

Apollo AyurVAID:

THE FUTURE OF AYURVEDA

Meeting Patient's Latent Needs & Expectations

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Chair, CAHO Ayush Forum

6th April 2024

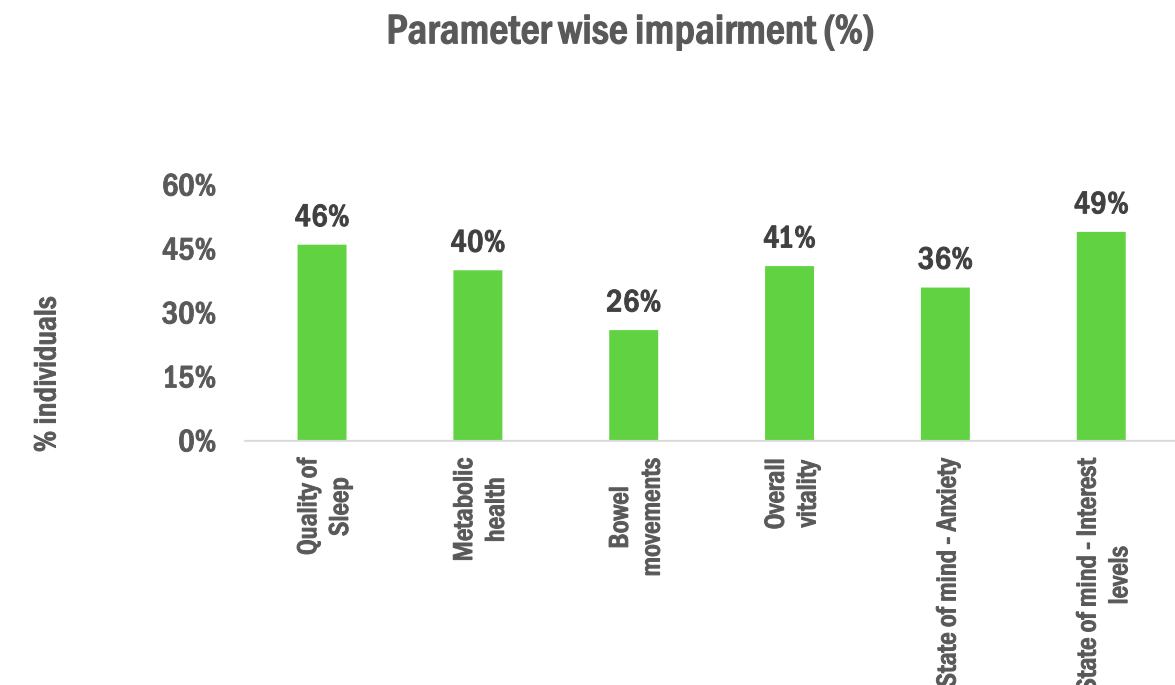
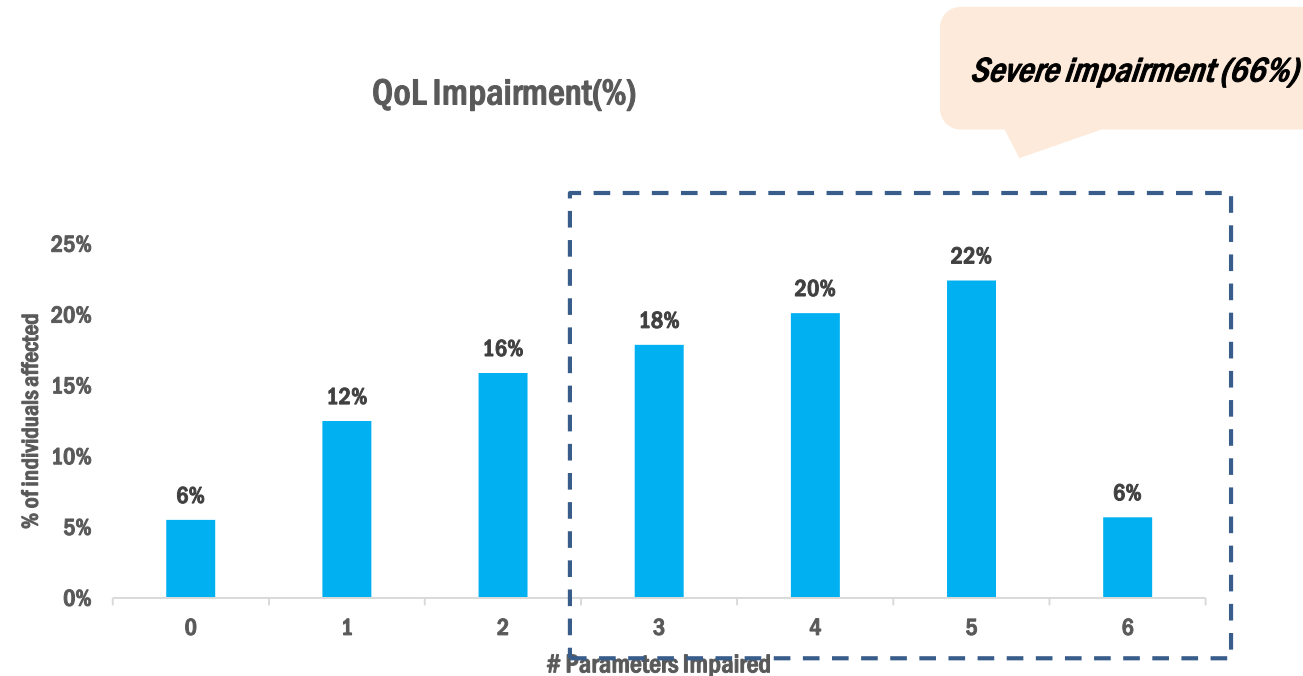


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Overall Quality-of-Life (QoL) – 66% of individuals have 3 or more impairments

