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Med-ad Update

AN E-UPDATE BY BRANDCARE

India and the TB onslaught!

Around a third of the world's population is suffering from tuberculosis. As per WHO statistics for 2011, India is the highest TB burdened country with around 40%¹ of population infected by the bacteria that causes TB. Inadequate care and mismanagement are the reasons for such a bad shape of TB in India which need to be taken care of prima facie.

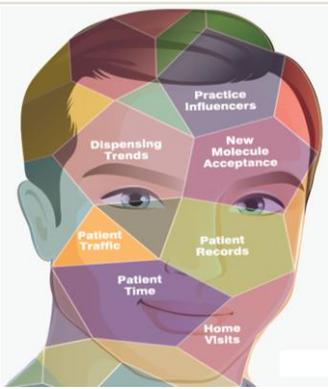
The problem with the treatment and management of TB is that through DOTS (Directly Observed Treatment) many lives are saved but it is not effective enough to curb the transmission and spread of the disease. Diagnosis and treatment of TB itself is huge on the pockets of the common man. And with prevalence like that, not every person can afford such a treatment.

According to the World Health Organisation (WHO) 2013 Global tuberculosis report, 8.6 million people developed TB and 1.3 million died from the disease in 2012.



Also, another aspect to this rampant spread of TB is the drug resistance developed. The resistance developed, adds to the cost and effective management of the disease. Large use of antibiotics has contributed significantly to the surge in drug resistance.

To top it all, continuous efforts in the direction of TB regulation in India, are illiberal due to the huge population, pulverizing poverty and a shuddering healthcare system. At the same time, the irony is, that the slowing economy and the large budget deficit has led to a reduction in the planned expenditure to combat TB.



Changing face of the General Practitioner

The shift in the General Practitioner trends of practice is bound to affect the Pharma marketers significantly.

There has been a huge shift in the practice trends of the senior and younger GPs. Senior GPs still dispense 70% of the medicine prescribed against just 40% dispensing done by younger GPs. Another huge insight is that senior GPs follow clinical based prescription more relative to young GPs who prefer molecules proven in clinical trials. To know more, visit:

<http://brandspeak.brandcare.net/2013/02/27/changing-face-of-the-indian-general-practitioner/>



Mobile Health app services to nail the \$ 26 billion mark

Global Mobile Health Market Report 2013-2017 indicate that the long anticipated mobile revolution in healthcare is set to happen. Smartphone applications have provided a convenient platform to the healthcare professionals and the patients both.

With the approval of FDA for mobile health apps and a final guidance issued for the same, effective use of these tools could be looked at. Physicians, healthcare companies and primarily the patients can benefit very well since the penetration of mobile smart phones and tablets particularly high especially among the younger generation. For physicians and healthcare companies, if utilised well at an early stage establishing a significant mobile presence, it could be of use to keep a strong presence for future providing better and enhanced care to their patients, keep a regular check on them, providing them with a comprehensive solution to their problems. For patients, it is a certain advantage as it gives them a better opportunity to communicate, serves them with improved care and attention, and provides broader benefits to the society. It'll also take care of the shortage of health-workers, which is a great concern in a country like India, specifically. Integration of such tools and apps

is just the start of it but right integration of these applications is more crucial. Ensuring ease of usage, provision of clear benefits, strong integration into healthcare professional's workflow, cost-benefit assurance, compliance with all necessary obligations, reliance of connections; would all in combination lead to a complete care.

According to a new report by research2 guidance, market for mHealth services would reach some \$ 26 billion by 2017. The mobile revolution in all other domains is quite evident and has already achieved a rampant coverage. Similar behaviour is yet to achieve its heights in the healthcare sector but has already started gaining that momentum. With the right amount of

screening and a comprehensive design such assistance would prove to be a great boon for the healthcare industry. Numerous apps on varied topics are available today, right from baby care to blood pressure, hearing, hair care, pregnancy assistance and what not.

Brandcare too conceptualised an app for Fenza, i.e. Fenza due date calculator which helps the doctors calculate the due date, mean fundal weight, height, expected date of delivery and other such details with an input of just the first day of the last menstrual cycle. Such apps are time savers for the Doctors and give a precise idea about the foetus growth.

Healthcare companies have the required potential, resources and market stretch to contribute to this evolution and play a crucial role.



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A BRANDCARE INITIATIVE TO MONITOR HEALTH:

Let the Diwali festivities rise. Be calorie wise.



Click to know

calories

- Ras malai**
1 small piece
- Murukku**
1 piece
- Cham cham**
1 piece
- Jalebi**
1 piece
- Chivda**
1 serving (28gm)
- Gulabjamun**
2 balls
- Karanji**
1 piece
- Imarti**
1 piece
- Shankarpala**
1 katori
- Sohan halwa**
1 serving(100 gm)
- Mohan thaal**
1 piece
- Boondi laddu**
1 piece
- Puran poli**
1 serving
- Chakli**
1 piece
- Kaju katli**
1 piece
- Besan laddu**
1 piece
- Narkel naru**
(sugar)
- Paysam**
1 bowl
- Ras gulla**
1 piece
- Kesari**
1 bowl
- Pitha**
1 piece
- Mysore pak**
1 piece
- Malapua**
1 piece
- Ariselu**
1 piece
- Chenna Poda**
1 piece
- Coconut burfi**
1 piece

Visit:

<http://brandcare.net/happydiwali/>

To know your calorie intake this Diwali