A Study On Patient & Doctor Perception For Alternate Medicine- With Reference To Coastal Andhra, India

Y.Keerthana, Dr.M.Kishore Babu

ABSTRACT: Alternative medicine is one of the ancient traditional treatments in India which has been accepted worldwide. According to World Health Organization (WHO) the use of Alternative medicine is in rise. India has a population of around 132.42 Crore as of 2018 and there is a lack of awareness of the Alternate medicine in this demographic system. In NHM to seek affordability; provide accessible and standard health care to improve the healthcare system, Alternative medicine is one of the strategies. In this study we explore the database of AYUSH (Ayurveda, Unani, Siddha, naturopathy, Yoga, homeopathy). Government is working hard to bring the awareness among the people by conducting some health campaigns. So, the present conceptual study will be undergoing in the aspect of finding the variables for the Perception of customers (doctors and patients) regarding Alternative medicine.

KEYWORDS: AYUSH- Ayurveda, Yoga, Unani, Siddha, Health Tourism; Traditional Medicine; Alternative Medicine.

1 INTRODUCTION

India is well known for its several medical systems, which is an alternative for allopathic. Indian Systems of Medicine (ISM & H) & Homeopathy was created as a governmental body in the year 1995 and received the current name as AYUSH in the year 2003 and started in the 2014 by evaluation of Ministry of Department of AYUSH [6]. India has a population of about 132 Crore as of October 1st, 2018[4] with a wide range in terms of demographic, linguistic and socio-cultural variables. Mainstream of AYUSH has been decided by our Indian Government National Rural Health Mission (NRHM) to meet the challenges of AYUSH. So one of the key strategies is mainstreaming of AYUSH which have been implemented by NRHM [5]. From common cold to HIV across the public spectrum in India, alternate treatment and medicine is having official sanction. As of March 2015, nearly 8 Lakh AYUSH Practitioners are there in India [8].Every system has its own criteria in testing their medicine. The Union government proposed in union budget to ministry of AYUSH by more than 13% from Rs. 1429 Crore to Rs. 1626.37 Crore in 2018 [10]. The Indian government is trying hard to make AYUSH very familiar across the nation but in India it seems to be inclined towards the allopathic treatment for Illness and then same case is found in both remote areas and metro cities [11].

Over 90% of Indians prefers Allopathy over alternative medicine. It is reported in urban and rural areas that ‘other type of treatment’ usage is only 5%-7% along with AYUSH are indicated [1]. In Human Index, mid 2018 India stood 33rd rank with 68.04 healthcare index and 122.36 in healthcare expenditure index; whereas in 2018, India stood in 34th rank with 67.39 healthcare index and 120.97 in healthcare expenditure index [18]. In National health profile, 13th Edition, the budget allocation for AYUSH has been started from 8th plan (1992-1997) and it’s been continuing till this annual plan (2018-19), the estimation budget is mentioned in the below table [17]

<table>
<thead>
<tr>
<th>S.no</th>
<th>Period</th>
<th>AYUSH Budget Allocation (in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Eighth Plan (1992-97)</td>
<td>108</td>
</tr>
<tr>
<td>2</td>
<td>Ninth Plan (1997-2002)</td>
<td>266.35</td>
</tr>
<tr>
<td>3</td>
<td>Tenth Plan (2002-2007)</td>
<td>775.00</td>
</tr>
<tr>
<td>4</td>
<td>Eleventh Plan (2007-12)</td>
<td>3988.0</td>
</tr>
<tr>
<td>5</td>
<td>Twelfth Plan (2012-17)</td>
<td>10044.0</td>
</tr>
<tr>
<td>6</td>
<td>Annual Plan (2012-13)</td>
<td>990.0</td>
</tr>
<tr>
<td>7</td>
<td>Annual Plan (2013-14)</td>
<td>1069.0</td>
</tr>
<tr>
<td>8</td>
<td>Annual Plan (2014-15)</td>
<td>1069.0</td>
</tr>
<tr>
<td>9</td>
<td>Annual Plan (2015-16)</td>
<td>1008.0</td>
</tr>
<tr>
<td>10</td>
<td>Annual Plan (2016-17)</td>
<td>1050.0</td>
</tr>
<tr>
<td>11</td>
<td>Annual Plan (2017-18)</td>
<td>1428.0</td>
</tr>
<tr>
<td>12</td>
<td>Annual Plan (2018-19)</td>
<td>1626.0</td>
</tr>
</tbody>
</table>

