



Understanding patient perspectives can be beneficial in helping them achieve optimal outcomes related to their healthcare journeys. That is why Boston Scientific initiated an audience market research study in order to gain a better understanding to the types of healthcare barriers women and people of color often face. To better help you meet the informational needs of your patients, this resource is compiled from quantitative and qualitative survey results from people who identified as being Black. In addition to showing where their barriers to care may exist, this also includes communication preferences as these insights may help with your follow-up communications, appointment reminders, wellness information and treatment awareness.

HISTORY OF SURGERY

3.1

AVERAGE SURGERIES

Overall, this group reported as having the least amount of surgical procedures as compared to Caucasians and Hispanics

38%

POSTPONE SURGERY AS LONG AS POSSIBLE



HEART-RELATED



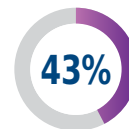
ORTHOPEDIC



CANCER-RELATED



OTHER



WORRIED ABOUT COMPLICATIONS



GENERALLY AFRAID

BARRIERS TO CARE

27%

OF BLACKS REPORTED THAT THEY HAVE FELT THEY SOMETIMES FACE BARRIERS



1

27% say they are limited to care due to healthcare and/or insurance costs



2

20% say they have restricted access to care due to current health conditions

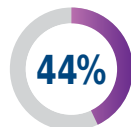


3

19% say doctor's office hours limit their access to care

WHAT COULD HELP?

We connected directly with 104 Black men & women via a quantitative digital survey and these were their top 5 prioritized healthcare needs.



ONLINE VISITS



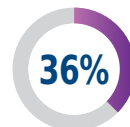
WEEKEND APPOINTMENTS



TEXT DOCTOR'S OFFICE



EMAIL DOCTOR'S OFFICE



ON-CALL NURSE FOR QUESTIONS

CLINICAL TRIAL OPPORTUNITIES

69%

OF BLACKS STATED THAT THEY HAVE NEVER BEEN ASKED TO PARTICIPATE IN A CLINICAL TRIAL

16% have participated in clinical trials



38%

are somewhat likely to participate in a future clinical trial



41%

of Blacks aren't sure it would help

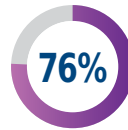
35%

are not sure on unapproved practices



INFORMATION NEEDS

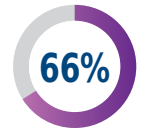
46% COMPLETELY SATISFIED
with the information they receive from their doctor



76%
WANT GENERAL
HEALTH
INFORMATION
More than average,
compared to Caucasians
and Hispanics



75%
WANT INFORMATION
ON TREATMENT
OPTIONS



66%
WANT TO LEARN
ABOUT DISEASES
AND PREVENTION

73% FIND INFORMATION ON WEBMD™
and more than half prefer to find
websites about their condition

TECHNOLOGY USE



91%
USE A
SMARTPHONE



86%
USE SMARTPHONE
TO ACCESS INTERNET



UP
TO **77%**
USE SMART DEVICES
FOR ≤2 HOURS/DAY
42% use smartphones
for 3-6 hours/day



68%
USE TELEVISION
REGULARLY



56%
WATCH TELEVISION
FOR 3-6 HOURS/DAY

INFORMATION SOURCES



97%
INTERNET
NEWS / INFORMATION



54%
ARE ONLINE
4+ HOURS/WEEK

Above average
51% use CNN
Up to 67% use Google
and may browse
ABC / CBS / NBC



91%
PAPER
SOURCES
46% read the local newspaper
Many pay attention to food,
entertainment and travel



88%
SOCIAL MEDIA
SOURCES
86% use Facebook
Higher than average
48% use Instagram

Higher than average Blacks use
Twitter and LinkedIn, compared
to Caucasians and Hispanics



53%
USE SOCIAL MEDIA
4+ HOURS/WEEK