



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

- 94% graduated from high school
- 66% currently work (more likely than other disease states)
- 56% are married and have an average household size of 1.9 members
- 51.5 years old on average
- 44% earn a combined household income of under \$50k per year

CONDITIONS

- Some forced to stop working and now living on fixed income

WHAT

WHAT THE PATIENT SAYS & DOES

- 82% regularly follow doctors orders
- 48% say that Peripheral Artery Disease frequently impacts their quality of life
- 22% often encounter barriers in getting healthcare
- They need information on diet & exercise, treatment options and clinical trials, with prompt responses from providers

WHAT THE PATIENT THINKS & FEELS

- They are more likely to get nervous around MDs and feel burdened by physical limitations
- They do not want to burden family so try to stay independent, while others need daily support



WHEN & WHERE

IDENTIFYING THE MOST EFFECTIVE WAY TO REACH THE CUSTOMER

- 84% use their smartphone to access the web
- 79% use Facebook and 74% shop on Amazon
- 70% stream Netflix and 73% stream YouTube content
- They regularly use WebMD and do web searches to explore treatment options and general health info
- They like to watch movies, the news, documentaries, dramas and sports

HOW

WHAT ARE THEIR MOST MOTIVATING VALUES?

- Worsening symptoms
- Learning more about the disease through people who have the disease
- Learning more about issues and options through health care providers

HOW DO WE SPOT THEM?

- 78% are searching for treatment options online
- 35% are on their smartphones 7+ hours a day

PATIENT PERSPECTIVE: BARRIERS TO RECEIVING CARE

54%

RECEIVE CARE IN PRIVATE MD OFFICE

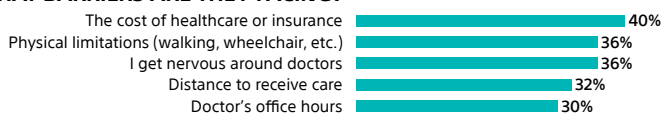
54%

PUT OFF A SURGERY

52%

HAVE A PROBLEM GETTING CARE

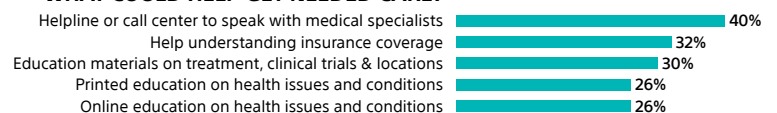
WHAT BARRIERS ARE THEY FACING?



PATIENT INSIGHT:

PATIENTS ARE DEALING WITH CHRONIC PAIN AND A LACK OF SUPPORT.

WHAT COULD HELP GET NEEDED CARE?





HOW YOU CAN HELP: BREAK THROUGH THE BARRIERS

BARRIER

PATIENT INSIGHT

RECOMMENDATIONS

DOCTOR'S OFFICE HOURS

- 38% want to be able to text their health care provider
- 38% want to be able to visit their MD online
- 30% want weekend hours
- 28% want late night hours
- 16% want to be able to email their MD

- 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

- 56% felt overwhelmed when diagnosed
- 54% try to put off having a medical procedure
- 43% want to speak more with their doctor
- 40% want treatment options written out

- 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

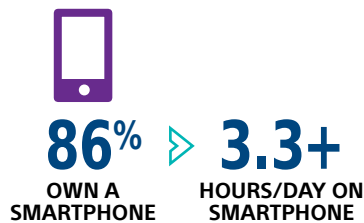
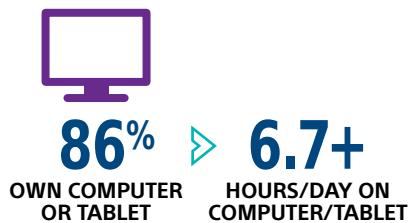
TRANSPORTATION / CLOSER CARE

- 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

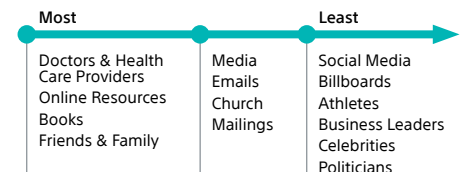
INFORMATION CHANNELS, MEDIA USAGE & SHOPPING



DESIRED WAY TO RECEIVE MORE INFORMATION



TRUSTWORTHY SOURCES OF INFORMATION



SPEND 4+ HOURS PER WEEK



TOP SOURCES OF HEALTH INFORMATION

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