SOURCE: MINISTRY OF AYUSH, BUDGET DIVISION OF AYUSH DEPARTMENT

The schemes/programs that have been proposed by the government to strengthen AYUSH are [18]:

Central Sector Schemes
a) System Strengthening
1. Strengthening of Department of AYUSH
2. Statutory Institutions
3. Hospital & Dispensaries
4. Strengthening the pharmacopeia laboratories
5. Communication, Education and Information
6. Public health and AYUSH
b) Educational Institutions
c) Research and Development including medical plants
1. National medical plant board
2. Research Council
d) Human resource training / fellowship/ upgradation of skills
e) Manuscripts and development of AYUSH applications, networks, IT tools by Digitalization and Cataloguing.

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1.1 Alternative Medicine
The Alternative medicine can include non-pharmaceutical techniques, non-invasive technique such as medical herbalism. The different alternative treatments are Acupuncture, Homeopathy, Reiki, Naturopathy and many others. This traditional medicine also refers to non-drug technique which is currently accepted by ‘conventional’ medical practitioners now-a-days. Alternative medicine is also called as Traditional medicine and it is growing rapidly. In India there is less interest among the people towards the traditional medicine. Even though Ayurveda is the hub of Kerala state but it is also more pervasive in the states of Maharashtra, Madhya Pradesh, Himachal Pradesh, Rajasthan, Uttar Pradesh, Orissa, and Goa & Punjab. Unani can be seen in few states like Madhya Pradesh, Jammu & Kashmir, Karnataka, Maharashtra, and Delhi & Rajasthan. Homeopathy is historic practiced in UP, Andhra Pradesh, Tamil Nadu, Gujarat, and North East States. Siddha is eminent in Tamil Nadu but it is also pre-owned in Kerala & Pondicherry. In September 2009, Sowa Rigpa system of medicine was recognized as one of the traditional medicine and it is very often known as “Amchi” is one of the oldest surviving systems of medicine in the world, and it is popular in Himalayan region. It is practiced in Arunachal Pradesh, Sikkim, Darjeeling, Lahoul, and Spiti & Ladakh [23].

1.2 Allied System of AYUSH – 6 Systems- a brief overview
India is having a rich history of traditional / alternative system of medicine which is based upon 6 ancient systems, in which Ayurveda stands ancient and mostly wide spread and practised medicine system. The Indian Hindu medical system is based on the 4 eminent unifying of knowledge called Vedas- Yajur Veda, Rig Veda, Sam Veda and Atharva Veda [9]. After Ayurveda medicine, the Siddha, Unani, and Homoeopathy medicines are mostly used. The Siddha in Tamil Nadu and Ayurveda in Kerala stand recommendation for the ubiquity of Indian medical system. The Now-a-days all the practitioners are suggesting the citizens to get more accustomed to do Yoga which gives more mental and physical peace to an individual.

1.2.1 Yoga
In ancient times Yoga is originated in India. The various Asanas of Yoga have been using in various clinics to bring more awareness to the people for curing various emotional and physical conditions and it is not a medicine system.

Though its diagnosis and therapies of an individual are based on the analysis on pulse of an individual’s Tridosha state, it suggests improving health, life-style management and meditative exercises [13, 14]. Yoga is used for stress relaxation, preventing lifestyle related diseases.