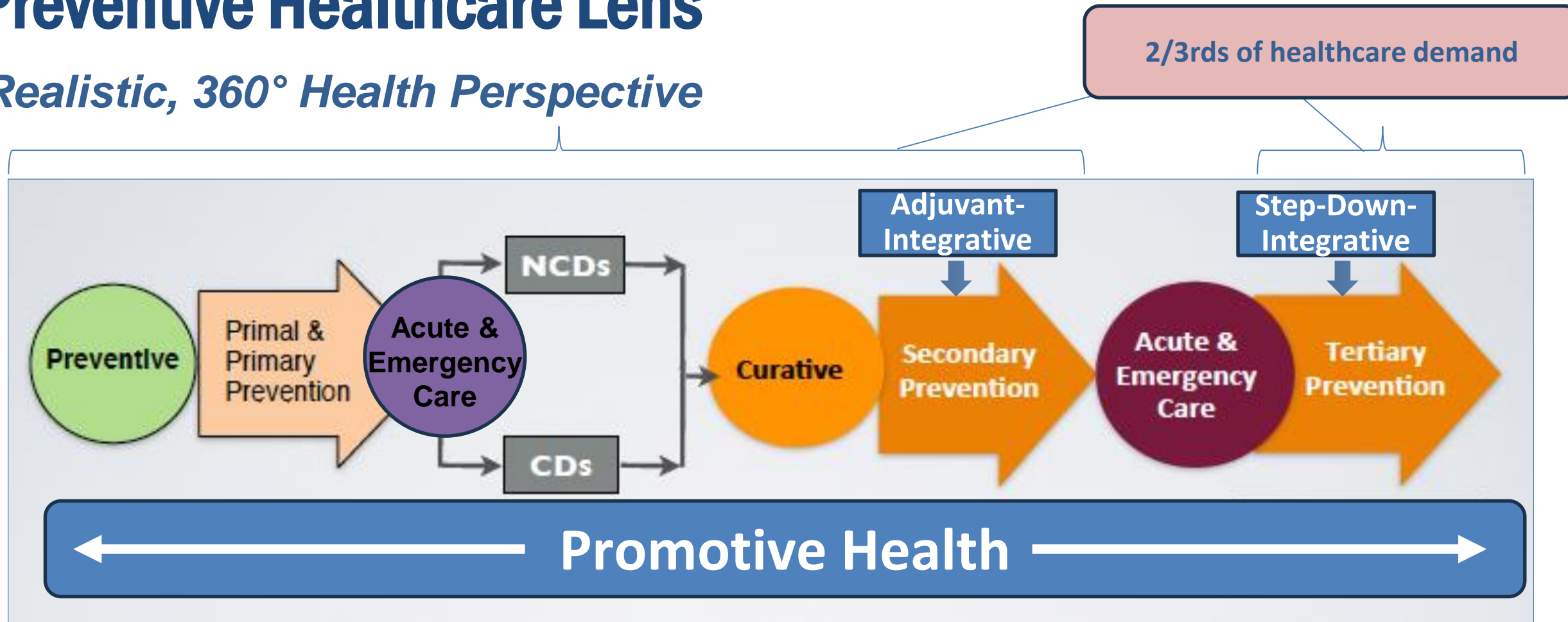


- High prevalence and severity of QoL impairment across dimensions
- Sleep, State of mind (Depression, Anxiety), Metabolic health, Vitality are key impairments
- QoL dimensions should form an integral part of health assessment protocols

Source: Apollo AyurVAID data – 20,000 patients

Preventive Healthcare Lens

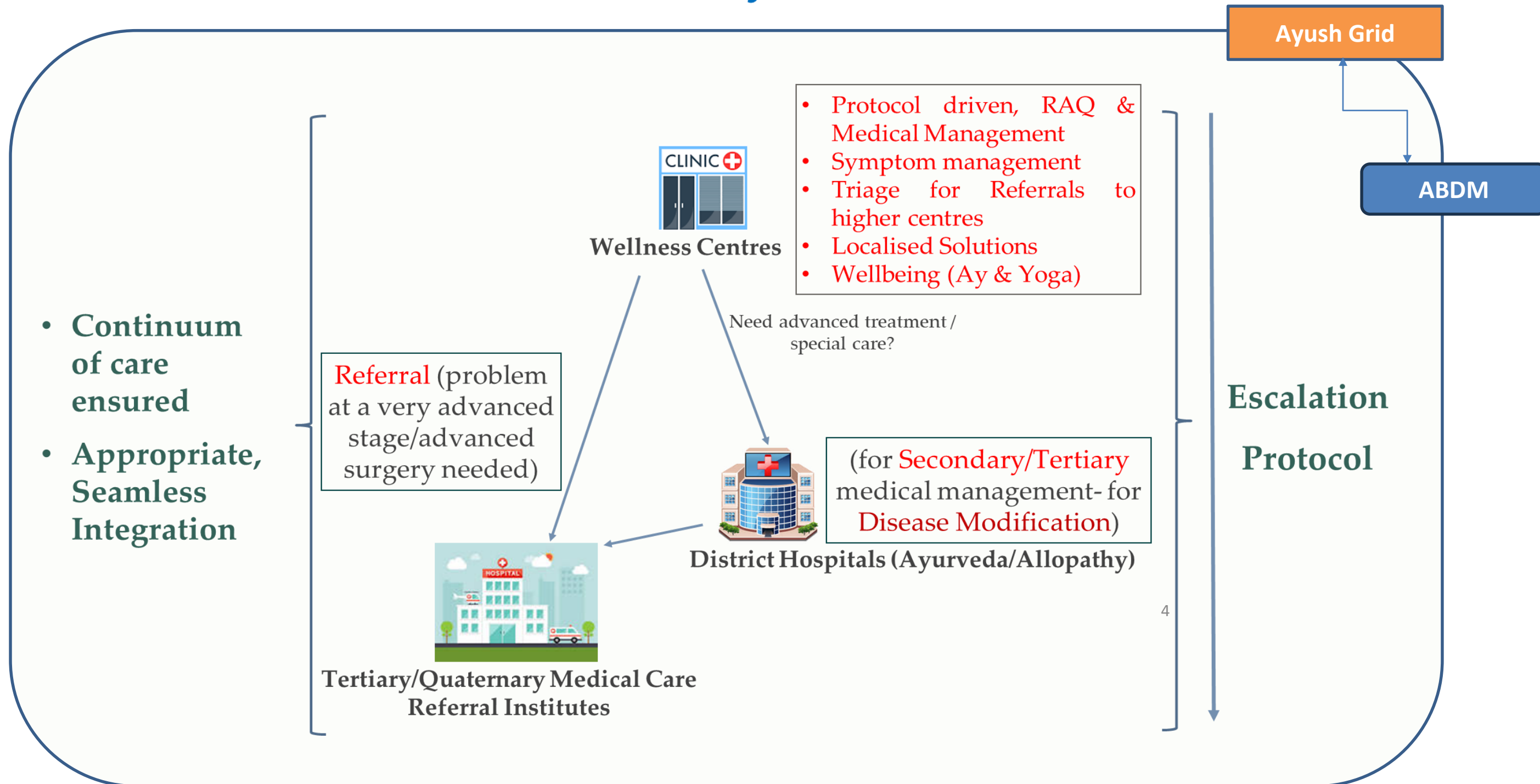
Realistic, 360° Health Perspective



- **Primal Prevention-** Fetal wellbeing & impact of gestational illnesses on adult health
- **Primary Prevention -** General steps to **prevent** development of any/specific disease
- **Secondary Prevention-** Curative care for early-stage and chronic diseases
- **Tertiary Prevention-** Care post acute-illness to prevent recurrence & restore health
- **Promotive Care-** Wellbeing as whole-person in Body-Mind-Spirit dimensions

