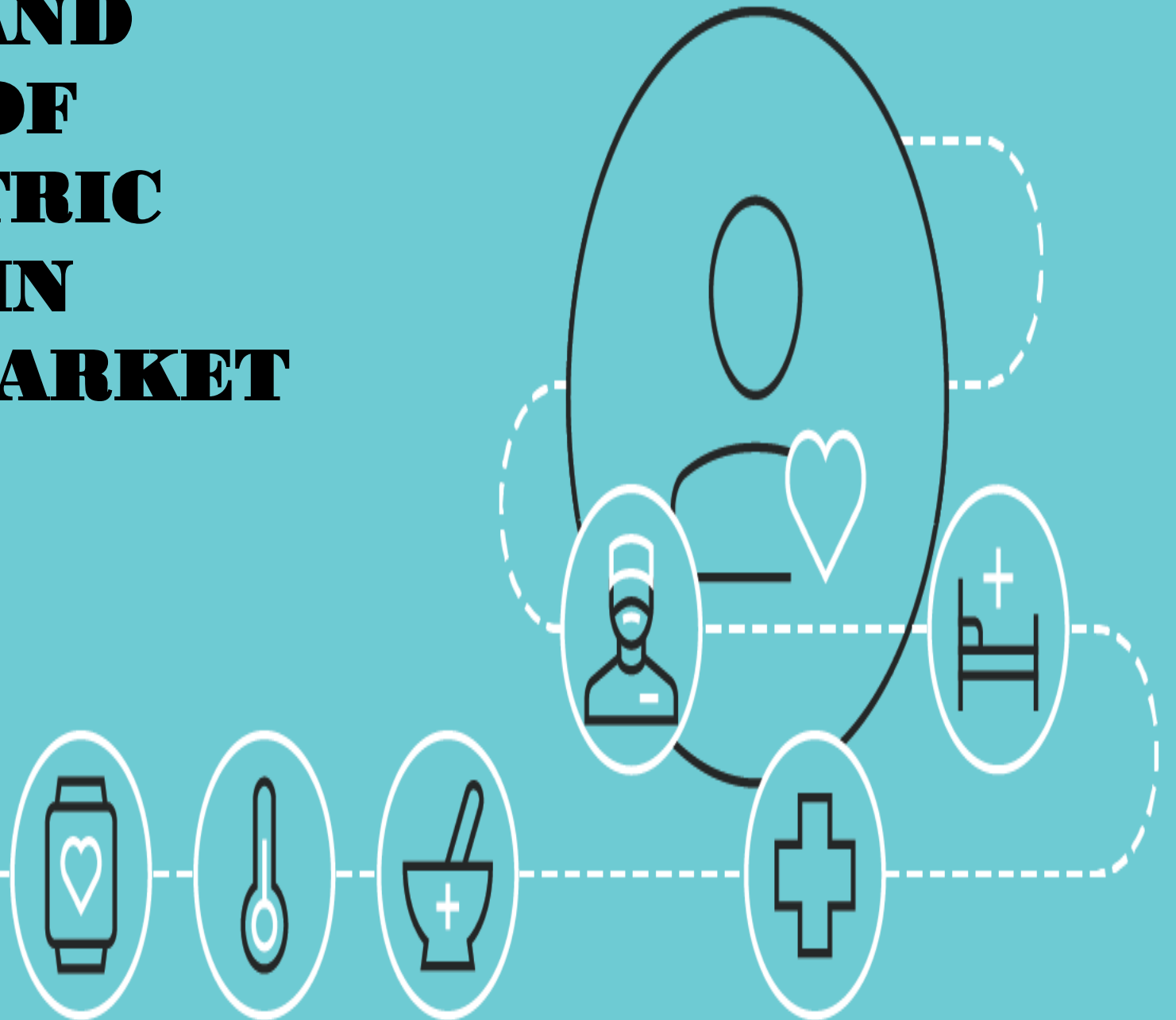


TO UNDERSTAND THE SCOPE OF PATIENT CENTRIC APPROACH IN THE DIABETES MARKET



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Purpose of the study

- In the global reference list 2020 of 100 core health indicators, the World Health Organization (WHO) included non-communicable disease, especially diabetes and hypertension, as a mortality indicator highlighting the emerging burden of these diseases in post Millennium Development Goal (MDG) agenda.
- To address the uprising burden of diabetes, it is needed to have a continuum of care model which provides a framework for the delivery of proper health care to population groups that is evidence based, comprehensive, measurable, and patient-centric.
- According to a survey, 1 in 11 Indian adults have diabetes. 73 million cases of diabetes expected to grow 123 million by 2040. Almost 50% of these individuals remains undetected. Half of the people know they have this condition but never received proper treatments and get affected with other related illness. This is because of lack of awareness in the society about Diabetes and not receiving proper patient centric approach to the diabetic treatment.