1.2.2 Homeopathy
In Mid 17th and 18th century a German physician, Dr. Samuel Hahnemann brought homeopathy into practice [15]. It depends on the laws of “immunological memory” and “memory of water”. Homeopathy has been recognized by our Indian government and there are establishing various hospitals and also some awareness programs.

For the treatment condition initially it utilizes medicines which produce similar to that of the disease. ‘Like cures like’ is the principle of Homeopathy.

1.2.3 Ayurveda
Ayurveda has an old age history from past 2nd century BC in our ancient school of Hindu mythology. Ayurveda is composed of 5 elements; those are Water (Jala), Air (Vayu), Space or ether (Aakash), Earth (Prithvi), Fire (Teja). These elements are referred as “Pancha Mahabhoota” [9].
Ayurveda treatment is broadly used in Kerala state in our country and it is acceptable globally because of its success in the treatment. Ayurveda denotes longevity.

1.2.4 Siddha
Siddha medicine system is one of the traditional medicines which are originated in ancient TamilNadu and Sri Lanka [2]. It is based on the principle which is similar to Ayurveda. This system considers the physical, physiological, moral of an individual.

Day by day the hospitals of Siddha have been increased by government of India. In Andhra Pradesh Siddha is not found and not preferred by the users.

1.2.5 Unani
Unani medicine system is originated in Greece during 460 BC-366 BC period and was found by a famous physician and philosopher, Hippocrates.

Arabs introduced Siddha in India and it is growing stronger when some physicians and bookworms of Unani system to India after the conquering of Persia by the Mongols. It is based on the humeral theory that depends on 4 humours: Blood, yellow bile, black bile, phlegm for the good health [3].

1.2.6 Naturopathy
Naturopathy is a term of alternative treatments which has been derived from the natural products. The special therapies that are included in naturopathy are acupuncture, acupressure, mud packs, special diet plans, and magnet therapy.

Among all the treatments, the widely used treatment is Prayer which even exists in schools across the world [8]. In naturopathy the body gets purified with all these natural methods and exercises [3].

1.3 AYUSH Statistics
The ministry of AYUSH have collected the data on the annual basics on various aspects like AYUSH Hospitals, AYUSH hospitals Bed strength, AYUSH dispensaries, practitioners who are registered under AYUSH system, Institutional wise registered practitioners, and Drug manufacturing units [12]. Since a ministry of AYUSH is created, a positive impact has been created for the massive growth of Infrastructural facilities, and also for the development of the system in India.

1.3.1 AYUSH Hospitals
There were totally 3943 AYUSH hospitals as of 2017, where Ayurveda hospitals are maximum i.e. 3186 and 264 Unani, 297 Siddha, 32 Naturopathy and 164 Homeopathy hospitals [12] which is referring in the below table.

![Graph showing growth in AYUSH hospitals from 2007-2017](image-link)

Fig 1: Growth in AYUSH hospitals from 2007-2017
Source: Ministry of AYUSH, 2017
In India there are only 13 Yoga hospitals. Since 1993 on an average, AYUSH hospital has a growth rate of about 1.6% per annum. A growth rate of 1.7% has been registered by AYUSH hospitals, where as Unani and Siddha have been registered with an annual growth rate of 1.75% and 4.0%. During 1993-2017, homeopathy hospitals have been declined by 2.3 % per annum [12].

1.3.2 Drug manufacturing units under AYUSH System
As on 2017, 9038 manufacturing units in the country were engaged in AYUSH drugs manufacturing. The manufacturing units of Ayurveda drugs are nearly 7698, whereas the units who were involved in manufacturing of Siddha, Homeopathy and Unani drugs are 374,399,567. From the year 1993-2017 there was a marginal decline of about 0.09% per annum in drug manufacturing units. Ayurveda and Unani is having an annual growth rate of 0.1% and 2.0%, where as homeopathy and Siddha have declined their annual growth rate by 3.5 % and 1.8% respectively.

