

HEALTH CARE IN A POST-PANDEMIC WORLD:

CHAPTER 1

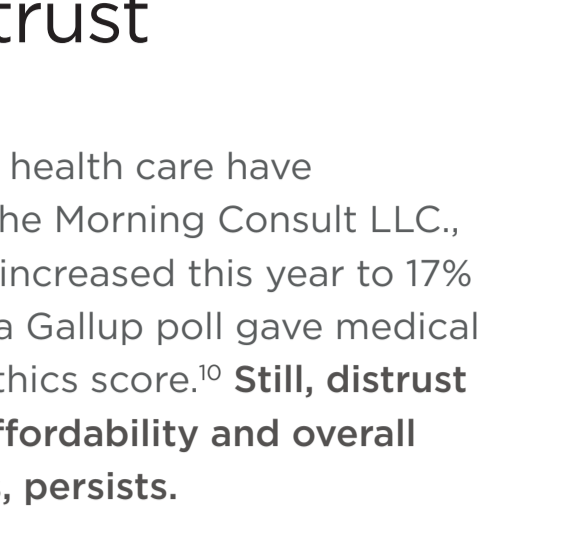
Addressing the Empowered Consumer

Consumers today are *resourceful, driven, and ready to take charge* of their personal life. In recent years, the growth of digital tools has made it easier to stay connected throughout all facets of life, turning consumers into active participants of the brand experience.

As valuable information within health care becomes readily available, patients are taking a greater interest in self-managing their care. However, while the modern consumer aims to feel empowered about their health, the complexity of the system can make it *hard to take action, breaks trust and hinders preventative compliance*.

BARRIERS TO HEALTH CARE MANAGEMENT

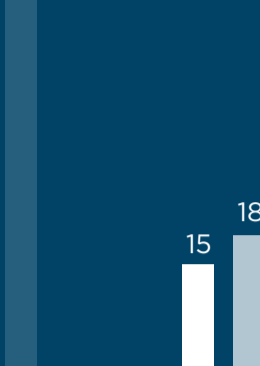
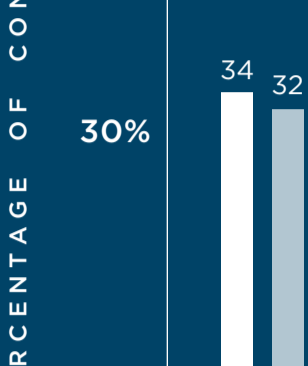
- Little price transparency
- Navigating insurance can be complex
- Health literacy and compliance



