

Edition: January 2023

HEALTHLINE

Paramount's Monthly Magazine

*“You can
get
excited
about the
future.
The past
won't
mind.”*

- Hillary DePiano,
playwright and
author

Health trends to
celebrate

World Leprosy
Day

Tips to keep
resolutions long term



HEALTH TRENDS

to look forward to!

1. Rising demand for Telemedicine

Telemedicine enables video or phone appointments between a patient and their health care practitioner benefiting both health and convenience. According to data by statista.com telemedicine is expected to grow from \$49.9 billion in 2019 to \$277.9 billion by 2025. **According to Accenture, 62% of consumers would prefer a virtual healthcare option in at least some instances.**



2. Millennials prioritizing self-care

Self-care attributes to categories like healthcare, personal care, food and beverages, exercise, sleep, natural and organic home remedies, emotional/mental wellness, wearable devices and health devices. There has been a visibly enthusiastic increase in the usage of meditation applications like Calm, Headspace, Waking Up, Breathe, Insight Timer, Ten Percent Happier. Skincare is another category which has soared in consumption - in fact in 2020, according to reports, makeup products outsold for the first time.



3. Rise in the fasting trend

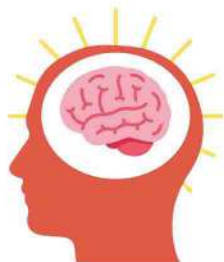
More and more people are following the fasting diet or popularly known as - intermittent fasting. "16:8" intermittent fasting consists of an 8 hour eating window during the day, followed by a 16-hour fasting window overnight and into the next day. This is also called "time-restricted eating". And it's been shown to help with fat loss, enhance aerobic capacity and reduce the risk of diabetes. The other way intermittent fasting is used is occasionally avoiding all foods for a full 24 hour period or longer. This is simply called "fasting". Fasting is especially very popular in India specifically because of its cultural roots and significance.



There are some other "non-dietary" fasting trends also, like these:



- **Skin fasts** — avoiding skincare products for a period of days or weeks, which some dermatologists say allows the skin to return to its natural balance.



- **Dopamine fasts** — a fast from excitement, in order for people to let themselves feel bored and reset their ability to focus.



- **Screen fasts, social media fasts and media fasts** — similar to a dopamine fast, these fasts are intended to give yourself a break from exciting or anxiety-producing stimulation.

4. Mental health a more discussed topic than before

Mental health is a topic that was beginning to emerge from the shadows before the pandemic. Now, post-pandemic, the topic has been moved to the forefront of conversations in homes, schools, and workplaces. The National Mental Health Programme or NMHP is a program launched by the government of India in 1982 which aims to:



- To ensure the availability and accessibility of minimum mental healthcare for all in the foreseeable future, particularly to the most vulnerable and underprivileged sections of the population;
- To encourage the application of mental health knowledge in general healthcare and in social development; and
- To promote community participation in the mental health service development and to stimulate efforts towards self-help in the community.

While the programme is decades old, the pandemic sure did bring mental health in the forefront as a topic of discussion. There is lots more work needed, since people still don't have easy access, knowledge or resources to go to a therapist, but with increased conversations, these limitations can be addressed with a solution.



5. Body positive weight management

Following from decades of a weight management mindset of restriction and deprivation, society seems to be progressing to a much more positive mindset on weight focused on the question "what can my body do?" instead of a detrimental focus on the number on a scale.

6. Advancing the adoption of AI in healthcare

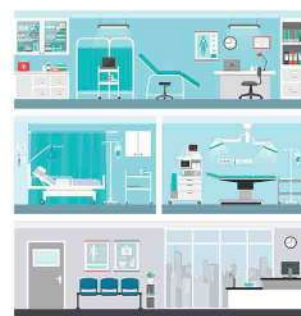
Some benefits from this include (according to a Forbes report):



Greater patient centricity: Not only that stakeholders now have a better understanding of what patients really want, but they also feel better equipped to address their needs.

More intelligent leveraging of capacity.

Provider and hospital capacity is limited and will come under increasing strain with an aging population looking for care. It is therefore imperative that the capacity — whether provider or facilities such as OR rooms — utilization is optimized to the maximum. Using AI to forecast demand better and optimize resource utilization is something that is gaining traction across the board.



More fruitful research: Startups, big pharmas and research organizations are reshaping the panorama of R&D.



Opportunities to increase revenues.

AI-powered care automation helps healthcare systems increase surgical revenue by maximizing the usage of operating rooms through improved scheduling.



World Leprosy Day always takes place on the last Sunday of January.

This date was chosen by French humanitarian, Raoul Follereau as a tribute to the life of Mahatma Gandhi, who did much work with people affected by leprosy and died at the end of January in 1948. The theme for World Leprosy Day 2023 is **'Act Now: End Leprosy'**.

What is leprosy?

Leprosy, also known as Hansen's Disease, is a mildly infectious disease. Around 200,000 people across the world are diagnosed with leprosy each year. Leprosy is curable and, if treated quickly, will cause no long-term consequences for a person.



Signs and symptoms:



- Skin patches which are a different colour from the rest of your skin (in brown/black skin the patches are lighter; in light-skinned people the patches are reddish in colour) and with no feeling (meaning that it is numb and has no sensation).
- Loss of feeling or numbness of the hands and feet.
- Muscle weakness or paralysis - struggling to hold things in your hands, unable to lift your foot up so that your toes are pointing upwards; unable to close your eyes.

In countries across the world - particularly in South America, Asia, and Africa - leprosy continues to impact lives and communities. Around 200,000 people are diagnosed every year and scientists believe there could be missing millions who have leprosy but have not yet been diagnosed. Leprosy is curable with Multi-Drug Therapy (MDT) - a combination of three antibiotics that has been used to treat leprosy for decades. MDT is highly effective in killing *M. leprae* and people are no longer infectious a few days after starting treatment. MDT is the only effective treatment for leprosy and you should not consider herbal remedies or any other forms of treatment.



TIPS TO KEEP NEW YEAR RESOLUTIONS LONG TERM



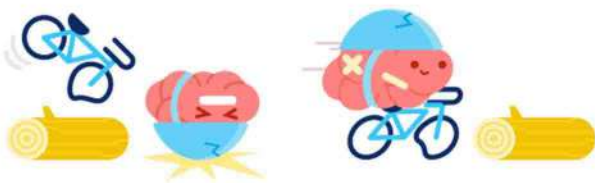
Keep your goal very specific:

Specifics allow for you to make a plan and follow it. A concrete and achievable goal is easy to focus on and also gives you the opportunity to reach it quicker.



Plan it out:

Refrain from making a promise to yourself on a whim. Make a detailed plan that will help you achieve your yearly goal and also have a plan B ready in case the first one does not work out for any reason.



Learn from your mistakes:

If you have made a resolution that you couldn't stick to in the past, note down all the things that limited your growth. Learn from those mistakes and avoid making them this time to be sure in achieving 100% results.



Limit your resolutions:

It's great to be ambitious but limit your resolutions to a realistic timeline and goal. Focusing on one goal at a time can be helpful in ticking off the resolutions off the list.




Start with small steps:

This is very helpful, especially if a resolution is about a big change. Make some short term goals in your mind which involve putting little effort every day, leading to you getting closer to the finish line.

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