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72% Indians depend on medical devices to improve quality of life

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72% Indians depend on medical devices to improve quality of life: Survey



The survey demonstrated that an overwhelming 72 percent of respondents use medical devices, and that around 60 percent of Indians have some such device implanted in them surgically, like pacemakers, stents, orthopedic implants, among others.

A matter of concern, though, is that out of the 72 percent consumers, a shocking 89 percent are not fully aware of these devices.

"Our survey suggests that people in India don't know enough about medical devices but want to know more. It is quite astounding that 60 percentÂ of respondents think that medical devices are the same as pharmaceuticals," said Mr Sanjay Banerjee, MD of Zimmer India, and Chair of the AdvaMed India working Group.

The survey also pointed out that although India is a price-conscious market, quality is an important consideration among the country's growing middle class. It showed that 75 percent of respondents believe that the quality of a medical device is important because safety of patient is paramount.

72 percentÂ of respondents believe thatÂ using a high-quality device would help them avoid costs of repeated hospitalization. Ms Abby Pratt, VP, AdvaMed commented, "Unlike in the case of many other products in India where people unequivocally choose the cheapest option, this survey suggests that when it comes to advanced medical devices, quality becomes important because of its correlation to safety. It is noteworthy that 80 percentÂ of respondents see a correlation between brand name and quality."

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As per the survey, there is a major gap between medical devices currently being used and what is required to address public health needs.

AdvaMed has submitted a letter to the Health Minister, Dr Harsh Varadhan urging collaborative discussions that will facilitate speedy consideration of the bill. Ms Pratt said, "We believe that Dr Vardhan's expertise as a surgeon and health administrator will enable him to appreciate the significance of the medical device industry and its challenges. We are eager to fully participate in India's effort to improve quality of life for patients and look forward to every opportunity the government might provide towards harmonizing regulations for the industry."

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