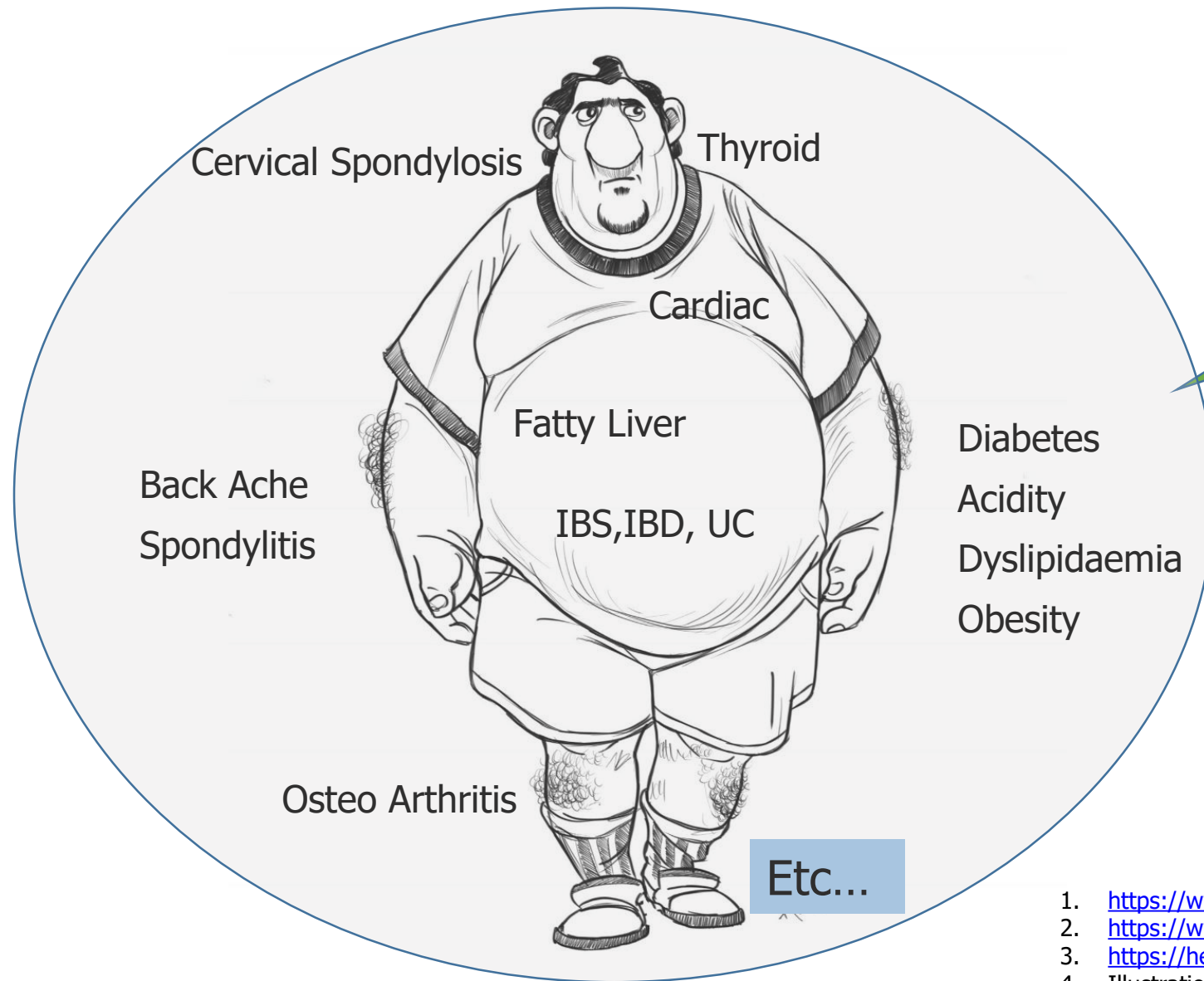
Ref: <https://www.emro.who.int/about-who/public-health-functions/health-promotion-disease-prevention.html>

Primary-Secondary-Tertiary-Quaternary Integrated Care Ecosystem



Whole-Person Health & Wellbeing Paradigm

Treating Multimorbidity in a Single Individual

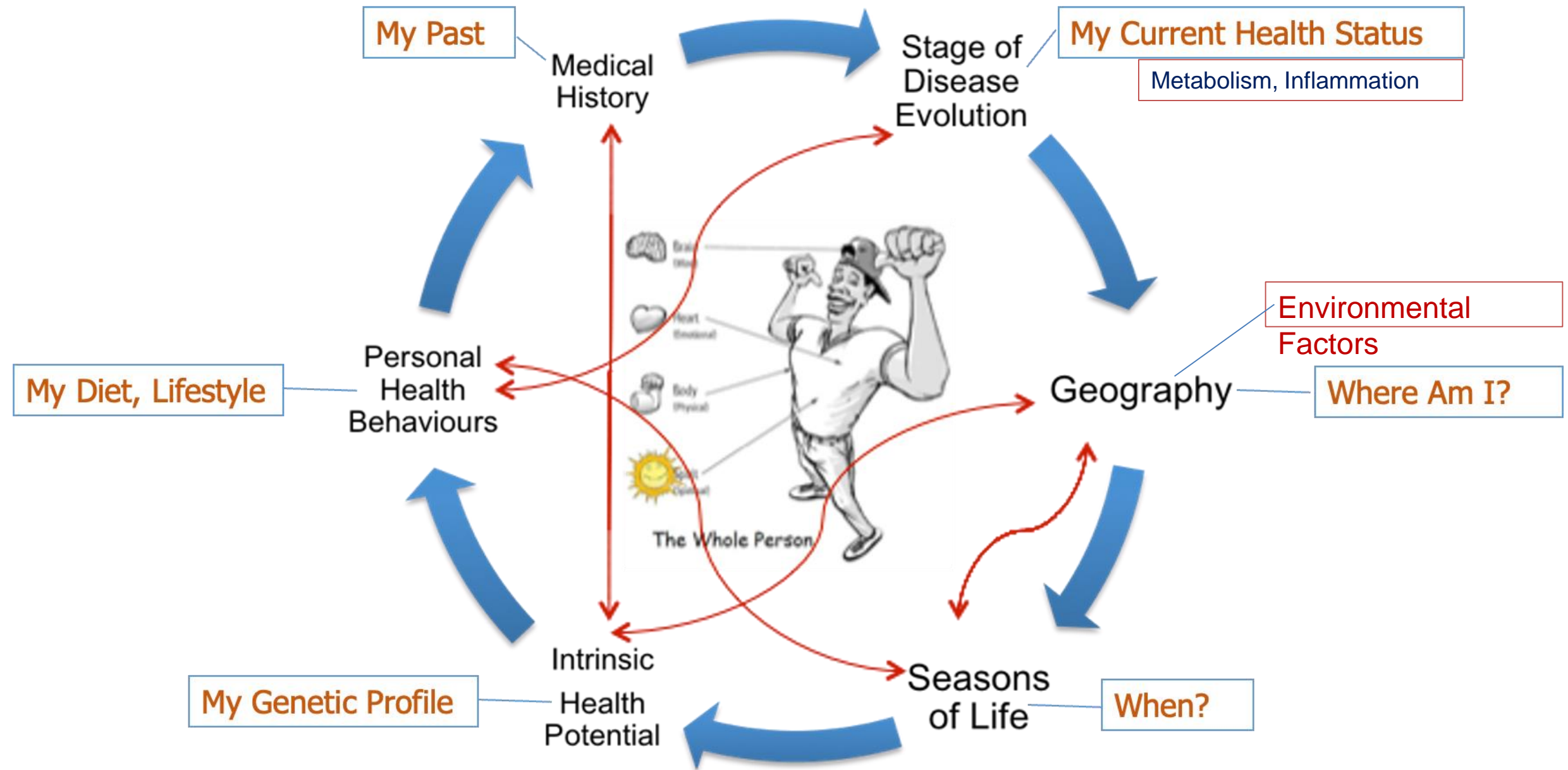


Additionally, Compromised Quality of Life – State of Mind, Sleep, Appetite, Bowels, Vitality etc.

