



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

- 76% have changed their diet/eating habits
- 50% are married and have an average household size of 1.9 members
- 46% say managing their Heart Failure with all of their other health issues is challenging
- 32% currently work

CONDITIONS

- Since diagnosis, they spend less time exercising and doing their hobbies

WHAT

WHAT THE PATIENT SAYS & DOES

- 74% regularly follow doctors orders
- They need less insurance hassle, better support in budgeting or covering costs of treatment, and healthy food recommendations
- They trust in information and are respectful of individualized treatment

WHAT THE PATIENT THINKS & FEELS

- 36% find it challenging to find the motivation to make changes
- They have a life-altering diagnosis they need to come to terms with while leaning on family, caregivers and support groups



WHEN & WHERE

IDENTIFYING THE MOST EFFECTIVE WAY TO REACH THE CUSTOMER

- 93% use Facebook and 79% shop on Amazon
- 90% use a smartphone to access the web
- 67% stream Netflix and 49% stream YouTube content
- 58% use WebMD, 68% do Google searches and 63% go to the American Heart Association to learn about health information
- They like to watch the news, documentaries, movies, sitcoms and sports

HOW

WHAT ARE THEIR MOST MOTIVATING VALUES?

- Belief that the doctor is providing honest information weighing risks and benefits
- Staying independent
- Knowledge is power: knowing their options

HOW DO WE SPOT THEM?

- Diagnosis is life changing: provide support right away
- Via claims: non-adherent, recurrent hospitalizations

PATIENT PERSPECTIVE: BARRIERS TO RECEIVING CARE

62%

RECEIVE CARE IN PRIVATE MD OFFICE

60%

PUT OFF A SURGERY

50%

HAVE A PROBLEM GETTING CARE



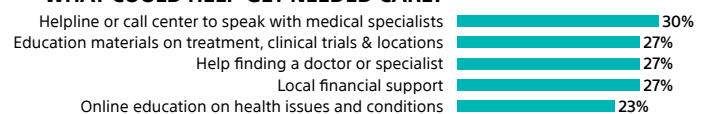
PATIENT INSIGHT:

PATIENTS WANT TO BE INFORMED, WANT TO BE PARTNERS IN QUALITY CARE; STRUGGLE WITH QOL IMPACTS, INSURANCE HASSLES, SOME REPORT HISTORY OF IMPROPER CONDITION MANAGEMENT

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

- 54% want weekend appointments
- 42% want online visit
- 40% want to email Health Care Provider
- 38% want to text
- 30% want late night appointments
- 23% have issues with what hours are available

- 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

- 90% of patients want additional information
- 54% want printed take home materials
- 46% find managing heart failure along with their comorbidities is a challenge
- 34% want downloadable materials online
- 28% want to speak more with their doctor

- Educate patients on the importance of getting treatment
- Share benefits and risks so patients fully understand options (e.g., of a Left Ventricular Assist Device (LVAD))
- Provide care team that can answer questions

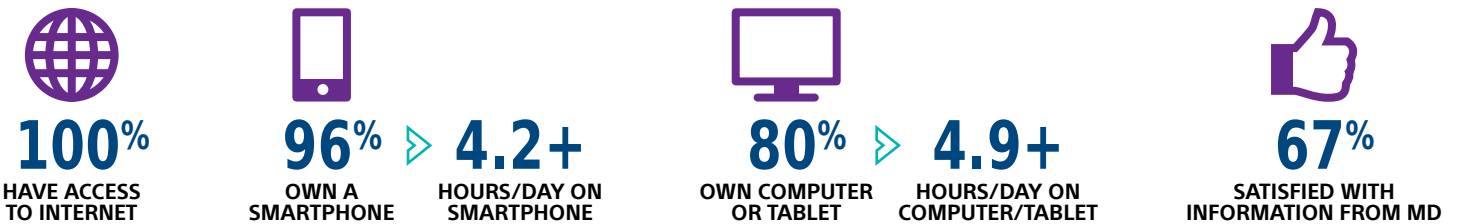
TRANSPORTATION / CLOSER CARE

- 50% say distance to care is a barrier
- Some patients know their insurers offer rides but find it difficult to figure out how to use the service

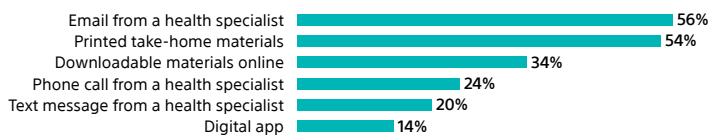
- Have open communications about transportation issues
- Offer a clinic shuttle service where transportation appointments can be made

CONNECT WITH YOUR PATIENTS

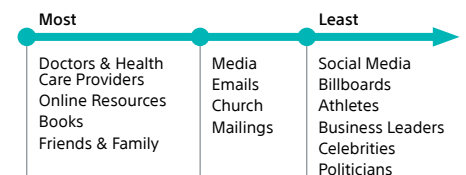
INFORMATION CHANNELS, MEDIA USAGE & SHOPPING



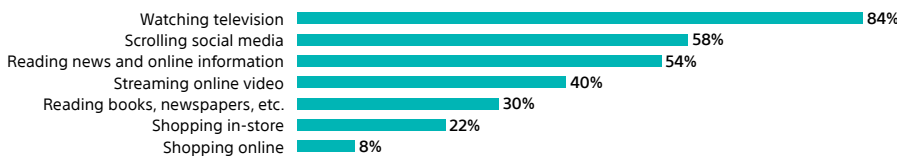
DESIRED WAY TO RECEIVE MORE INFORMATION



TRUSTWORTHY SOURCES OF INFORMATION



SPEND 4+ HOURS PER WEEK



TOP SOURCES OF HEALTH INFORMATION

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