



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 female patients, this resource is compiled from quantitative and qualitative survey results from women who identified as being Caucasian, Hispanic or 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

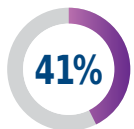
### 5.5

#### AVERAGE SURGERIES

On average, women experience more surgeries during their lifetimes than men

### 46%

#### POSTPONE SURGERY AS LONG AS POSSIBLE



ORTHOPEDIC



HEART-RELATED



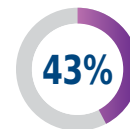
GALLBLADDER

Considerably higher than men

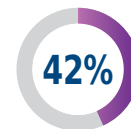


CANCER-RELATED

Considerably higher than men



GENERALLY AFRAID



WORRIED ABOUT COMPLICATIONS

## BARRIERS TO CARE

### 32%

OF WOMEN REPORTED THAT THEY HAVE FELT THEY SOMETIMES FACE BARRIERS



1

28% say they are limited to care due to healthcare and/or insurance costs



2

27% say current health conditions prevent them from finding or receiving care

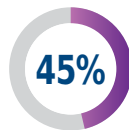


3

20% say there are a lack of specialists in their location

## WHAT COULD HELP?

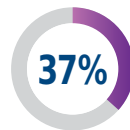
Of the 171 women surveyed, these five elements were identified as efforts that could help them with their healthcare needs.



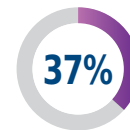
ONLINE VISITS



WEEKEND APPOINTMENTS



TEXT DOCTOR'S OFFICE



EMAIL DOCTOR'S OFFICE



ON-CALL NURSE FOR QUESTIONS

## CLINICAL TRIAL OPPORTUNITIES

### 19%

OF WOMEN STATED THAT THEY HAVE PARTICIPATED IN A CLINICAL TRIAL

More than average, compared to men



### 37%

are somewhat likely to participate in a future clinical trial



### 46%

of women aren't sure it would help

### 37%

are not sure on unapproved practices



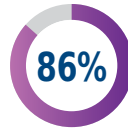
Over the years, studies have shown that one of the reasons women have encountered barriers to obtaining optimal care is related to their feeling of not being heard by their physician. Many recent news articles highlight that women are often told that their issues are “all in their head” or that they are just stressed and anxious. Just being aware of these perceptions and points of view may be able to help you and your staff have informative and meaningful dialogue with your patients about their healthcare. Below are insights that may help frame your connectivity and communications with your female patients.

## INFORMATION NEEDS

**41%** **SOMEWHAT SATISFIED**  
with the information they receive from their doctor

**82%** **TRUST INFORMATION FROM DOCTOR**  
and more than half trust the internet, family, and friends

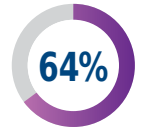
**81%** **FIND INFORMATION ON WEBMD™**  
and higher than average 77% utilize general web searches



**86%**  
**WANT INFORMATION  
ON TREATMENT  
OPTIONS**



**75%**  
**WANT TO LEARN  
ABOUT DISEASES  
AND PREVENTION**



**64%**  
**WANT GENERAL  
HEALTH  
INFORMATION**

## TECHNOLOGY USE



**96%**  
**USE A  
SMARTPHONE**

Higher than average,  
compared to men

59% use tablets



**91%**

**USE SMARTPHONE  
TO ACCESS INTERNET**

Higher than average,  
compared to men



**UP  
TO 72%**

**USE SMART DEVICES  
FOR ≤2 HOURS/DAY**

Up to 63% use computers  
for ≤2 hours/day



**75%**  
**USE TELEVISION  
REGULARLY**



**53%**

**WATCH TELEVISION  
FOR 3-6 HOURS/DAY**

## INFORMATION SOURCES



**96%**  
**SOCIAL MEDIA  
SOURCES**

93% use Facebook

Higher than average connect  
with friends and family, and like  
to look at pictures



**66%**

**USE SOCIAL MEDIA  
4+ HOURS/WEEK**



**97%**  
**INTERNET  
NEWS / INFORMATION**

They spend most their time visiting  
Google, ABC, CBS, NBC or CNN



**49%**

**ARE ONLINE  
4+ HOURS/WEEK**



**91%**  
**PAPER  
SOURCES**

Up to 52% read about  
food, lifestyle, fashion and  
beauty, higher than average  
compared to men