

Summer Training Presentation

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MBA-HHM – Ist Year

Guided By

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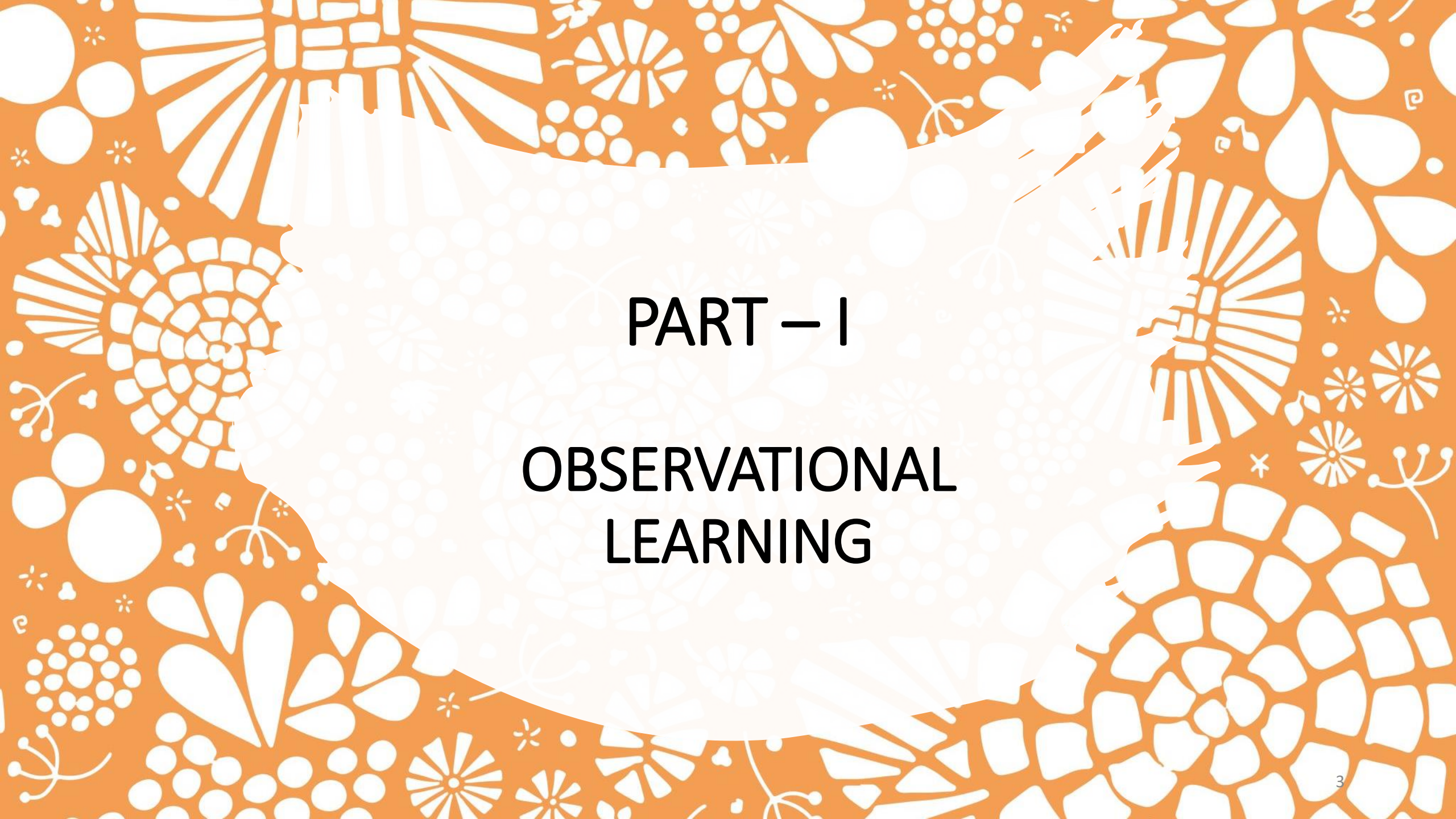
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PART – I

OBSERVATIONAL LEARNING

Company Overview

- ❑ Healthark Insights was established in 2016, by a team of consultants from top-tier strategy firms. They help their customers make critical decisions every day through expertise that combines deep domain knowledge, rigorous research and analysis, understanding of markets, technology and experience

Objectives

- ❑ Support clients with end-to-end capabilities, starting with business problem, to data to analysis to insights to prediction
- ❑ Aim to deliver quick turnarounds with agile approach and cost-efficient model ensuring value for clients

**Some Important
Clients**



My Role and Learnings as Intern Consultant

Task Assigned



- ❑ Completed a 4-week course upon Data Visualisation and Analysis using Ms Excel and PowerPoint.



