

ADDRESSING BARRIERS TO CARE: INSIGHTS TO UNDERSTANDING BLACK 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 patients, this resource is compiled from quantitative and qualitative survey results from people who identified as being Black. In addition to showing where their barriers to care may exist, this also includes communication preferences as these insights may help with your follow-up communications, appointment reminders, wellness information and treatment awareness.

HISTORY OF SURGERY

3.1 AVERAGE SURGERIES

Overall, this group reported as having the least amount of surgical procedures as compared to Caucasians and Hispanics



HEART-RELATED



ORTHOPEDIC

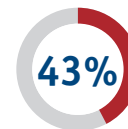


CANCER-RELATED



OTHER

38% POSTPONE SURGERY AS LONG AS POSSIBLE



WORRIED ABOUT COMPLICATIONS



GENERALLY AFRAID

BARRIERS TO CARE

27% OF BLACKS REPORTED THAT THEY HAVE FELT THEY SOMETIMES FACE BARRIERS



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



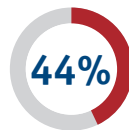
2
20% say they have restricted access to care due to current health conditions



3
19% say doctor's office hours limit their access to care

WHAT COULD HELP?

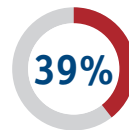
We connected directly with 104 Black men & women via a quantitative digital survey and these were their top 5 prioritized healthcare needs.



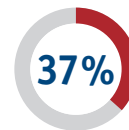
ONLINE VISITS



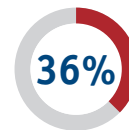
WEEKEND APPOINTMENTS



TEXT DOCTOR'S OFFICE



EMAIL DOCTOR'S OFFICE



ON-CALL NURSE FOR QUESTIONS

CLINICAL TRIAL OPPORTUNITIES

69% OF BLACKS STATED THAT THEY HAVE NEVER BEEN ASKED TO PARTICIPATE IN A CLINICAL TRIAL

16% have participated in clinical trials



38% are somewhat likely to participate in a future clinical trial



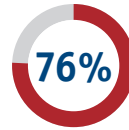
41% of Blacks aren't sure it would help
35% are not sure on unapproved practices

ADDRESSING BARRIERS TO CARE: CONNECTING WITH BLACK PATIENTS

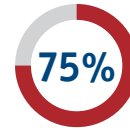
INFORMATION NEEDS

46% **COMPLETELY SATISFIED**
with the information they receive from their doctor

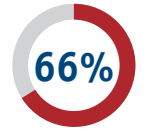
73% **FIND INFORMATION ON WebMD™**
and more than half prefer to find websites about their condition



WANT GENERAL HEALTH INFORMATION
More than average, compared to Caucasians and Hispanics

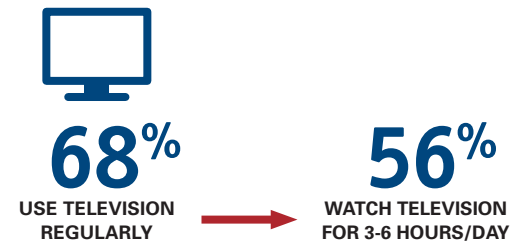
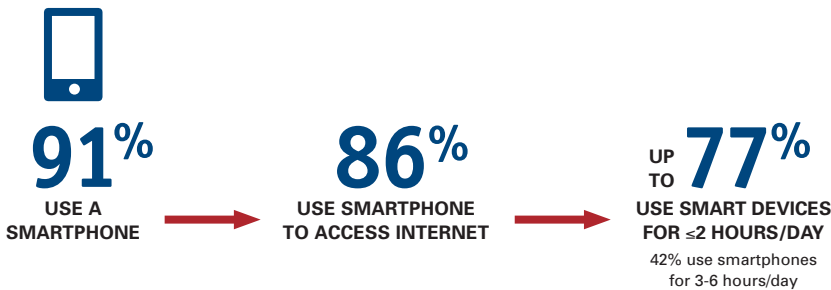


WANT INFORMATION ON TREATMENT OPTIONS



WANT TO LEARN ABOUT DISEASES AND PREVENTION

TECHNOLOGY USE



INFORMATION SOURCES

