

# COMPARE YOUR PATIENTS' BARRIERS BY ETHNICITY

THIS RESOURCE IS MEANT TO BE USED AS A ONE-STOP COMPARISON CHART OF THE PATIENT FINDINGS WE UNCOVERED IN OUR CLOSE THE GAP PATIENT RESEARCH STUDY EARLIER THIS YEAR. WE ALSO HAVE SPECIFIC RESOURCES AVAILABLE ON EACH PATIENT DEMOGRAPHIC BY RACE, ETHNICITY & GENDER.

## CAUCASIAN

### HISTORY OF SURGERY

- Caucasians have the highest average number of surgeries, compared to Hispanics and Blacks, at 7.2
- Surgeries had are 54% orthopedic, 53% heart-related, 37% gallbladder, 32% hysterectomy

### POSTPONING SURGERY

- 41% postpone surgery as long as possible
- 43% postpone because they are worried about complications during recovery, while 39% are generally afraid

### BARRIERS

- 31% say they sometimes face barriers, 4% say they always do
- 28% say current health conditions prevent them from finding or receiving care
- 27% are limited due to healthcare and/or insurance costs

### WHAT COULD HELP?

- 23% want educational materials about treatment options, clinical trials and care center locations
- 21% would prefer online materials on their current issues or conditions and how to resolve them
- To make healthcare easier, 42% want an option to email their doctor's office, 35% want online visits and 34% want weekend appointment options

### CLINICAL TRIALS

- In the past, 12% of Caucasians have participated in a clinical trial, though 82% have never been asked
- 42% are somewhat likely to participate in a future clinical trial
- Very few are uninterested, and 44% of them aren't sure it would help
- 21% find it may be an inconvenience

## HISPANIC

- Hispanics have had an average of 3.2 surgeries each
- Surgeries had are 36% gallbladder, and 31% orthopedic and heart-related

- 40% postpone surgery as long as possible
- 44% postpone because they are worried about payments, while 39% are generally afraid
- 33% have heard of someone else's issues post-surgery

- 16% of Hispanics often face barriers
- 27% say current physical conditions and healthcare/insurance costs limit their options for care
- 16% face language barriers, twice as much as Blacks and Caucasians

- 31% say they want a helpline/call center to talk about their issues or conditions
- 27% want local financial support
- To make healthcare easier, 47% want online visits and the option to text their doctor's office, 44% need late-night appointments and 38% want weekend availability

- In the past, 18% of Hispanics have participated in a clinical trial, though 76% have never been asked
- 36% are very likely to participate in a future clinical trial
- Very few are uninterested, and 47% of them aren't sure it would help
- 42% are not sure about unapproved practices and 32% aren't sure they qualify
- 21% don't know what a clinical trial is

## BLACK

- Blacks have had an average of 3.1 surgeries each
- Surgery numbers are lower than average compared to Caucasian and Hispanics: 29% have had heart-related or orthopedic surgeries, 20% cancer-related

- 38% postpone surgery as long as possible
- 43% postpone because they are worried about complications during recovery, while 40% are generally afraid

- 27% say they sometimes face barriers, 6% say they always do
- 27% are limited do to healthcare and/or insurance costs
- 20% say current health conditions prevent them from finding or receiving care

- 29% say they want a helpline/call center to talk about their issues or conditions
- 27% want local financial support, and 22% need help understanding insurance coverage
- To make healthcare easier, 44% want online visits and 40% want weekend appointment options
- 36% believe having an on-call nurse to call with questions would be beneficial

- In the past, 16% of Blacks have participated in a clinical trial, though 69% have never been asked
- 38% are somewhat likely to participate in a future clinical trial
- Very few are uninterested, and 41% of them aren't sure it would help

# COMPARE HOW TO BEST CONNECT WITH YOUR PATIENTS BY ETHNICITY

## CAUCASIAN

### TECHNOLOGY USE

- 96% of Caucasians use a smartphone
- A higher than average 84% use television regularly
- 87% use their smartphone to access the internet
- 44-78% use their smartphones, tablets, laptops and desktop computers for 2 hours/day or less
- 50% watch television for 3-6 hours/day

### INFORMATION SOURCES

- 86% read paper books, magazines and newspapers
- 56% read the local newspaper, and many pay attention to food, entertainment, travel and science

#### ONLINE

- 96% read news and information online, with 47% spending 4-7 hours/week
- They spend most their time visiting Google, ABC, CBS or NBC
- Below average numbers visit CNN, Yahoo and Wikipedia

#### SOCIAL

- 98% use social media, 70% say for 4-7 hours/week
- An above average 96% use Facebook, and very little else
- Up to 78% use social media to connect with friends and family

### INFORMATION NEEDS

- 10% are somewhat unsatisfied with the information they receive from their doctor, but up to 53% would like to receive more health information via email and print take-home materials
- 85% of Caucasians are looking for treatment options
- Up to 78% are hoping to learn about diseases and prevention options
- 79% find health information on WebMD, with more than half preferring to find websites about their condition

## HISPANIC

- 91% use a smartphone
- 91% use their smartphone to access the internet, but 51% also still use a desktop computer
- 48-70% use their tablets, laptops and desktop computers for 2 hours/day or less, and 54% use their smartphone for 3-6 hours/day
- 55% watch television for 3-6 hours/day

- 87% read paper books, magazines and newspapers
- Only 36% read the local newspaper, and 31-38% read about lifestyle, beauty, food, entertainment, travel and science

#### ONLINE

- 89% read news and information online, with 36% spending 4-7 hours/week
- They spend most their time visiting Google, CNN, ABC, CBS or NBC

#### SOCIAL

- 93% use social media, 53% say for 4-7 hours/week
- 81% use Facebook, 52% are on Instagram and 36% on Twitter
- Up to 64% use social media to connect with friends and family
- About half the Hispanics surveyed go on social media when bored, look at pictures and send messages

- 47% of Hispanics are somewhat satisfied with the information from the doctor, but would like to see more print take-home materials
- 82% are looking for treatment options
- Up to 61% are additionally hoping to learn about their health in general, diseases and prevention options
- 41% want information on different brands of medical devices
- 79% find health information on WebMD, with 47% researching diet and exercise

## BLACK

- 91% use a smartphone
- 86% use their smartphone to access the internet
- 49-77% use their tablets, laptops and desktop computers for 2 hours/day or less, and 42% use their smartphone for 3-6 hours/day
- 56% watch television for 3-6 hours/day

- 91% read paper books, magazines and newspapers
- 46% read the local newspaper and up on food, and 34-41% read about lifestyle, food, entertainment, travel and science

#### ONLINE

- 97% read news and information online, with 54% spending 4-7 hours/week
- They spend most their time visiting Google, ABC, CBS or NBC
- An above average 51% spend time browsing CNN

#### SOCIAL

- 88% use social media, 53% say for 4-7 hours/week
- 86% use Facebook
- Black Instagram, Twitter and LinkedIn users are on the rise
- Up to 68% use social media to connect with friends and family

- 46% are completely satisfied, but 3% of Blacks are not satisfied at all
- 62% want to receive emails with information, and 59% would like to see more print take-home materials
- 76% of blacks want information on their health in general, nearly 20% more than Hispanics and Caucasians
- 75% are looking for treatment options
- 73% find health information on WebMD and 69% via general web searches, with most finding out about their condition, diet and exercise