Learnings

- ❑ Made me understand the nuances of data analytics using the versatile Ms Excel, presentation skills and creating a visually appealing, useful, and informative presentation.



- ❑ Assigned work under a relatively new venture called “Insights 10” for the rest of the month, which is basically the market research hand for the firm.
- ❑ The task assigned was to prepare market syndicate reports on the drug/disease/therapeutic/service markets for various diseases for the Middle Eastern country Egypt.



- ❑ Deeper understanding of how to create concise market syndicate reports. I learnt specifically a lot about the developing nation of Egypt, even presented my 10 insights about the healthcare market and its future in the country in a short presentation session.
- ❑ The reports creation process helped me improve my information searching and comprehending skills.

Task Assigned



- ❑ Got an opportunity to work upon the sample deck of digital health market in Egypt.
- ❑ Was required to dig deeper to create a more detailed picture of the market in order for potential clients to find it useful and purchase the complete version of the same



Learnings

- ❑ Found myself reading and learning about the factors affecting the digital healthcare market in the country, some new and established start-ups making a difference in the field and the overall scenario of the shift from traditional methods of healthcare provision
- ❑ Utilised my deck making skills in a more practical fashion, that is, fit in useful information in limited space on a slide



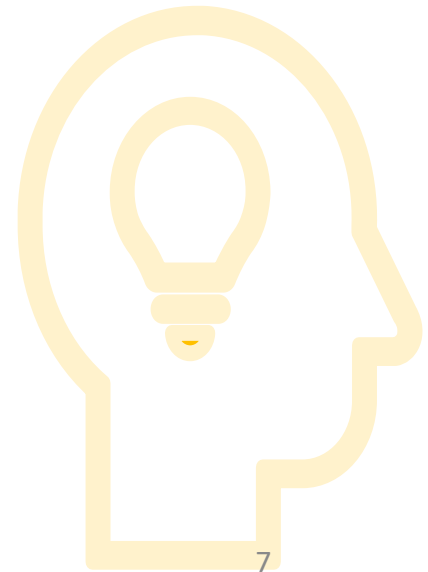
- ❑ Got the task of creating what is called a “customer map” of a leading health care firm for Boehringer Ingelheim, a client of Healthark.
- ❑ Reviewed an Evaluate Vantage Presentation on the Pharma, Biotech and Medtech sector. Presented the same through PowerPoint to the manager

