

TEAM Malayaliano

WEEK 2

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Project Scope

Project Scope

Prescription

Procurement

Usage

Project Scope

Policies, Regulations & Initiatives

Prescription

Procurement

Usage

Identifying System Components

Identifying System Components

Prescription

Pharmaceutical
Influence on
Medical Prof.

Patient
Education

Medical
Malpractice

Generic
medicines

Brand
substitution

Procurement

Medicine
Production in
India

Urban and Rural
Accessibility

Health
Expenditure

Investments
and Exports

Medical
Research and
Innovation

AYUSH
Medicine

Usage

Consumer
Awareness

Over-the-counter
Medicines in
India

Self-
Medication

Medication
Errors

Medicine
dispensation

Policies, Regulations & Initiatives

Medicine
Tracking

Drug
Pricing

Drug
Schedule

Pharma Rep
Behaviour

Drug
Authenticity

Essential
Medicines

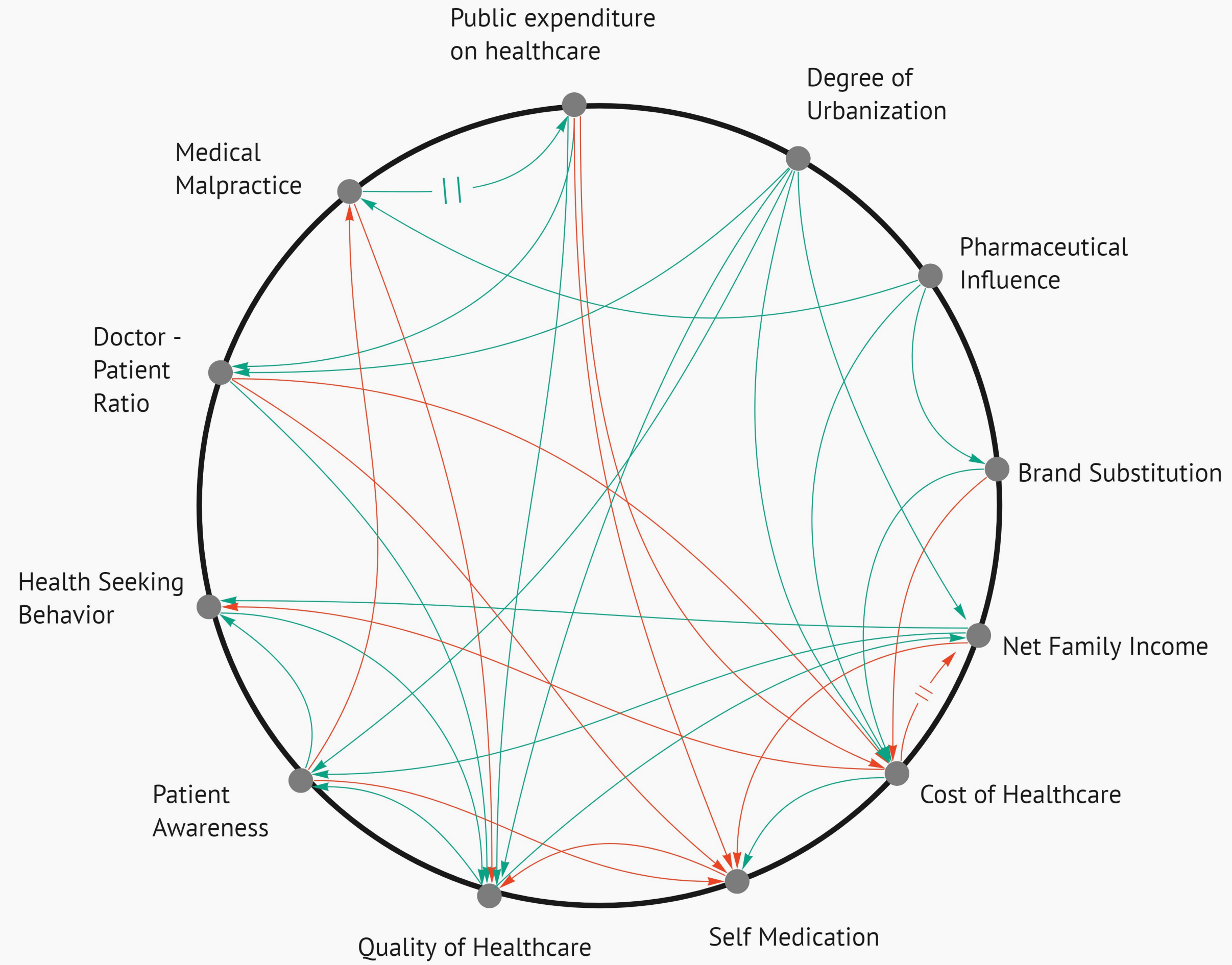
Identifying Sub - Systems

Sub-Systems

Prescription

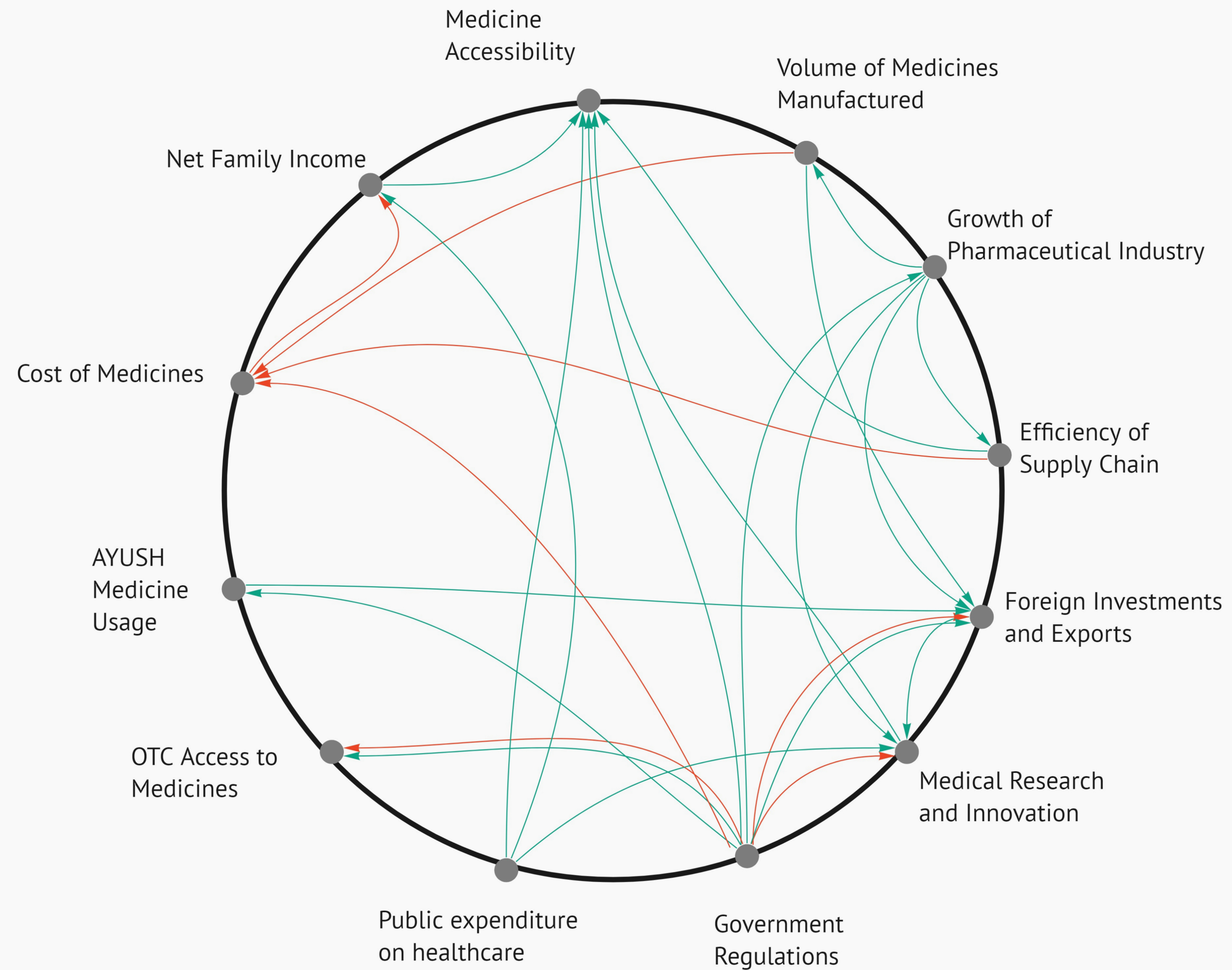
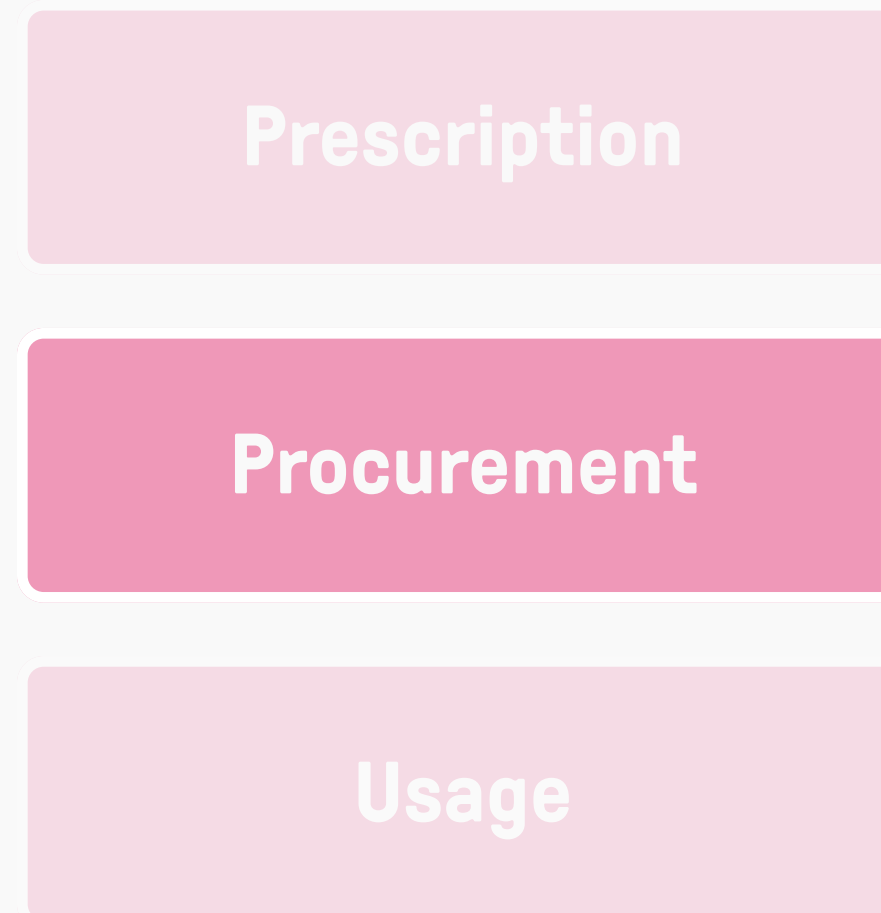
Procurement

