

## Emerging Healthcare Trends that Ayurveda has to Harness to become a true Global Healthcare Provider

**Aakash Kembhavi<sup>1\*</sup>, Anita Kadagad Kembhavi<sup>2</sup>,**

<sup>1</sup>MD, PGDMLS, MS (Counseling & Psychotherapy), <sup>2</sup>MD, DYS, D.Nat-Yoga (Ayu), D.Ac,

MA (Counseling in Child Mental Health, MSc Yoga

Director @ Astanga Wellness Pvt Ltd, Hubli, Karnataka, India

**\*Corresponding Author**

**Email Id: drkembhavikpl@gmail.com**

### ABSTRACT

*The Covid-19 pandemic has challenged every sector in the society and at the same time opened up avenues for innovation and change. The medical infrastructure has been tested to its limits and Ayurveda is no exception. Though Ayurveda has not been officially recognised as a treatment modality for Covid-19, the time tested principles of holistic healthcare and well-being of Ayurveda have been promoted extensively by the ministry of Ayush and there is emerging evidence that these have helped people to maintain their health and well-being during this pandemic. We have also witnessed a surge in integrative healthcare practices across the world and research to develop vaccines has been fast tracked to counteract the virus. Technology and innovative solutions are the order of the day. Online Education, Telemedicine, Personalized medicine, Artificial Intelligence, Healthcare wearable devices are developing at break neck speed today. The question that needs to be addressed is – Can Ayurveda harness the potential of these trends without compromising on its core principles? If Ayurveda has to emerge as a true global healthcare provider, then the opportunity exists today. This should be seen as a blessing in disguise and Ayurveda as a science must leverage the good will and faith people have in it to emerge as a one stop solution for the physical and mental healthcare needs of an individual and the family. What is required is a mindset and willingness to adapt and adopt the trends and rise above petty patriarchal preferences and gains. Ayurveda as a science has to be protected, nurtured, nourished and promoted.*

**Key Words:** Ayurveda, AI, Telemedicine, Healthcare Wearables, Ayush.

### INTRODUCTION

The Covid-19 pandemic has challenged every sector in the society and at the same time opened up avenues for innovation and change. The COVID-19 outbreak has brought about unprecedented challenges across sectors. It is no longer about which sectors have suffered, but rather which industry has been hurt to what extent [1]. The medical infrastructure has been tested to its limits [2] and Ayurveda is no exception [3]. Though Ayurveda has not been officially recognised as a treatment modality for Covid-19, the time tested principles of holistic healthcare and well-being of Ayurveda have been promoted

extensively by the ministry of Ayush [4] and there is emerging evidence that these have helped people to maintain their health and well-being during this pandemic.

We have also witnessed a surge in integrative healthcare practices across the world and research to develop vaccines [5] has been fast tracked to counteract the virus. Technology and innovative solutions are the order of the day [6].

### Emerging Healthcare Trends

Online Education [7], Telemedicine [8], Personalized medicine [9], Artificial Intelligence [10], Healthcare wearable

devices [11] are developing at break neck speed today.

The question that needs to be addressed is – Can Ayurveda harness the potential of these trends without compromising on its core principles? The answer is YES!

**Let us try to understand the potential of these trends:**

- 1) Online Education: A global audience to teach Ayurveda
- 2) Telemedicine: Global reach of healthcare
- 3) Personalized Medicine: Addressing health needs of an individual and developing medicines to treat them
- 4) Artificial Intelligence: Use of technology and machine learning to advance diagnostic and predictive capabilities
- 5) Healthcare Wearable Devices: Track the health status of an individual and empower them to be responsible in making better lifestyle choices

The support offered by the ministry of Ayush and the vast infrastructure of Ayurveda colleges, hospitals, research institutions and thousands of qualified practitioners should be utilised in adopting these trends in order to make Ayurveda an acceptable healthcare provider at a much larger scale both locally and internationally.

**CHALLENGES**

Though quality research work and clinical success is seen in Ayurveda, there is an urgent need to develop a uniform platform to showcase the potential benefits. There is an absence of industry-academic collaborative practices which needs to be sorted out as soon as possible. Standardisation and regulatory issues are the next set of challenges. Though stringent laws and regulations are present, there is a need to implement them in the

right spirit to preserve the sanctity of Ayurveda as a science.

