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Boston Analytics Releases its Annual “Healthcare in India” Report

Based on time-series data from Boston Analytics Consumer Sentiment Index surveys

MUMBAI, January 5, 2009 – Boston Analytics, a customized knowledge services company, today released its sector report titled “Healthcare in India.” This report is part of a series based on the results of monthly surveys for the Boston Analytics Consumer Sentiment Index (BACSI). It focuses on India’s healthcare sector and captures consumer responses to questions in the following areas:

- Lifestyles and attitudes towards healthcare
- Emergency and specialist medical care
- Prescription and OTC drugs
- Health insurance sources and coverage

“The BACSI provides a wealth of information on consumer attitudes that is useful to policymakers, companies, and investors involved in consumer-centric industries,” said Rashid Bilimoria, CEO and Co-Founder, Boston Analytics. “Our Boston Analytics Syndicated Research Reports leverage this consumer sentiment time-series data to provide deeper insight into business cycles and trends in India.”

Some of the interesting findings from the survey:

1. Lifestyle & Attitudes

- Middle- and upper-class, urban Indians appear to be cognizant of health-related issues—just over half reported engaging in a workout program within the past year, while many also changed their diet or began using nutritional supplements.
- Despite a growing popularity for Indian Systems of Medicine, allopathy is still by far the most widely used system of medicine.
- The majority reported feeling confident about choosing their own doctor, asking their doctor questions about healthcare, and questioning their doctor about the appropriateness of different treatments. Most also adhere to their physicians’ instructions in terms of both daily medication dosage and the duration of the dosage.
- The most frequently used source for health-related information is the primary physician.
- *Actual percentages and differences by city, gender, income, age, education, and insurance coverage can be found in the full report.*

2. Medical Care

- Middle- and upper-class, urban Indians have a somewhat positive view of medical care in India. The majority feel that, over the past year, the overall quality of healthcare in India has improved.
- More specifically, they feel that the quality of healthcare which they, personally, received has improved. They have become more confident in their ability to obtain a doctor’s appointment, emergency medical care, and emergency medical treatment without having to wait, and in their ability to see top quality specialists.
- However, many also feel that the costs incurred for specialist consultation fees and preventive care have increased in the past year.
- Fortunately for those who own health insurance, specialist consultation fees and hospitalization and surgery are generally covered.
- *Actual percentages and differences by city, gender, income, age, education, and insurance coverage can be found in the full report.*

3. Prescription & OTC Drugs

- Approximately half of middle- and upper-class, urban Indians feel the costs of drugs are increasing; when asked, almost two-thirds felt that the cost incurred for prescription drugs have increased, while just less than half felt the same about non-prescription drugs.
- The majority of respondents with health insurance are covered for prescription drugs, while only one-third are covered for non-prescription drugs.
- The most commonly used non-prescription drugs are Crocin (headache), D'cold (common cold), Moov (muscle strain), Eno (indigestion), Avomin (nausea, vomiting, diarrhea), and Dettol (cuts/abrasions).
- *Actual percentages and differences by city, gender, income, age, education, and insurance coverage can be found in the full report.*

4. Insurance

- A large majority of urban, middle- and upper- class Indians feels that the overall cost of healthcare has risen over the past year and expects the trend to continue in the coming year.
- Over half of the respondents anticipate an increased ability to afford healthcare in the coming year.
- Approximately half of the respondent population is subscribed to some form of health insurance, and most typically purchase the plan on their own rather than through their or a family member's employer.
- Those who do not own health insurance are most likely to feel, above all else, that they simply do not need it.
- *Actual percentages and differences by city, gender, income, age, education, and insurance coverage can be found in the full report.*

Upcoming reports

Areas that will be featured in the future Syndicated Research Reports Series for India will include automotive, retail, consumer goods, entertainment and retirement behavior.

About Syndicated Research Reports

Syndicated Research Reports are based on monthly BACSI surveys of more than 3,000 respondents across four major Indian metropolitan areas—Delhi, Mumbai, Kolkata, and Chennai. A stratified sampling process is adopted for this with the stratas based on the socio-economic conditions of the respondents to ensure a proper representation of the population. All data is collected via face-to-face interviews.

The BACSI is computed from dozens of questions covering various variables affecting a consumer's consumption sentiment. Diffusion values (representing the positive bias in responses) are computed for each question. The index then is computed from the ratio between weighted diffusion value sums of the current and base surveys. The weights are based on the importance of each variable.

Syndicated Research Reports are available for purchase from Boston Analytics. The executive summaries of each month's BACSI and Syndicated Research Reports can be viewed at www.bostonanalytics.com/India_Watch/India_Watch.htm.

About Boston Analytics

Boston Analytics is a business and financial research and analytics firm headquartered in Boston, Massachusetts, USA. Boston Analytics provides its corporate, consulting and financial clients the most current, accurate, and actionable research and analytics — so they can be first to uncover and exploit opportunities. Our work powers knowledge processes and enables effective decisions at all levels of our clients' businesses. To do what we do best, we bring together the best analytical minds worldwide, deliver a robust offering of knowledge services, and work as genuine partners.

Boston Analytics partners with companies across the healthcare value chain to enhance their competitive advantage. Our healthcare research and analytics enable our clients to:

- **Penetrate new markets**—evaluate opportunities in different geographies, in other parts of the value chain, and through new lines of business

- **Grow revenue**—ensure optimal pricing, optimize product/service portfolios, and expand distribution channels
- **Track competitors and drive differentiation**—track competitors' product developments, customer markets, and geographic expansion; identify unique and sustainable product and brand positioning
- **Acquire and retain customers**—develop a deeper understanding of customers' diverse requirements and unmet needs
- **Predict and respond to market dynamics**—monitor, forecast, and proactively respond to trends in regulations, technology, and emerging business models

Guided by scientifically rigorous methodologies, our experienced healthcare researchers and analysts conduct discrete projects and ongoing programs tailored to the needs of each healthcare client. Our approaches can encompass primary research – customer surveys and analyses, focus groups, in-depth interviews, and large-scale web-based surveys – as well as secondary research, data mining, and multidimensional modeling. Accordingly, we can provide our healthcare clients with diverse analyses to support their business needs, as illustrated in the following chart.

Boston Analytics supports decision-making processes on multiple levels of our clients' organizations—at the corporate level as well as at the sector and business unit level. Combining our deep industry expertise with multidisciplinary skills enables us to address the key pain points of clients across the healthcare value chain, including:

- IP service providers—consulting firms, patent attorneys, and technology services providers
- Financial institutions involved in the healthcare sector
- Biotech and pharmaceutical companies—including contract research organizations (CROs) and contract manufacturer organizations (CMOs)
- Medical equipment manufacturers
- Healthcare providers, pharmacies, and payors

For more information visit www.bostonanalytics.com

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