Usage



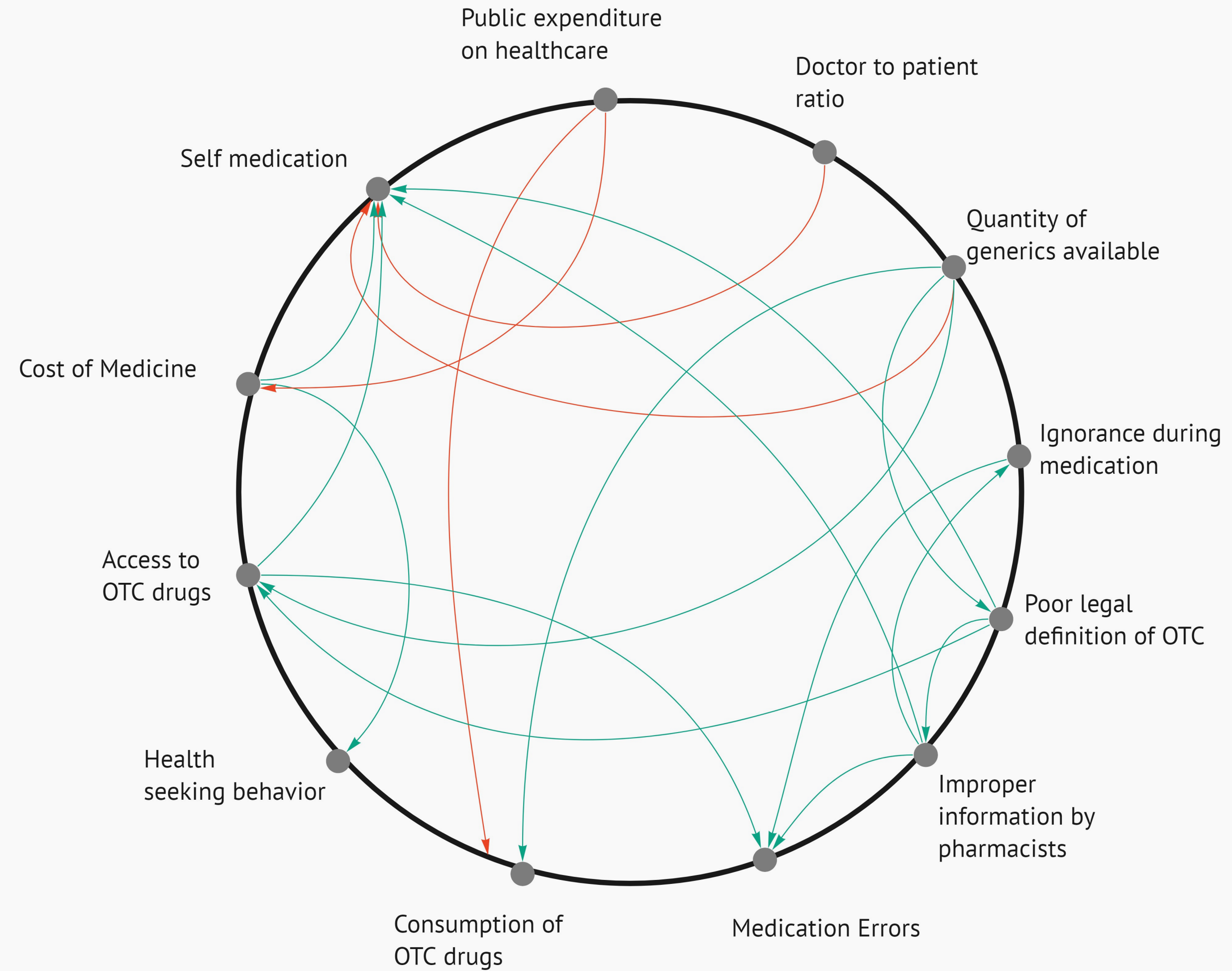
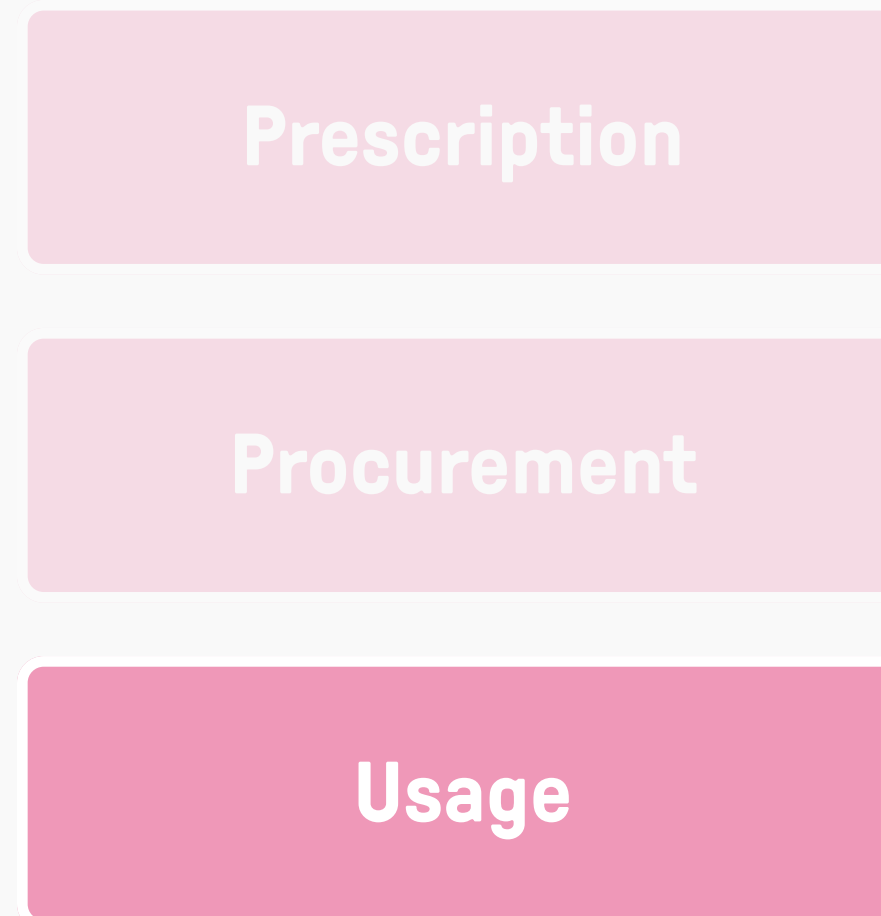
Diagnosis, treatment and prescription