- Largest share of healthcare spend, globally
- Systems approach to correct metabolism, inflammation, and restore homeostasis
- Restore Wellbeing

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2713155/> (80%)
2. <https://www.rand.org/blog/rand-review/2017/07/chronic-conditions-in-america-price-and-prevalence.html> (80%)
3. <https://healthcare.mckinsey.com/chronic-disease-excellence-e2809cservice-line-20e2809d-health-systems/> (40%)
4. Illustration by Avi Vinay: <https://avivinay.artstation.com/projects/myOLE>

Ayurveda- Systems Thinking Applied to Health



How Do Patient's Decide?

- **Macro Factors**
 - SOH- Wellbeing
 - India's pluralism, Lived Experience, Propaganda
 - Awareness levels
 - Supply-Demand; Quality of Supply (including Arogya Mandirs)
 - Payer Support
- **Micro/Specific Factors**
 - **Stage of Care Continuum**
 - Acute on Chronic, Electives, Refractory, Risk Avoidance
 - Integrative care
 - Whole Person
 - Wellbeing – PMS
- **Care Pathways- Survey**

Apollo AyurVAID's Core Purpose



“We believe in care that enables **whole person health** and **sustained wellbeing**, by **empowering** our community of patients and their families, doctors, and caregivers, and through relationships that **uphold trust**”

Patient Engagement & Awareness

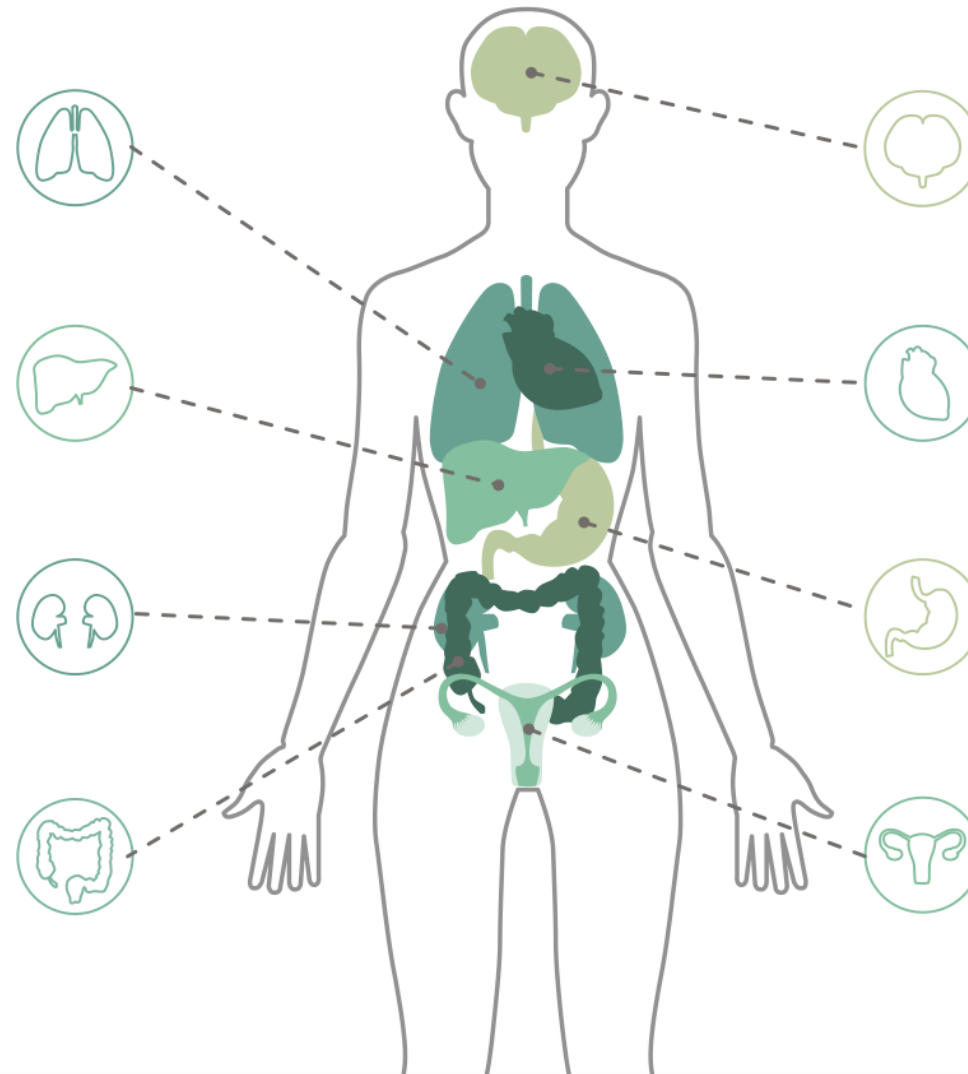
- Patient Health MoU
 - Listening
 - RS- 5N to S&S
 - PHP- PV, VP
 - CS, CP(AWAK)
 - Why NFT, NFI?
- PROM(TSD, TED...), SLC, OSs, RT-CSAT