- The **overall objective** of the proposed research is to improve early detection, timely diagnosis, and treatment of diabetes with a patient centric approach that would further contribute to improve morbidity and survival.

The **specific objectives** of the study is to:

- 1- Understand the current treatment pattern followed by the diabetes patients and its efficiency.
- 2- Understand the scope of patient centric approaches in the diabetes market.

research methodology

▪ **Data collection tool:** Researcher administered semi structured questionnaire.

▪ **Data collection:** Primary research, Observation

▪ **Study location:** PAN India



▪ **Study type:** Descriptive study

▪ **Data source:** Primary and secondary research

▪ **Data collection technique:** Survey



▪ **Target Population:** people having diabetes and pre-diabetes condition

▪ **Sampling method:** convenient sampling

▪ **Sample size:** 30 diabetes and 30 prediabetes

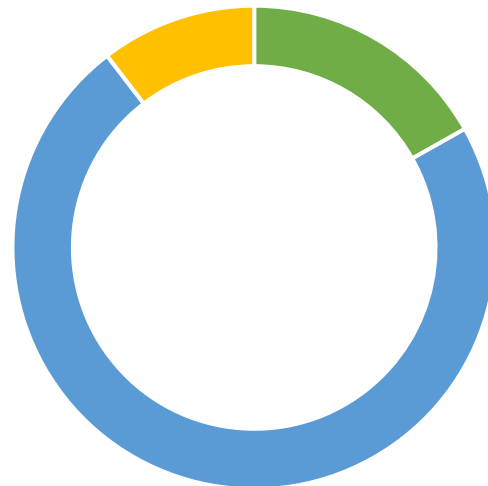
Results from non- diabetes



- Respondents with family history
- Respondents with no family history

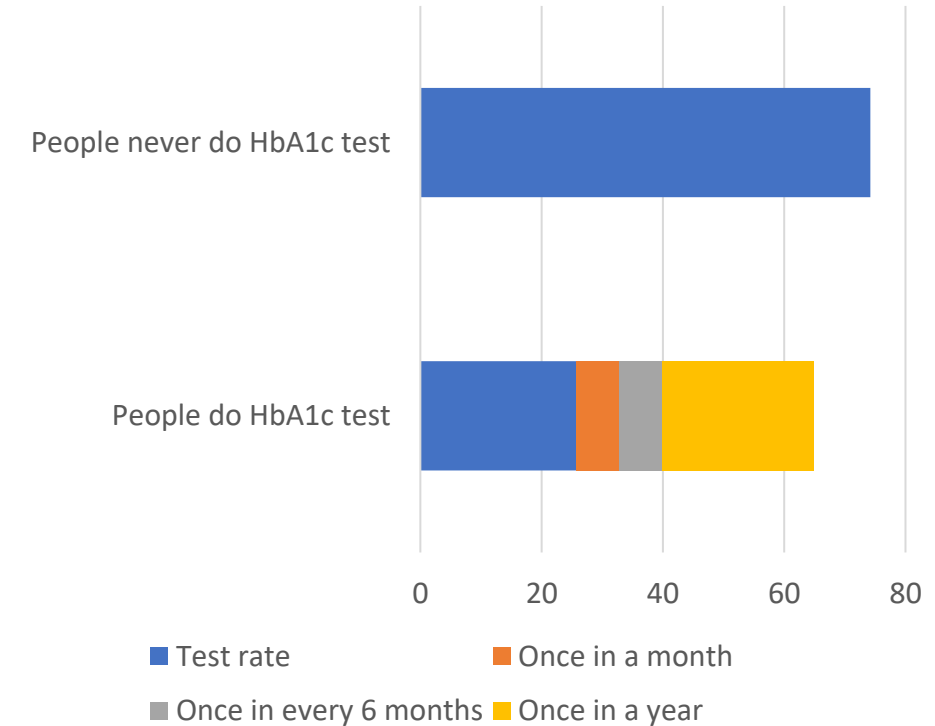
It is found that most of the population surveyed are least aware of the complications and fatefulness of diabetes whereas very few are educated to an extend regarding how to act when they found they are diabetic.