Sub-Systems



Medicine production, accessibility and availability

Sub-Systems



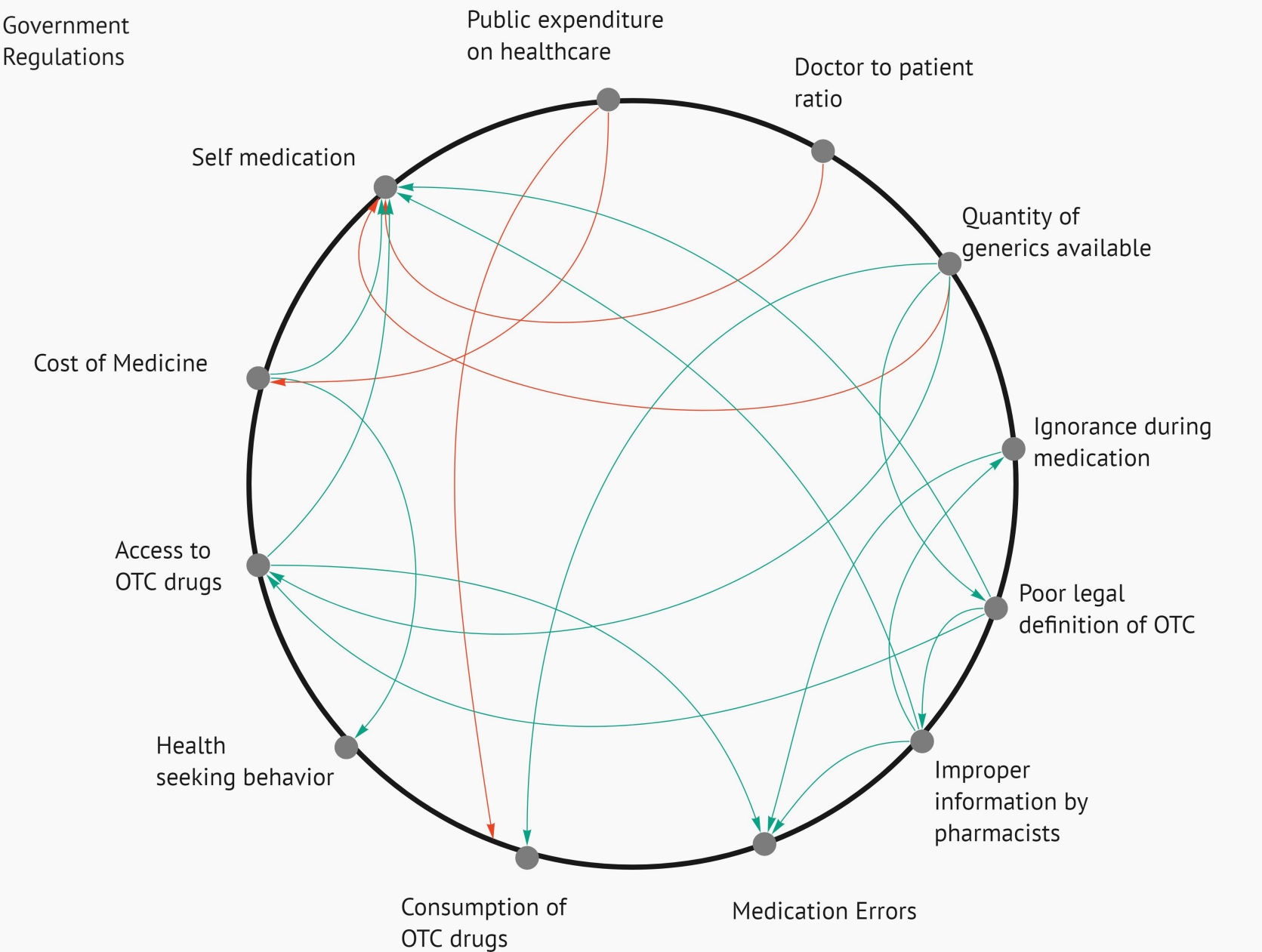
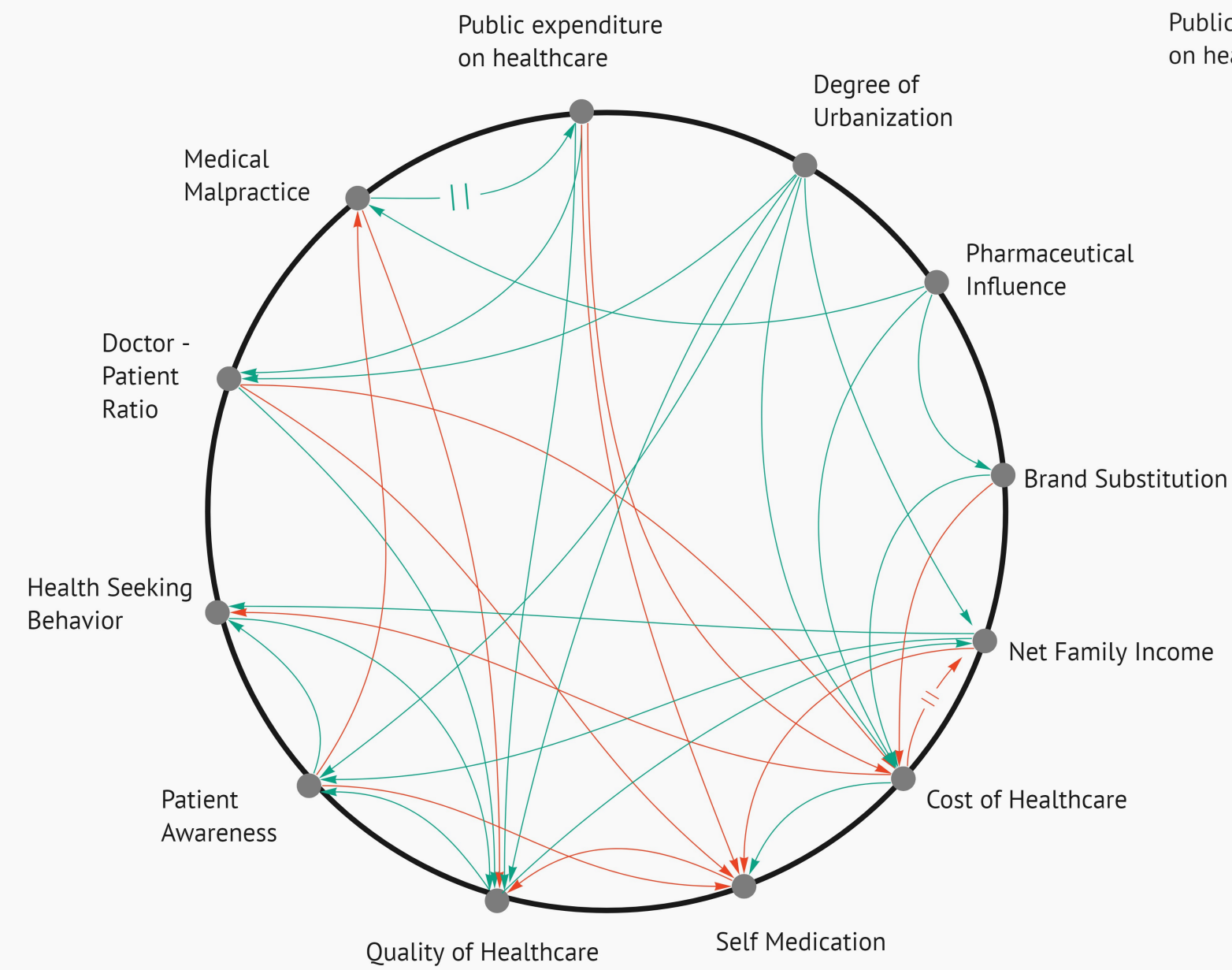
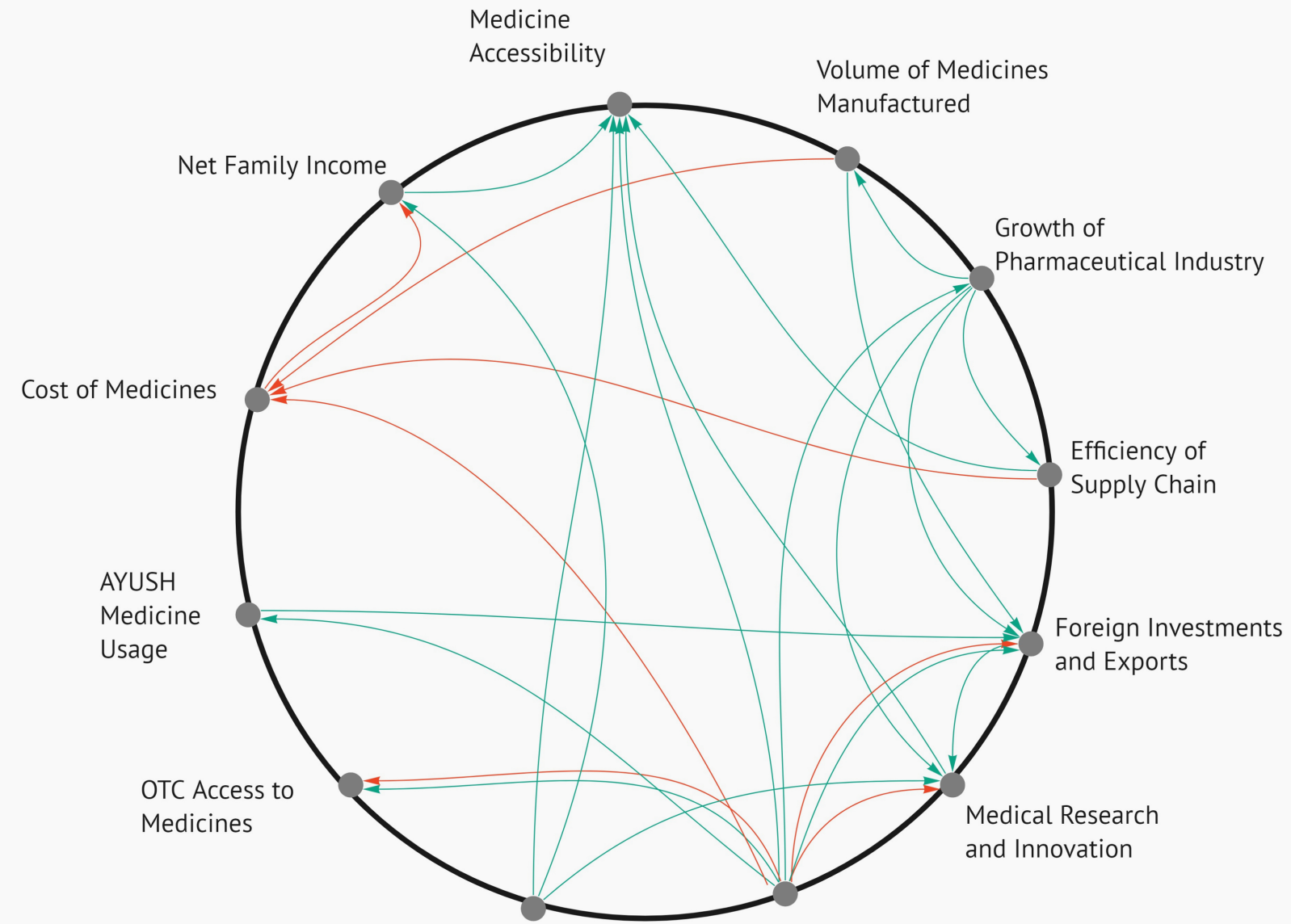
Medicine consumption, awareness and medication errors