CLARITY OF TREATMENT OBJECTIVES AND ITS BASES

Symptom Alleviation

Disease Reversal

Medical Management Principle



5 Aetiologies

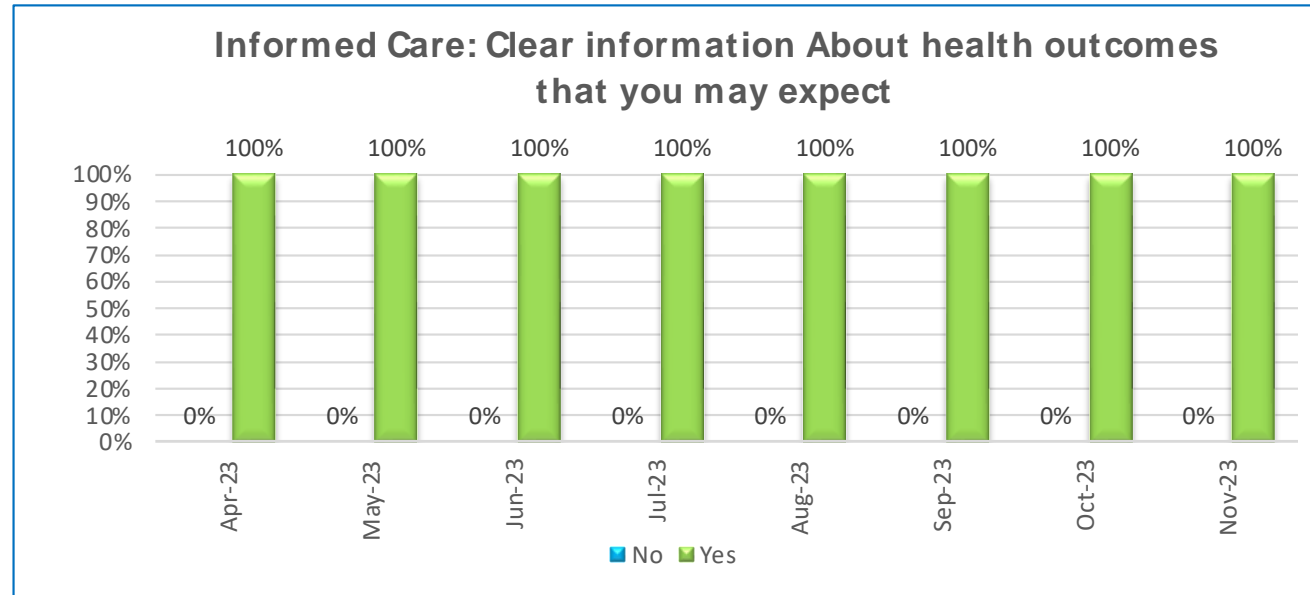
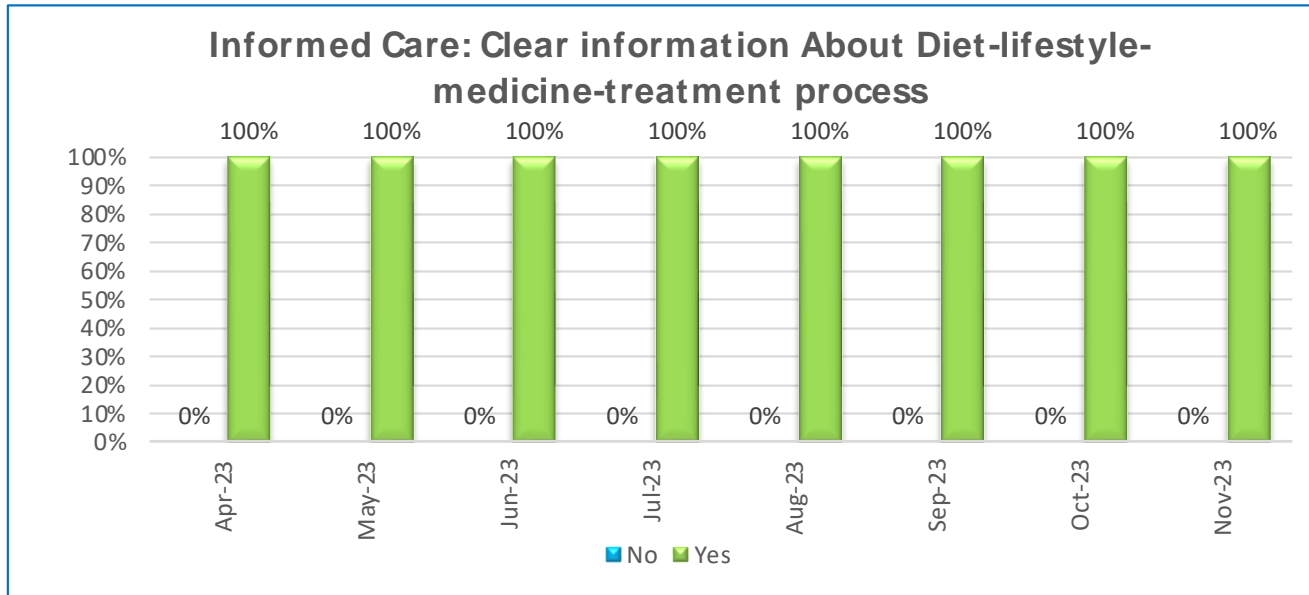
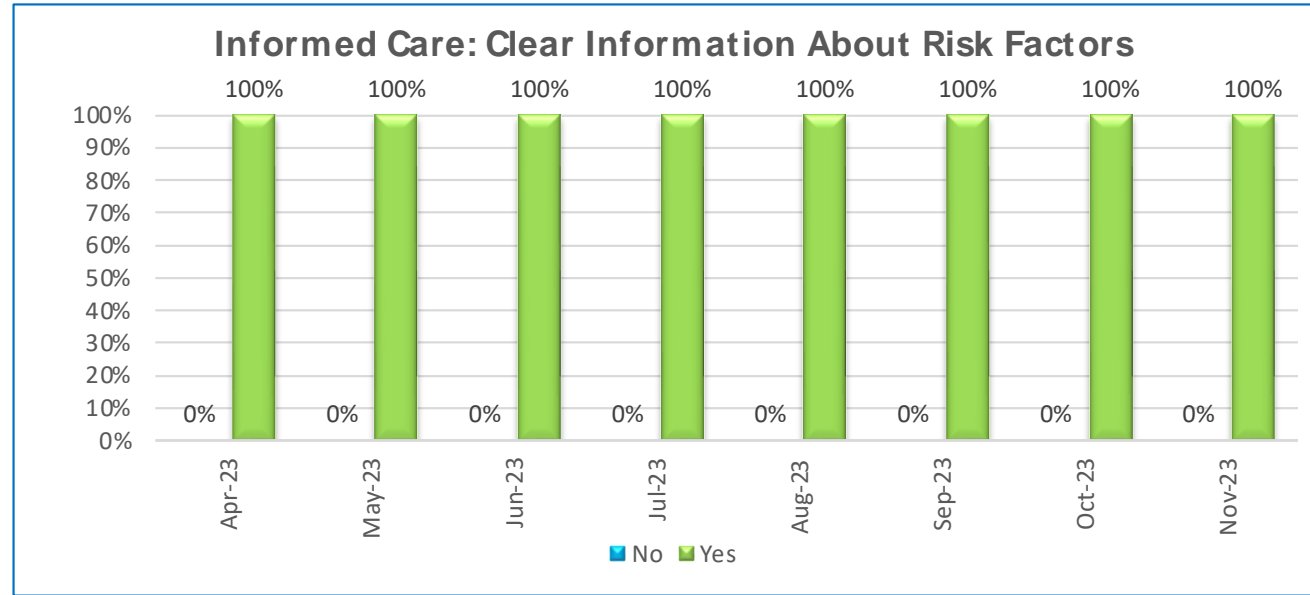
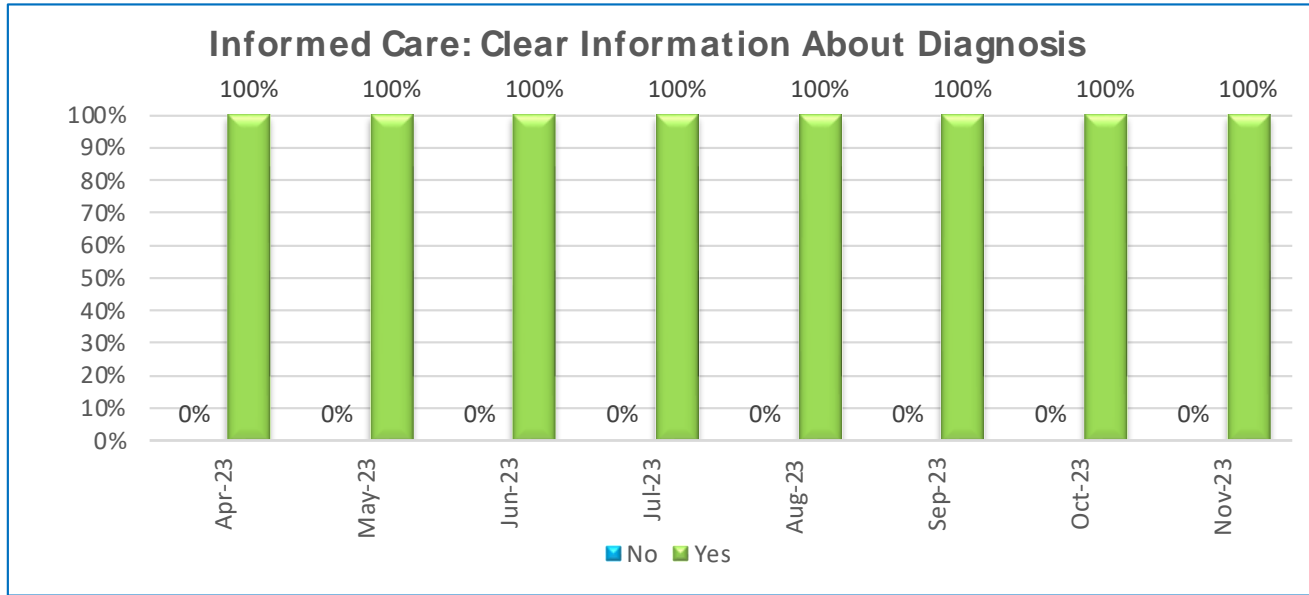
Place

