



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

- 98% graduated from high school
- 62% are married and have an average household size of 2.3 members
- 43% currently work and many say it is hard to work at the same capacity

CONDITIONS

- They understand the impact of their disease on family and have a reduced ability to socialize with friends in the same way
- Many go to the gym as therapy, but participation in sports is greatly reduced

WHAT

WHAT THE PATIENT SAYS & DOES

- They regularly go to health appointments
- 44% say having Coronary Artery Disease frequently impacts their quality of life
- Need fewer required visits to hospital/clinic
- Want fewer prescriptions/medications

WHAT THE PATIENT THINKS & FEELS

- They acknowledge they are not the same, but that they are in control of condition management and can trust themselves
- They want questions heard and answered clearly and to be treated as a unique individual



WHEN & WHERE

IDENTIFYING THE MOST EFFECTIVE WAY TO REACH THE CUSTOMER

- Post-visit print-outs or online availability of results and action plans
- 96% use their smartphone to access the web
- 85% use Facebook and 74% shop on Amazon
- 85% use WebMD, 71% do general web searches and 59% go to heart.org to get health information
- 67% stream Netflix and 49% stream YouTube content

HOW

WHAT ARE THEIR MOST MOTIVATING VALUES?

- Cost/coverage options tailored to needs
- Support and communication in disease management
- Technology/treatment options that ease burden of office visits (e.g., Ribonucleotide Reductase testing)

HOW DO WE SPOT THEM?

- Via claims: non-adherent/uncontrolled blood pressure or cholesterol, missed appointments, eligible for newer treatments/prescriptions
- Tool utilization: MyChart, financial assistance, transportation or food benefits

PATIENT PERSPECTIVE: BARRIERS TO RECEIVING CARE

77%

RECEIVE CARE IN PRIVATE MD OFFICE

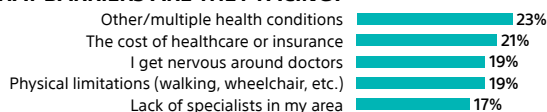
47%

PUT OFF A SURGERY

36%

HAVE A PROBLEM GETTING CARE

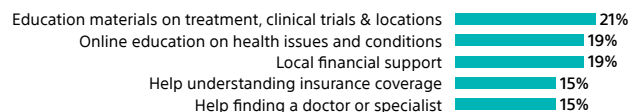
WHAT BARRIERS ARE THEY FACING?



PATIENT INSIGHT:

ACKNOWLEDGE THE PATIENT AS UNIQUE AND SUPPORT THEIR QUESTS FOR APPROPRIATE INFORMATION AND MANAGEMENT OF HEALTHY, SOCIAL & FINANCIAL LIVES

WHAT COULD HELP GET NEEDED CARE?





HOW YOU CAN HELP: BREAK THROUGH THE BARRIERS

BARRIER

PATIENT INSIGHT

RECOMMENDATIONS

UNDERSTANDING SYMPTOMS AND WHEN TO SEEK CARE

- 77% said they didn't think they could possibly have Coronary Artery Disease
- 46% said it didn't seem that bad
- 26% of patients did not seek care when they had symptoms

- Develop talk tracks on potential symptoms and when to seek care

RECOGNIZING PATIENTS AS UNIQUE: FROM COMORBIDITIES TO ABILITY TO PAY

- 23% said they are managing other/multiple health conditions
- 21% of patients say cost of care is a barrier

- Identify your patients in need via claims
- Tailor coverage by patient
- Explore alternative solutions on a case-by-case basis
- Guide on out-of-pocket costs, coverage and procedure timing
- Educate qualifying patients on needs-based programs
- Offer home testing to replace clinic visits (e.g. Ribonucleotide Reductase testing)

UNDERSTANDING TREATMENT OPTIONS

- 38% wish they knew more about treatment options
- 21% desire educational materials about treatment options

- Give post-appointment print-outs and access to MyChart
- Consider offering hospital-sponsored support groups for patients and their family
- Create realistic patient expectations
- Offer patients therapy and procedure case studies

CONNECTING PATIENTS WITH PROVIDERS

- Only 23% tell their MD if they are not satisfied with their treatment

- Identify providers with low satisfaction scores, refine network
- Give provider profiles and DocFind tools
- Help with a seamless transition to new providers

CONNECT WITH YOUR PATIENTS

INFORMATION CHANNELS, MEDIA USAGE & SHOPPING



100%

HAVE ACCESS TO INTERNET



100% > 4+

OWN A SMARTPHONE HOURS/DAY ON SMARTPHONE



94%

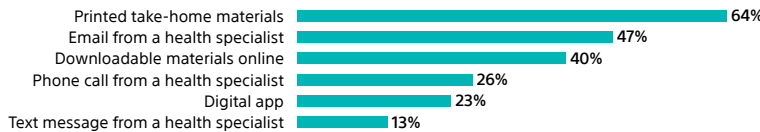
SATISFIED WITH INFORMATION FROM MD



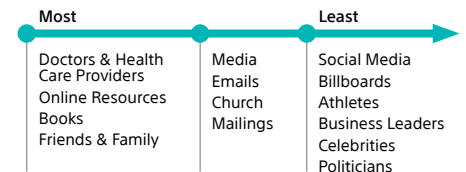
92% > 6.1

OWN COMPUTER OR TABLET HOURS/DAY ON COMPUTER/TABLET

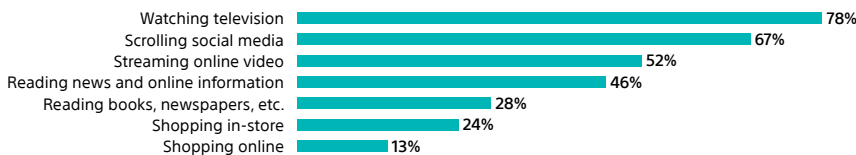
DESIRED WAY TO RECEIVE MORE INFORMATION



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