



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 Caucasian. 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

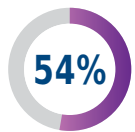
7.2

AVERAGE SURGERIES

Highest average number, compared to Hispanics and Blacks
74% have different kinds of surgeries than the below

41%

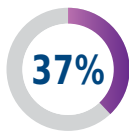
POSTPONE SURGERY AS LONG AS POSSIBLE



ORTHOPEDIC



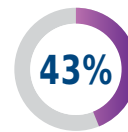
HEART-RELATED



GALLBLADDER



HYSTERECTOMY



WORRIED ABOUT COMPLICATIONS



GENERALLY AFRAID

BARRIERS TO CARE

31%

SOMETIMES FACE BARRIERS



1

28%

say current health conditions prevent them from finding or receiving care



2

27%

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



3

21%

say there are a lack of specialists in their location

WHAT COULD HELP?

We connected directly with 137 Caucasian men & women via a quantitative digital survey and these were their top 5 prioritized healthcare needs.



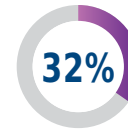
EMAIL DOCTOR'S OFFICE



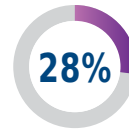
ONLINE VISITS



WEEKEND APPOINTMENTS



TEXT DOCTOR'S OFFICE



ON-CALL NURSE FOR QUESTIONS

CLINICAL TRIAL OPPORTUNITIES

82%

HAVE NEVER BEEN ASKED

12% have participated in clinical trials



42%

are somewhat likely to participate in a future clinical trial



44%

of them aren't sure it would help

21%

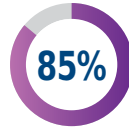
find it may be an inconvenience



INFORMATION NEEDS

10% **SOMEWHAT UNSATISFIED**
with the information they receive from their doctor

79% **FIND INFORMATION ON WEBMD™**
and more than half prefer to find websites about their condition



85%
WANT INFORMATION ON TREATMENT OPTIONS
via email and print take-home materials



78%
WANT TO LEARN ABOUT DISEASES AND PREVENTION



55%
WANT GENERAL HEALTH INFORMATION

TECHNOLOGY USE



96%
USE A SMARTPHONE

87%
USE SMARTPHONE TO ACCESS INTERNET

UP TO 78%
USE SMART DEVICES FOR ≤2 HOURS/DAY
41% use smartphones for 3-6 hours/day



84%
USE TELEVISION REGULARLY
Higher than average, compared to Hispanics and Blacks

50%
WATCH TELEVISION FOR 3-6 HOURS/DAY

INFORMATION SOURCES



98%
SOCIAL MEDIA SOURCES
An above average 96% use Facebook, and very little else
Up to 78% use social media to connect with friends and family

70%
USE SOCIAL MEDIA 4+ HOURS/WEEK



96%
INTERNET NEWS / INFORMATION
They spend most their time visiting Google, ABC, CBS or NBC
Below average numbers visit CNN, Yahoo and Wikipedia

47%
ARE ONLINE 4+ HOURS/WEEK



86%
PAPER SOURCES
56% read the local newspaper
Many pay attention to food, entertainment, travel and science