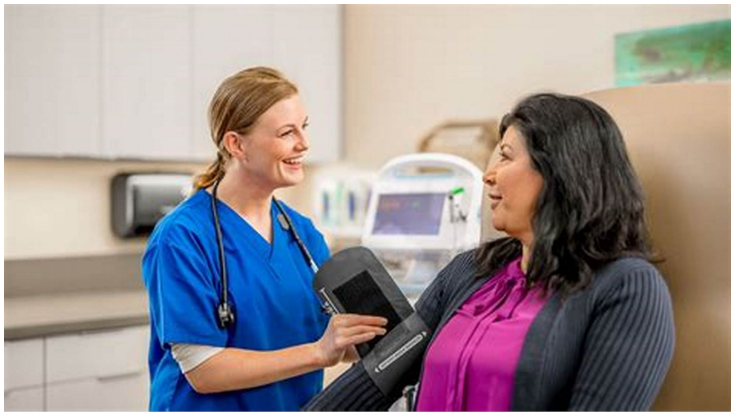
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48% women prioritising own health, breaking traditional norms: Study

07 March 2024 | News

Women across the metro cities exhibit heightened health awareness



This International Women's Day, Noida-based Redcliffe Labs, a pan-India omnichannel diagnostics provider, celebrates the remarkable strides women across India have made in prioritising their healthcare.

Traditionally, women have often put the health and well-being of their families before their own, neglecting preventive and diagnostic healthcare for themselves. However, a recent study conducted under the ‘Let Her Decide’ campaign with a sample size of 1 million indicates a significant shift in this long-standing paradigm. New data reveals a significant increase in women proactively undergoing preventive health checkups and diagnostic tests.

In 2021, women accounted for only 40% of health checkups conducted by the company. However, this percentage has steadily increased, with women comprising 45% in 2022 and an impressive 48% in 2023.

Women across Delhi-NCR, Bengaluru, Pune, Mumbai, and Hyderabad exhibit heightened health awareness and actively seek preventive care through timely health checkups. They spend an average of Rs 999 on preventive health checkup packages. Also, the HbA1C test for diabetes monitoring, hemogram tests, Rheumatoid Factor (RA) Quantitative Test, and Thyroid Profile Tests emerged as popular choices, highlighting women's proactive approach to managing prevalent health concerns.

Notably, thyroid disorders affect over 11.2% of women in India, making early screening crucial. During Thyroid Awareness Month, Redcliffe Labs conducted a nationwide initiative, offering free Thyroid Tests to empower women with knowledge and resources.