Sub-Systems

Prescription

Procurement

Usage



Affinity

Affinity

Insights



Affinity

Clustering and Identifying Entities



Affinity

System Entities

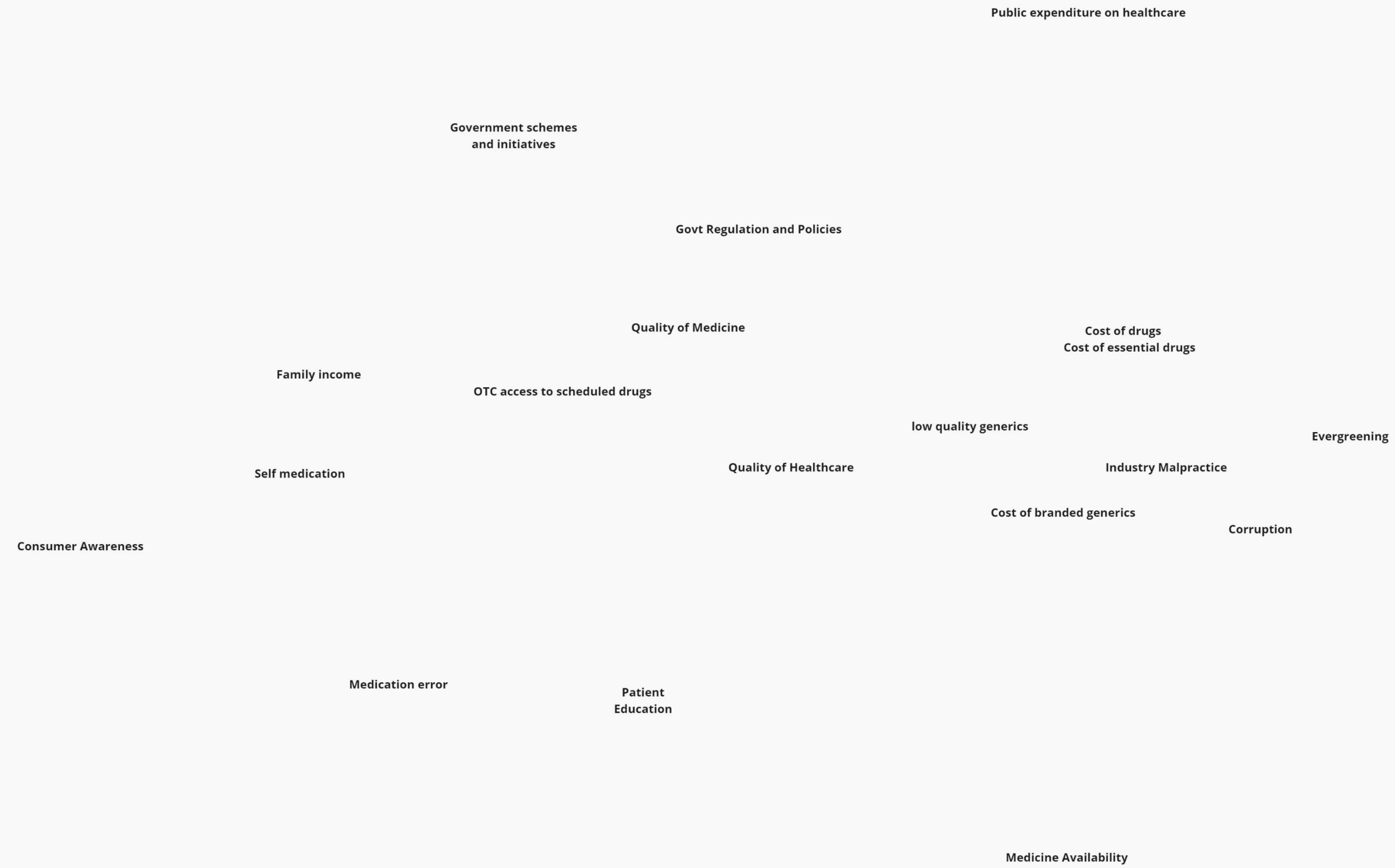
Comm. of Medicine usage	Medical Malpractice	Amount of trained Professionals	Corruption	Government schemes and initiatives	Misuse of Drugs	infant mortality rates	Consumer Spending on Healthcare
Indian Imports	Medication error	Trust in AYUSH	Industry malpractice	low quality generics	Govt Regulation and Policies	cheaper access to healthcare	Freq of Doctor Consultation
Fraudulent medical practitioners	Consumer Awareness	Medicine Availability	Rural access	low health seeking behaviour	Economic growth	Indian Exports	Quality of Medicine
Quality of Healthcare	Self medication	Variety of generics available	Doctors prescribing generics	Investments on Medical Research	Patients consulting pharmacists instead of doctors	Improvement in Supply Chain Management	Amount of OTC prescriptions by doctors
Net Family Income	Public expenditure on healthcare	Adverse urban conditions	Pharmaceutical Competition	Patient history Tracking	Disease Tracking	Drug Tracking	