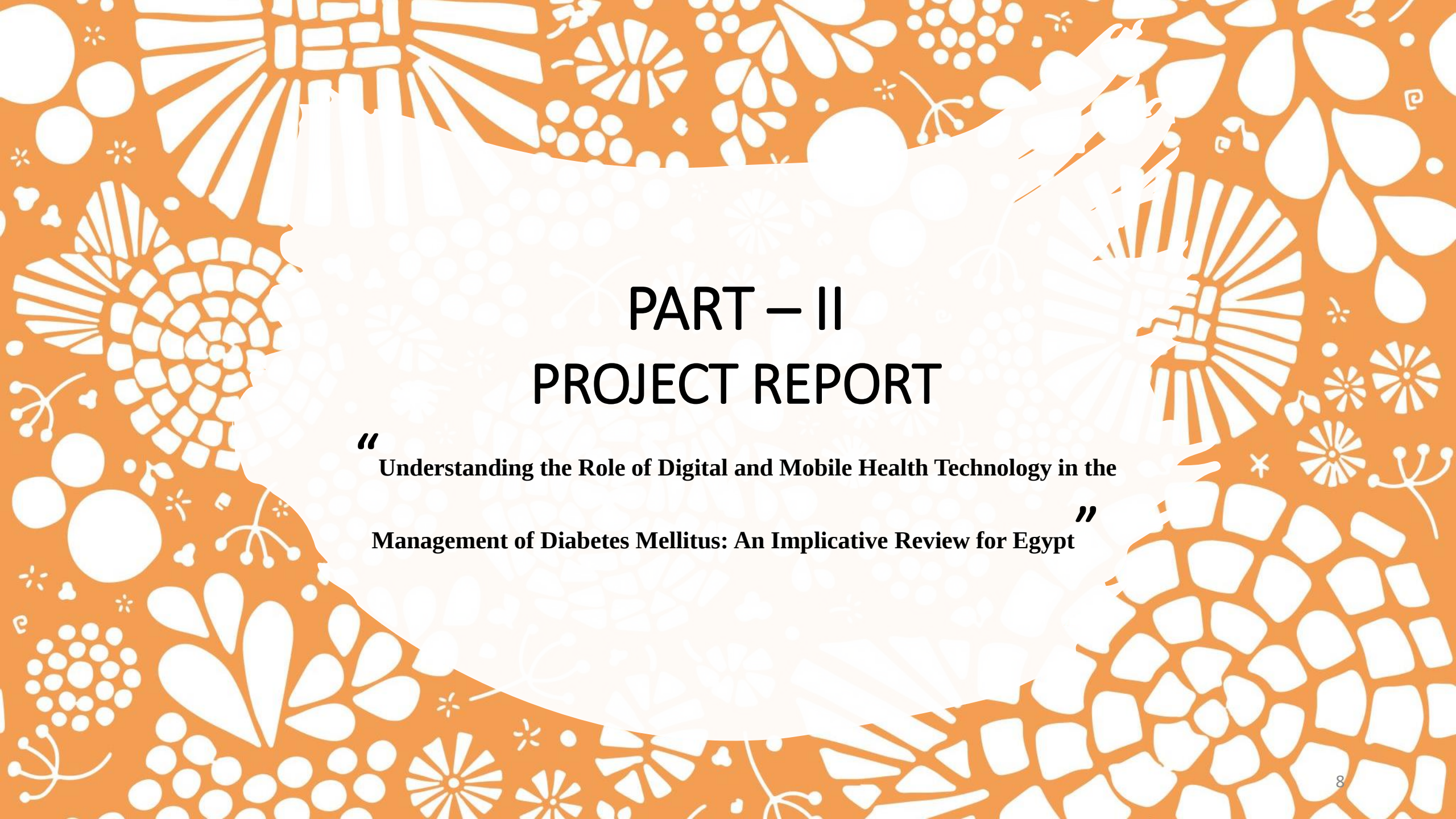


- ❑ Good exposure in reading such vast information about the firm and compiling the updates of the previous quarter in a manner that they assist in deriving implications for the stakeholders.
- ❑ Learned to read and comprehend market review reports and understood analysis of the Pharma, Biotech and Medtech sector in terms of their financial performance, products and pipelines and other areas.

Other Learnings and Observations

- ❑ Gained some experience of a rigorous office life and some insights about my own strengths and weaknesses as a potential employee of such firm.
- ❑ Understood the importance of utilising the allotted office working hours to the fullest and equally the importance of giving timely breaks and not penetrating work into the after-office hours
- ❑ I gained some important skills in building a positive work culture during interactive sessions with seniors and mentors and “huddle sessions” to get to know everyone a little better.
- ❑ I learned the art of professional mail writing and the importance of giving credit to each and every fellow colleague, no matter how big or small the task. Such appreciations and acknowledgment go a long way in building positive work relationships and increase the satisfaction and consequentially the productivity





