



Understand Your Patients with Atrial Fibrillation (A-Fib)

AS A HEALTH CARE PROVIDER, YOU UNDERSTAND WHAT NEEDS TO BE DONE, BUT DO YOUR PATIENTS?

Today's health care environment is very diverse, and physicians interact with patients from an ever-growing range of ethnic and cultural backgrounds.

In your role as a care provider, you have the opportunity to help your patients understand their disease states, risk factors and available treatment options so they can take the steps that are appropriate for their care.

That is why Boston Scientific has conducted research into learning more about how certain demographics, specifically women and minorities, are dealing with their diagnosis of certain disease states so that we can help you with your outreach and interactions. The information provided here can help you and your marketing staff get a glimpse into the drivers and barriers your patients may be facing with their health.

KNOW YOUR PATIENTS: DIVERSE PATIENT PROFILE*

WHO

DEMOGRAPHICS

- 58% are married and have an average household size of 1.9 members
- 24% work, others are retired or were forced to retire

CONDITIONS

- Older individuals managing comorbidities with the support of care teams and family
- Treatments include ablation, bypass surgery, medication and treatments for other conditions (e.g., dialysis, open heart surgery)

WHAT

WHAT THE PATIENT SAYS & DOES

- Some feel they have exhausted good, affordable options
- Others feel alternative options are out there, just not easily accessible

WHAT THE PATIENT THINKS & FEELS

- 48% are worried about their health and 32% wish they knew more about their treatment options



WHEN & WHERE

RELY ON DOCTORS, NURSES AND ONLINE RESEARCH

- 98% use Facebook, 94% shop on Amazon
- 86% use WebMD, 72% do general web searches and 56% go to the heart.org to get health information
- 84% use their smartphone to access the web
- 37% stream Netflix and 35% stream Amazon content

HOW

WHAT ARE THEIR MOST MOTIVATING VALUES?

- Patients need options and to know costs and what to expect
- Support for alternative approaches

HOW DO WE SPOT THEM?

- Via claims: These patients are on expensive medications, have had ablation procedures that are no longer effective in preventing ER visits, and may have been hospitalized in the past

PATIENT PERSPECTIVE: BARRIERS TO RECEIVING CARE

87%

RECEIVE CARE IN PRIVATE MD OFFICE

27%

PUT OFF A SURGERY

27%

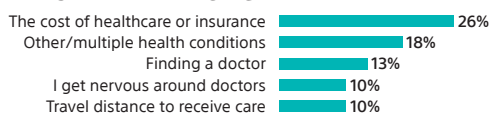
HAVE A PROBLEM GETTING CARE



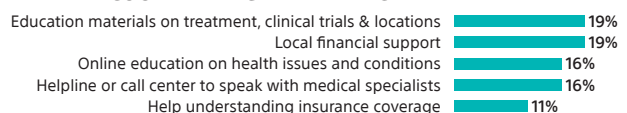
PATIENT INSIGHT:

COMPLEX PATIENTS IN SEARCH OF MORE AFFORDABLE, EFFECTIVE CARE OPTIONS.

WHAT BARRIERS ARE THEY FACING?



WHAT COULD HELP GET NEEDED CARE?





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HOW YOU CAN HELP: BREAK THROUGH THE BARRIERS

BARRIER

PATIENT INSIGHT

RECOMMENDATIONS

UNDERSTANDING TREATMENT OPTIONS

- 55% tell their Health Care Provider if they hated taking a pill everyday
- 48% felt overwhelmed when diagnosed
- 43% want to speak more with my doctor
- 42% want treatment options written out
- 31% try to put off having a medical procedure

- Provide written handouts of ALL treatment options
- Educate patients on the importance of getting treatment
- Provide care team that can answer questions

THE COST OF HEALTHCARE

- 40% worry about paying their bills
- 26% say cost of care is a barrier

- Provide guidance on out-of-pocket costs and insurance coverage
- Educate on timing procedure/care based on insurance coverage
- Make a referral list to providers open to holistic therapies (e.g, microbiome)

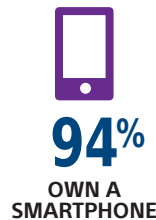
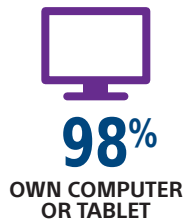
DOCTOR'S OFFICE HOURS

- Men and women equally concerned about when and how to reach out when the office is closed
- Women are more concerned with office hours

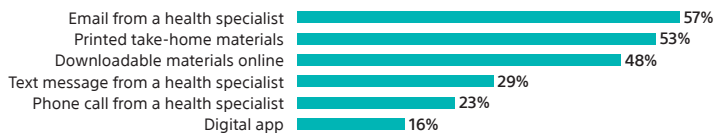
- Have email or online communications for when the office is closed
- Make generic email address for patient questions that go to multiple people on staff
- Offer urgent care solutions and late night or weekend hours

CONNECT WITH YOUR PATIENTS

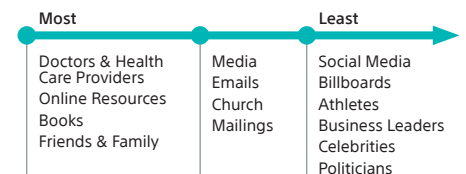
INFORMATION CHANNELS, MEDIA USAGE & SHOPPING



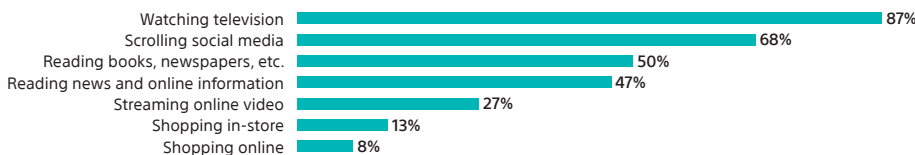
DESIRED WAY TO RECEIVE MORE INFORMATION



TRUSTWORTHY SOURCES OF INFORMATION



SPEND 4+ HOURS PER WEEK



TOP SOURCES OF HEALTH INFORMATION

- 1 Primary Care Physician
- 2 Other Specialists
- 3 Internet
- 4 Other Health Care Provider
- 5 Health Forums

Learn more at www.fightforhealthequity.com

CLOSE THE GAP
Health Equity for Life