Mapping Holistic System

System Mapping

Quality of Healthcare

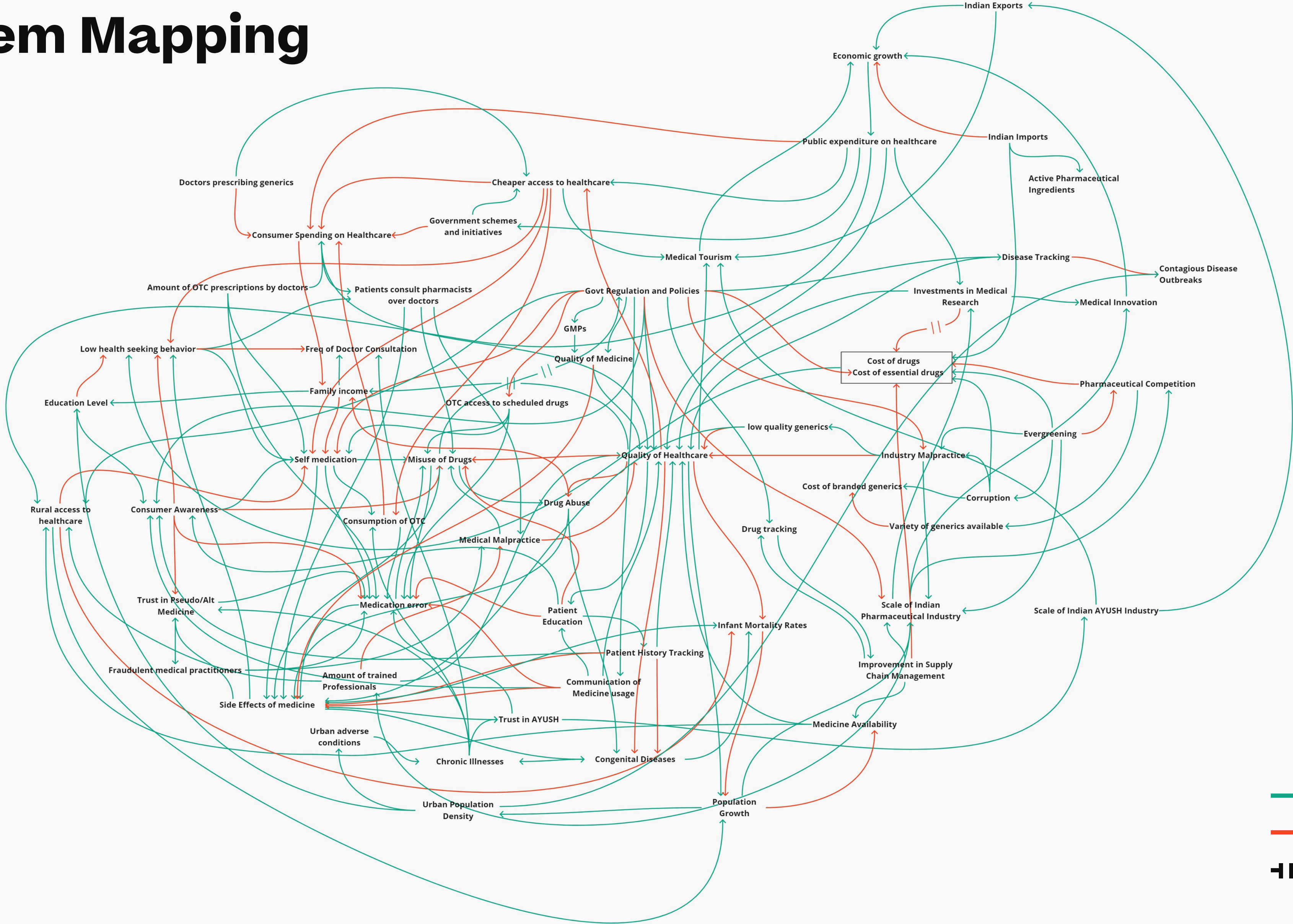
System Mapping



System Mapping



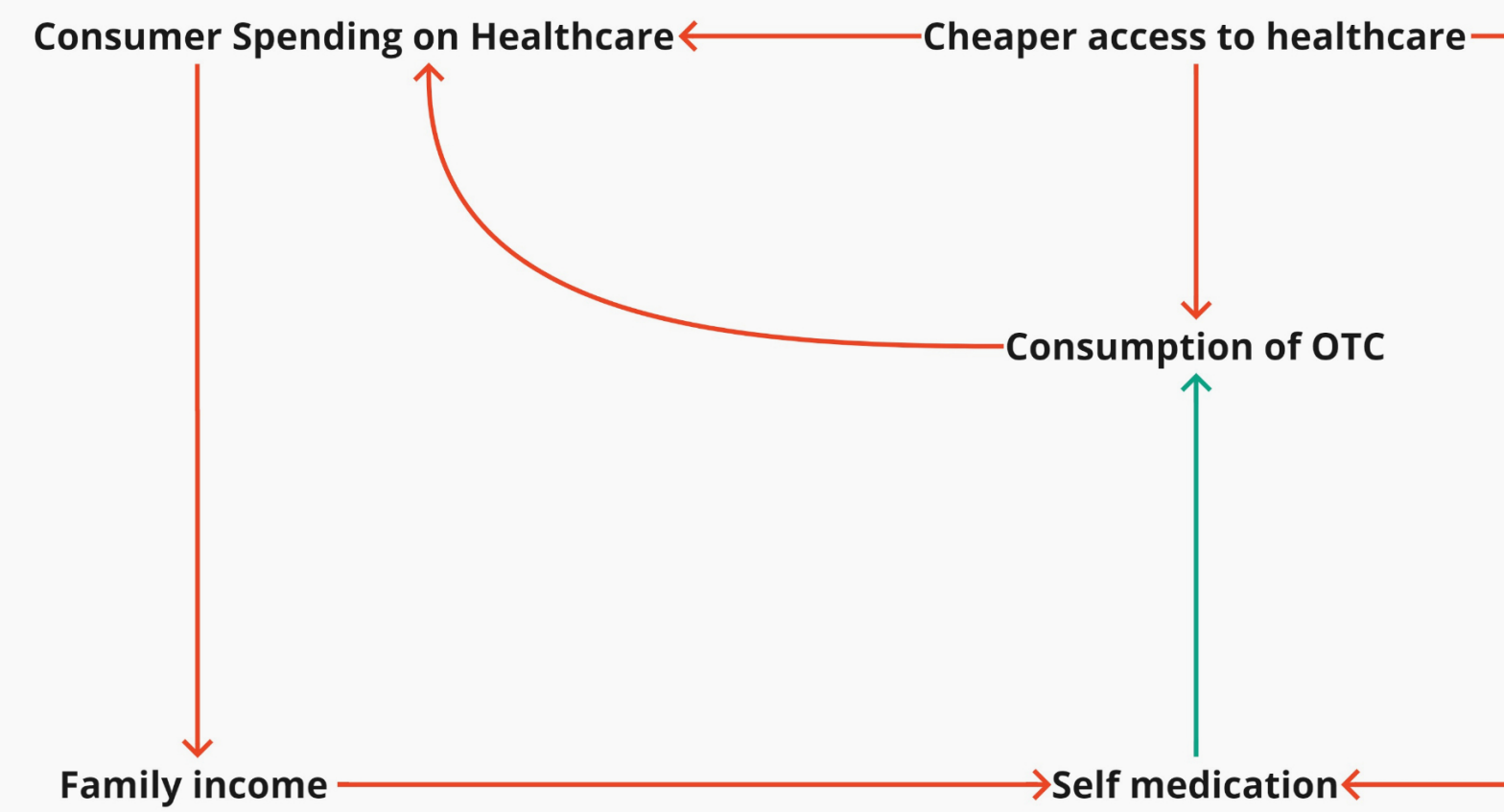
System Mapping



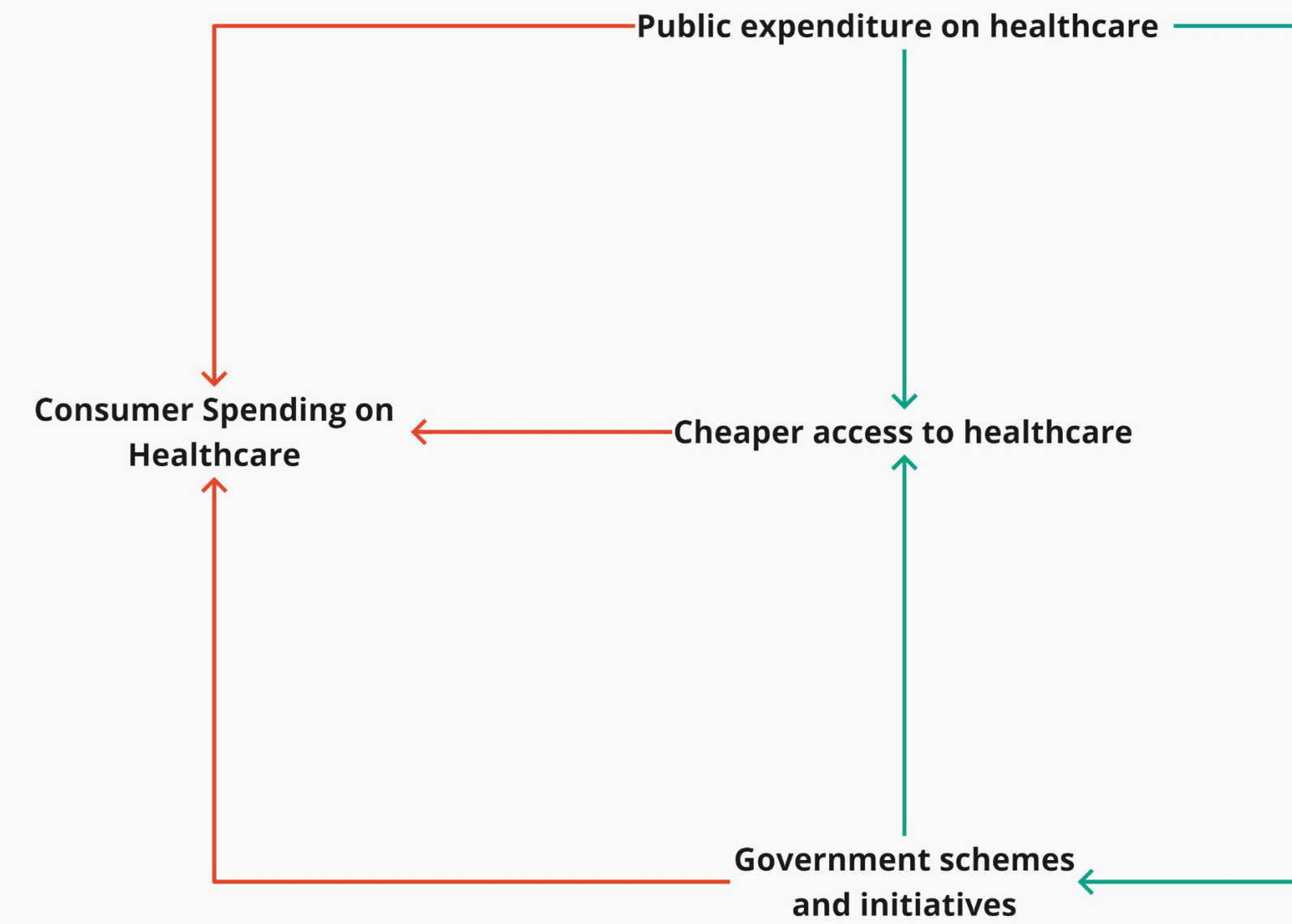
➡ Direct Relationship
➡ Inverse Relationship
⚡➡ System Delay