1.3.3 Registered Practitioners under AYUSH System
The indicator for the registered practitioners in India is done by Human resource department in the country. These indicators provide an overall availability of all the traditional medicine practitioners and also give an idea to the regional distribution. From the below graph it is identified that Ayurveda registered practitioners have been rapidly decreased from 2007 to 2017. As per State Boards/ Councils of Indian medicine reports, 773668 AYUSH practitioners were registered throughout the country as of January 2017[19]. Among them under Ayurveda system 428884 registered practitioners are there, under homeopathy system 284471 practitioners are there. Only 8505, 2242, 49566 registered practitioners are under Siddha, Naturopathy and Unani respectively.

1.4 AP AYUSH Statistics
According to Andhra Pradesh AYUSH Statistics below table will tell how many hospitals, beds, dispensaries, registered practitioners, licensed pharmacies are there.

<table>
<thead>
<tr>
<th>System of Medicine</th>
<th>Hospitals</th>
<th>Beds</th>
<th>Dispensaries</th>
<th>Registered Practitioners</th>
<th>Licensed Pharmacies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayurveda</td>
<td>8</td>
<td>514</td>
<td>1003</td>
<td>15582</td>
<td>473</td>
</tr>
<tr>
<td>Unani</td>
<td>6</td>
<td>310</td>
<td>269</td>
<td>5247</td>
<td>106</td>
</tr>
<tr>
<td>Siddha</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Homeopathy</td>
<td>6</td>
<td>300</td>
<td>518</td>
<td>9364</td>
<td>31</td>
</tr>
<tr>
<td>Yoga</td>
<td>0</td>
<td>0</td>
<td>47</td>
<td>476</td>
<td>0</td>
</tr>
<tr>
<td>Naturopathy</td>
<td>0</td>
<td>0</td>
<td>47</td>
<td>476</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>1124</strong></td>
<td><strong>1837</strong></td>
<td><strong>30669</strong></td>
<td><strong>610</strong></td>
</tr>
</tbody>
</table>

From the above table it is observed that Ayurveda hospitals are more in number followed by Unani and Homeo. In all the categories like hospitals, beds, dispensaries, registered practitioners, licensed pharmacies Ayurveda stands first followed by Unani and Homeopathy. Siddha and Yoga are not yet encouraged by our state.

2 REVIEW OF LITERATURE
According to Muhammad Umair Khan and Akram Ahmad, Isha Patel (2015), the study was conducted on Pharmacy students who will incorporate AYUSH in the future for the study which will help for the growth of alternative medicine. It is observed that most of the Male students participated with a high response rate and they are having positive belief towards alternative medicine when compared to Female respondents. The study is
done to know the base line about the beliefs, attitude and use of alternative medicine among the pharmacy students [7]. The overall attitude towards the alternative medicine is positive in spite of some barriers. M.Kishore Babu, S.Ramesh babu & MVALN Rao mentioned some variables that have been taken for the study of perception of patients and doctors in rural market regarding the alternative medicine / traditional medicine are [3]: For patients: experience in which kind of medicine, the patient shift from one system of medicine to other system for treatment, if patient shift the system of treatment could you able to arrive at a solution and get partial relief, Traditional medicine is advocated during chronic pains and skin problems, alternative medicine can be offered under one roof, whether alternative medicine is effective and reliable. For Doctors: Allopathic medicine alone may not offer comprehensive diagnosis and treatment for all diseases & require the support of other system, Effectiveness in diagnostic capabilities, latest technology availability, skilled surgeons, Loyal to their practicing medicine and want to continue with the same practice, patients have tried for other system for the same disease before approaching them. R.Srinivasan and V.Raji Sugumar mentioned that AYUSH has strong faith in its usage among the people and lack of awareness is one of the reasons for not using it. The public is having more scope to create awareness among the people in the country to improve the access of medicine system [6]. According to Saurabh RamBiharilal and Prateek the main streaming of AYUSH can be done by organizing training sessions in AYUSH colleges and institutes; to increase the access and scope of AYUSH, the individual research has to be in a streamline; by implementing strategies; offering some fellowship programs in different streams; community-based research also has to be improved; establishing more colleges and institutions; exchange of international level experts and officers has to be encouraged in large scale; maintaining relationship between the pharmacists [5]. John A.Astin in his article mentioned some theories like dissatisfaction, need for personal control, philosophical congruence to test and explain the use of alternative medicine. To make the decision quite difficult, the decision to use the alternative medicine is situation dependent [19].