Time

Medical Management Plan

Whole Person Pathogenesis and Pathophysiology status

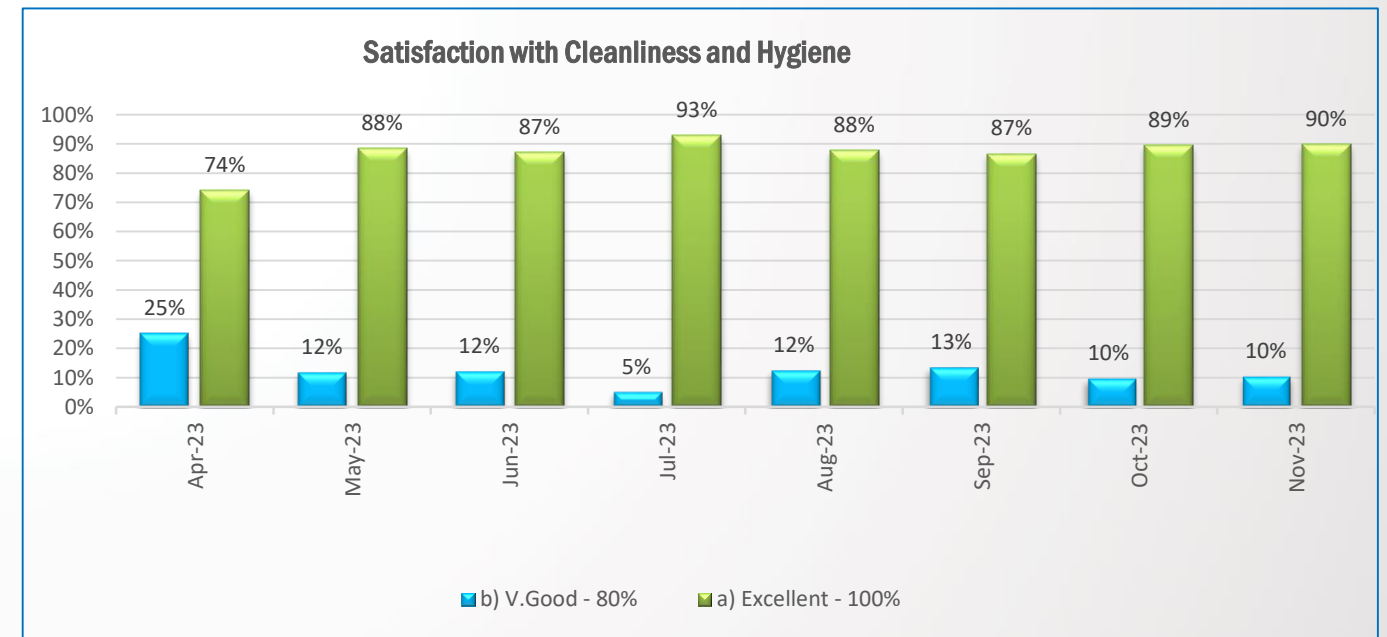