It is found that 58.1% of the survey population has got a family history of diabetes whereas the rest 41.9% have not. From this 58.1% of the survey population, 48.4% do not know whether they are prone to diabetes or not whereas 41.9% of the population denounced the statement and 9.7% counted on for being prone to diabetes.



- Prone to Diabetes
- Not Prone to Diabetes
- Don't Know

HbA1c TEST RATE



25.8% of those polled have been tested on a regular basis, while 74.2 percent have not. Out of the 25.8% population polled, 60.7% within that takes tests irregularly whereas 25% of that test once in a year and very least population follow the tests once in every 6 months or regularly in a month.

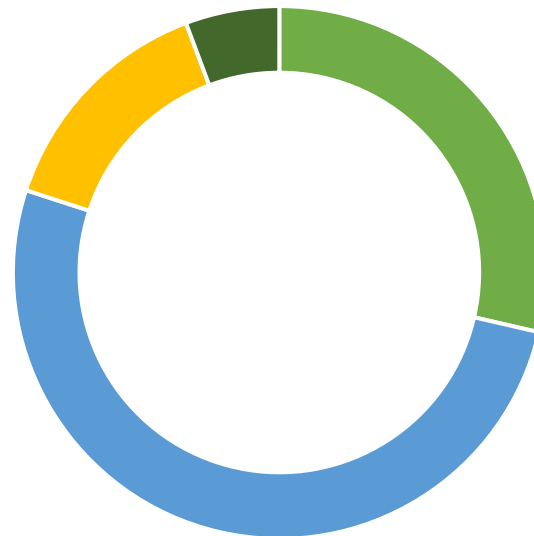
Results from people with diabetes condition



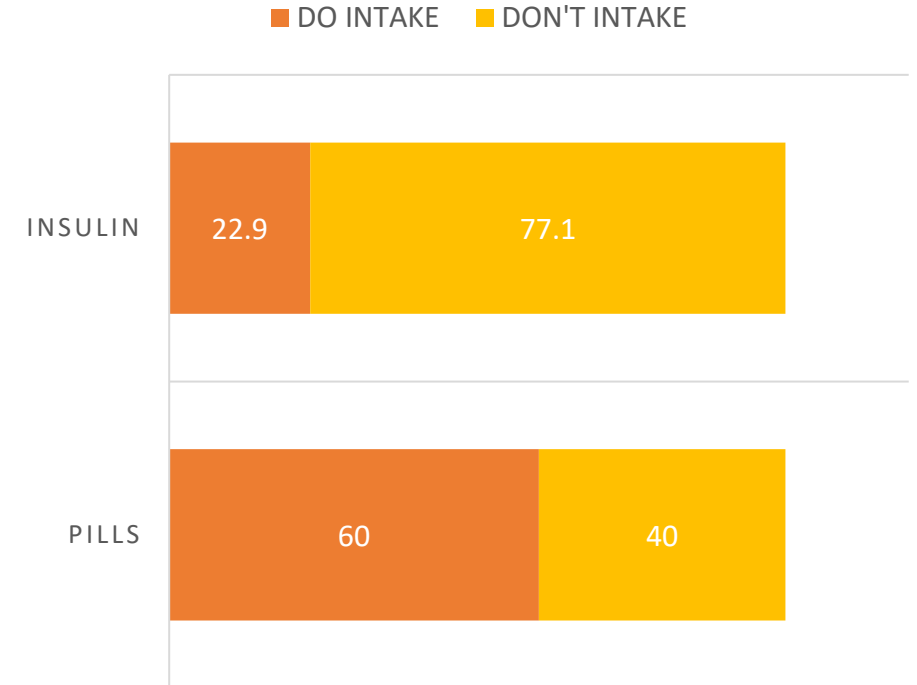
■ Respondents having family history
■ Respondents having no Family history

