



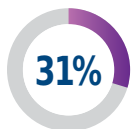
Understanding patient perspectives can be beneficial in helping them achieve optimal outcomes related to their healthcare journeys. That is why Boston Scientific initiated an audience market research study in order to gain a better understanding to the types of healthcare barriers women and people of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

HISTORY OF SURGERY

3.2 AVERAGE SURGERIES
49% have different kinds of surgeries than the below



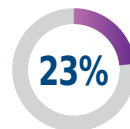
GALLBLADDER



HEART-RELATED

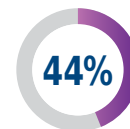


ORTHOPEDIC



APPENDECTOMY

40% POSTPONE SURGERY AS LONG AS POSSIBLE



WORRIED ABOUT PAYMENTS



GENERALLY AFRAID

BARRIERS TO CARE

16% OFTEN FACE BARRIERS



1
27%
say they are limited to care due to healthcare and/or insurance costs



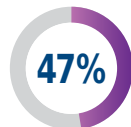
2
27%
say they have restricted access to care due to current physical limitations



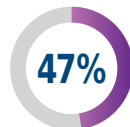
3
24%
say nerves are a big factor in avoiding care.

WHAT COULD HELP?

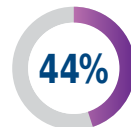
We connected directly with 45 Hispanic men & women via a quantitative digital survey and these were their top 5 prioritized healthcare needs.



ONLINE VISITS



TEXT DOCTOR'S OFFICE



LATE-NIGHT APPOINTMENTS



WEEKEND APPOINTMENTS



EMAIL DOCTOR'S OFFICE

CLINICAL TRIAL OPPORTUNITIES

76% HAVE NEVER BEEN ASKED
18% have participated in clinical trials



36%
are very likely to participate in a future clinical trial



47%
of Hispanics aren't sure it would help

42%
are not sure on unapproved practices



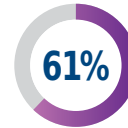
INFORMATION NEEDS

47% **SOMEWHAT SATISFIED**
with the information they receive from their doctor

75% **FIND INFORMATION ON WEBMD™**
and more than half prefer to find websites about their condition



82%
WANT INFORMATION ON TREATMENT OPTIONS
via email and print take-home materials



61%
WANT GENERAL HEALTH INFORMATION



59%
WANT TO LEARN ABOUT DISEASES AND PREVENTION

TECHNOLOGY USE



91%
USE A SMARTPHONE



91%
USE SMARTPHONE TO ACCESS INTERNET



UP TO 70%
USE SMART DEVICES FOR ≤2 HOURS/DAY
54% use smartphones for 3-6 hours/day



UP TO 69%
USE TELEVISION / COMPUTER



56%
USE A COMPUTER FOR ≤2 HOURS/DAY

INFORMATION SOURCES



93%
SOCIAL MEDIA SOURCES
81% use Facebook
52% use Instagram



67%
USE SOCIAL MEDIA 4+ HOURS/WEEK

Up to 64% use social media to connect with friends and family, and many like looking at pictures



89%
INTERNET NEWS / INFORMATION
They spend most their time visiting Google, CNN, ABC, CBS or NBC



36%
ARE ONLINE 4+ HOURS/WEEK



87%
PAPER SOURCES
36% read the local newspaper
Many pay attention to food, science and fashion