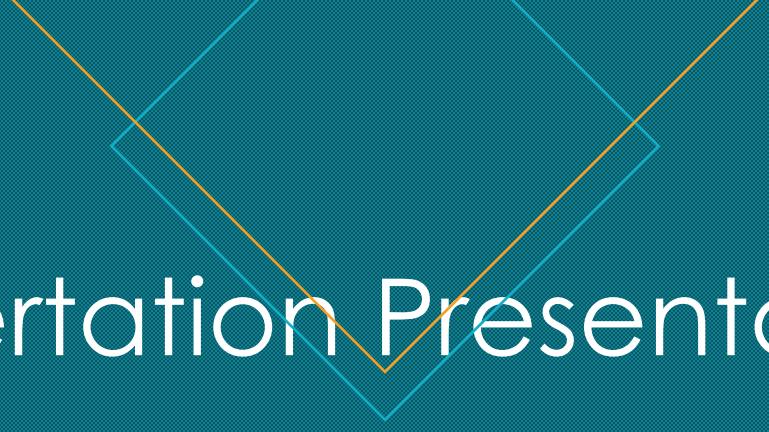




Dissertation Presentation

STUDY FOR USAGE OF MOBILE HEALTH TECHNOLOGY APPLICATION FOR EARLY SCREENING AND DETECTION OF CANCER IN INDIA

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1156

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• Internship Organization •

Karkinos

- Greek word meaning "Cancer"
- End-to-end technology driven oncology focused managed healthcare platform

Vision

- Detection & Diagnosis
- Data & Research
- Deliver

Objective of the Internship

Gain a thorough understanding of the oncology healthcare domain and the patient journey within the Oncology ecosystem.

Reach

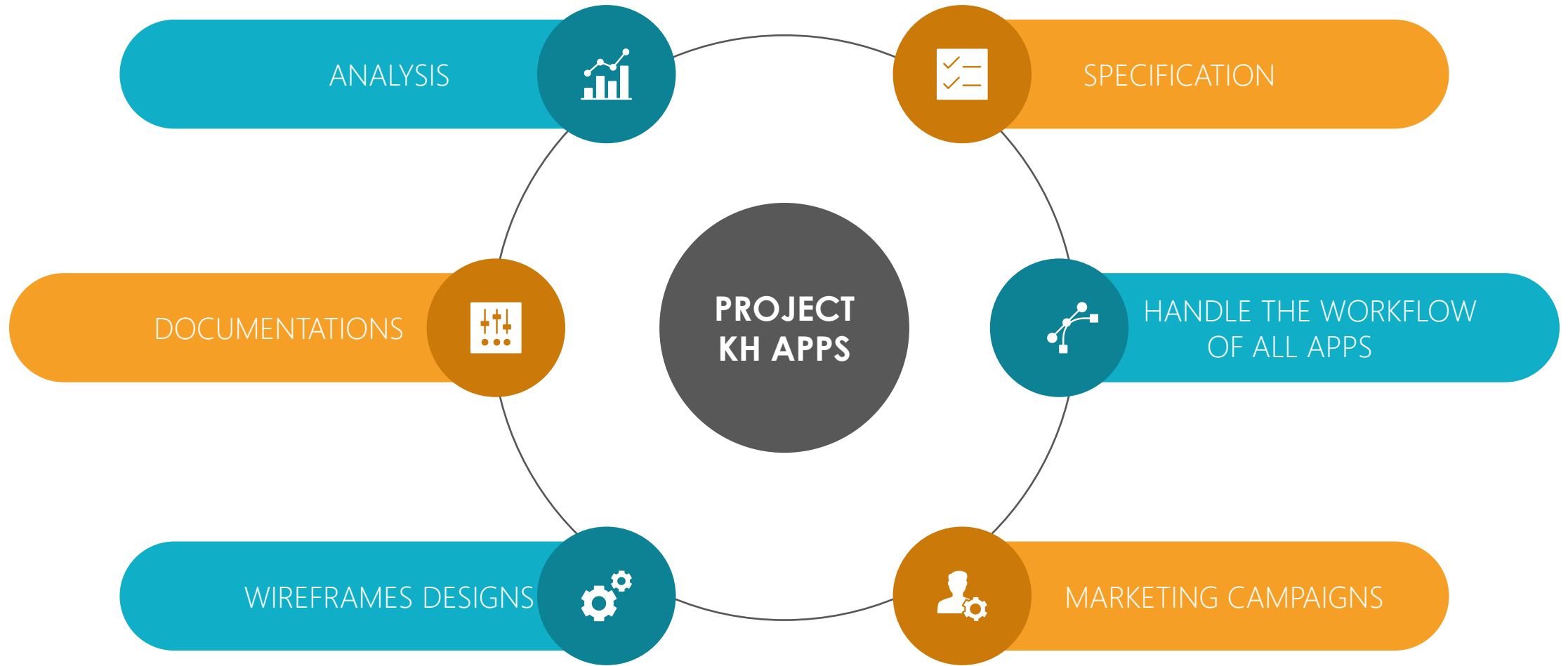
Working at Kothamangalam in Ernakulam District, in the southern state of India. Expanding in West Bengal and Madhya Pradesh.

