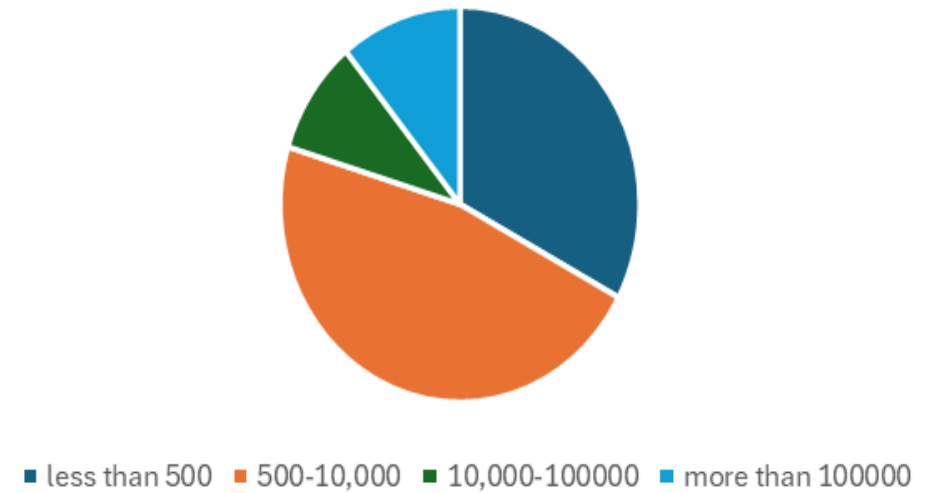
Difference in healing process	Number of respondents
Very much difference	22
Slight difference	30
No difference	6
Moderate difference	6

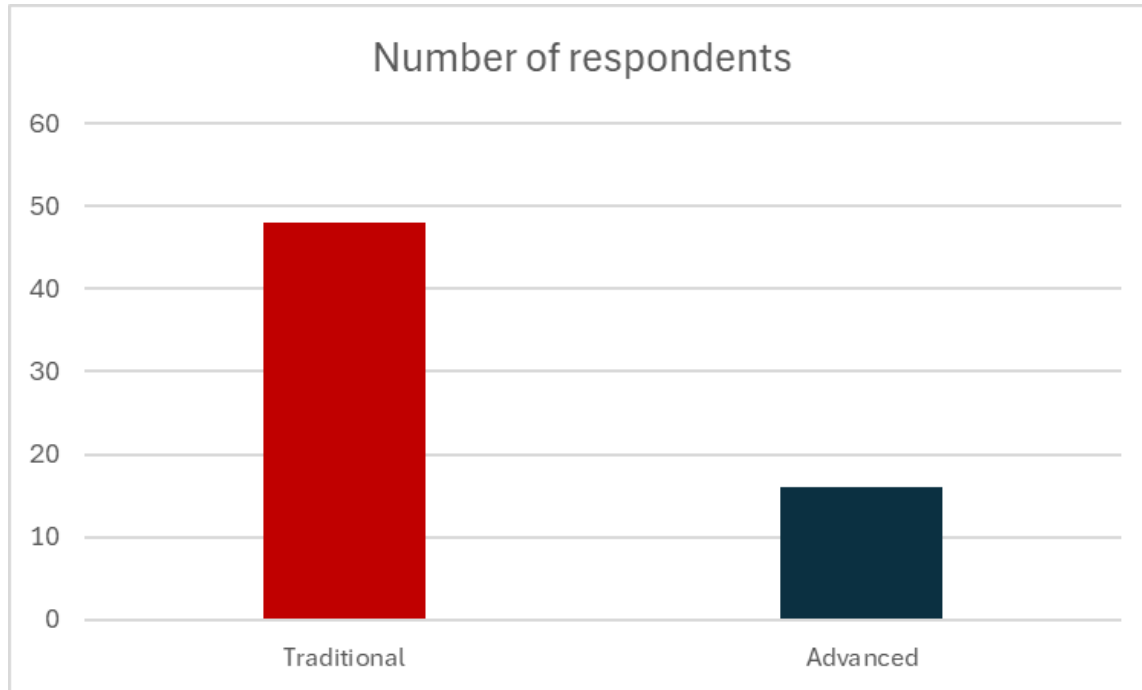


What is the cost of treatment for wound care which you underwent?

Cost of treatment	Number of respondents
less than 500	21
500-10,000	30
10,000- 100000	6
more than 100000	7

Number of respondents





Affordable treatment	Number of respondents
Traditional	48
Advanced	16

- Which is the most affordable treatment for you?

