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Healthcare affordability crisis spirals into national emergency: GOQii report

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India Fit Report 2025 calls for immediate and coordinated national action



GOQii, India's leading smart preventive healthcare company, has released the India Fit Report 2025, highlighting a growing national crisis in healthcare affordability. Titled *"Beyond the Brink: Confronting India's Healthcare Affordability Crisis,"* the report reveals that soaring medical costs are now a national emergency impacting millions across the country.

Based on insights from over 6 million GOQii users and findings from a nationwide insurance survey of 2000 individuals, both within and beyond the GOQii ecosystem, the report confirms a stark reality: even insured households are delaying or skipping treatment due to unaffordable costs.

According to the report- 71% of respondents say medical expenses have skyrocketed; 36% have cut back on doctor visits despite having insurance; and nearly 1 in 5 Indians have skipped essential treatment altogether due to affordability.

The report also highlights a worrying decline in the nation's overall health. There has been a 3.84% increase from last year in the 'unhealthy' population.

According to the GOQii data, there is a worsening gender gap in health, with 64% of women now classified as unhealthy compared to 40% of men.

The public is growing increasingly vocal in demanding action. According to the report, 60% of respondents believe that stronger government regulation is essential to controlling healthcare costs.