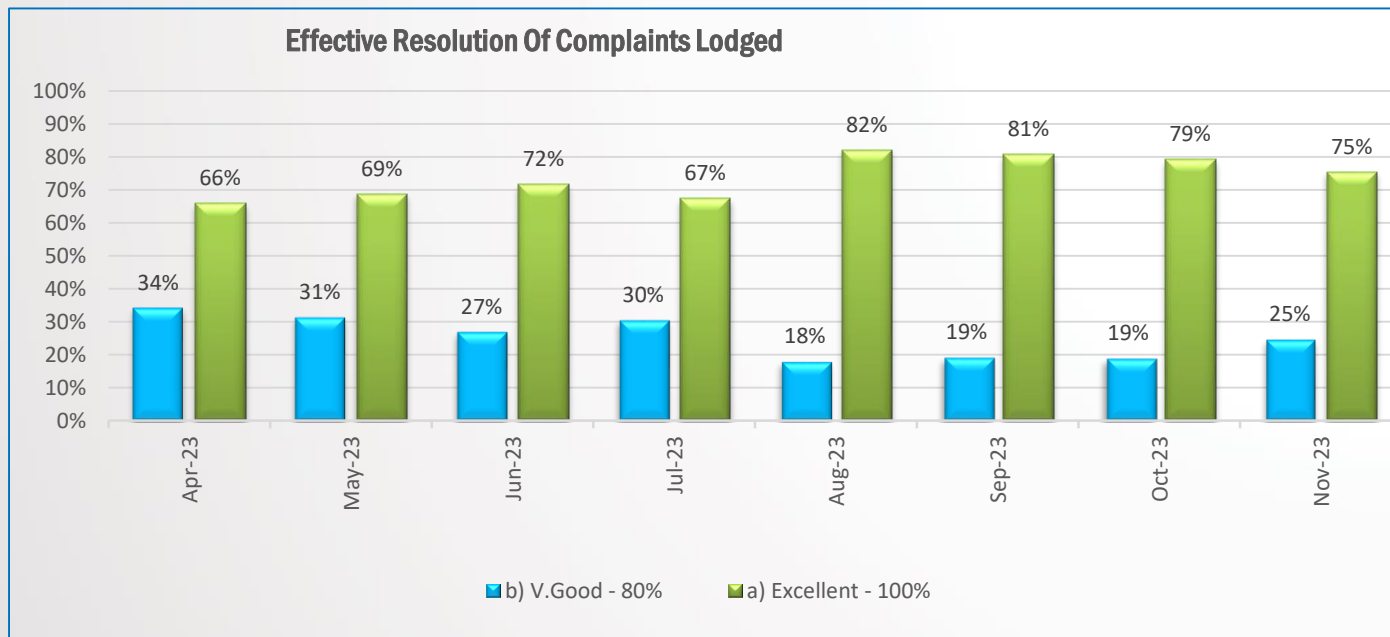
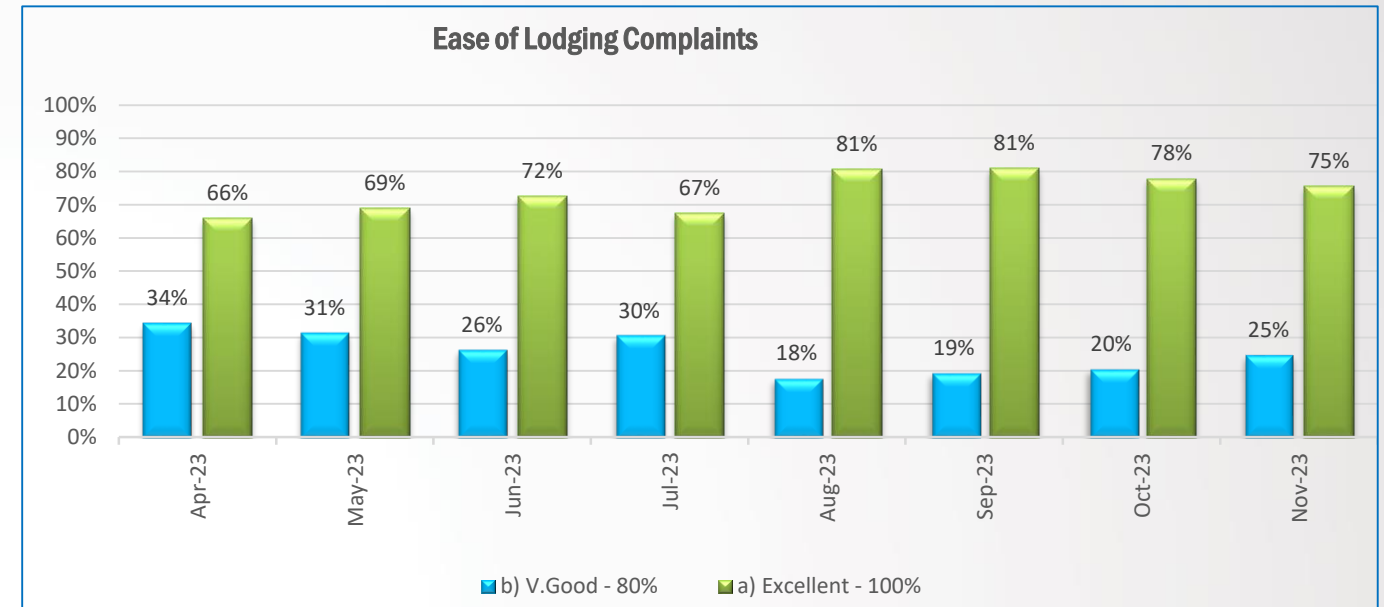
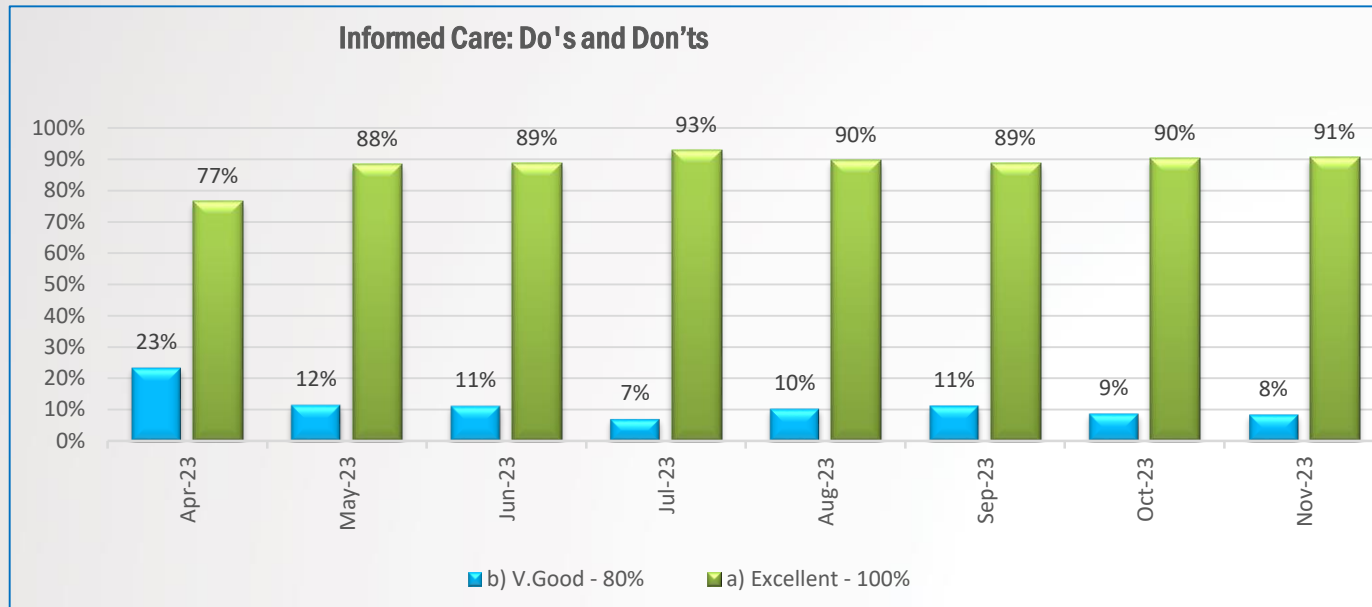
CSAT – C+8
8th Day After Consultation



