

## ADDRESSING BARRIERS TO CARE: INSIGHTS TO UNDERSTANDING HISPANIC PATIENTS

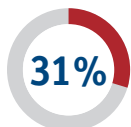
Understanding patient perspectives can be beneficial in helping them achieve optimal outcomes related to their healthcare journeys. That is why Boston Scientific initiated an audience market research study in order to gain a better understanding to the types of healthcare barriers women and people of color often face. To better help you meet the informational needs of your Hispanic patients, this resource is compiled from quantitative and qualitative survey results, touching on where their barriers to care may exist. Also included for your reference are communication preferences as these insights may help with your follow-up communications, appointment reminders, wellness information and treatment awareness.

### HISTORY OF SURGERY

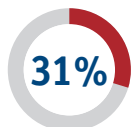
**3.2 AVERAGE SURGERIES**  
49% have different kinds of surgeries than the below



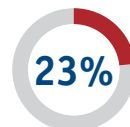
GALLBLADDER



HEART-RELATED

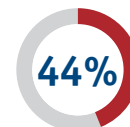


ORTHOPEDIC



APPENDECTOMY

**40% POSTPONE SURGERY AS LONG AS POSSIBLE**



WORRIED ABOUT PAYMENTS



GENERALLY AFRAID

### BARRIERS TO CARE

**16% OFTEN FACE BARRIERS**



**1**  
**27%**  
say they are limited to care due to healthcare and/or insurance costs



**2**  
**27%**  
say they have restricted access to care due to current physical limitations



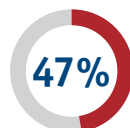
**3**  
**24%**  
say nerves are a big factor in avoiding care.

### WHAT COULD HELP?

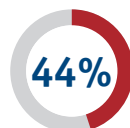
We connected directly with 45 Hispanic men & women via a quantitative digital survey and these were their top 5 prioritized healthcare needs.



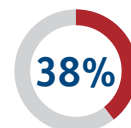
ONLINE VISITS



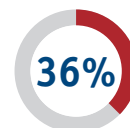
TEXT DOCTOR'S OFFICE



LATE-NIGHT APPOINTMENTS



WEEKEND APPOINTMENTS



EMAIL DOCTOR'S OFFICE

### CLINICAL TRIAL OPPORTUNITIES

**76% HAVE NEVER BEEN ASKED**  
18% have participated in clinical trials



**36%**  
are very likely to participate in a future clinical trial



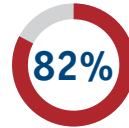
**47%**  
of Hispanics aren't sure it would help  
**42%**  
are not sure on unapproved practices

## ADDRESSING BARRIERS TO CARE: CONNECTING WITH HISPANIC PATIENTS

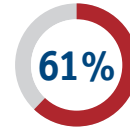
### INFORMATION NEEDS

**47%** **SOMEWHAT SATISFIED**  
with the information they receive from their doctor

**75%** **FIND INFORMATION ON WebMD™**  
and more than half prefer to find websites about their condition



**WANT INFORMATION ON TREATMENT OPTIONS**  
via email and print take-home materials

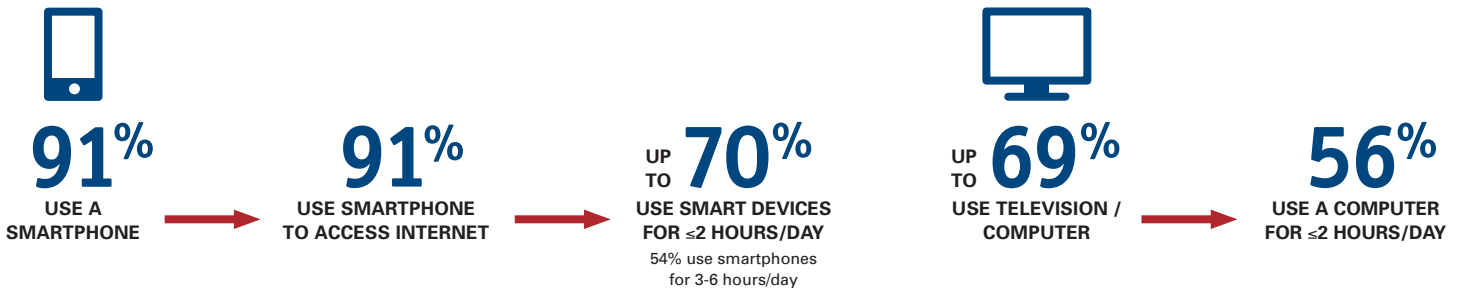


**WANT GENERAL HEALTH INFORMATION**

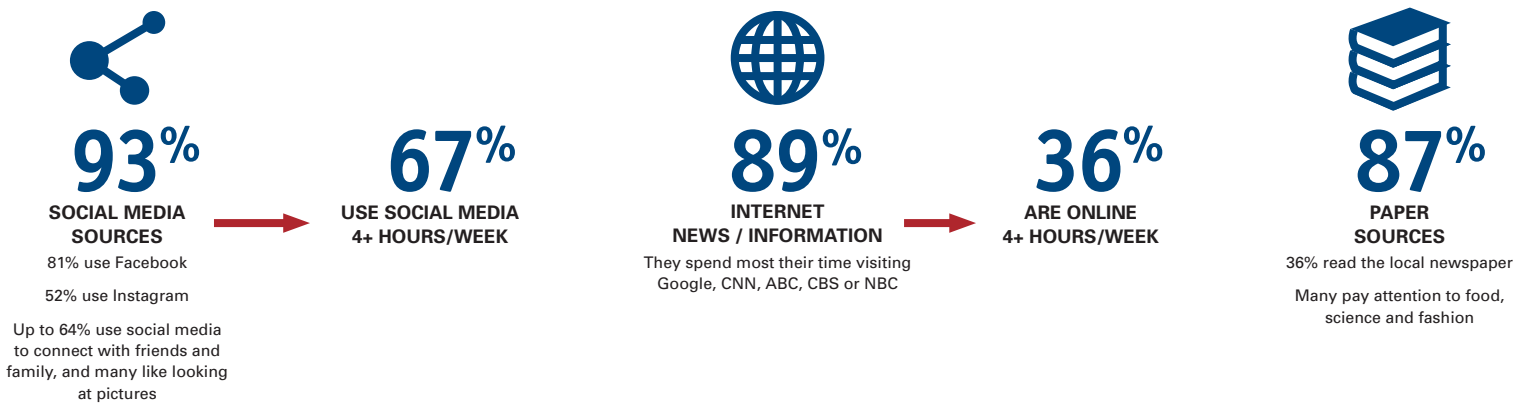


**WANT TO LEARN ABOUT DISEASES AND PREVENTION**

### TECHNOLOGY USE



### INFORMATION SOURCES



**LEARN MORE: [WWW.KNOWYOURHEALTH.COM/EN-US-HCP](http://WWW.KNOWYOURHEALTH.COM/EN-US-HCP)**