

Randomised Controlled Trial of Early Use of a Simplified Treatment Regimen Incorporating a Half-Dose, Three-in-One Blood Pressure Lowering Pill vs. Usual Care for Improving Hypertension Control in India (IND 8)

Target behaviour change: To improve prescriber and patient uptake of BP-lowering medications

Behaviour change target groups: Patients in urban India, doctors

Country/countries: India

Barriers/enablers to behaviour change

	Community	Non-physician healthworkers	Doctors	Notes
Capability – physical/psychological	Medium	N/A	High	1
Motivation – reflective/automatic	Medium	N/A	High	2
Opportunity – physical/social	High	N/A	High	

Notes

1 - Reasonable education, patients attending hospitals clinics with good access to drugs and care. Reasonable income level.

2 - As above for patients. Doctors should be highly motivated to achieve outcomes.

Intervention classification

Intervention	GACD project	UMPIRE	Notes
Restrictions	No	No	
Education	No	No	
Persuasion	No	No	
Incentivisation	No	No	
Coercion	No	No	
Training	No	No	
Enablement	Yes	Yes	1
Modelling	No	No	
Environmental restructuring	Yes	No	2
Policy factors			
Guidelines	Partially	Partially	3
Environment/social planning	No	No	
Communication/marketing	No	No	
Legislation	No	No	
Service provision	No	No	
Regulation	No	No	
Fiscal measures (eg. taxation)	No	No	

Notes

1 - Making available a simpler, more effective treatment option for BP lowering - three BP-lowering drugs in one. Promoting a simpler up-titration strategy which will minimise requirement for doctor visits for repeated titration/addition of other drugs.

2 - Promoting the availability of a newer drug which has the capability of improving BP control through more rapid reaching of target, convenience of one drug which will promote patient achieving target BP.

3 - We would like to inform guidelines on BP management by contributing to the academic literature around the use of combination medication as first line treatment.