



## Awareness among people regarding Holistic approach to Healthcare: A Study in Patna Town

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**Abstract:** *Holistic medicine refers to the therapies that attempt to treat the patient as a whole i.e. instead of treating an illness, as in orthodox allopath. It looks at an individual's overall (physical, mental, spiritual, and emotional) wellbeing before recommending the treatment. There is no limit to the range of diseases and disorders that can be treated in a holistic way and these techniques are non-invasive. Holistic practices basically include techniques like homeopath, ayurveda, chiropractic, massage therapy, reiki, etc. Although many wonderful advances and discoveries have been made in modern medicine, they have a very poor record for producing optimal health because they are designed to attack illness and not the whole system. Therefore an attempt was made, in this*

*study, to find out the awareness level of people in Patna town regarding holistic methods of treatment, their preference of this technique over conventional allopathic method and the benefits they have achieved by using this technique. This study included the views of 100 adults (age-30 to 45 years) from Patna town. An interview schedule was used to understand their perspective. The study highlighted the facts that although, the people in Patna Town were unaware of the term 'holistic treatment', they were aware of certain common techniques such homeopath, ayurveda, yoga, meditation etc. They were also unaware of the fact that holistic treatment is a form of healing that considers and cures the whole person i.e. body, mind, spirit and emotions. Zero side effects is the biggest advantage of this treatment. It was also seen that they practiced these techniques as a preventive measure or to cure minor health related issues but for severe problems and immediate relief they still preferred allopathic mode of treatment. They further stated that the slow healing process, lack of awareness to such centers and insufficient focus on advertisements are the few reasons behind the lack of popularity most of the holistic techniques. Therefore, it is clear from the study that Holistic approach is not very popular any more due to the invention of modern pharmaceuticals and treatment. Hence an attempt should be made by the people and the practitioners to re-evaluate the efficacy of these age old holistic healing practices so that they can be used as complementary to conventional health care.*

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