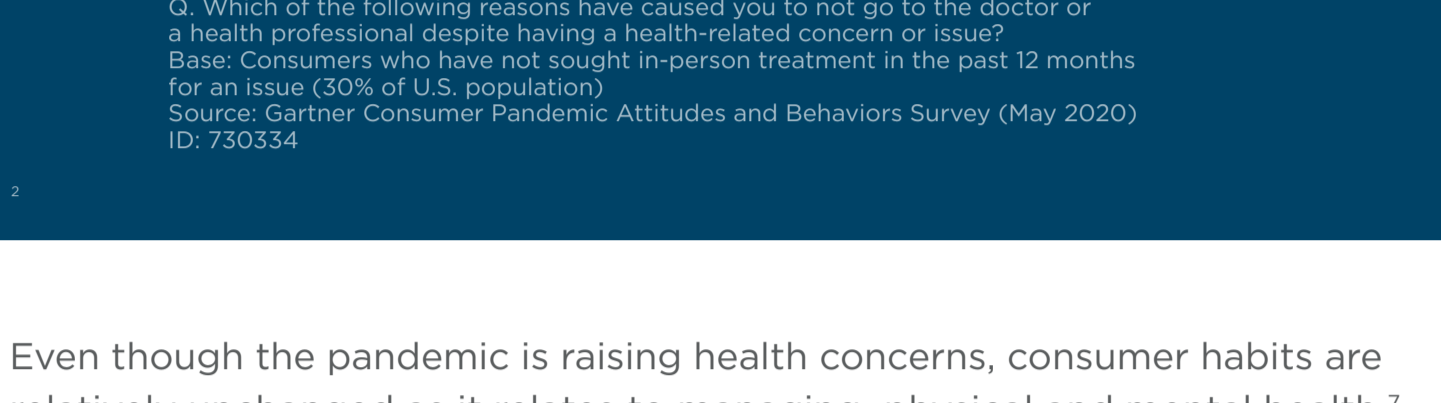
Consequences of Distrust

Since the start of the pandemic, trust levels in health care have actually improved in instances. According to the Morning Consult LLC., the pharmaceutical industry's net favorability increased this year to 17% from 13%.⁹ In addition, 77% of respondents in a Gallup poll gave medical doctors a "high" or "very high" honesty and ethics score.¹⁰ **Still, distrust and uncertainty, particularly with regard to affordability and overall transparency around services and credentials, persists.**

In May 2020, 34%-56% of consumers noted that fear of contracting a virus or disease had prevented them from seeking care at a medical office in the past year. 16% went so far as to say that they delayed care, despite having a health related issue, because they did not trust that medical professionals have their best interest at heart.¹



CONSUMER REASONS FOR FORGOING MEDICAL CARE IN THE PAST 12 MONTHS, BY GENERATION

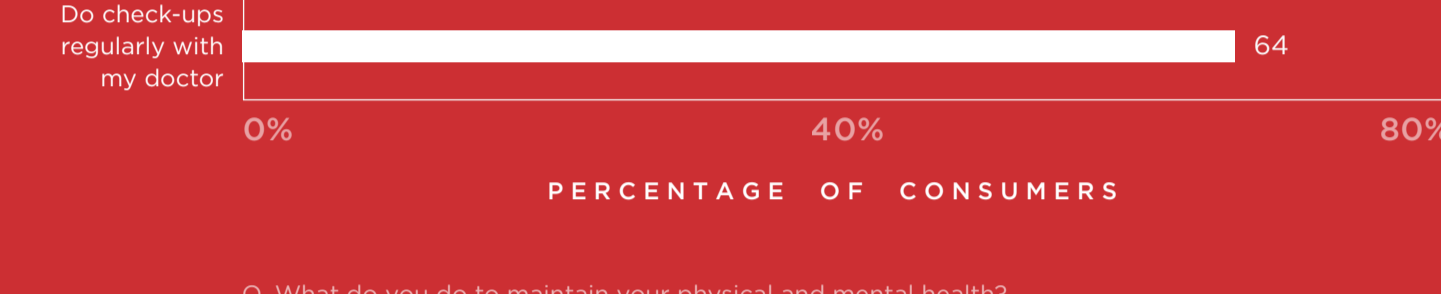


Q. Which of the following reasons have caused you to not go to the doctor or a health professional despite having a health-related concern or issue?
 Base: US Consumers 15+
 Source: Gartner Consumer Values and Lifestyle Survey, September 2020
 Source: Gartner Consumer Pandemic Attitudes and Behaviors Survey (May 2020)
 ID: 730334

Even though the pandemic is raising health concerns, consumer habits are relatively unchanged as it relates to managing physical and mental health.⁷ In order to support consumers on their health care journey, it is increasingly important for health care marketers to lead with *trust, access, convenience and value* to address the barriers that hold consumers back from engaging with the health care system. To empower consumers, offer informative resources and tools to help patients actively manage chronic conditions or stay informed on preventative care options. Marketers can increase customer engagement by promoting initiatives in communications.

DESPITE COVID-19, CONSUMERS ARE STILL ENGAGING IN A RANGE OF ACTIVITIES FOR THEIR PHYSICAL HEALTH AT LEVELS COMPARABLE TO THE PREVIOUS YEAR

Percentage of consumers who have done the following for their physical health:



Q. What do you do to maintain your physical and mental health?
 Base: US Consumers 15+
 Source: Gartner Consumer Values and Lifestyle Survey, September 2020
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CONSUMERS' MENTAL HEALTH MAINTENANCE HAS DECREASED SOMEWHAT

Percentage of consumers who have done the following for their mental health:



