

RAISING AWARENESS OF KIDNEY DISEASE IN DIABETICS THROUGH DIGITAL PLATFORMS

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ABSTRACT

Chronic Kidney Disease (CKD) is a significant but frequently overlooked complication in diabetic patients, affecting one in three diabetic adults. Recognizing the need for heightened awareness and early intervention, a targeted campaign was launched during World Kidney Day in March 2024 via the Hidoc Dr. platform. This campaign aimed to educate healthcare professionals, particularly nephrologists and cardiologists, on the prevalence of CKD among diabetic patients, emphasizing the importance of regular screening and proactive management. Utilizing Hidoc Dr.'s extensive digital reach, the campaign deployed a range of multimedia content—banners, videos, and infographics—under the theme “While You Focus on Managing Diabetes, the Threat of CKD May Go Unnoticed.” The results demonstrated significant engagement, reaching over 9,000 professionals with a 3% click-through rate, exceeding industry averages. The campaign saw high regional impact in Madhya Pradesh and West Bengal, reflecting the platform's ability to target high-need geographic areas. This case study illustrates the effectiveness of digital platforms in promoting public health awareness among specialized medical communities, suggesting further potential for focused digital outreach in chronic disease prevention.

Keywords: Chronic Kidney Disease, Diabetes, Digital Health Campaign, World Kidney Day, Hidoc Dr., Healthcare Professionals, Nephrologists, Cardiologists, Public Health Awareness, Medical Education

1. INTRODUCTION

Chronic Kidney Disease (CKD) is a serious and often overlooked complication among patients with diabetes, affecting 1 in 3 diabetic adults. (1) Early detection and intervention are crucial, as CKD can significantly impact patient health outcomes if left unmanaged. To address this, a World Kidney Day campaign in March 2024 utilized the Hidoc Dr. platform to disseminate important educational content to healthcare professionals, specifically targeting nephrologists and cardiologists. The campaign aimed to raise awareness about CKD's prevalence among diabetic patients and encourage regular screenings, using digital channels to effectively engage doctors across India.

2. METHODOLOGY

The World Kidney Day campaign ran from March 14 to March 20, 2024, utilizing Hidoc Dr.'s extensive reach within the medical community. (2) This multifaceted campaign leveraged Hidoc Dr.'s app, website, emails, and SMS notifications to deliver impactful content. The campaign materials included banners, videos, and infographics titled “While You Focus on Managing Diabetes, the Threat of CKD May Go Unnoticed.” The strategy was to present educational content through visual and accessible formats that would highlight the critical relationship between diabetes and CKD.

The campaign's targeted approach focused on reaching doctors in specialties most relevant to CKD and diabetes management, ensuring that the content was visible to practitioners who directly influence screening and treatment practices.

3. RESULTS

The World Kidney Day 2024 campaign on the Hidoc Dr. platform achieved significant impact and reach. Targeting healthcare professionals, especially nephrologists and cardiologists who play a central role in managing chronic kidney disease (CKD) and diabetes patients, the campaign successfully connected with 9,120 professionals. It generated 72,016 impressions, ensuring consistent visibility across multiple channels and underscoring the platform's broad reach and accessibility. Engagement was also notably high, with 1,946 clicks resulting in a 3% click-through rate (CTR), which exceeds the industry average for similar educational campaigns (typically around 1-2%). This above-average CTR reflects the relevance and resonance of the campaign's content with its target audience. Regionally, the campaign found particular success in Madhya Pradesh and West Bengal, which together accounted for 64% of total views. This

geographic concentration highlights the platform's effectiveness in targeting areas in India with a high prevalence of CKD cases, demonstrating Hidoc Dr.'s capability to strategically deliver impactful content to specific regions.

4. DISCUSSION

The campaign's success demonstrates the potential of digital medical platforms to deliver targeted, impactful health education to healthcare professionals. The 3% CTR, notably higher than industry standards, indicates that the messaging was highly relevant and well-aligned with the needs of nephrologists and cardiologists. By addressing CKD's correlation with diabetes in an engaging format, the campaign likely prompted healthcare providers to consider more proactive screening practices.

The high engagement in Madhya Pradesh and West Bengal may reflect both a strong need for CKD awareness and Hidoc Dr.'s ability to tailor outreach to specific geographic areas. This regional concentration of views suggests that future campaigns could benefit from similarly focused approaches, potentially achieving even greater impact by targeting high-need areas directly.

These findings reinforce the value of using a specialized healthcare platform like Hidoc Dr. for public health campaigns, especially those requiring targeted dissemination and specialized medical outreach. The Hidoc Dr. platform proved instrumental in not only reaching a large audience but also fostering active engagement with essential health information. These outcomes highlight the platform's suitability for future health education initiatives aimed at driving positive changes in medical practice.

5. CONCLUSION

The World Kidney Day 2024 campaign successfully heightened awareness about CKD among diabetic patients, reinforcing the importance of early screening among healthcare professionals. Hidoc Dr.'s platform proved to be an effective vehicle for reaching and educating doctors through a structured, multi-channel approach. The campaign's strong engagement metrics and targeted regional success highlight the potential of digital platforms like Hidoc Dr. to facilitate impactful medical education and outreach. These results suggest that similar focused campaigns could continue to support critical health initiatives, enhancing awareness and driving preventive healthcare practices in key medical specialties across India.(3)

6. REFERENCES

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