As showed in the statistics, 51.4% population go for a Hb1A1c test within a frequent period, 28.6% take tests occasionally and rest of them take it very rarely. And test result of majority of the population ranges between 3.5mmol/L to 4.0mmol/L and rest 44.8% shows a range variation of 5.0mmol/L to 7.0mmol/L.

From the conducted study we understood, more than half of the population surveyed are suffering from diabetes for more than last 2 years. 68.6% of the respondents has got a family history of diabetes whereas others said its because of their unhealthy eating habits, lack of exercises & other reasons. More than half of the population, around 82.9% is suffering from other health ailments related to diabetes, most of them stated cardiac problems, eye-sight related problem etc.



■ Frequently ■ Occasionally ■ Rarely ■ Very Rarely



60% of the population from the sample size are taking medications as they noticed frequent variations in their glucose level, whereas rest 40% follow a healthy diet and exercises to control diabetes. 77.1% says they take insulin every day, while others follow medications and healthy eatery habit.

Discussion



- Diabetes is a condition which we cannot be prevented but, on an onset, it can be delayed more to an extent.
- Though there are many reasons for a person to be diabetic, from the above results, we can clearly say that the main root cause of diabetes is either hereditary or unhealthy living habits. Therefore, it is very crucial to detect the root cause before starting the treatment line.

- Apart from the basic treatment guidelines, diabetes is a disease that requires patient centric approach. As the root cause varies, treatment approaches should be different for different people.
- The person undergoing this condition should have a clear idea about his health condition and have insights how to cop up with this. Therefore, it is very necessary to give awareness to people to show how important it is to treat diabetes with a patient centric approach.



Conclusion

- As our way of living shifts to another paradigm, lifestyle diseases, especially diabetes as we discussed in this study, are hitting us to the core with a big bang mortality rate across the globe.
- However, at first it is of high priority to make people alert by understanding them the severity of diabetes and other related ailments regard to that. So that people will not backout from getting proper treatment line from this condition.
- Latening the diagnosis of diabetes can eventually lead to fateful conditions, even to death. Hence an early diagnosis can always pull off this condition to a more later stage of life.
- As this is a lifestyle disease, we need to focus much more on to our lifestyle while curing this condition. As a result, patient-centric approach needs to be followed, where the patient needs to be aware of the root cause that put him in this condition, on the other hand the doctor needs to provide the person proper medication with least adverse effects.
- The mission and goal of the treatment should be aligned with patient goals, transparency and fast delivery model should be followed, patient and family should be included in the discussion, their viewpoints should be respected and valued, physical comfort and emotional well-being should be the prime priorities and principles that need to be considered while following patient centric approach.
- As a conclusion, patient centric approach is something the way healthcare industry is taking a shift to where not only the disease, but the cause is treated with a much more customized approach, dedicated for every individual.

Limitation of the study



- Due to the pandemic and time constraint the present study was restricted to a limited number of samples.
- There is a possibility that the responses offered by the respondents can be biased.
- The study reflects current data, not forecast data.



THANK YOU

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