

Dissertation Synopsis

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Course: MBA in Pharmaceutical Management

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Proposed Dissertation Title:

Evaluating the Role of Ayurvedic Treatments in improving the health of Cardiac Patients

(a) Introduction

Cardiovascular diseases (CVDs) remain the leading cause of death globally and in India. With rising cases of coronary artery disease, the use of cardiac stents has become common. However, stenting is expensive and not always a permanent solution. Ayurveda, India's ancient medicinal system, offers promising non-invasive interventions for heart diseases using herbs like Arjuna, Guggulu, and Amla. This dissertation explores whether Ayurvedic therapies, as practiced at Vedamrita Hospital, are effective in improving heart health and potentially reducing the need for stents.

(b) Review of Literature

Previous studies indicate Arjuna's cardioprotective properties and Guggulu's role in lipid management. Several clinical and pre-clinical trials suggest that Ayurveda helps manage angina, hypertension, and cholesterol levels. However, comparative studies between allopathy and Ayurveda in the context of avoiding stenting remain limited. Literature also shows increasing consumer interest in integrative and preventive healthcare, creating a market opportunity.

(c) Theoretical/Conceptual Framework

This study uses the **Preventive Healthcare Model**, emphasizing early intervention through lifestyle, herbal medicine, and non-invasive therapy. It also draws on the **Health Belief Model (HBM)** to understand patient decisions in choosing Ayurvedic therapy over stenting.

(d) Research Gap

There is a lack of structured market research evaluating Ayurveda's potential in treating CAD patients and reducing cardiac stent needs. No comprehensive data exists on patients choosing Ayurvedic routes over surgical interventions and their long-term outcomes, especially within a specific hospital setting like Vedamrita.

(e) Research Questions

1. What are the common patient conditions at Vedamrita that could have required stenting in allopathy?
2. How effective are Vedamrita's Ayurvedic treatments in improving patient heart health parameters?
3. What is the perception of Ayurvedic therapies for heart disease?
4. Can these findings support the development of marketable Ayurvedic alternatives?

(f) Research Objectives

1. To evaluate the health outcomes of patients undergoing Ayurvedic cardiac care at Vedamrita Hospital.
2. To assess whether these treatments reduce the necessity of cardiac stents.
3. To identify key herbs and formulations used.
4. To explore patient preferences, adherence, and satisfaction with Ayurvedic care.
5. To propose viable Ayurvedic product strategies based on findings.

(g) Methodology

- **Study Design:** Exploratory, descriptive market research.
- **Data Collection:**
 - Primary: Patient interviews, observations, therapy follow-ups
 - Secondary: Hospital records, existing literature, Ayurvedic treatment protocols
- **Sample Size:** 20-25 cardiac patients treated between Jan 2024-April 2025
- **Location:** Vedamrita Hospital, Uttarakhand
- **Tools:** Semi-structured questionnaires, symptom score tracking, Excel/SPSS for analysis

(h) Plan of Analysis

- Descriptive statistics for patient profile and outcomes
- Symptom improvement comparison over time
- Thematic analysis of qualitative patient feedback
- Preference mapping for dosage form (capsule, syrup, decoction, etc.)
- Feasibility analysis for Ayurvedic product development

(i) Tentative Chapter Plan

1. **Chapter 1: Introduction** - Context, problem background, objectives
2. **Chapter 2: Literature Review** - Existing studies on Ayurveda vs. allopathy in cardiac care
3. **Chapter 3: Research Methodology** - Study design, sample, tools
4. **Chapter 4: Data Analysis & Interpretation** - Charts, stats, thematic findings
5. **Chapter 5: Discussion & Recommendations** - Product opportunities, strategy for Vedamrita
6. **Chapter 6: Conclusion & Limitations**