**OPPORTUNITIES**

- 1) Develop a standard curriculum for delivering quality Ayurveda education for holistic health and wellness seekers. There is a huge potential in this area.
- 2) Develop a standard Telemedicine portal to offer personalized Ayurveda consultations to people across the globe.
- 3) Develop and promote the use of traditional Ayurveda formulations which have shown tremendous benefits in the management of lifestyle or non-communicable diseases of the present day like Diabetes, Thyroid disorders, High Blood Pressure, Obesity, Anxiety and Depression, Cancers etc.
- 4) Developing good Ayurveda agricultural practices is the need of the hour. With increasing demand of herbs, there is an urgent need to revisit the way herbs are grown and cultivated today and implement policies to regulate the dilution and adulteration of herbs which are sold in the market.
- 5) The Ayurveda pharmaceutical industry has a huge potential to address these issues. Collaborative research activities should be robustly pursued to prove the safety and efficacy of Ayurveda medicines.
- 6) Another area that has to be seriously looked into is setting up proper channels for export of Ayurveda medicines to all parts of the globe.
- 7) We are already seeing a surge in utilising the power of computer technology and internet services to deliver Ayurveda to people across the globe. Collaborative projects with start-ups from the field of engineering and other allied fields in developing artificial intelligence platforms should be utilised to develop Ayurveda diagnostic & predictive tools.

Intelligent connected data generation and management systems are an urgent need that has to be looked into.

- 8) The potential of the healthcare wearable devices can be harnessed by Ayurveda as well to track and monitor the health and well-being of an individual and family as well. The possibilities are endless.

## CONCLUSION

If Ayurveda has to emerge as a true global healthcare provider, then the opportunity exists today. This should be seen as a blessing in disguise and Ayurveda as a science must leverage the goodwill and faith people have in it to emerge as a one stop solution for the physical and mental healthcare needs of an individual and the family. What is required is a mindset and willingness to adapt and adopt the trends and rise above petty patriarchal preferences and gains. Ayurveda as a science has to be protected, nurtured, nourished and promoted.

## Takeaways

Ayurveda has the potential to become a true global healthcare provider if the following are implemented:

- 1) Adapt and adopt the emerging healthcare trends
- 2) Online Education, Telemedicine, Personalized medicine, Good Ayurveda Agricultural practices, Artificial Intelligence, Healthcare wearable devices are areas that have to be tapped into
- 3) Academic-Clinical-Industry collaborative practices will accelerate the process
- 4) Robust scientific data generation & management systems have to be developed

## REFERENCES

- 1) <https://yourstory.com/2020/07/covid-19-outbreak-challenges-opportunities->

indian-startups/amp By Vikas Bagaria  
July 27, 2020

- 2) <https://health.economictimes.indiatimes.com/news/industry/covid-19-has-exposed-the-fundamental-problems-plaguing-the-indian-healthcare-system/dr-ramakanta-panda-md-vice-chairman-asian-heart-institute/78839260>
- 3) Rastogi, S., Pandey, D. N., & Singh, R. H. (2020). COVID-19 pandemic: A pragmatic plan for ayurveda intervention. *Journal of Ayurveda and integrative medicine*, S0975-9476(20)30019-X. Advance online publication. <https://doi.org/10.1016/j.jaim.2020.04.002>
- 4) <https://health.ncog.gov.in/ayush-covid-dashbaord/>
- 5) <https://www.who.int/initiatives/act-accelerator/covax>
- 6) <https://www.weforum.org/agenda/2020/08/5-technology-advancements-during-covid-19-wearables-ai/>
- 7) <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>
- 8) <https://health.economictimes.indiatimes.com/news/health-it/covid-19-lockdown-2-0-telemedicine-in-india-to-see-continued-growth/75172147>
- 9) <https://www.natlawreview.com/article/episode-12-personalized-medicine-health-care-future-podcast>
- 10) <https://www.analyticsinsight.net/artificial-intelligence-helping-fight-coronavirus-india/>
- 11) <https://www.globenewswire.com/news-release/2021/05/07/2225339/0/en/Wearable-Medical-Devices-Global-Market-Report-2021-COVID-19-Growth-And-Change-to-2030.html>