System Insights

System Insights

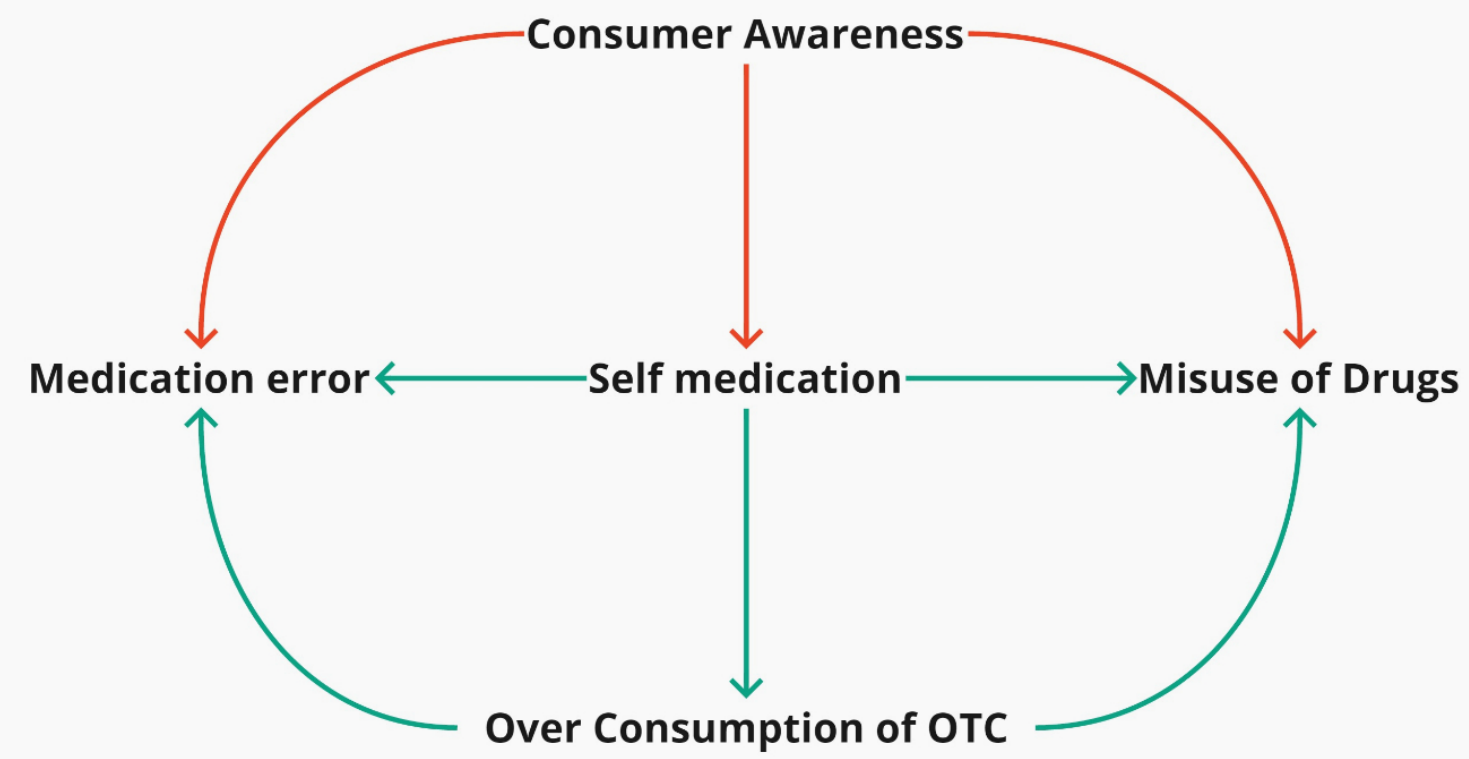


Low income households tend to self-medicate using OTC drugs

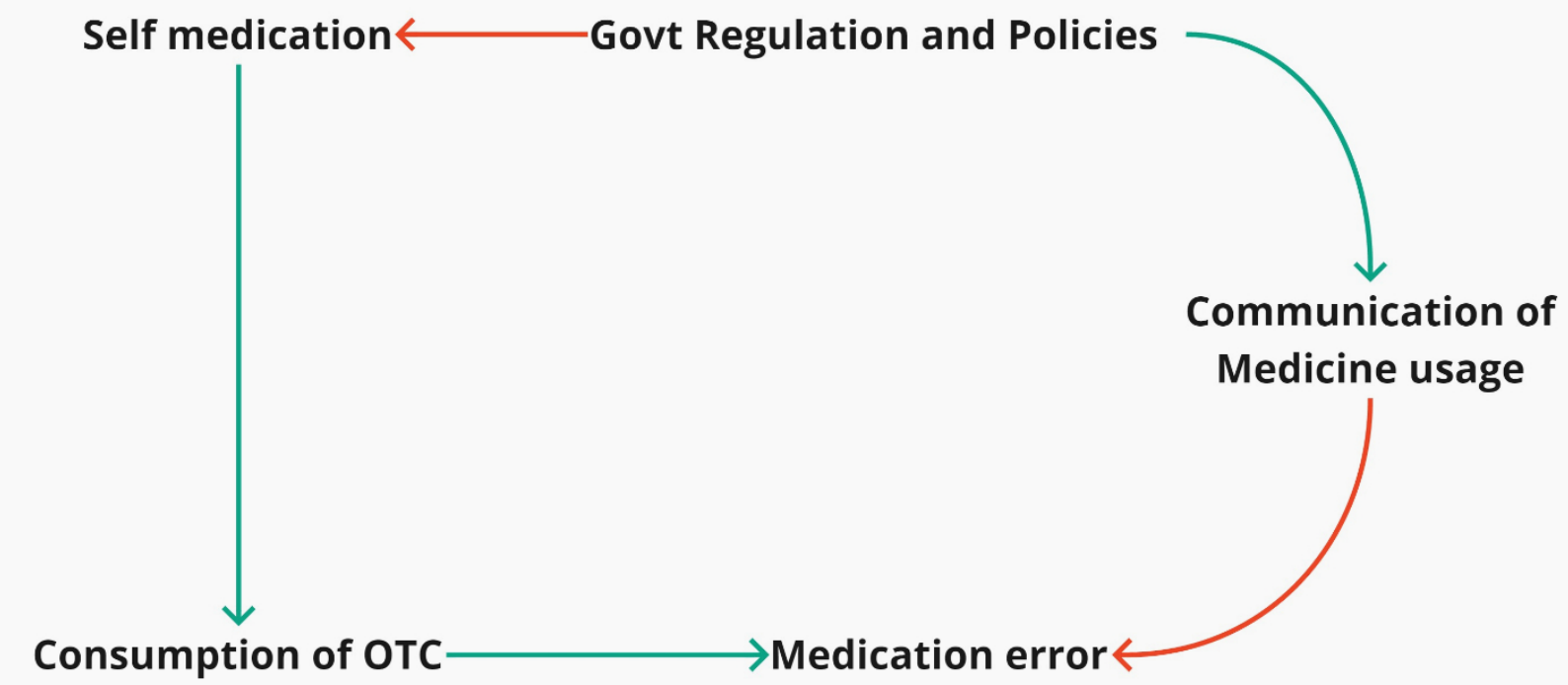


Factors that can help reduce Out of Pocket expenditure

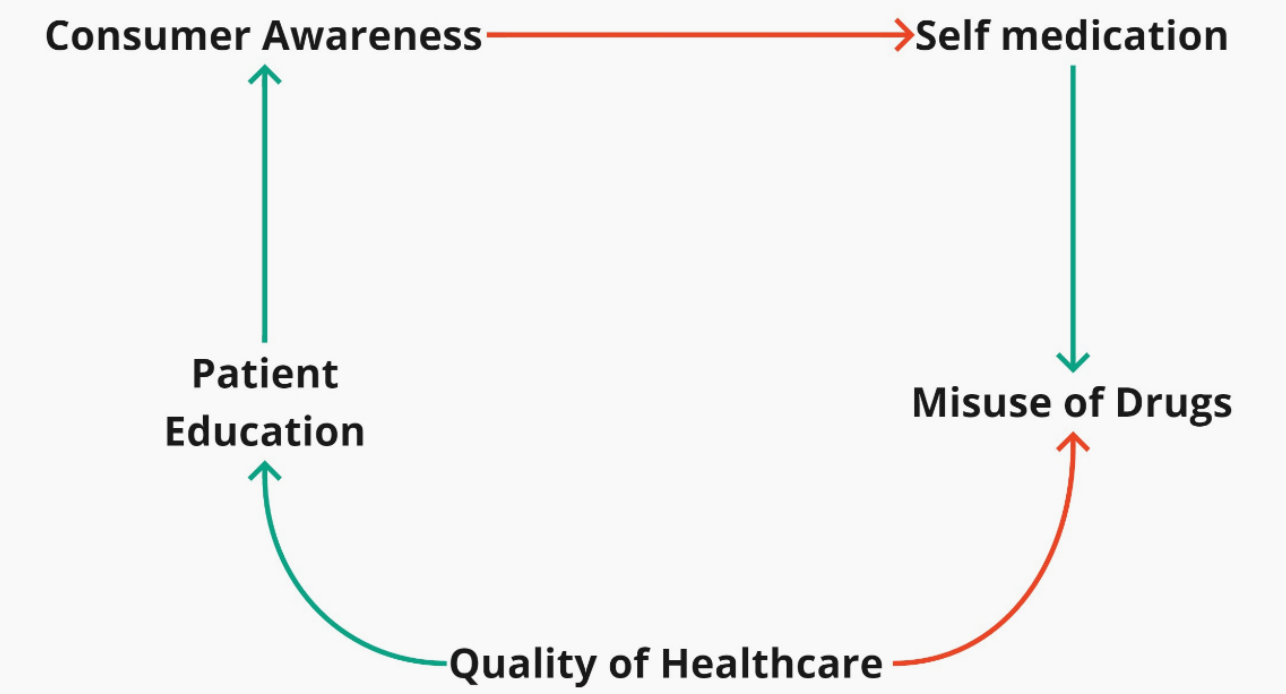
System Insights



Over consumption of OTC drugs occurs due to lack of consumer awareness and prominence of self medication