Services

- Cancer early screening
- Wellness screening
- Digital technologies
- Expertise at every steps
- Lab facilities
- Teleconsultation

Internship Organization

Key Activities Performed



Dissertation Study Title

“STUDY FOR USAGE OF MOBILE HEALTH TECHNOLOGY APPLICATION FOR
EARLY SCREENING AND DETECTION OF CANCER IN INDIA”

Dissertation Study

A Greek physician named Hippocrates coined the term "cancer." The burden of cancer is rising globally. Thanks to early identification, high-quality therapy, and post-treatment care, the survival rates of many different forms of cancer are rising in nations with robust healthcare systems. and one in every nine Indians will have cancer (0-74 years of age).

Cancer Burden In India

Year 2020

679,421 (94.1 per 100,000) for men
and 712,758 (103.6 per 100,000) for
women

Lung Cancer

Year 2020

Lung cancer hits one in every 68
men

Breast Cancer

Year 2020

Breast cancer affects one in every 29
women

Dissertation Study

Research Question

How mobile health technology application is useful for early screening and detection of cancer in India and what is the perception of people for using mobile health technology?

Research Objectives

- To assess the burden of cancer in India
- To learn about the mobile health technology for early screening and detection of cancer in India
- To understand the knowledge and perception that people have for the mobile health technology for cancer and its early screening methods in the age group of 18-60 years.
- To learn the pattern of risk assessment for early screening and detection of cancer is taken via Karkinos Healthcare mobile application.

Dissertation Study

Methodology

Study Design: Descriptive Cross- sectional study

Research Setting: Online and Karkinos Healthcare Pvt Ltd

STUDY POPULATION

- **Inclusion Criteria:** Any residence of India between the age group of 18-60 years.
- **Exclusion Criteria:** Any individual less than 18 years and older than 60 years.

Study Tool: Structured Questionnaire

Study Duration: 2 months

Sampling Technique: Convenient sampling

Data Collection Procedure: Questionnaire- Google sheets

Literature Review

Mobile health strategies can help with cancer screening in underdeveloped rural areas with low levels of health literacy. They fall short of removing the various social, cultural, economical obstacles to screening and follow-up, though.

The vast majority of patients (75-80 percent) have advanced cancer (stages 3-4), indicating that cancer is a global problem, not just in India (Divya Khanna et. Al., 2020)

In LMICs, policymakers are still not as aware of the benefits of early detection and BC screening as the “best buy” option to cut healthcare expenses.

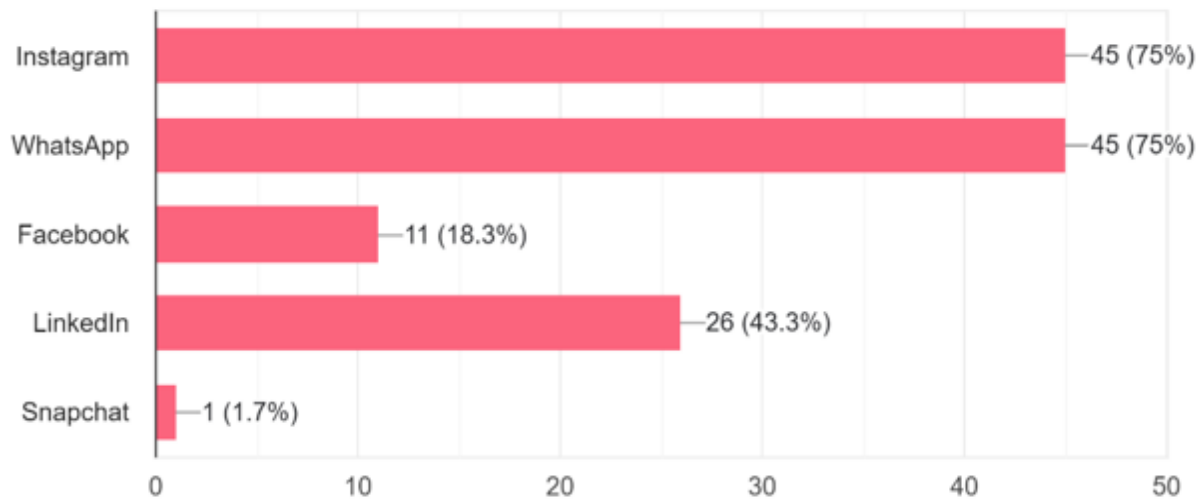
In addition to structural obstacles, a recent study found stigma, lack of awareness of the benefits of screening services, humiliation or anxiety associated to the screening process, and fear of being evaluated for lack of modesty were other common obstacles to screening uptake.