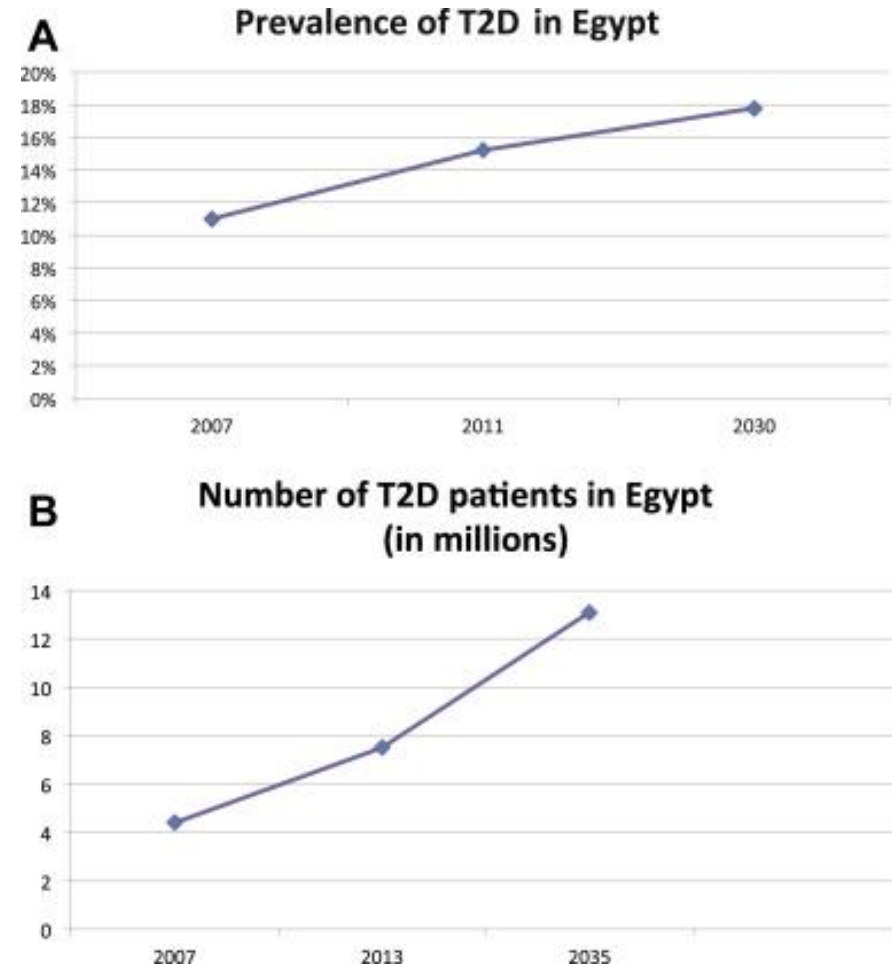
PART – II

PROJECT REPORT

**“ Understanding the Role of Digital and Mobile Health Technology in the
Management of Diabetes Mellitus: An Implicative Review for Egypt ”**

Introduction

- ❑ Egypt is a developing nation with a rapidly rising population of about 100 million, making it the most populated country in the middle east
- ❑ Noncommunicable Diseases (NCDs), including cardiovascular diseases, diabetes, cancer, and chronic respiratory diseases, are currently the leading national cause of death in Egypt.
- ❑ The International Diabetes Federation (IDF) has identified Egypt as the ninth leading country in the world for the number of patients with T2D. The prevalence of T2D in Egypt was almost tripled over the last 2 decades.



RESEARCH QUESTION

What is the role of Digital Health Interventions (Health related smartphone applications, telemedicine, and SMS) in managing the disease burden of Diabetes in Egypt?

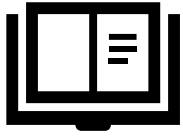
RATIONALE

Diabetes and obesity are MENA's biggest epidemiological challenge. The rapid societal transition to a more urbanised lifestyle with little exercise and westernised diets has caused a huge increase in obesity, which in turn has seen huge increases in diabetes mellitus rates. With the present and projected Diabetes prevalence in Egypt being high compared to global levels, it makes for an interesting and important study to understand the role of digital health initiatives in helping the country manage diabetes among the population.

OBJECTIVES

- ❑ To summarise the present risk factors for increasing diabetes burden in Egypt and reasons for unsuccessful diabetes management.
- ❑ To understand Egypt's position w.r.t Diabetes Management by analysing data
- ❑ To comprehend the vast literature and summarise existing digital health interventions and their influence so far in managing Diabetes, deriving implications for Egypt

