



Patient engagement research 2010





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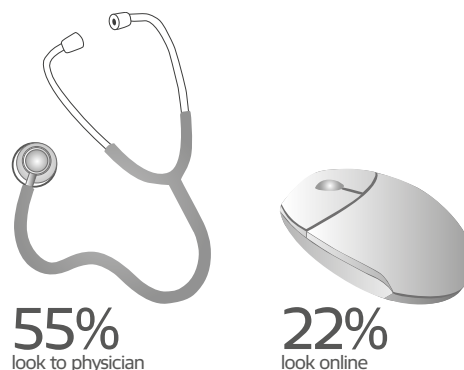
Understanding the role patient education has on positive medical outcomes, the following research explores some of the different attitudes and behaviors people have towards learning health information.

The distribution and sharing of health information is at an all time high. People are learning through a multitude of sources (i.e. physician, advertising, word of mouth, online and more). As a result, the increasing volume of health information combined with the disconnect across sources is impacting how patients engage in their health education.

The following report captures patient insights to guide new strategies toward aligning health information sources and improving patient education. The findings are a result of a web survey commissioned by Kyp and conducted by Opinion Research Corporation in April 2010. The mixed sample consisted of 1,008 American adults.

1. How are patients learning?

- › Insight: 55% look to their physician first for health information, while 22% go online.



When you suspect you have a health problem, which one of the following sources do you first look to for information?

	Gender			Age				
	All	Male	Female	18-34	35-44	45-54	55-64	65+
Doctor or physician	55.2%	56.9%	53.6%	43.9%	47.9%	51.7%	63.9%	78.6%
Internet or online sources	22.1%	25.9%	18.6%	22.1%	35.4%	24.4%	20.7%	8.1%
Relatives, friends or co-workers	15.4%	10.6%	20.0%	26.6%	12.3%	15.2%	10.9%	3.6%
Pharmacist	2.0%	1.8%	2.3%	3.0%	1.6%	2.2%	1.1%	1.9%
Newspapers or magazines	1.3%	0.8%	1.8%	1.4%	0.0%	2.7%	0.2%	1.2%
Television	1.1%	1.7%	0.6%	0.0%	0.4%	1.9%	0.4%	2.3%
None of these	2.7%	2.2%	3.3%	3.0%	2.4%	1.8%	2.8%	4.0%
Don't know	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%

2. How would patients prefer to learn?

- › Insight: For those going online to find health information, just 2% are visiting pharmaceutical company websites.



If you ever go online to search for health information, which one of the following is your preferred choice to look for information?

	Gender			Age				
	All	Male	Female	18-34	35-44	45-54	55-64	65+
A health portal, such as webMD	64.8%	64.1%	65.5%	70.4%	75.0%	64.9%	60.8%	36.9%
A health organization site, such as the AHA	16.1%	14.6%	17.6%	10.3%	16.5%	17.3%	17.4%	28.1%
Social media websites or forums such as Facebook or Twitter	2.5%	2.3%	2.6%	3.6%	1.0%	3.5%	2.4%	0.6%
A drug or pharmaceutical company website, such as Lipitor's website	2.0%	2.8%	1.2%	2.1%	0.0%	1.9%	2.2%	5.7%
None of these	13.2%	15.8%	10.6%	11.7%	7.5%	11.2%	16.5%	24.7%

3. What are the challenges of looking online for health information?

- › Insight: 42% don't know where to look for health information online.



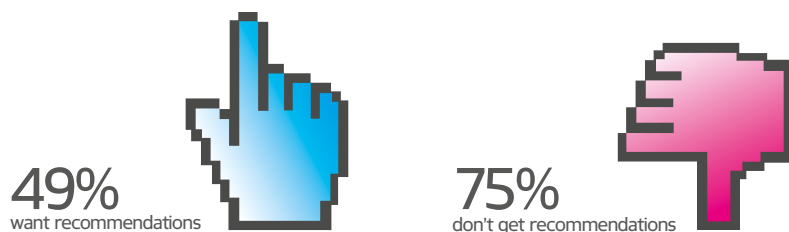
Which one of the following poses the single biggest challenge you face when searching online for health information?

	Gender			Age				
	All	Male	Female	18-34	35-44	45-54	55-64	65+
There is too much choice and you don't know what sites to look at and use	41.5%	43.8%	39.3%	55.2%	41.9%	33.7%	36.4%	26.7%
You don't trust many of the health related websites	17.1%	17.6%	16.6%	10.7%	23.1%	19.3%	16.5%	19.3%
You don't find the information online very useful	8.2%	10.9%	5.6%	5.9%	6.2%	11.7%	13.5%	5.7%
The information online contradicts what your doctor tells you	4.9%	3.1%	6.7%	7.6%	5.0%	3.0%	2.7%	4.0%
None of these	25.8%	22.4%	29.0%	17.9%	21.0%	30.4%	29.5%	39.9%
Don't know	2.5%	2.3%	2.7%	2.6%	2.8%	1.9%	1.3%	4.4%



4. What source do patients trust for web recommendations?

› Insight: 49% want doctors site recommendations but 75% don't get them.



Which one of the following sources do you consider to be your primary influencer to recommend websites to learn more about health information?

	All	Gender		Age				
		Male	Female	18-34	35-44	45-54	55-64	65+
Doctor or physician	48.5%	48.6%	48.4%	51.3%	51.9%	45.1%	50.4%	46.6%
Relatives, friends or co-workers	21.9%	20.3%	23.4%	27.2%	22.9%	21.4%	22.1%	12.5%
Newspapers or magazines	6.8%	5.9%	7.6%	7.6%	4.1%	9.7%	6.1%	5.6%
Television	5.5%	5.8%	5.2%	3.2%	6.3%	3.2%	6.5%	9.7%
Pharmacist	3.1%	2.0%	4.1%	4.1%	2.5%	3.4%	2.9%	2.0%
None of these	13.2%	16.3%	10.3%	4.6%	12.4%	16.3%	11.9%	21.9%
Don't know	1.0%	1.0%	1.0%	1.9%	0.0%	0.8%	0.0%	1.7%

5. Do doctors recommend websites?

Question: Does your doctor or physician recommend websites for you to learn health information?

	All	Gender		Age				
		Male	Female	18-34	35-44	45-54	55-64	65+
Yes	22.5%	21.1%	23.8%	25.5%	30.1%	22.8%	22.9%	10.2%
No	75.2%	76.6%	73.9%	72.8%	67.5%	74.9%	73.6%	87.1%
Don't know	2.3%	2.3%	2.3%	1.7%	2.4%	2.3%	3.4%	2.7%

Kyp thinking

Many patients are lost and want direction to trusted sources of online health information. However, while the internet is becoming an increasingly important channel, it is not replacing the value patients place on interacting with physicians. The communicative and physical aspects of engaging with physicians provide a level of trust that can strongly influence where patients go online to learn health information. Yet, it is clear physicians are being underutilized in supporting this role and guiding patients to useful online content.

About Kyp

Kyp specializes in helping healthcare brands connect with audiences through intuitive learning experiences that begin in the physical world. Our unique strategies and proprietary technologies empower patients with physician-delivered tools that provide seamless and trusted access to online content, while generating unique closed-loop analytics. In 2009 alone, the company developed over 70 unique healthcare related iKyp applications for numerous world leading pharmaceutical brands.

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