

## Market Analysis on Congress & Medicare Expo on Primary

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### Primary Health Care Associations around the Globe

Primary Health Care, or PHC, refers to "essential health care" that is based on scientifically sound and socially acceptable methods and technology, which make universal health care accessible to all individuals and families in a community. A [Primary Healthcare](#) association is a professional organization for health professionals. They are often based on specialty and are usually national or regional affiliates. Health associations usually offer conferences and continuing education. Health associations often serve in capacities similar to trade unions, and often take public policy stances on medical issues.

Health care, health-care, or healthcare is the maintenance or improvement of health via the prevention, diagnosis, and treatment of disease, illness, injury, and other physical and mental impairments in people. Health care is delivered by health professionals in allied health fields. Achieving high value for patients must become the overarching goal of health care delivery, with value defined as the health outcomes achieved per dollar spent. 1. This goal is what matters for patients and unites the interests of all actors in the system. What Is the Healthcare Sector? The healthcare sector consists of companies that provide medical services, manufacture medical equipment or drugs, provide medical insurance, or otherwise facilitate the provision of healthcare to patients.

### Industries associated with [Primary Healthcare](#):

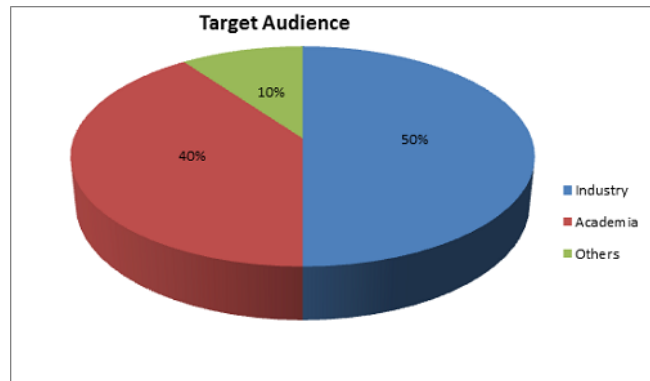
The Primary Healthcare industry is an aggregation of different sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. The modern health care industry is divided into many sectors and depends on interdisciplinary teams of trained professionals to meet health needs of individuals and populations. The health care industry is one of the world's largest and fastest-growing industries. Consuming over 10 percent of gross domestic product of most developed nations, health care can form an enormous part of a country's economy. The Indian healthcare sector is expected to reach Rs 19,56,920 crore (US\$ 280 billion) by 2020. 100,000 jobs are expected to be created from Ayushman Bharat, the National Health Protection Scheme. As of June 12, 2019, number of sub centers reached 168,418 and number of Primary Health Centers (PHCs) increased to 33,476. The global wellness economy was a \$4.2 trillion market in

2017. The industry grew by 6.4 percent annually from 2015–2017, from a \$3.7 trillion to a \$4.2 trillion market, nearly twice as fast as global economic growth (3.6 percent annually, based on IMF data). Cesena, Italy – October 6, 2018 – The global wellness industry grew 12.8% in the last two years, from a \$3.7 trillion market in 2015 to \$4.2 trillion in 2017, according to an in-depth research report, the 2018 Global Wellness Economy Monitor, released today by the nonprofit Global Wellness Institute (GWI). In analyzing these two gigantic industrial complexes, Pilzer focuses on an emerging "wellness" industry that will soon occupy an additional one-seventh, or "next trillion," of the economy—an industry ripe with entrepreneurial opportunities that will eclipse those of today's Internet-based companies. Health & Wellness is the Next Trillion Dollar Industry. Wellness, defined as the quality or state of being healthy in body and mind, especially as the result of deliberate effort, is a mindset we believe has seeped into the lives of the everyday woman, and has emerged as a lifestyle here to stay. Industry trends are examined to make predictions. The study includes trends related to consumer behavior, employment, technological advancements, new product development, competition, government norms and other factors that impact the industry.

### Market value, Growth & Source of Funds

A growing market segment is demanding unscheduled access to primary [healthcare](#) services without consideration of health system or pre-existing clinician relationship. This population segment has given rise to a new set of "on demand" primary healthcare delivery channels. These on demand delivery channels have strong growth projections (ranging from 6.5 to 34 percent annually) over the next several years creating an opportunity or threat for the traditional primary care providers and the health systems. As per estimates, the healthcare market is projected to grow at 12.0% p.a. to US\$ 69.4 billion by 2018 from an estimated US\$ 39.4 billion in 2013. Outpatient and inpatient markets are expected to account for 79% and 21%, respectively, of the overall market size. Japan is projected to remain the largest GCC market. Japan are expected to be the fastest growing markets; going forward. The demand for number of hospital beds is expected to be 115,544 in 2018, an addition of 11,241 beds from 2013, which is in line with

the expected supply looking at the number of projects in the pipeline. The health care system in India is universal. That being said, there is great discrepancy in the quality and coverage of medical treatment in India. Healthcare between states and rural and urban areas can be vastly different. Rural areas often suffer from physician shortages, and disparities between states mean that residents of the poorest states, like Bihar, often have less access to adequate healthcare than residents of relatively more affluent states. State governments provide healthcare services and health education, while the central government offers administrative and technical services.



Lack of adequate coverage by the health care system in India means that many Indians turn to private healthcare providers, although this is an option generally inaccessible to the poor. To help pay for healthcare costs, insurance is available, often provided by employers, but most Indians lack health insurance, and out-of-pocket costs make up a large portion of the spending on medical treatment in India.

The IMF estimates that the region 's population would cross the 50 million mark by 2020, providing impetus to the consumption of healthcare services. Rising income levels and sedentary lifestyles have led to a higher prevalence of obesity and diabetes leading to a demand for specialized healthcare services. GCC population in the age group of 65 and above is expected to surge from 1.2 million in 2015 to 14.2 million in 2050, driving demand for healthcare services. Also, infant mortality in the GCC improved from 110 per 10,000 live births in 2000 to 78 in 2012. While growth in the region 's insurance premium outpaces the growth in the global market, the insurance penetration remains one of the lowest in the world.