3 CONCEPTUAL FRAMEWORK

Source: A study on perception of customers (patients) & Doctors towards integrated health care unit in rural markets

4 RESEARCH METHODOLOGY

The current study is an attempt to conceptualize the variables that are linking to the perception of Doctors and Patients. An extensive literature survey is done to conclude the variables and build a theoretical model. Various dimensions for doctors and patient perception have been identified to know the use of alternative medicine and they are kept in a form of framework. This study is constructed based on the empirical data which will be carried in the future study.

5 ANALYSIS AND DISCUSSION

During the year 2016-2017, an annual budget of Rs.290.09 crores has been released till 31st October, 2016 for quality control of Ayurveda, Siddha, Unani, Homoeopathy and also for setting up some medicinal plants and improving AYUSH services and Educational institutions for all the 23 States and Union territories in India. Among all the alternative medical systems we can find most of the medical services in Ayurveda hospital – National Institute of Ayurveda (Jaipur) with more number of treatment services to the patients like Panchakarma unit, Para-surgical, Allergy, Child mental, Yoga, Naturopathy, Dental, Physiotherapy, Rehabilitation, Diabetes speciality, Haematology biochemistry, central laboratory, uroflowmetry laboratories are some of the units which has been setup in AYUSH hospitals. According to Markets and Markets research film report, the development of artificial implant products such as bio-lung, artificial pancreas and kidneys are being focused by the manufacturers which cannot be cured with the artificial methods of treatments [21].
According to Grand view research, the complementary and alternative medicine is expected to grow to reach at USD 196.9 billion by 2025, rising at CAGR of 18.11% during the forecast period. As of 2017, 1/3rd of the population in developing and developed countries are using any one of the form in complementary and alternative medicines. To stimulate the growth of the market, government has taken some initiatives in several countries to intensify the medicine [22]. According to the report by Grand View Research; in 2017 the global Complementary and Alternative medicine market size was at USD 52.00 billion.

Alternative medicine is mostly based on belief and faith, which involves various traditional methods of meditation such as body and mind healing technique, using of herbs. Around the world, the regulatory bodies are not approving most of the techniques used in alternative medicine. Most of the governments and regulatory bodies help to improve the treatment and market methods by putting efforts in finding the clinical support for fusion of alternative system [22]. For chronic pains and illnesses long time medications are required in alternative therapies. As per Grand view research, the alternative medicine is segmented into intervention method as: Ayurveda, Homeopathy, naturopathy comes under Botanicals and Yoga, meditation; Energy healing comes under Mind, body and Yoga.

6 CONCLUSION
India is eminent for ancient Therapeutic medicine and alternative medicine. The term alternative medicine covers a big range of healing approaches, philosophies and therapies. With regard to the source of medicine, Indian medicine system is ancient. The Ministry of AYUSH is providing the services to the people in large scale. India is also offering some rejuvenating and relaxing treatments like Yoga, Ayurveda and Meditation. India offers some world class destinations such as Taj Mahal, beaches of Goa, the Kerala back waters, hiking in Himalayas, Rajasthan rich heritage are few to name which attracts the tourists [20]. Alternative medicine was founded on a intense credence in the healing power of nature. The present conceptual study is to find extensive variables to know the user’s perception (patients and doctors) on the use of alternative medicine. The ministry of AYUSH, over the years carried out a certain framework in sequential to carry out all the activities in the field of AYUSH. The literature has been done and the ground level data has to be done in the further study.

REFERENCES


[23] www.arthapedia.in