Number of respondents



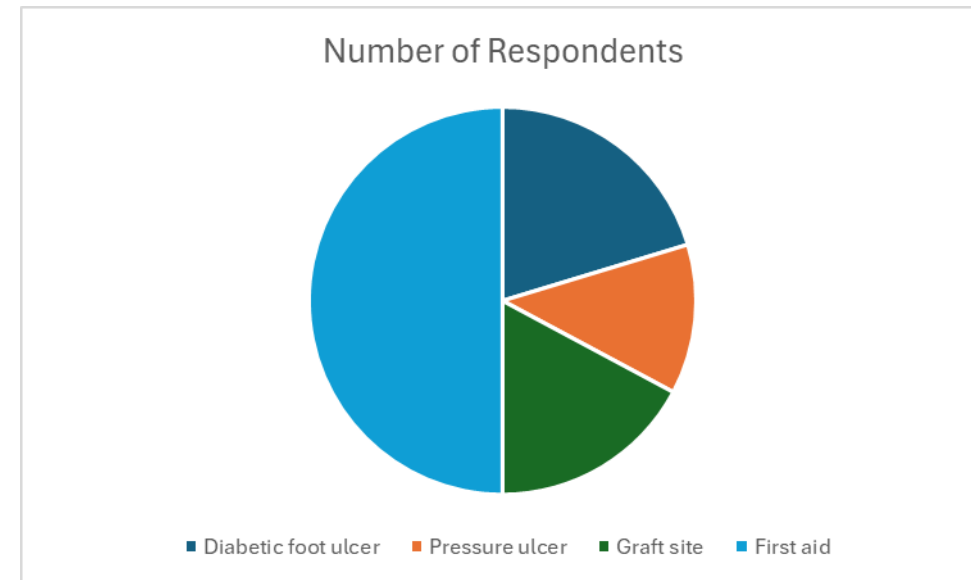
■ Male ■ Female

Gender	Number of respondents
Male	32
Female	32

- Gender:

Case:

Case	Number of Respondents
Diabetic foot ulcer	13
Pressure ulcer	8
Graft site	11
First aid	32