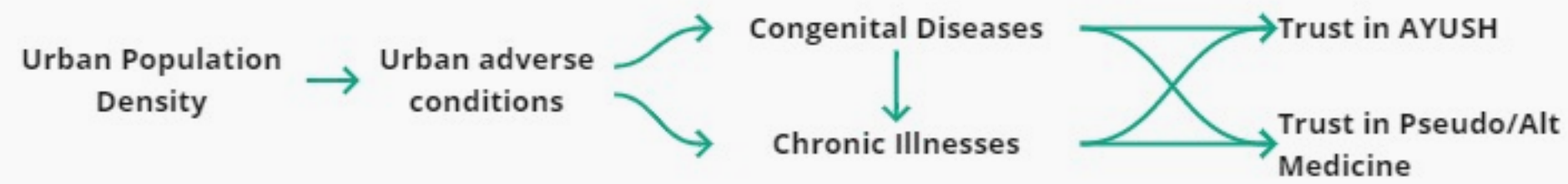


Medication errors often occur due to self medication

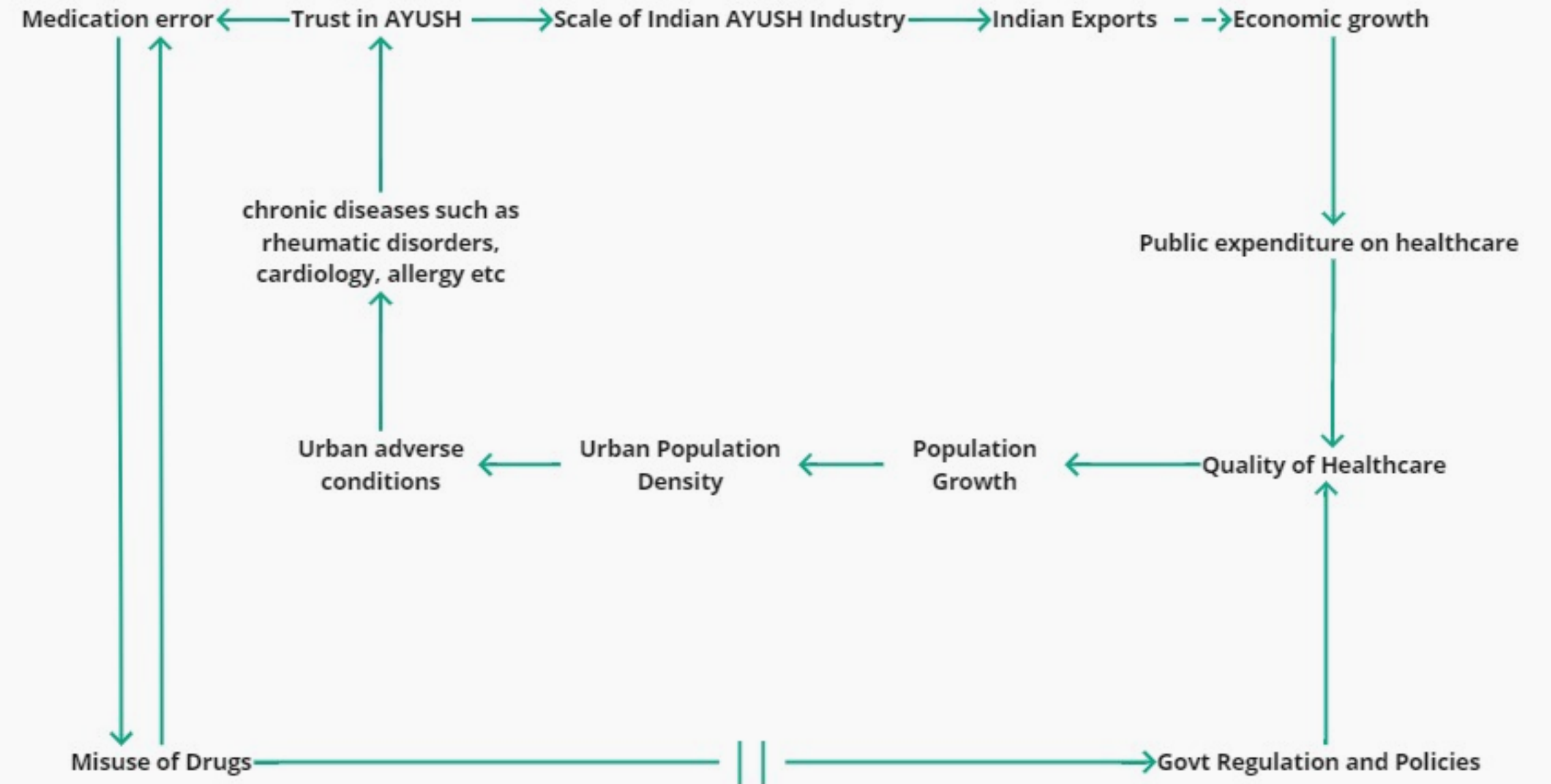


Misuse of drugs due to self medication

System Insights

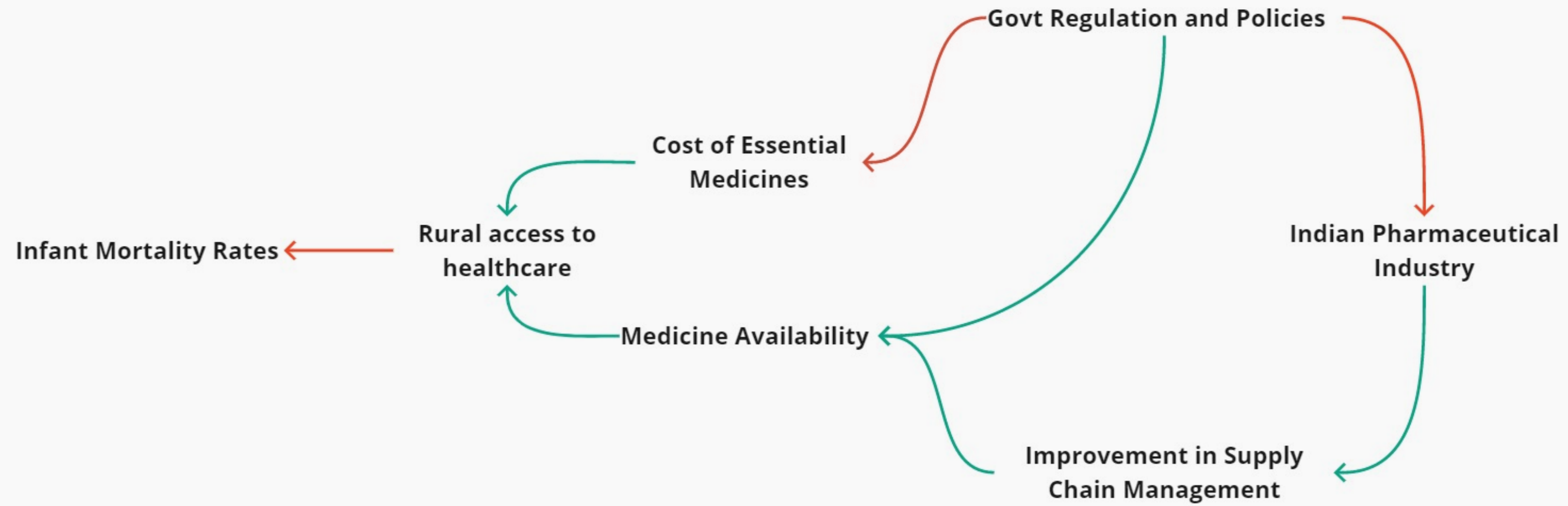


Urbanisation and its subsequent adverse conditions lead to an increased trust in AYUSH and also Alt Healthcare solution



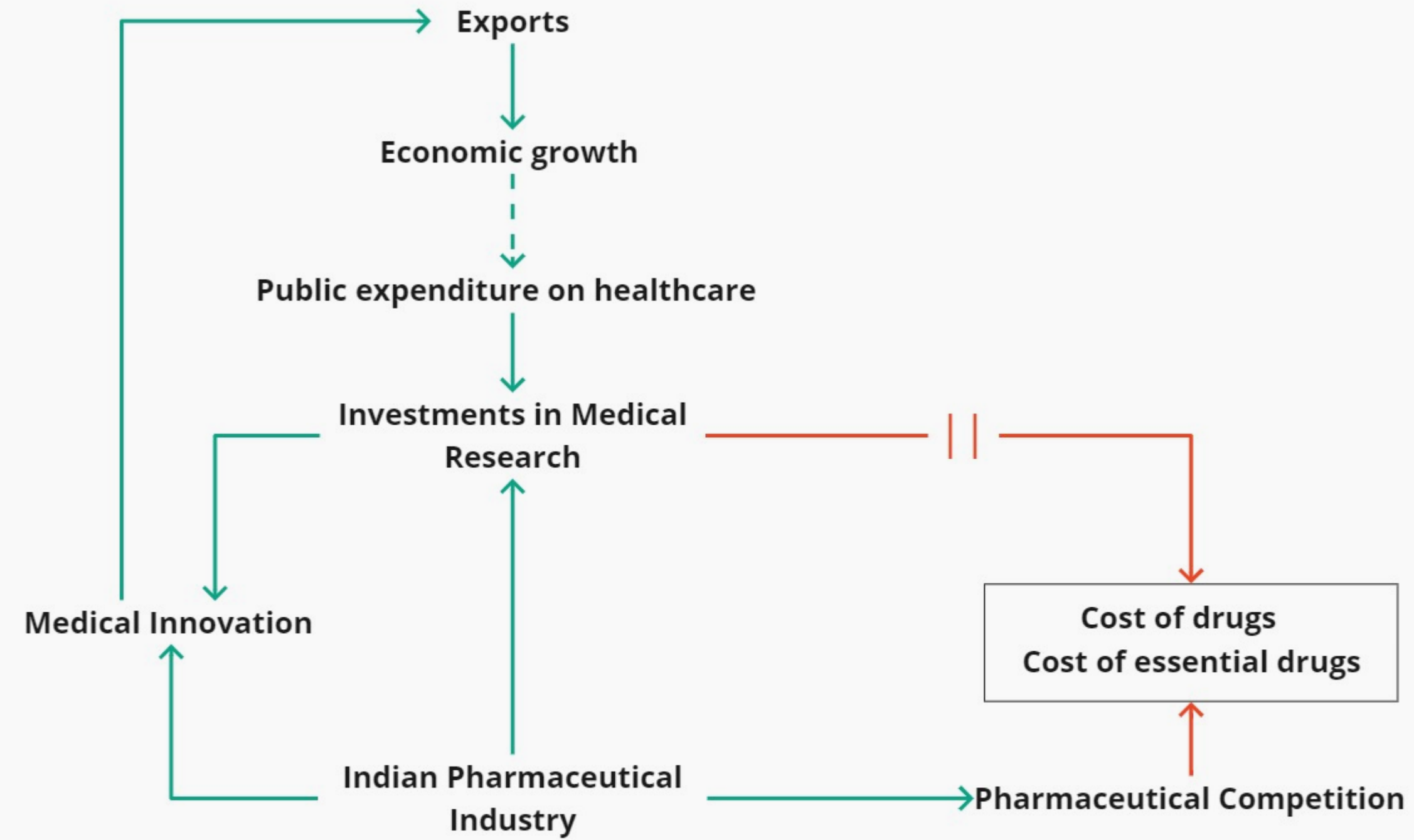
Trust in AYUSH positively affects the economy which in turn leads to urbanization and an increase in chronic disease which positively loops back. It also increases misuse of drugs which can lead to changes in government regulations

