Ayurveda is the only one to arrive at a root-cause diagnosis

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Jiva Ayurveda recently launched first-of-its-kind diagnostic protocols for Ayurveda with the aim to create a definite structure for this ancient healing tradition and turn it into globally accepted medical science.

Called Ayunique, the newly developed protocols are the result of a huge data analytics project that was initiated by Jiva Ayurveda six years ago. Using Big Data analytics and machine-learning techniques, the 5,000-year-old knowledge of Ayurveda and personalized treatment records of lakhs of patients at Jiva have been consolidated to offer the most advanced decision-support system for Ayurveda doctors. This tool is intended towards making root-cause based diagnosis in a structured, standardized and data-driven manner while allowing for the personalization of treatment.

Dr Partap Chauhan, Director, Jiva Ayurveda, shared some elaborative plans during an interaction with NuFFooDS Spectrum-

What steps are being taken by Jiva Ayurveda to improve the healthcare scenario in India?

Over the past 25 years, Jiva Ayurveda has created some best-in-class technology and practices that ensure that while we stay true to our commitment of providing high quality, Authentic Ayurvedic treatment, we are also able to constantly monitor patient relief and quality of treatment. Across our three Medical and Research Centres in Faridabad, Pune and Indore, our doctors consult over 8000 patients every day. To make it easy for the masses to get quality Ayurvedic treatment, Jiva operates 80 clinics all over India where patients are getting personalized treatment and along with customized medicines we also give diet and lifestyle plans. In addition, the Jiva Health Show is telecasted daily on some prime TV Channels. In the Jiva Health Show, Dr. Partap Chauhan, educates general masses on prevention, rejuvenation and general home care using home remedies.

Recently Jiva a has launched a path-breaking decision support system for doctors which increases the efficacy of providing Shastriya Ayurvedic treatment with the healp of Artificial Intelligence and Machine Learning algorithms. And not just that, we have the Jiva Health App that anyone can download on their mobile phones and start living healthy.

How can Ayurveda be used in promoting the concept of personalized medicine?

Scientists, medical researchers and thought leaders worldwide are stating that the future of healthcare must move away from focusing on just treating the symptoms in isolation and treat the individual as a whole. From giving standardized, single prescription for all patients treatment must take a more personalized approach. Ayurveda, the traditional medical system already uses the concept of personalised medicine for thousands of years. Ayurveda is the only healthcare science in the world which connects the disease condition (Roga), it's pathogenesis (Samprapti) and the patient (Rogi) in order to arrive at a root-cause diagnosis. The Ayurvedic principles of personalised medicine are working and have been successfully used for thousands of years. Ayurveda can play an important role in personalised medicine in the modern times. We need to present the principles of Ayurveda in the modern scientific context. Jiva is already working in this direction for last some years.

How does Ayurveda help in providing solutions to a number of ailments prevailing in India today?

Majority of ailments that are increasing like an epidemic are the life style disorders like Diabetes, Obesity, High Blood Pressure, Heart Disease etc. If the disease is caused by improper life style or food, it can be fixed by adopting an appropriate lifestyle and food. Ayurveda is commonly known as the science of life and helps an individual to understand his or her personal nature and advises an adequate lifestyle and food. In addition, degenerative and chronic diseases can be taken care by using Ayurvedic medicines.

At Jiva Ayurveda, we have consulted more than 15 lakh patients in the last 25 years, and we have seen that most of our patients suffer from lifestyle diseases like Stress, Anxiety, Diabetes, Obesity and Joint pains. Personalized medicines along with diet and lifestyle recommended by our doctors have treated our patients and many are managing their diseases with significant relief.

Ayurveda is very effective in treating, but more importantly in preventing the ailments that are prevailing in India today. Ayurveda can play an important role to avoid diseases and lead a healthy life.

Can India lead in Universal Healthcare with Ayurveda?

Preventing disease and preserving health will determine how successful Universal Healthcare becomes and the world is realizing that a reductionist approach to treating symptoms is not right for achieving health for the masses. The reductionist

approach does not rid the patient of the disease instead it entails a recurring financial burden on the patient (and health insurance providers) to seek medical assistance at regular intervals. What the world needs is a holistic approach that not only addresses the root cause of diseases, but also empowers masses with practical and actionable tools to prevent diseases and maintain health. In the modern times mental stress is also a cause of many health disorders. Ayurvedic methods of exercise, yoga, relaxing therapies and oil massages have proved very effective in managing the stress level in this modern fast paced life. Ayurveda provides very affordable preventive and curative solutions and so, I believe, with the right impetus India can definitely lead the Universal Healthcare.

According to Ayurveda, which are the most favourable nutritional guidelines one should follow to maintain a healthy life?

Everyone should follow Ritucharya which is a set of guidelines recommending specific guidelines on diet and lifestyle for different seasons. For example, in Monsoon digestion and metabolism becomes weak, so people experience a loss of appetite. Light and easy to digest foods must be taken during monsoons. According to Ayurveda, the human system is designed to work in a biological rhythm. In order to maintain the biological rhythm, Ayurveda suggests Dinacharya (daily routine). In relation to nutrition, emphasis is given not only to nutritional food items but proper and complete digestion of the same. Therefore Ayurveda suggests proper quality, quantity, eating rules etc. to ensure proper nutrition.

What plans does Jiva Ayurveda has in store in the coming years?

Our aim is to establish the practice of Ayurveda treatment in a scientific and data-driven manner. To establish relevant practices and support systems needed to make Ayurveda treatment more widely accepted, we have created one of the most advanced consultation diagnosis protocol system which are based on authentic, traditional Ayurveda principles but backed by data-driven technologies and decision algorithms to ensure higher quality of treatment decisions and outcomes.

In the near term, we're planning to expand our clinical presence to a level of 100 clinics, and take our treatment centers outside India as well. We are currently working on an offering which is beyond just treating with medicine. It will incorporate aahar (food), vihar (lifestyle) and vichaar (mind balance) to enable preventative care and health. Jiva will also be inaugurating a 'Jiva Center for Well-being' which will be a state-of-the -art Ayurveda treatment center based on Ayurveda principle of body-mind-sense-soul balance.

Jiva has generated a wealth of data over the past 10 years and has conducted many analyses and studies to help improve the consulting practices. We have conducted the first Big Data based analytics study on Ayurveda treatment data which is currently under progress. We are undertaking a number of such data based studies to establish and improve the accuracy of treatment decisions.