



Patient engagement research



Patient engagement research 2009

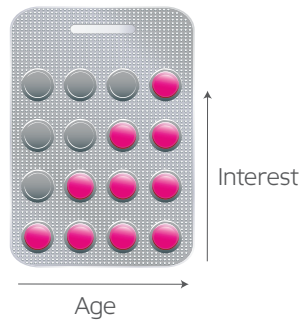
With a National Audit Office report putting the cost of drugs wastage at at least £100 million a year, ensuring patients are engaged with their medical treatment is a major issue for the NHS and pharmaceutical industry. The traditional way that patients receive information is through a very structured, often one dimensional approach led by doctors which does not reflect the active, multi-channel habits of the modern consumer.

Kyp is a specialist marketing company whose clients include many of the world's leading pharmaceutical companies. We wanted to look at prescription medication communication from the patient's perspective and gain a better understanding of how they prefer to be engaged on such issues.

This paper outlines some of the findings of a survey of members of the British public and their attitudes toward learning about medical conditions and their treatment.

1. What do patients want to know?

- › Interest in all aspects of medication and treatment increases with age

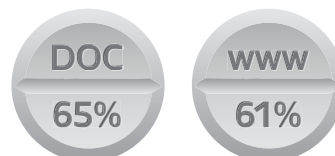


When your doctor prescribes you a medication for a condition, how interested are you in learning about the following?

	Average score: 1 = not interested, 5 = very interested								
	All	Gender		Age					
		M	F	0-18	19-25	26-35	36-45	46-55	56+
How and when to take the medication?	4.3	4.1	4.5	4.0	4.3	4.3	4.2	4.5	4.8
What are the side effects of the medication?	4.1	3.8	4.2	3.8	3.9	4.0	4.1	4.2	4.7
How does the condition affect my body and what to expect?	4.0	3.7	4.1	3.5	3.9	4.0	3.8	4.0	4.4
How can I improve my condition through lifestyle changes?	3.7	3.6	3.7	3.4	3.5	3.7	3.7	3.7	4.1
How does the medication work?	3.5	3.3	3.7	3.1	2.6	3.6	3.4	3.8	4.0
How can I learn about other people with my illness?	2.8	2.8	2.8	2.5	2.6	2.8	2.9	3.1	2.8

2. How are patients learning?

- › People rely on the internet as a source of information almost as much as doctors.

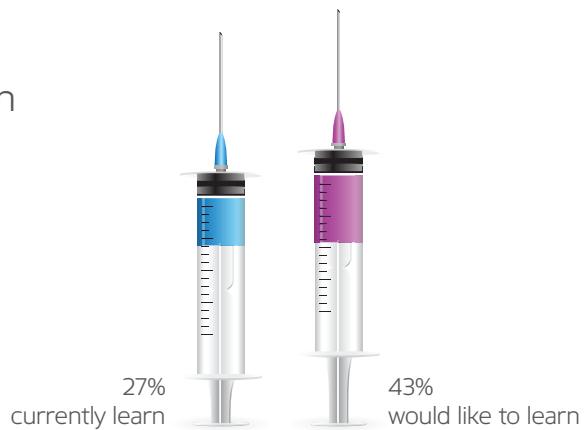


How do you currently learn about medical conditions you are diagnosed with and their treatment?

	Average score: 1 = always learn this way, 2 = never learn this way								
	Gender			Age					
	All	M	F	0-18	19-25	26-35	36-45	46-55	56+
Doctor	3.8	3.6	3.9	3.3	3.7	3.8	3.8	4.0	4.3
Online	3.7	3.5	3.8	3.6	3.6	3.8	3.5	3.7	3.8
Patient information leaflet	3.2	2.9	3.3	2.9	3.1	3.2	3.1	3.2	3.3
Friends / family	2.9	2.8	3.0	3.2	3.0	3.0	2.6	2.6	2.4
Pharmacist	2.7	2.6	2.8	2.5	2.6	2.8	2.8	2.6	2.8

3. How would patients prefer to learn?

- › All groups would prefer to learn more through pharmacists than they currently do.

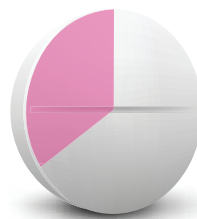


How would you prefer to learn about medical conditions you are diagnosed with and their treatment?

	Average score: 1 = would not like to learn this way, 2 = would prefer to learn this way								
	Gender			Age					
	All	M	F	0-18	19-25	26-35	36-45	46-55	56+
Doctor	4.2	4.0	4.3	3.8	4.2	4.2	4.2	4.4	4.7
Online	3.5	3.4	3.6	3.3	3.4	3.6	3.4	3.7	3.7
Patient information leaflet	3.4	3.1	3.5	3.4	3.3	3.4	3.1	3.5	3.6
Pharmacist	3.2	3.1	3.3	2.9	3.2	3.2	3.2	3.1	3.5
Friends / family	2.8	2.7	2.9	2.9	2.9	3.0	2.6	2.7	2.3

4. How easy are patient information leaflets to understand?

- › 40% didn't find patient information leaflets easy to read.



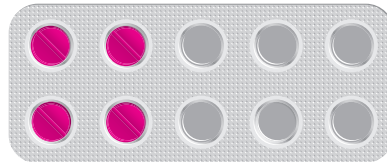
Do you find the patient information leaflets that accompany prescription medication easy to understand?

	Gender			Age					
	All	M	F	0-18	19-25	26-35	36-45	46-55	56+
Yes, very easy	18.1 %	18.3 %	18.0 %	25.8 %	15.8 %	21.1 %	19.2 %	16.4 %	11.9 %
Yes, quite easy	45.1 %	43.5 %	45.9 %	41.9 %	44.5 %	45.3 %	40.4 %	46.3 %	53.7 %
No, quite hard	7.6 %	8.9 %	7.0 %	6.5 %	8.9 %	6.4 %	8.4 %	7.9 %	6.0 %
No, very hard	1.0 %	1.5 %	0.8 %	0.0 %	1.2 %	1.1 %	0.0 %	1.8 %	1.5 %
Neither easy or hard	24.2 %	22.8 %	24.9 %	19.4 %	25.3 %	23.0 %	25.6 %	24.6 %	22.4 %
I don't read them	4.0 %	5.0 %	3.5 %	6.5 %	4.3 %	3.2 %	6.4 %	3.0 %	4.5 %



5. Are patients completing their medication?

> 43% state they have failed to complete a course of medication



Have you ever failed to complete a full course of prescription medication?

	Gender			Age					
	All	M	F	0-18	19-25	26-35	36-45	46-55	56+
No	56.8 %	58.0 %	56.2 %	54.8 %	55.2 %	54.1 %	55.8 %	65.0 %	68.7 %
Yes	43.2 %	42.0 %	43.8 %	45.2 %	44.8 %	45.9 %	44.2 %	35.0 %	31.3 %

About this research

These findings are the result of a web survey commissioned by Kyp and conducted by 72Point and OnePoll in September 2009. The mixed sample consisted of 1,000 members of the British public. The full results of the survey are available by request from Kyp.

About Kyp

Kyp is a specialist marketing company which develops unique solutions using products and services designed to physically engage consumers and deliver tangible results for our clients. By appealing to a combination of senses, our patented designs, formats and technologies create intrigue – compelling people to interact with content and get a kick out of discovery.

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