n = 1715

Cities/Locations Covered: **Bangalore | Delhi | Kochi | Uttarakhand | Chennai**

CSAT – TREATMENT



n = 943

Cities/Locations Covered: Bangalore | Delhi | Kochi | Uttarakhand | Chennai

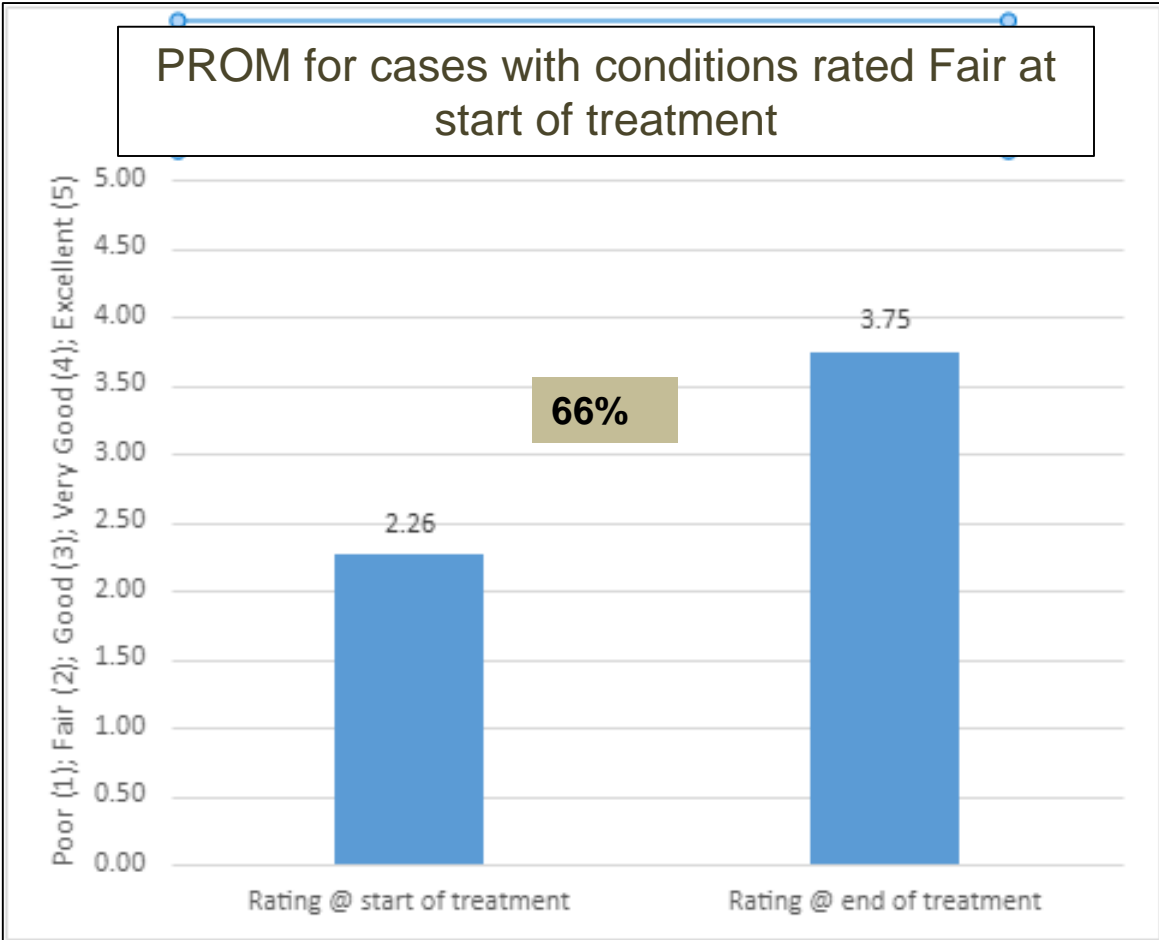
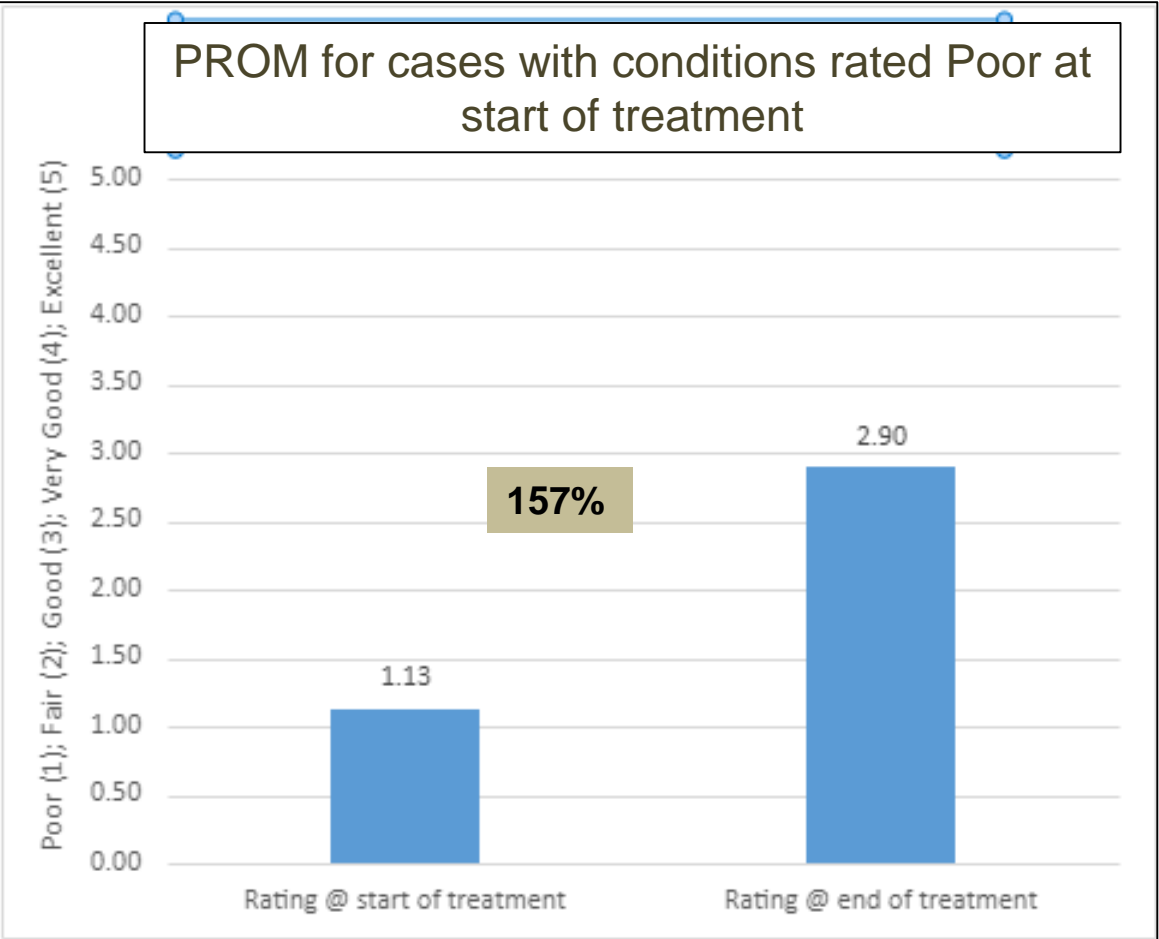
CSAT- Treatment

CSAT Criteria (TSD+1)	Excellent	Good	Average	Poor	Very Poor	Total
Clarity of Treatment Objectives	82.8%	14.7%	2.2%	0.2%	0.0%	100.0%
Timely & Satisfactory Information	84.2%	13.8%	1.9%	0.1%	0.0%	100.0%
Quality of Medical Care	89.0%	9.3%	1.6%	0.0%	0.0%	100.0%
Quality of Service (Reception)	89.5%	8.7%	1.7%	0.1%	0.0%	100.0%
Quality of Service (Pharmacy)	89.3%	8.7%	1.8%	0.2%	0.0%	100.0%
Quality of Medical Care (Primary Physician)	87.7%	11.4%	0.8%	0.0%	0.0%	100.0%
Quality of Medical Care (RMO)	87.1%	12.0%	0.9%	0.0%	0.0%	100.0%
CSAT Criteria (TED-1)	Excellent	Good	Average	Poor	Very Poor	Total
Quality of Medical Care (Primary Physician)	81.2%	18.3%	0.4%	0.0%	0.0%	100.0%
Quality of Medical Care (RMO)	80.8%	18.6%	0.5%	0.1%	0.0%	100.0%
Quality of Medical Care (Caregiver)	80.7%	18.8%	0.4%	0.1%	0.0%	100.0%
Quality of Service (Reception)	78.5%	20.4%	0.9%	0.1%	0.1%	100.0%
Quality of Service (Pharmacy)	77.6%	20.6%	1.5%	0.2%	0.1%	100.0%
Overall Satisfaction with AyurVAID	69.1%	29.5%	1.1%	0.2%	0.1%	100.0%

Above are the summary extracts of data for **4,250** treatment patients taken at two points in time:

- 1 day after start of treatment (TSD+1) and
- 1 day before end of treatment (TED-1).

PROM: %Improvement



NPS and CSAT

- NPS: 84%

- CSAT: 91%

Summing Up

- 220 NABH accredited Ayush HCOs
- QAI accredited Integrative TCCs – Onco, Neuro Rehab
- IRDA-GIC Updates
- WHO GC for TCIM at Jamnagar
- WHO ICD11 TM2 Codes
- Care Pathways survey
- Ayush completes/enhances the healthcare value chain

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Namaste

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