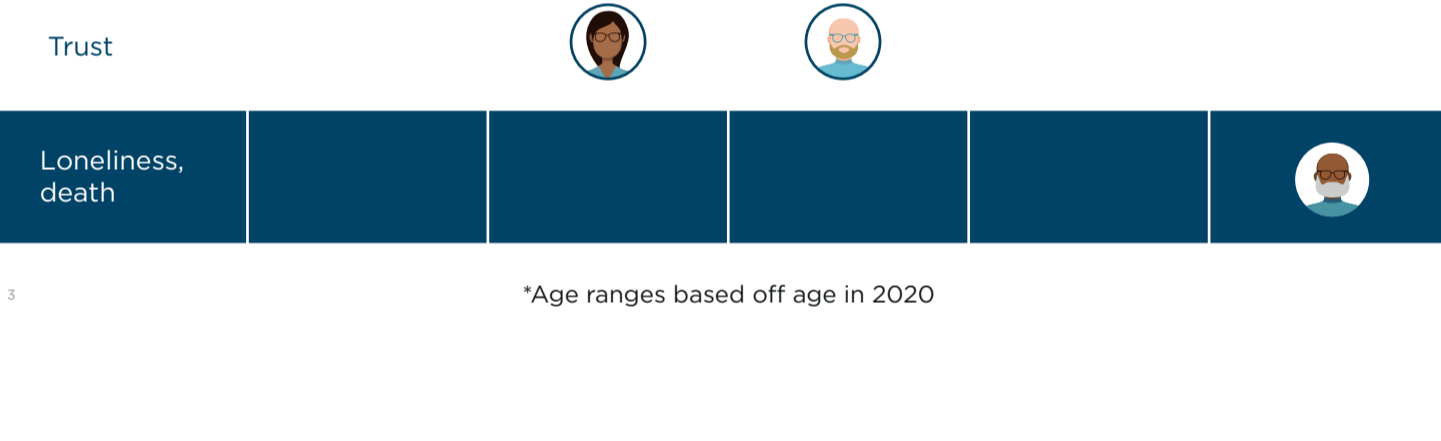
Q. What do you do to maintain your physical and mental health?
 Base: US Consumers 15+
 Source: Gartner Consumer Values and Lifestyle Survey, September 2020
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Difficulty Managing Health

Health motivations and barriers often diverge based on life-stage differing priorities and values. Such challenges have only been exacerbated by the COVID-19 pandemic. Stresses surrounding finances, the expectation to play new roles in the home, and health have taken center stage for many, making improved health and wellness feel out of reach. To resonate across generations, it will be critical for marketers to tailor messaging and align products and services accordingly.

GENERATIONAL HEALTH AND WELLNESS DRIVERS

Barriers to my health and wellness include:



