

# **ASSESSING AWARENESS OF AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) AND PATIENT DATA MANAGEMENT PRACTICES AMONG RESIDENTS OF DAKSHINA KANNADA**

**Project Reference No.: 48S\_MBA\_0010**

**College** : *SDM College of Business Management Post Graduate  
Centre for Management Studies and Research, Mangalore*  
**Branch** : *Department of MBA*  
**Guide** : *Mr. Dawn Prakash*  
**Student(s)**: *Mr. Vignesh Nayak  
Mr. Alastair Kevin Bangera  
Mr. Santhosh  
Mr. Swastik Hegde*

## **Keywords:**

ABHA Card Awareness, Healthcare Access, Patient Data Management, Dakshina Kannada, Public Health Survey

## **Introduction/Background:**

This research intends to investigate the level of awareness and comprehension of the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) system among the residents of the Dakshina Kannada District and their perceptions of this card, in relation to the improvement of access and quality of health care. Moreover, this study will explore the existing practices as well as the challenges faced in dealing with patient-centric information within the healthcare settings familiar to the respondents.

KSCST: Student Project Programme: 48th series: 2024-2025 3

## **Objectives:**

1. To evaluate the level of knowledge, comprehension and attitude of the residents of Dakshina Karnataka towards the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA)
2. To assess respondent's perceptions of the effectiveness of the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) in improving healthcare access and quality.

- To examine the current practices and challenges associated with patient data management in healthcare facilities familiar to the respondents.

### Methodology:

The research is employing a survey-based approach using questionnaires. Residents of Dakshina Kannada aged between 24 to 50 years are the target respondents.

**Sampling:** Utilizing convenience sampling to select a group of respondents aged between 24 to 50 years across different socio-economic backgrounds and regions in Dakshina Kannada.

**Sample Size:** 200

**Data Collection:** In this study respondents are completing self-administered questionnaires that are issued and collected via on personal networks. The online questionnaires is prepared using Google documents and distributed through social media to identified geographical regions.

We have conducted awareness workshop & are in the process of conducting extension activities on AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA).

This approach is a balanced evaluation of awareness and perception concerning the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) and practices with respect to patient data management.

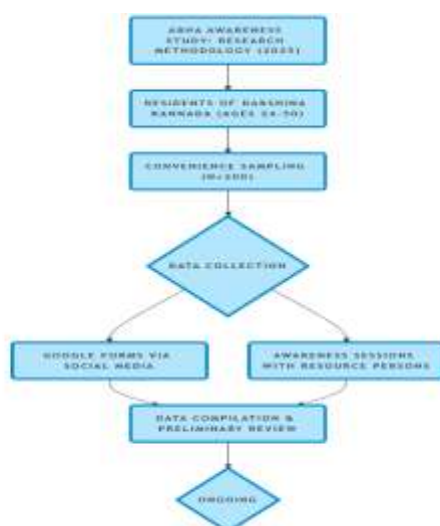


Figure 9.1: Showing the present process been followed while collecting data.

## **Result and Conclusion:**

Current status: The project is in DATA-COLLECTION phase, with surveys (with a target of 200 respondents).

Expected findings: Currently, it appears that there are different levels of awareness about ABHA. Once the data has been collected, we will further analyse and come to a well-informed conclusion.

The study will provide plausible policy recommendations to facilitate patient data access management and improve volumes of enrolled ABHA recipients.

## **Project Outcome & Industry Relevance (10-15 lines):**

1. Assessment of Awareness Levels: This study is seeking to examine the awareness and knowledge levels of the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) amongst people residing in Dakshina Kannada.

2. Evaluation of Perceptions: This will examine how the residents perceive the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA)'s ability to deliver their healthcare needs, the components and factors facilitating this delivery and the challenges faced.

3. Identification of Challenges: Knowing what issues the residents commonly report when using the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) to handle their health information including issues, limitations of access, confidentiality, and security of such information.

4. Recommendations for Improvement: To offer feasible steps that will promote the understanding of the AYUSHMAN BHARATH HEALTH ACCOUNT CARD (ABHA) and the management of patient information in health institutions within Dakshina Kannada based on the research findings.

## **Project Outcomes and Learnings:**

Our ongoing data collection has gathered 150+ survey responses from the target audience in Dakshina Kannada. We have also conducted a workshop on the

awareness of the same. At this juncture, we have seen that there is a mixed awareness level with respect to ABHA cards and we will know more once the study is concluded.

### **Future Scope:**

The future scope of this project includes:

1. Expanded Demographic Review - Expand the study to include rural demographics, elderly categories, and advancement of other underrepresented populations in Dakshina Kannada.
2. Comparative Analysis - Compare ABHA knowledge and adoption of ABHA in Dakshina Kannada to other districts in Karnataka or across India.
3. Digital Literacy Impact - Consider the ways in which digital literacy impacts ABHA uptake and management of patient records data.
4. Health Provider Account - Consider the role of hospitals, clinics, and doctors as the 'marketing' function for ABHA and the actor that stores and securely manages patient data.
5. Policy Effectiveness Review - Review how effective the steps taken by government and the awareness campaigns are in registering and uptake of ABHA by citizens.
6. Technology Innovation - identify and investigate blockchain/AI based technologies that could support stronger data security measures and support with ABHA access by health care systems.