



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 male patients, this resource is compiled from quantitative and qualitative survey results from men 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.

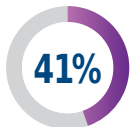
HISTORY OF SURGERY

4.5 AVERAGE SURGERIES

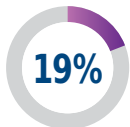
32% POSTPONE SURGERY AS LONG AS POSSIBLE



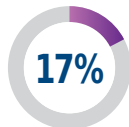
HEART-RELATED



ORTHOPEDIC



APPENDECTOMY



GALLBLADDER
Considerably less than women



OTHER



WORRIED ABOUT COMPLICATIONS



GENERALLY AFRAID

BARRIERS TO CARE

31% OF MEN REPORTED THAT THEY HAVE FELT THEY RARELY FACE BARRIERS



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



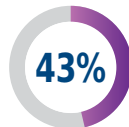
2
21% say current health conditions prevent them from finding or receiving care



3
17% say there are a lack of specialists in their location, and are nervous

WHAT COULD HELP?

Of the 124 men surveyed, these five elements were identified as efforts that could help them with their healthcare needs.



EMAIL DOCTOR'S OFFICE



TEXT DOCTOR'S OFFICE



ONLINE VISITS



ON-CALL NURSE FOR QUESTIONS



LATE-NIGHT APPOINTMENTS

CLINICAL TRIAL OPPORTUNITIES

83% OF MEN STATED THAT THEY HAVE NEVER BEEN ASKED TO PARTICIPATE IN A CLINICAL TRIAL

Less than average 10% have participated before



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



40% of Men aren't sure it would help

35% are not sure on unapproved practices



Addressing Barriers to Care: Connecting with Male Patients

Over the years, studies have shown that one of the reasons men 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 men 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 male patients.

INFORMATION NEEDS

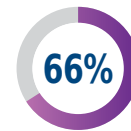
47% COMPLETELY SATISFIED
with the information they receive from their doctor

85% TRUST INFORMATION FROM DOCTOR
and more than half trust the internet, family, and friends

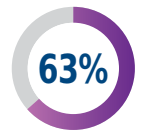
67% FIND INFORMATION ON WEBMD™



WANT INFORMATION ON TREATMENT OPTIONS



WANT TO LEARN ABOUT DISEASES AND PREVENTION



WANT GENERAL HEALTH INFORMATION

TECHNOLOGY USE



86%
USE A SMARTPHONE
Less than average, compared to women



81%
USE SMARTPHONE TO ACCESS INTERNET
Less than average, compared to women



UP TO **75%**
USE SMART DEVICES FOR ≤2 HOURS/DAY
Up to 62% use computers for ≤2 hours/day



75%
USE TELEVISION REGULARLY



55%
WATCH TELEVISION FOR 3-6 HOURS/DAY

INFORMATION SOURCES



94%
INTERNET NEWS / INFORMATION
They spend most their time visiting Google, ABC, CBS, NBC or CNN
32% spend time on FOX



48%
ARE ONLINE 4+ HOURS/WEEK



90%
SOCIAL MEDIA SOURCES
86% use Facebook
Less than average connect with friends and family, and like to look at pictures
38% prefer to look at news



57%
USE SOCIAL MEDIA 4+ HOURS/WEEK



85%
PAPER SOURCES
51% read the local newspaper
Males read about science, technology, finances and vehicles

Learn more at www.fightforhealthequity.com

CLOSE THE GAP
Health Equity for Life