System Insights



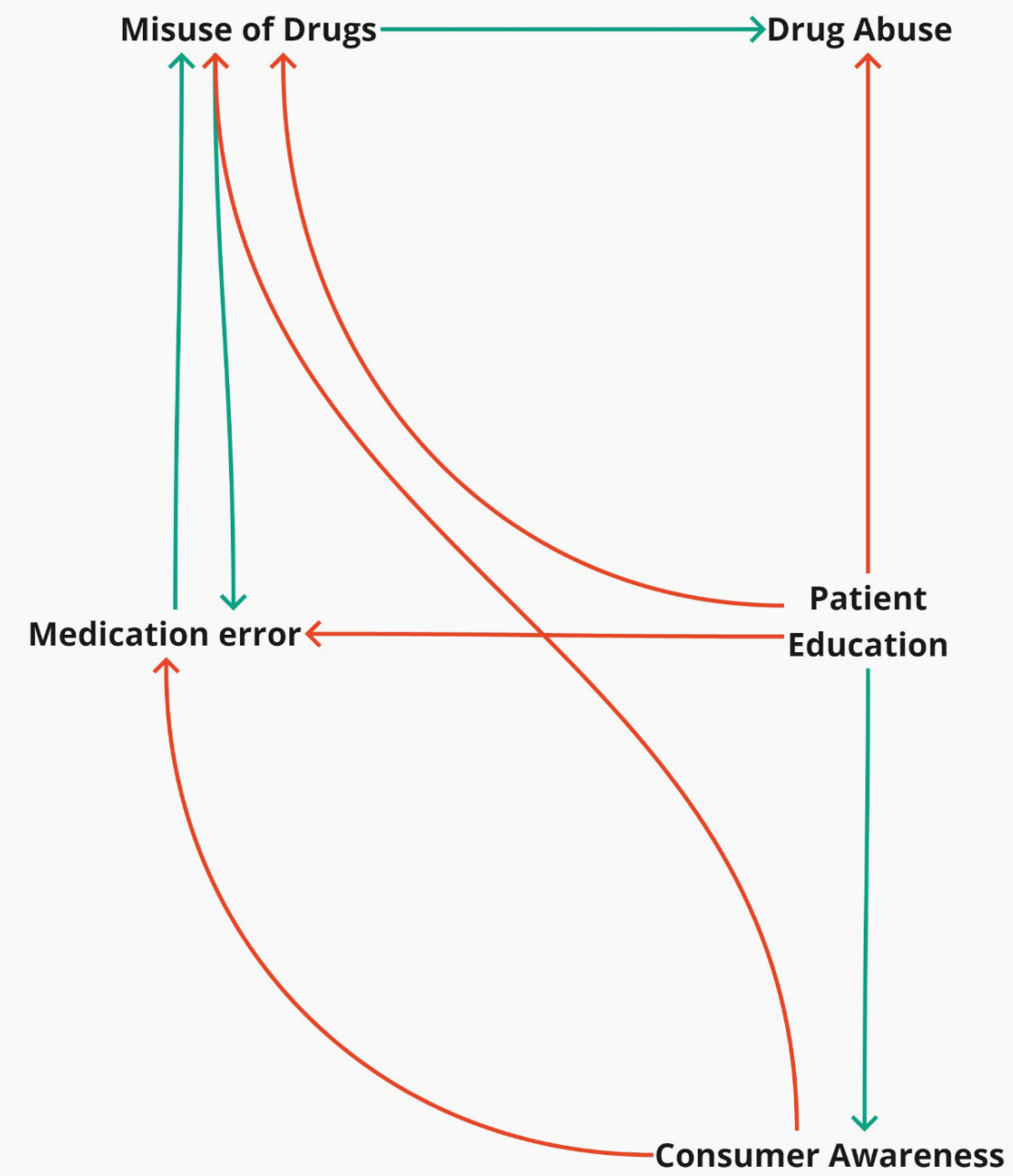
Govt Regulations incentivize Pharma industry to create efficient supply chains to improve rural healthcare

System Insights

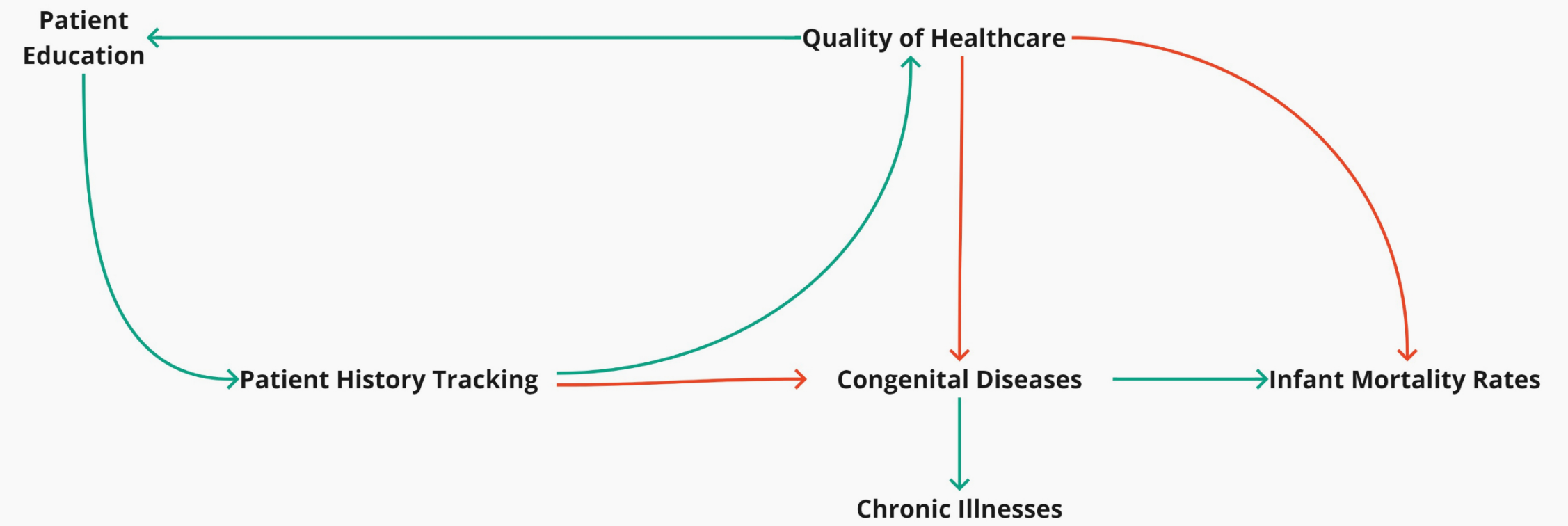


Investment in Medical Research and the Pharmaceutical Industry helps reduce consumer-side cost of drugs and encourages medical innovation

System Insights



Patient Education leads to less medication errors and misuse of drugs and leads to better consumer awareness.



Patient Education leads to better patient history tracking which improves the prognosis of congenital diseases and chronic illnesses.

Potential Oppurtunities

Opportunities

Over-the-Counter Access to Medicines

Definition and Regulation

Consumer Awareness of risks and usage

Enforcing Prescriptions

Transparency

Patient Medical Info Tracking

Patient Medical History Database

Standardized method of storage of medical history

Tracking patient medication

Tracking Diseases using patient info

Consumer Medication Errors

Awareness of correct usage

Unified Prescription Interface

Making medicine risks clearer

Human errors

Patient education

Post prescription care

Treatment education

Lifestyle choices

Potential Complications

Rural Accessibility

Supply Chain Management

Access to trained healthcare professionals

Access to essential medicines

Affordable healthcare

Future Steps

THIS WEEK

- 01 Finalize and Map Problem Area Further
- 02 Contextual Inquiry
- 03 Finalize a Problem Statement
- 04 Identify Possible Solutions

NEXT WEEK

- 01 Propose Final Solution

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abhiprāyam *Comments and Feedback*

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