

How consumers manage their health

A Shopper's Voice® research study



FINDING #1

Consumers are actively involved in their treatment plans. They want to know which treatment options are available to them and have the option to collaborate with their doctors.

61%

say their doctor is willing to try recommendations they share

60%

partner with their doctor to determine the best treatment

18%

feel they know their health best and are in charge of finding the right treatment



Marketing only to doctors leaves a huge gap in the doctor/patient conversation. By also marketing directly to consumers, using permission-based health information to inform audience selection and messaging, you can help close that gap and reach both decision-makers.

FINDING #2

Consumers with a health diagnosis are more actively involved in their healthcare management with their doctor.

Consumers diagnosed with a chronic condition:

69%

collaborate with their doctor in choosing their prescription treatment

36%

are very likely to bring information about current treatments to their doctor

24%

are very likely to bring information about new medications to their doctor



Use permission-based health data to select your audience based on ailment indications, prescription treatments and/or vitamin usage. Send consumers relevant content by including copy or imagery that links to their health condition. Create a checklist on your marketing piece for consumers to use as a discussion guide with their doctors.

About Shopper's Voice

Shopper's Voice is North America's largest permission-based (non-HIPAA-covered entity) source of consumer health data. Its rich depth of data includes over 80 ailments and more than 100 prescription and over-the-counter drug brands. With access to active permission-based consumers, Shopper's Voice is a recognized resource for acquisition of qualified consumers, real-time lead generation, custom research and more. Consumer data from Shopper's Voice includes responder consent to receive communications and further offers from Shopper's Voice and our third-party clients for social, email, direct mail and online display programs. To learn more about Shopper's Voice, please visit shoppersvoice.com (U.S.) or shoppersvoice.ca (Canada).

FINDING #3

There is a high percentage of consumers with one or more chronic health conditions, and these consumers are more receptive to health information.

Consumers with a chronic health condition are:

3x

more likely to bring information to their doctor about new medications or treatments for a condition they have

2x

more likely to bring information to their doctor about vaccinations that might be good for them

41%

of consumers have a chronic ailment; **46%** of those same consumers have 2 or more chronic conditions



Selecting your audience based on health conditions is an effective way to drive your marketing campaign performance as these consumers are more open to health material and willing to bring it forward to their doctor.

FINDING #4

Consumers who treat their chronic conditions with prescription drugs are **1.5x** more likely to accept information from drug manufacturers than those who are diagnosed but not treating.



Use permission-based data to select your audience based on prescription brand usage. In your communication to consumers, include a fair balance of your product's risks and benefits and encourage them to talk to their doctor.

FINDING #5

Consumers are comfortable self-medicating and making their own choices. This is a growing trend as younger consumers are more likely to take control of the decision.

58%

of consumers choose their own over-the-counter (OTC) treatment, selecting the product and brand

69%

of consumers choosing their own OTC treatments are between 25–34 years old

For prescription medication, consumers 25–34 years old are over

2x

more likely to tell their doctor what medication they want to use



For OTC treatment products, direct marketing is the best approach. This will continue to grow as younger consumers become increasingly comfortable making treatment decisions. In your messaging, include language around empowerment and taking control over your own health. Position yourself as a partner on the journey to health and wellness and remind consumers of available resources.

To learn more about using Shopper's Voice to reach your most valuable health consumers, visit epsilon.com or call 800 603 4555 ext. 9622.

Methodology

This research on consumer health management is based on a Shopper's Voice survey conducted from February 16, 2018 to March 8, 2018. The online survey was completed by a random sample of 1,497 U.S. responders and 1,528 Canadian responders in the Shopper's Voice database, age 18 years or older. **Generally, results were similar across the board between the U.S. and Canada.** Results are shown for the total sample and weighted based on age of responder.

*For the purposes of this research, findings from the methodology were extrapolated and applied to the general U.S. and Canada consumer populations.

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