

**A SYNOPSIS
ON
OBESITY – THE FUTURE PANDEMIC!**



**Submitted to IIHMR University, Jaipur in partial fulfilment of the requirement for degree of MBA
in Hospital and Health Management.**

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TITLE-

Obesity: The Future Pandemic

INTRODUCTION-

Obesity extends beyond mere cosmetic concern. It's a complex disorder that involves deposition of excess fat in the body that in turn leads to various co-morbidities. Obesity is associated with chronic health concerns and affects different organs such as heart, kidney, liver, pancreas among others. Obesity is measured w.r.t BMI i.e. an adult with BMI > 30 is considered Obese and BMI > 40 is considered condition of severe Obesity.

The two main reasons of Obesity include-

- Increase in mass of Adipose tissue.
- Increase in secretion of pathogenic products from enlarged fat cell.

The outcome of these two mechanisms leads to development of new disease.

RESEARCH QUESTIONS-

- How have obesity rates evolved over time?
- What is the pattern of change in obesity prevalence among different age group and gender?
- Obesity and multi-system challenges
- What biological mechanisms regulate appetite, and how can we target them for obesity prevention?
- Available treatment options and Prescription drugs for Obesity
- Awareness of obesity among Obese
- Future treatment options and Ongoing research and ideas
- What socio-economic, demographic, and environmental factors are associated with obesity rates in different regions-
 - Effect of income level, education level and employment status on obesity rates.
 - Role of cultural and dietary practices in regional obesity trends.

OBJECTIVES-

- To analyse historical trends in obesity rates over past few decades
- To identify geographic variations in obesity prevalence at regional and global levels
- To find socio-economic, demographic, and environmental factors leading to obesity
- To compare obesity rates and trends across different countries and regions
- To study efficacy of available treatment options
- Research & clinical trends in the 2004-2013 vs 2014 to 2024

HYPOTHESIS-

- H1- Obesity has increased significantly over past decade.
- H2- Socio-economic status is inversely related to obesity rates.
- H3- Anti obesity drugs help in weight management.

MATERIALS AND METHODS-

This is not a clinical study or primary market research study. Hence, we will be focussing on mostly secondary research which is already available on public domain. For this we will be using following clinicaltrials.gov, EUDraCT, google patents, google scholar, PubMed, published primary market research reports, company websites, FDA website, press releases, SEC filing, archived websites and other secondary sources including government websites, proprietary databases and non-proprietary databases.

DATA ANALYSIS PLAN-

- We will be first analysis market share, market assessment reports to assessing the latest trends, market size and other details
- We will look into the present approved products in the US, EU and globally
- We also need to look into the ongoing and future trends in terms of research and approach to bring in more molecules to the market
- Based on the above data collected we will look how obesity as a disease going to change the overall healthcare landscape and how bring in newer competition, we will be able to have better efficacious products which will eventually impact socio-economic effects over time

ETHICAL CONSIDERATIONS-

- **No patient's data shall be discussed**
- **We should give due credit to the existing research**
- **Plagiarism shall be avoided**

IMPLICATIONS OF RESEARCH-

- Behavioural Changes and Lifestyle Interventions
- Healthcare Burden and Resource Allocation
- Policy Recommendations
- Obesity Prevention

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