

Majors: MKT

Major/No. BBA9

**LIVING WITH DIALYSIS: A QUALITATIVE STUDY
OF SOCIAL WELL-BEING AMONG KIDNEY
PATIENTS AT LADY READING HOSPITAL IN
PESHAWAR, PAKISTAN**

By:

***Student Name: AHMAD KHAN Enrolment: 01-
111222-015***

(BBA, Marketing)

Supervisor:

Dr Asif Khurshid

**Marketing and Business Department
Bahria University – Islamabad Campus
Spring 2026**

DEDICATION

*To the thirteen men of Lady Reading Hospital who let me sit beside them
and trusted me with parts of their lives that most people never get to see.
And to every kidney patient in Pakistan still going for dialysis three times a
week,
your fight matters, and your story deserves to be told.*

ACKNOWLEDGEMENT

Working on this project has been one of the most personal experiences of my entire BBA. It could never have come together without the people who supported me and trusted me along the way.

My biggest thanks go to my supervisor, Dr Asif Khurshid. He did not just guide me through the technical side of research; he kept pushing me to slow down, think harder, and actually produce something that meant something. The hours he spent reviewing my drafts and asking the right questions taught me more about good research than any classroom ever did.

I am also grateful to the staff at the Dialysis Department of Lady Reading Hospital. They welcomed me into a space that is usually closed to outsiders, helped me find the right patients, and made me feel that my work actually had some value for the hospital itself.

My deepest thanks go to the thirteen patients who agreed to be interviewed. They were tired, in pain, and dealing with their own private struggles, yet they still sat with me and shared things that took real courage to say. Without them this project simply would not exist.

Finally, my family. They put up with my hospital trips, my research notes scattered all over the place, and my late-night writing. They believed in this work even on the days when I struggled to. Whatever this project has become, it stands on their patience.

Ahmad Khan

BBA, Marketing, Bahria University Islamabad

Spring 2026

EXECUTIVE SUMMARY

This project looks at something that rarely comes up in Pakistani healthcare conversations, which is what daily life actually feels like for kidney patients who depend on long-term dialysis. The research was carried out at Lady Reading Hospital in Peshawar, one of the biggest public hospitals in Khyber Pakhtunkhwa. There is plenty of medical writing about dialysis, but the social and emotional reality of these patients is hardly ever recorded in any real depth. This study tries to do exactly that, focusing on the everyday struggles, relationships and coping methods of dialysis patients in their own words.

The scale of the problem is hard to ignore. Recent figures suggest that hundreds of millions of people around the world are now living with some form of chronic kidney disease, and that a life is lost to it every few seconds. Pakistan sits inside this picture, with tens of thousands of patients depending on regular dialysis just to keep going. What gets lost in these numbers is the person behind them, and that is the gap this project set out to fill.

Because the aim was understanding rather than measurement, the study followed a qualitative design. I interviewed thirteen male dialysis patients aged between 29 and 63, drawn from districts including Peshawar, Charsadda, Nowshera, Mardan, Swabi, Buner, Karak, Dir and Bajaur. One participant was an Afghan Hazara national living in Peshawar. Each interview ran for about half an hour to forty-five minutes and was conducted in Urdu and Pashto so participants could speak freely. The analysis used Braun and Clarke's six-phase thematic approach with NVivo Version 14, producing 1,247 references across 52 open codes, then 7 axial categories, and finally 5 main themes.

These themes capture how dialysis dismantles Pashtun masculine identity, pushes families into severe financial stress, slowly disconnects patients from their communities, rebrands them as 'the sick one' in the eyes of others, and how faith and waiting-room friendships become their main forms of resilience. The findings connect to several United Nations Sustainable Development Goals, especially SDG 3, SDG 1, SDG 10 and SDG 8, and to the ESG frameworks now shaping global healthcare, as seen in recent 2024 reports from Deloitte, KPMG, EY and PwC. The project closes with practical recommendations around adding psychological support inside dialysis centres, expanding Sehat Sahulat Programme (commonly known as the Sehat Card) coverage, and running awareness campaigns to challenge the misconceptions surrounding kidney disease in Pakistani communities.

TABLE OF CONTENTS

CHAPTER

TITLE	PAGE
DEDICATION	ii
ACKNOWLEDGEMENT	iii
EXECUTIVE SUMMARY	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
 CHAPTER 1: INTRODUCTION.....	 1
1.1 Background of the Study	1
1.2 Global and Regional Context	3
1.3 Problem Statement	4
1.4 Project Objectives.....	5
1.5 Project Rationale and Justification	5
1.6 Link to the Sustainable Development Goals	6
1.7 Link to the ESG Framework	7
1.8 Budget and Resources	8
 CHAPTER 2: RELEVANT STUDIES AND THEORIES.....	 9
2.1 Dialysis and Quality of Life	9
2.2 Social Well-Being Among Dialysis Patients.....	10
2.3 The Pashtun Cultural Setting.....	11
2.4 Financial Pressure in Pakistan	12
2.5 Stigma and Social Isolation	12
2.6 Faith and Coping	13
2.7 ESG and SDGs in Healthcare.....	13
2.8 Theoretical Framework	14
 CHAPTER 3: METHODS AND TECHNIQUES.....	 15
3.1 Research Design	15
3.2 Setting and Participants	15

3.3 Data Collection.....	16
3.4 Data Analysis	16
3.5 Researcher Positionality	16
3.6 Trustworthiness and Member Checking	17
3.7 Ethical Considerations.....	17
3.8 Time Plan and Cost	17
CHAPTER 4: PROJECT OUTCOMES AND RESULTS	18
4.1 Participant Profiles	18
4.2 Word Frequency Analysis	19
4.3 Theme 1: Collapse of Masculine Identity	20
4.4 Theme 2: Financial Catastrophe	22
4.5 Theme 3: Social Withdrawal	23
4.6 Theme 4: Stigma and Identity Rebranding.....	25
4.7 Theme 5: Faith and Resilience	26
4.8 Connecting the Themes	27
CHAPTER 5: PROJECT BENEFITS	29
CHAPTER 6: LIMITATIONS AND CONCLUSION	32
REFERENCES.....	35
APPENDICES	38

LIST OF TABLES

Table 1: Project Budget and Cost Estimate	8
Table 2: Project Time Schedule.....	17
Table 3: Participant Profile Summary	18
Table 4: Top 15 NVivo Word Frequency Results	19
Table 5: Theme Distribution Per Participant.....	27
Table 6: Thematic Connection Map	28

LIST OF FIGURES

Figure 1: Six Sub-Variables of Social Well-Being.....	14
Figure 2: Braun and Clarke Six-Phase Analysis.....	16
Figure 3: Three-Level Coding Structure.....	17
Figure 4: Five Major Themes Identified.....	27