Material & Method



Research Design & Mode of Data Collection

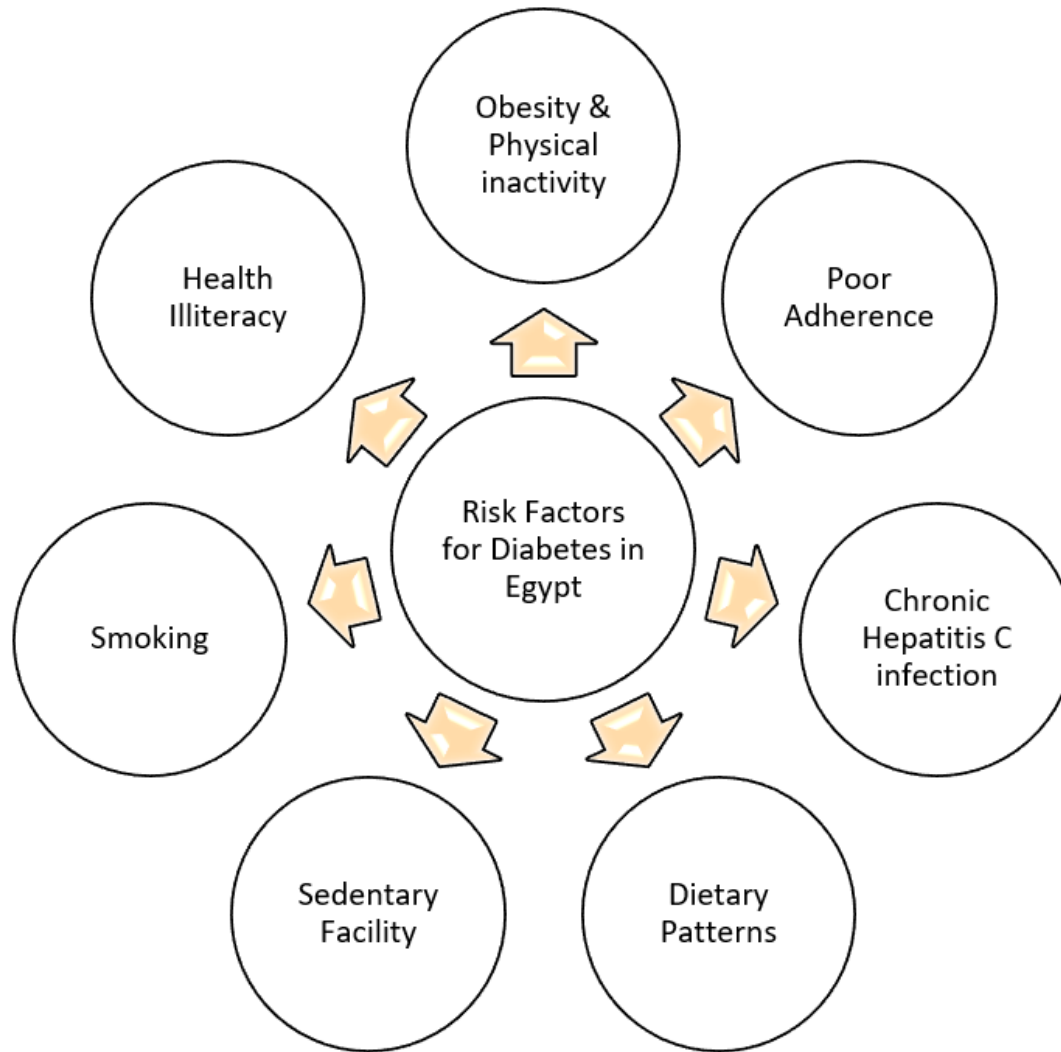
- ❑ The study is of a descriptive research design. A systematic review of the existing evidence for role of digital health interventions in managing diabetes was done through secondary data analysis.



Mode of Data Collection & Analyses used

- ❑ About 20 articles associated with the role or effect of digital health interventions upon diabetes mellitus management, DM risks and prevalence of DM in Egypt were reviewed.
- ❑ Further, the Diabetes Atlas published by International Diabetes Foundation (IDF) was analyzed from 2010 to 2019. Correlations were computed to understand the relationship between various indicators in the country and suggest future interventions.

