

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

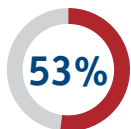
Understanding patient perspectives can be beneficial in helping them achieve optimal outcomes related to their healthcare journeys. That is why Boston Scientific initiated an audience market research study in order to gain a better understanding to the types of healthcare barriers women and people of 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 Caucasian. 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

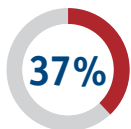
**7.2** **AVERAGE SURGERIES**  
Highest average number, compared to Hispanics and Blacks  
74% have different kinds of surgeries than the below



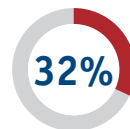
ORTHOPEDIC



HEART-RELATED

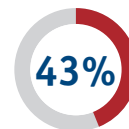


GALLBLADDER



HYSTERECTOMY

**41%** **POSTPONE SURGERY AS LONG AS POSSIBLE**



WORRIED ABOUT COMPLICATIONS



GENERALLY AFRAID

### BARRIERS TO CARE

**31%** **SOMETIMES FACE BARRIERS**



**1**  
**28%**  
say current health conditions prevent them from finding or receiving care



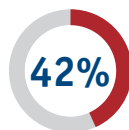
**2**  
**27%**  
say they are limited to care due to healthcare and/or insurance costs



**3**  
**21%**  
say there are a lack of specialists in their location

### WHAT COULD HELP?

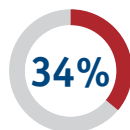
We connected directly with 137 Caucasian men & women via a quantitative digital survey and these were their top 5 prioritized healthcare needs.



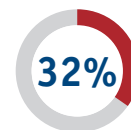
EMAIL DOCTOR'S OFFICE



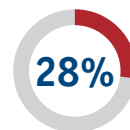
ONLINE VISITS



WEEKEND APPOINTMENTS



TEXT DOCTOR'S OFFICE



ON-CALL NURSE FOR QUESTIONS

### CLINICAL TRIAL OPPORTUNITIES

**82%** **HAVE NEVER BEEN ASKED**  
12% have participated in clinical trials



**42%**  
are somewhat likely to participate in a future clinical trial



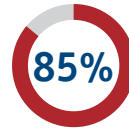
**44%**  
of them aren't sure it would help  
**21%**  
find it may be an inconvenience

## ADDRESSING BARRIERS TO CARE: CONNECTING WITH CAUCASIAN PATIENTS

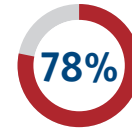
### INFORMATION NEEDS

**10%** **SOMEWHAT UNSATISFIED**  
with the information they receive from their doctor

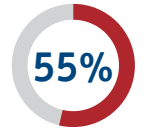
**79%** **FIND INFORMATION ON WebMD™**  
and more than half prefer to find websites about their condition



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



**WANT TO LEARN ABOUT DISEASES AND PREVENTION**




**WANT GENERAL HEALTH INFORMATION**

### TECHNOLOGY USE

  
**96%**  
**USE A SMARTPHONE**


**87%**  
**USE SMARTPHONE TO ACCESS INTERNET**

**UP TO 78%**  
**USE SMART DEVICES FOR ≤2 HOURS/DAY**  
41% use smartphones for 3-6 hours/day


  
**84%**  
**USE TELEVISION REGULARLY**  
Higher than average, compared to Hispanics and Blacks

**50%**  
**WATCH TELEVISION FOR 3-6 HOURS/DAY**


### INFORMATION SOURCES

  
**98%**  
**SOCIAL MEDIA SOURCES**  
An above average 96% use Facebook, and very little else  
Up to 78% use social media to connect with friends and family

**70%**  
**USE SOCIAL MEDIA 4+ HOURS/WEEK**

  
**96%**  
**INTERNET NEWS / INFORMATION**  
They spend most their time visiting Google, ABC, CBS or NBC  
Below average numbers visit CNN, Yahoo and Wikipedia

**47%**  
**ARE ONLINE 4+ HOURS/WEEK**

  
**86%**  
**PAPER SOURCES**  
56% read the local newspaper  
Many pay attention to food, entertainment, travel and science

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