



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

- 97% graduated from high school
- 73% earn a combined household income under \$50k per year
- 53% currently work
- 50% are married and have an average household size of 1.9 members

CONDITIONS

- Quality of life is severely impacted due to their disease

WHAT

WHAT THE PATIENT SAYS & DOES

- 57% regularly follow doctors orders (low)
- 56% say that Critical Limb Ischemia frequently impacts their quality of life
- 50% often encounter barriers in getting healthcare and 60% have put off having a surgery

WHAT THE PATIENT THINKS & FEELS

- They feel burdened by physical limitations and they need support from employer and social circle



WHEN & WHERE

IDENTIFYING THE MOST EFFECTIVE WAY TO REACH THE CUSTOMER

- 87% use their smartphone to access the web
- 70% use Facebook and 54% shop on Amazon
- 58% stream Netflix and 42% stream YouTube content
- Specialists are the primary source of info
- They regularly do general web searches to explore treatment options and disease prevention info
- They like to watch movies, the news, dramas and sports

HOW

WHAT ARE THEIR MOST MOTIVATING VALUES?

- Worsening symptoms
- Reading more about the surgery or procedure
- Learning more about the disease through people who have the disease

HOW DO WE SPOT THEM?

- 63% are searching for treatment options online
- 25% are on their smartphones 7+ hours a day

PATIENT PERSPECTIVE: BARRIERS TO RECEIVING CARE

73%

RECEIVE CARE IN PRIVATE MD OFFICE

60%

PUT OFF A SURGERY

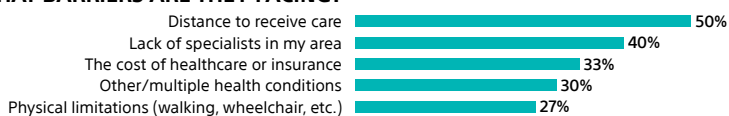
50%

HAVE A PROBLEM GETTING CARE

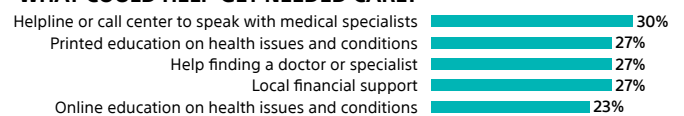


PATIENT INSIGHT:
THEY ARE MOST LIKELY TO BE OVERWHELMED OBSERVERS.

WHAT BARRIERS ARE THEY FACING?



WHAT COULD HELP GET NEEDED CARE?





HOW YOU CAN HELP: BREAK THROUGH THE BARRIERS

BARRIER

PATIENT INSIGHT

RECOMMENDATIONS

DOCTOR'S OFFICE HOURS

- 37% want to be able to email their MD
- 37% want weekend hours
- 23% want late night hours

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

UNDERSTANDING TREATMENT OPTIONS

- 60% wish they knew more about treatment options at the time of diagnosis
- 60% try to put off having a medical procedure
- 57% felt overwhelmed when diagnosed
- 40% wished they had more time to ask questions when diagnosed

- Provide written handouts of ALL treatment options and how to halt disease progression
- Educate patients on the importance of getting treatment
- Provide care team that can answer questions

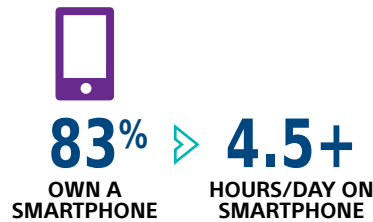
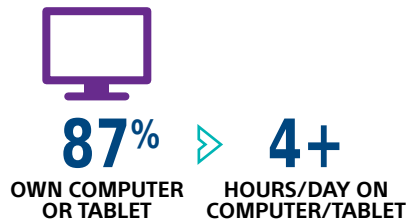
TRANSPORTATION / CLOSER CARE

- Some patients know their insurers offer rides but find it difficult to figure out how to use the service

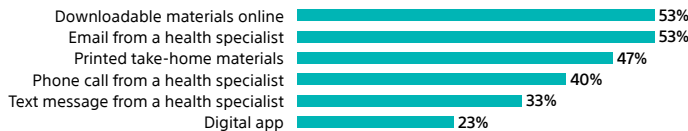
- Have open communications about transportation issues
- Offer a clinic shuttle service where transportation appointments can be made

CONNECT WITH YOUR PATIENTS

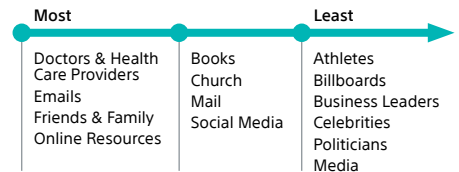
INFORMATION CHANNELS, MEDIA USAGE & SHOPPING



DESIRED WAY TO RECEIVE MORE INFORMATION



TRUSTWORTHY SOURCES OF INFORMATION



SPEND 4+ HOURS PER WEEK



TOP SOURCES OF HEALTH INFORMATION

- 1 Other Specialists
- 2 Primary Care Physician
- 3 Internet
- 4 Health Forums
- 5 Friends & Family