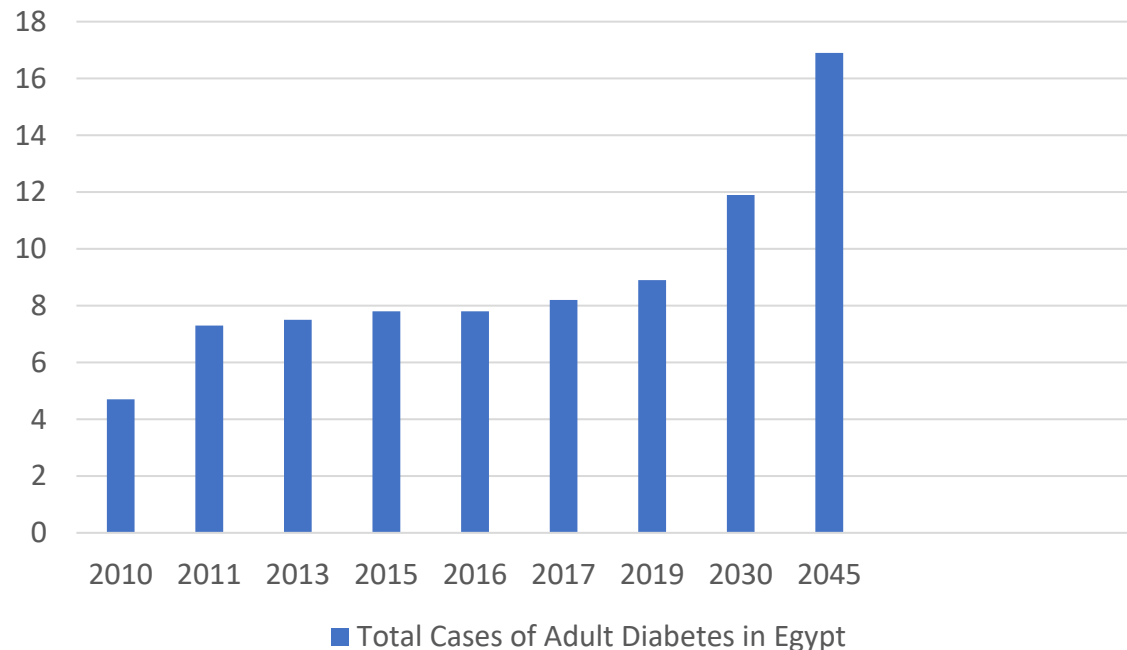
Data Compilation, Analysis, and Interpretation



Risk factors that contribute to the diabetes problem in Egypt

Understanding Egypt's Diabetes Problem

Total Cases of Adult Diabetes in Egypt
(Millions)



Year of data collection	Prevalence of Adult Diabetes (%)	Total cases of Adult Diabetes (Millions)	Total Undiagnosed Cases in Adults (Millions)	Govt. Spending Per person (USD)
2010	10.4	4.7	-	116
2011	15.16	7.3	4.5	136
2013	16	7.5	3.8	351
2015	14.9	7.8	3.2	218.8
2016	14.9	7.8	3.2	219
2017	15.1	8.2	4.4	268
2019	15.2	8.9	4.8	279.1
2030*		11.9 *		
2045*		16.9*		

Correlation between Govt. Spending Per person and Prevalence of Diabetes in Adults

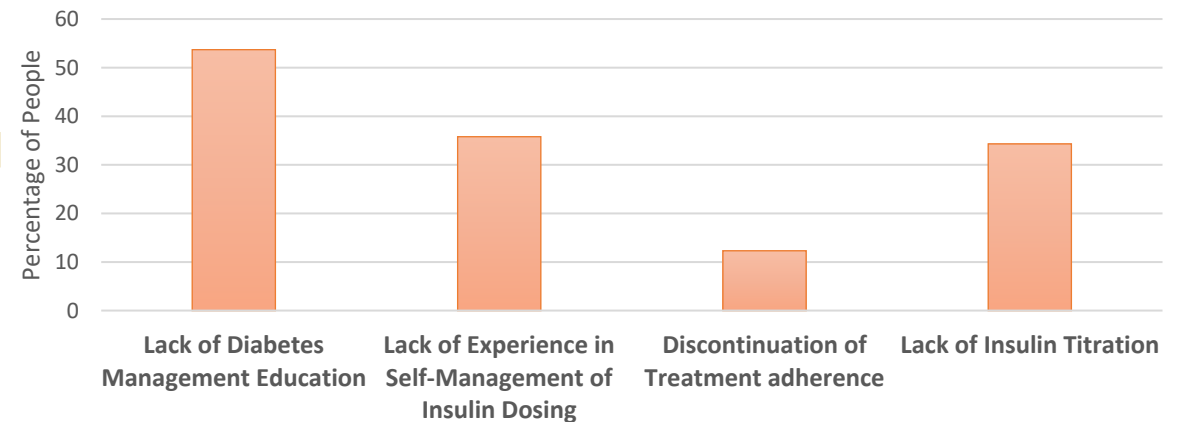
	Prevalence of Adult Diabetes
Govt. Spending Per Person	0.6948*



