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CVDs, Respiratory diseases & Diabetes impacting majority Indians: Medix survey

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Medix Global along with Kantar launched the â??Digital Health surveyâ?? across 6 cities

Digital healthcare and using an App to seek medical advice and treatment, is rapidly gaining momentum in India, triggered by the health-related concerns and social distancing restrictions caused by the COVID-19 pandemic, according to a research study conducted by Kantar, and commissioned by Medix Global.

More than 50 per cent Indians are worried about themselves or family members being diagnosed with cardiovascular diseases, respiratory diseases or diabetes in the future. As a result, 82 per cent of the respondents have undergone regular check-ups for prevention and early detection of such diseases.

The study focuses on the insights of 1,000 Indian health insurance policy holders, aged between 30 to 59 years, during June 2021. The survey reflects their current sentiment, changing perceptions, and future outlook towards health concerns, available health care services and the increasing interest in digitized healthcare.

“Two in three Indians have been using digital health apps and 88 per cent of non-users are likely to use them in the future. That is a clear stamp of approval for digital health, and the future of healthcare,” said Sigal Atzmon, Founder & CEO,Medix Global. “With the rise of remote and digitally enhanced care, people are more open to trying new technologies. They want faster, safer and more affordable access to health services from the comfort of their own homes,” she added.