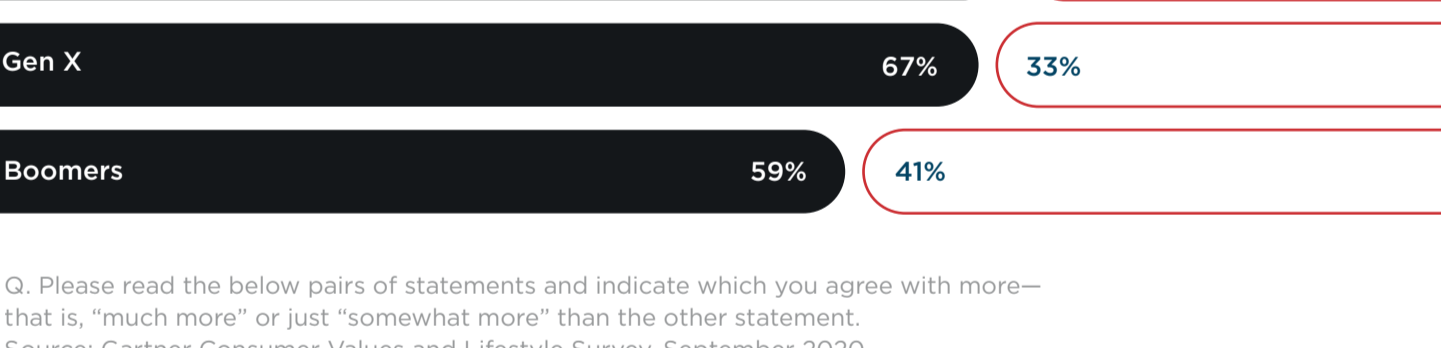
*Age ranges based off age in 2020

Navigating Costs & Price Transparency

Affordability and price transparency, consumers placed a high value on affordability and price transparency, but COVID-19 is directly responsible for a huge rise in telemedicine services. Brands that have stepped up to make telemedicine easy to use, would support consumers even more by supporting their desire to manage medical care expenses proactively. That is, understanding costs before they are incurred and as they relate to a person's health insurance is top of mind for consumers.

AS ALWAYS, CONSUMERS ARE COST-CONSCIOUS WHEN IT COMES TO HEALTH CARE DECISIONS

Percentage of consumers who agree with either statement:



Q. Please read the below pairs of statements and indicate which you agree with more—that is, "much more" or just "somewhat more" than the other statement.
 Source: Gartner Consumer Values and Lifestyle Survey, September 2020
 Base: US Consumers 15+

62% of patients indicated that knowing their out-of-pocket expenses in advance impacted the likelihood of pursuing care.⁵ A 'no surprise' approach to communicating cost is critical to empowering consumers to take better charge of their health.



Moving Forward: Growing Emphasis on Health Consumerism

As the health system continues to evolve, consumers will expect *convenient, affordable and personalized* health care services on par with what they experience elsewhere in life. Brands have an opportunity to improve patient engagement by leveraging data and analytics to provide better communication during the health journey.

“ Just as consumers are used to shopping around to get the best value and convenience on purchases in other parts of their lives, they are demanding the same transparency in cost and options when it comes to their health
”
 — Sarah Caldwell, general manager Crossix Analytics⁶

Three quarters of respondents said they research health care, and about half said they choose a health care provider based on their costs.⁸

A shift towards self-empowerment has encouraged consumers to manage their health, but the system has historically made it difficult to take action. As patients aim to make informed choices, the ability to choose from different options and the availability of information (as seen in other industries) will drive health care consumerism and patient relationships.

Leveraging Communications

To effectively engage with consumers, brands must build trust and confidence as they continue to navigate the hurdles of health care.

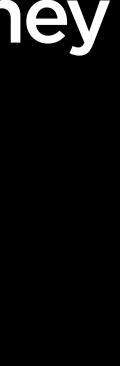
1 Connect messaging to insights that relate to generational mindsets.

For example, as millennials juggle adulthood, family, and career-life, many leverage health technologies like telehealth as a means for convenience. Conversely, prior to the pandemic Boomers enjoyed in-person medical appointments, as a way to socialize and be active.



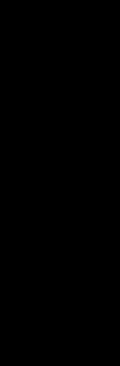
2 Leverage patient data/analytics and personal technology.

When possible, use data to create even more specific patient outreach content that supports consumers proactive approach to health management (i.e., for chronic condition sufferers like diabetes, obesity and heart disease, provide specific tools and resources). Brands that provide accurate, clear information will be much more successful in relating to consumers.



3 Encourage health self-management.

For example, price transparency tools can foster a sense of consumer control over health care decisions, in order to motivate better health care adherence.



Sources:
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 3 Gartner, Inc. HEALTH AND WELLNESS MARKETING STRATEGIES ACROSS GENERATIONS, 2020. All rights reserved. No further reproduction or distribution permitted without the express written consent of Gartner.
 4 Gartner, Inc. Consumer Values & Lifestyle Survey, 2020. All rights reserved. No further reproduction or distribution permitted without the express written consent of Gartner.
 5 Beckers Hospital Review. Health Care Consumerism - Impact on Patients and Providers. 2020.
 6 Pharma Voice. Health Consumerism on the Rise. Nov./Dec. 2020.
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 9 The Wall Street Journal. Pharma Giants Market Their Value as Pandemic Bolsters Reputation. 2020.
 10 Beckers Hospital Review. Nurses: The most-trusted professionals in America. 2020.