There is a window of opportunity for creative solutions and prevention because of the systematic disruption and tragedy that COVID-19 has brought to patients, practitioners, and health care systems around the world.

There is a knowledge gap since proper health education is not readily available. The importance of cancer education in the community must be emphasized. Utilizing the internet and the media effectively can help spread awareness.



Results



Most frequently used social media

The majority of the 81 respondents were between the ages of 18 and 30, followed by 50 to 60.

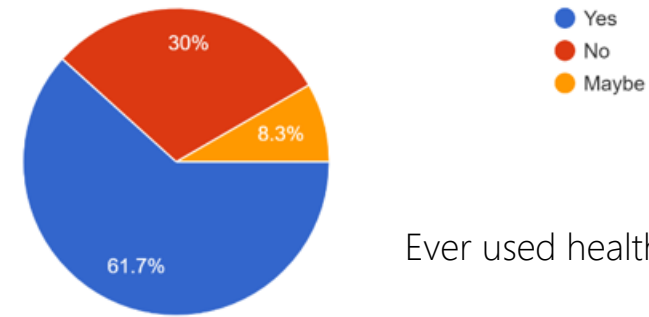
Most responders (51 percent) were full time workers, followed by students (26 percent). Ten percent or so of the workers are freelancer.

51 percent of the 81 respondents work in the healthcare industry, and 19 percent work in the IT/software industry.

Results

According to the study 61.7% of the respondents used the healthcare apps so far. And only 30% are those who have not used any of the healthcare app.

45.5% of overall respondents thinks that they don't need any healthcare apps. And 18.2% are those people who are not at all aware about the healthcare apps.



Ever used healthcare apps

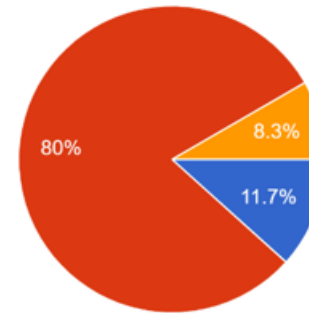


Reasons for not using the healthcare apps

Results

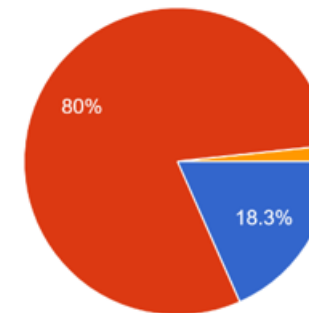
According to the study we can easily understand that many of the respondents are unaware of any such healthcare app that provides cancer care through app..

As the awareness for early screening and detection is less, similarly the respondents are not aware of the self-test through various apps available.



● Yes
● No
● Maybe

Awareness about any early cancer detection app



● Yes
● No
● Maybe

Ever taken self risk assessment through any mHealth app.

Dissertation Study

Results

According to the respondents, if the cancer is detected at an early stage, then it gives better chances to survive, becomes easier to treat, and reduces the cost of treatment.

78.3 % respondents thinks that it increases the chances of survival if detected at an early stage.

And 75% thinks that it becomes easier to treat a patient at an early stage rather than at the advance stage.

If the person ignores the minor symptoms also it becomes extremely critical to treat that at an advance stage.

Discussion

This study aimed to identify usage of mobile health technology for early screening and detection of cancer in India.

In rural locations where doctors and nurses might not always be available to give care, mobile health (mHealth) is especially crucial.

Barriers may prevent patients from receiving prompt diagnosis and treatment at any stage.

In low- and middle-income nations, early screening and detection are crucial for stabilizing the economy and cutting healthcare costs. Therefore, it is important to raise public awareness about cancer, its symptoms, and the care and treatment that are available. Several mHealth apps are available and actively developing for this in numerous nations.

Conclusion

The smartphone app is a tailored, interactive health education tool with the potential to increase cancer awareness.

The most effective technique to educate the public about healthcare and how useful mHealth apps can simplify their lives is through social media.

The necessity of the hour is for mHealth technology to provide efficient healthcare. to place a prescription for medication, schedule a video consultation, or schedule a lab test.

Any feature can be accessed in mHealth apps, and many of them also provide lots of information about a person's health.

If you frequently use these educational apps and take free risk assessments through different apps for the minor symptoms that you are experiencing, you may be able to detect health problems early.



Thank You