Cases Handled



Diabetic foot ulcer



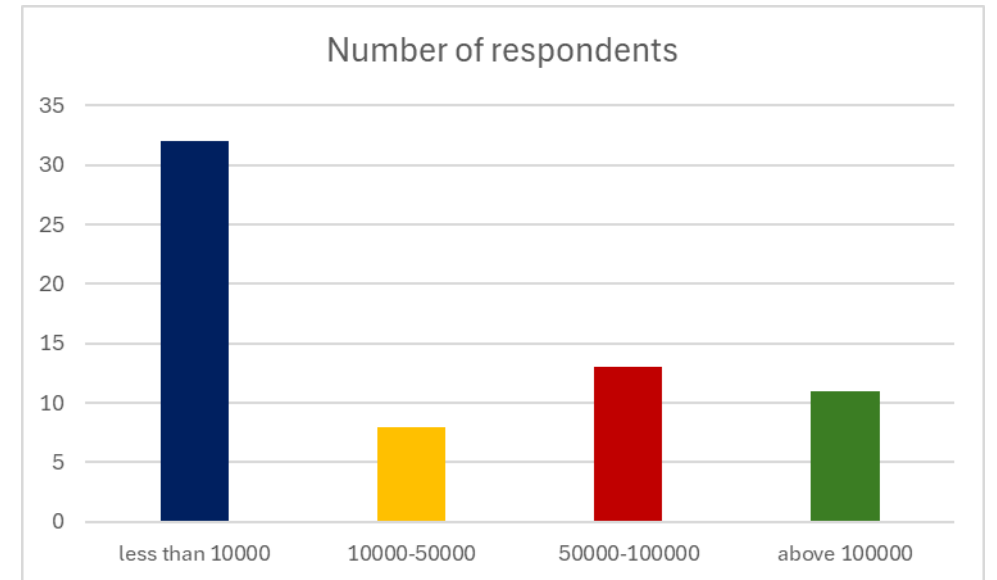
Skin Graft

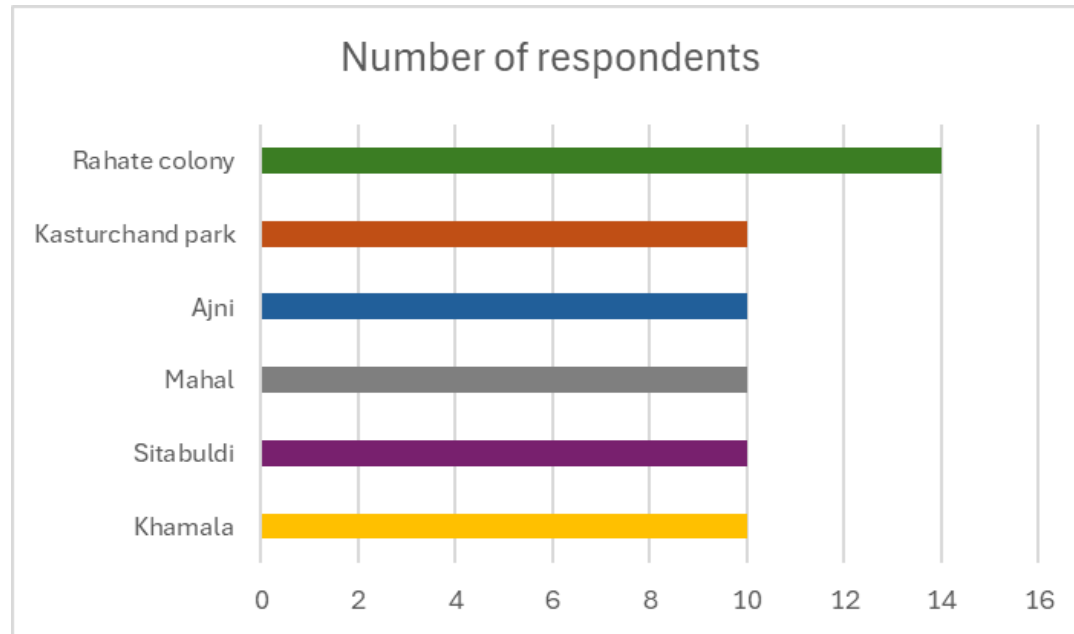


Excessive tunneled abrasion

- Family income (Demographic)

Family income	Number of respondents
less than 10000	32
10000- 50000	8
50000-100000	13
above 100000	11



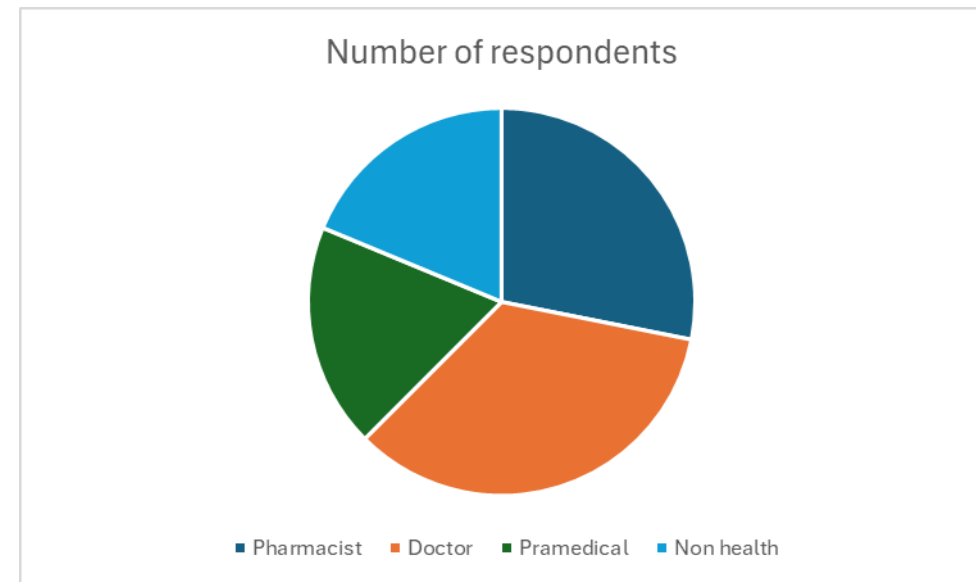


Base location	Number of respondents
Khamala	10
Sitabuldi	10
Mahal	10
Ajni	10
Kasturchand park	10
Rahate colony	14

- Base location:

Occupation	Number of respondents
Pharmacist	18
Doctor	22
Paramedical staff	12
Non healthcare background	12

- Occupation:



Results:

- People with low income group preferred traditional wound care methods.
- Out of 64 responses, 38 people preferred traditional wound care, while 26 people prefer advanced wound care.
- Healing time in traditional is more compared to advanced wound care method.

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Thank you!