- ❑ A strong significant correlation between the prevalence of diabetes in adults and govt. spending per person, indicates towards the possibility that with increasing prevalence of diabetes, the govt. Expenditure per person is also likely to increase.
- ❑ If we consider the correlation vice-versa, that is increase in govt. Spending has resulted in increase in prevalence of diabetes, it could be speculated that expenditure in itself is not sufficient to control the problem in the country



Table showing Reasons for non-attainment of Glycaemic control among Egyptian Population



- ❑ Egypt currently displays poor management of Diabetes within its population. It is therefore important to progress with Digital and Mobile health interventions to manage the diabetes in Egypt.



Role of Digital Health Interventions in Management of DM

Multiple studies highlight the promising future that mHealth and other digital health interventions bring for people with Diabetes. Some of the findings include the following:



- ❑ Participants had a positive experience with the application as it helped them communicate more efficiently with their care team. The facility to communicate remotely with healthcare professionals improved patient outcomes



- ❑ Telemedicine-based interventions proved effective in reducing the serum levels of HbA1c and fasting blood sugar along with adherence to treatment and increase in self-efficacy w.r.t management in low as well as high income countries



- ❑ Mobile based applications have also been found to improve the patient compliance with diabetes self-management tasks such monitoring one's blood glucose levels



- ❑ mHealth interventions were found to improve glycaemic control by about 0.8% compared to conventional methods



- ❑ These interventions also proved to be cost-effective

mDiabetes Program in Egypt

- ❑ On 23 February 2016, the national program “mDiabetes” was launched in Egypt’s capital, Cairo. The principal idea behind the same was to increase people’s access to information on diabetes management.
- ❑ Participants in the programme were to receive regular tips via SMS on lifestyle choices and simple steps they can take to manage their diabetes
- ❑ Examples include:
 - "Being overweight or obese increases the risk of diabetes complications ... eat healthy food and walk on a daily basis”
 - “Control your weight (your ideal weight = length cm-100) to help controlling your blood sugar”
 - “Do not walk bare-footed and avoid using tight or open shoes. It is advisable to wear cotton socks.”
- ❑ **About 41% of the tested group showed a decrease in the HbA1c level in their blood and 70% found the SMS messages useful**
- ❑ Such success indicates that these programs can actually go a long way in curbing and managing the problem of Diabetes in Egypt.

Mobile, Internet and Healthcare Application Penetration in Egypt

Total No. of mobile phone users as of 2020	94.34 million subscriptions
Mobile Internet users as of 2021	59.19 million
Percentage of population between 20-79 using health related apps as of 2021	27%

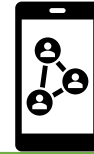


Almost everyone in Egypt has a mobile phone subscription and more than 50% of the population is using internet. This can be utilised by the healthcare system in Egypt to target the Diabetic population on a wider scope with mobile based and digital interventions

Conclusion



Egypt is currently making rapid strides in the Digital Health world. With multiple studies showing that mobile health-based interventions actually improve glycaemic control and improve self-management of diabetes among the population, digital health interventions can and should be incorporated on a wider scale in the country.



Almost the entire population has subscriptions to mobile phone and leveraging on this, research should be conducted to build applications that help people self-manage diabetes, improve their adherence to diabetes control norms and help them understand their condition with correct information and facts



The existing mDiabetes intervention is capable of targeting millions of people in Egypt. With a success rate of 47% of the total participants achieving glycaemic control, the intervention should definitely be studied further and applied on a larger scale.

Thank You
