

STUDY ON BEHAVIORAL ASSESSMENT OF PATIENTS SUFFERING FROM CANCER AT BANGALORE HOSPITALS

INTRODUCTION

Cancer is one of the wide spread disease in India as every year over 7 lacs of people are registered with this condition. India is one of the prime country with high rates of cancer incidence cases in world. Every year cancer cases are increasing by 6% reported from cancer index of India.

India with high cases of cancer leading to become as cancer burden in the world.

Cancers are of different types like solid cancer, blood cancer and also varies by gender like breast cancer in women, prostate, chest cancer in men.

Incidence rates are also high as the rate of cancer cases are gradually increasing annually.

Based on the population based cancer registry, incidence of cancer was found to be 1,057,204 in the year 2014.

Lung and chest cancers are the most reported cases in India. Cancer rates are also depends on the geographical location due to their sedentary life style, smoking and consumption of alcohol and tobacco.

OBJECTIVES

1.

- To understand the need gap of patients in cancer treatment.

2.

- To study the patient journey, their behavioral aspect that impact decision making, attitudinal changes in disease progression.

3.

- To comprehend economic as well as other challenges faced by patients during clinical interventions.

METHODOLOGY

- ❖ **Sample size-** 10 doctors and 50 patients
- ❖ **Sampling technique- Convenience and cluster sampling.** Since the population was divided into 2 clusters i.e. Oncologists and patients
- ❖ **Study design-** Ethnographic and Exploratory observation Study design
- ❖ **Study approach- Qualitative Approach**
- ❖ **Data collection approach- Primary Data collection through secondary research of detailed listing cancer hospitals in Bangalore and disease progression and patient journey through treatment and Primary research by exploratory and ethnographic observations through qualitative interviews,**
- ❖ **Study tool- Structured Discussion guide**

KEY FINDINGS

With available data and observation from primary and secondary research with ethnographic observations different behavioral patterns has been analyzed.

These patterns are either positive or negative that impacts and influences the decision making in the cancer treatment/ journey.

I DOCTORS

Below are the most observed patterns and are analyzed during interviews by doctors

- Apprehensive patients
- Un-adherence patients
- Disciplined patients
- Experimental patients
- Tech savvy patients
- High Stress patients
- Socially Apprehensive patients
- Social Reclusion
- Depression
- Turning Abusive

