

Ayurvedic Medicine Usage and Accessibility

Problem Analysis: Enhancing the Usage and Accessibility of Ayurvedic Medicine

- **Topic Introduction:**

In today's fast-paced world, Ayurvedic medicine, a time-honored holistic healing system, is facing a significant decline. Fewer Ayurvedic hospitals, and limited availability of trained practitioners are making it increasingly inaccessible. Despite its deep roots in natural healing and wellness, modern society is moving away from Ayurveda.

This project seeks to revitalize Ayurvedic treatments by making them more accessible, and integrated into contemporary healthcare. Using design thinking, we will explore innovative solutions that bridge the gap between tradition and modernity. By addressing these challenges, we aim to ensure that Ayurveda remains a vital and sustainable part of global healthcare for future generations.

- **Problem Statement:**

Ayurvedic treatments, despite their deep-rooted tradition, are becoming increasingly inaccessible due to limited availability of practitioners and hospitals. Additionally, there is a lack of awareness about Ayurvedic products, leaving many unsure about suitable treatments for their conditions. This project aims to enhance the accessibility and awareness of Ayurvedic healthcare in modern society.



- **Stakeholders in the Ayurvedic Healthcare Problem:**

1. **Patients/General Public:**

- Individuals seeking affordable and accessible healthcare options, but facing difficulty in finding Ayurvedic practitioners or understanding the right treatments.
- People unaware of the benefits of Ayurveda or struggling to afford Ayurvedic medicines compared to conventional treatments.

2. **Ayurvedic Practitioners:**

- Qualified Ayurvedic doctors and therapists who may face challenges in reaching a wider audience due to limited infrastructure, financial constraints, or lack of public awareness about Ayurveda.

3. **Ayurvedic Hospitals and Clinics:**

- Healthcare facilities offering Ayurvedic treatments, often located in specific regions, making them less accessible to the broader population.
- Struggling with the perception of high costs and lack of standardization in treatments.

4. **Pharmaceutical Companies (Ayurvedic Medicine Manufacturers):**

- Companies producing Ayurvedic medicines, facing competition from the lower-priced antibiotics and modern pharmaceuticals, and the challenge of promoting their products to a broader audience.

5. **Government and Healthcare Policy Makers:**

- Entities responsible for healthcare regulations, subsidies, and policy-making who could influence the integration of Ayurveda into mainstream healthcare, promote public awareness, and subsidize Ayurvedic treatments or medicines.

6. **Educational Institutions (Ayurvedic Colleges):**

- Schools and institutions that train Ayurvedic practitioners, responsible for increasing the supply of qualified professionals, but potentially facing challenges with enrollment or access to practical training in wider regions.

7. **Digital Health Platforms:**

- Emerging telemedicine services and digital platforms that could bridge the gap between Ayurvedic practitioners and patients, offering consultations and information dissemination but needing to expand their reach and awareness.

8. **Ayurvedic Product Retailers and Distributors:**

- Businesses that sell Ayurvedic products, both online and in physical stores, who could benefit from better product awareness, trust-building, and easier access for consumers.

9. **Non-Governmental Organizations (NGOs) and Community Health Advocates:**

- Groups advocating for holistic and traditional healthcare practices who can raise awareness, promote Ayurveda, and support initiatives for wider accessibility and affordability.

1. WHO (Identifying the people involved)

- Who are the people most affected by the lack of Ayurvedic practitioners and hospitals?
 - Target patients: rural, urban, elderly, low-income groups, etc.
- Who currently uses Ayurvedic treatments and why?
 - Regular users, health-conscious individuals, those seeking alternatives to allopathic medicine, etc.
- Who are the key decision-makers when choosing Ayurvedic treatments over modern medicine?
 - Patients themselves, family members, doctors?
- Who are the stakeholders who can influence the availability and affordability of Ayurvedic medicine?
 - Government bodies, private clinics, pharmaceutical companies, educational institutions, etc

2. WHAT (Understanding the problem and its nature)

- What makes Ayurvedic treatments less accessible compared to modern healthcare?
 - Is it infrastructure, location, or awareness?
- What specific challenges do patients face in finding Ayurvedic doctors or hospitals?
 - Long distances, lack of information, limited practitioners?
- What are the most common reasons people opt out of Ayurvedic treatments?
 - Cost, lack of trust, convenience of allopathy, or lack of perceived effectiveness?
- What is the awareness level among patients about the benefits and availability of Ayurvedic treatments?

3. WHEN (Timing and trends)

- When do patients usually turn to Ayurvedic treatments?
 - At the onset of illness, for chronic conditions, or as a last resort after allopathic treatments?
- When did the decline in Ayurvedic treatment accessibility become noticeable?
 - Is there a trend over the past few years due to commercialization, urbanization, or medical advancements?
- When is Ayurveda most effective for patients?
 - Are there specific times or conditions (prevention, chronic illness) when Ayurveda is chosen over modern medicine?

4. WHERE (Locations and geography)

- Where are Ayurvedic treatments available, and how accessible are these locations?

- Are these hospitals or clinics located mainly in urban or rural areas?
- Where are the gaps in accessibility?
 - Which regions lack Ayurvedic practitioners or hospitals the most?
- Where do patients look for information about Ayurvedic treatments and doctors?
 - Online, through word of mouth, or referrals from allopathic practitioners?
- Where do people purchase Ayurvedic medicines, and how does that affect accessibility?
 - Online stores, pharmacies, or direct from hospitals?

5. WHY (Exploring the reasons behind the problem)

- Why are there fewer Ayurvedic practitioners compared to modern doctors?
 - Is it due to education barriers, lack of interest, or low profitability?
- Why are Ayurvedic treatments more expensive than antibiotics or modern treatments?
 - Are there regulatory challenges, production issues, or a lack of government support?
- Why is there a lack of awareness about the benefits of Ayurveda?
 - Is it due to limited marketing, skepticism, or a preference for modern medicine?
- Why do people hesitate to try or stick to Ayurvedic treatments?
 - Are there concerns about effectiveness, availability, or trust in the system?

6. HOW (Exploring solutions and processes)

- How can we make Ayurvedic treatments more accessible to the common man?
 - Digital platforms, more clinics, government subsidies?
- How can the cost of Ayurvedic medicines be reduced?
 - Standardized production, government support, or more competition in the market?
- How can awareness about Ayurveda's benefits be improved?
 - Through education, marketing, or partnerships with modern healthcare institutions?
- How do patients currently choose between Ayurvedic and allopathic treatments?
 - What factors influence their decision, such as convenience, or treatment speed?
- How can Ayurvedic practices be integrated with modern healthcare to benefit patients?
 - Cross-referrals, joint clinics, or insurance coverage