II PATIENTS

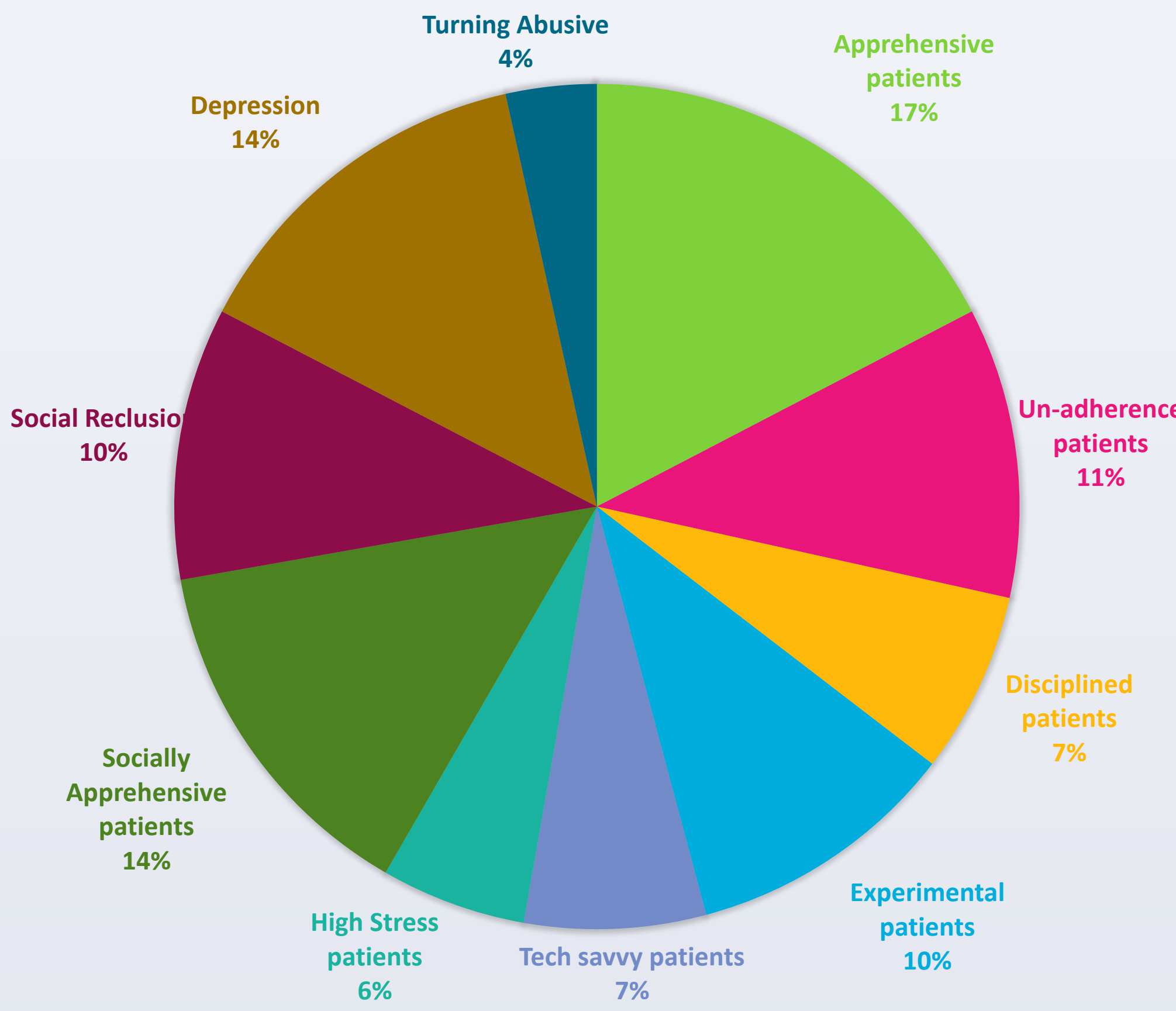
Below are the most observed challenges and are analyzed during interviews by patients

- Financial
- Attitudinal
- Clinical
- Informational
- Socio-cultural
- Dependency

ADDITIONAL FINDINGS

- Majority of patients exhibit strong inclination towards spirituality mainly in the form of praying and meditation
- Spirituality can be a powerful positive force in helping patients reframe their illness, find greater meaning in life, and recognize what is ultimately important and of value to them.
- Cancer patients who are on the path of recovery often tend to visit the cancer hospitals and meet fellow cancer patients on a voluntary basis; thus, leading to more open discussions between patients.
- Typically, cancer patients are observed to be less inhibited in disclosing their problems with these cancer survivors.

BEHAVIOURAL ANALYSIS OF CANCER PATIENTS



RECOMMENDATIONS & SUGGESTIONS

- Patients often cannot afford cytogenetic testing where proposed partnerships between pharma companies and hospitals to identify potential drug users – and provide free testing/subsidy to patients.
- Limited availability of funds often leads to higher patient drop-out that can be reduced by introducing patients to patient support group and subsidized schemes for cancer patients can reduce drop-out.
- Lack of understanding of cancer symptoms leads to a delay in diagnosis. It can only be reduced by self-awareness and initiatives lead by healthcare system.
- Encouraging relapse patients to undergo clinical trials to motivate patient's financial condition a bit easy.
- Public Educational programs to eradicate misconceptions related to cancer, its symptoms and treatment methods as patients has lot of misconception about cancer. (e.g. cancer is contagious)
- Social stigma caused due to side effects from treating cancer can also be point for drop-out or self-restriction from society which can be reduced in tier II and tier III cities by creating awareness about treatment and side effects.
- Continued dependence of the patient may add emotional and psychological burden on the caregiver leading to unknown negligence on patients.