

REACHING TODAY'S

Health Consumer



A Change Agency

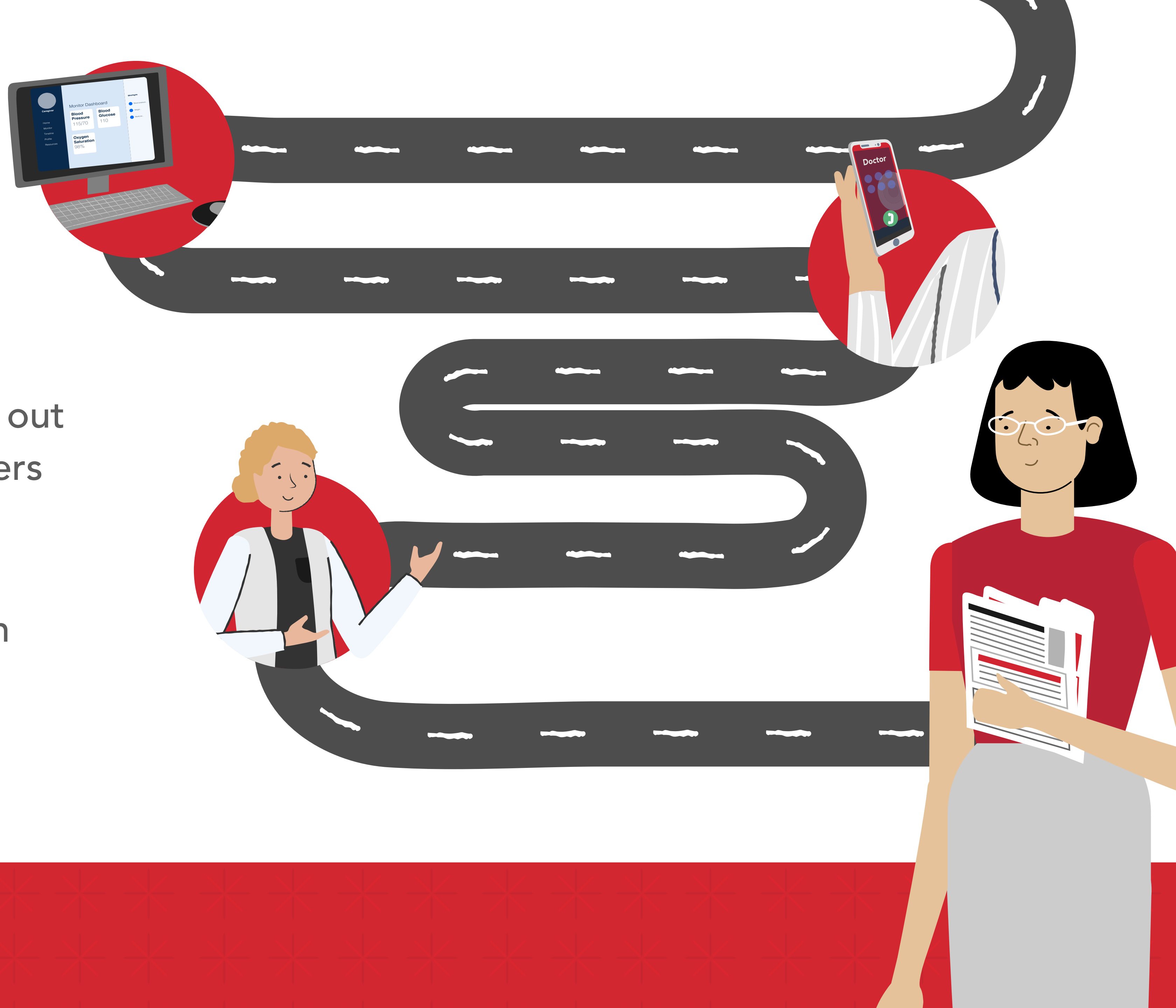
THE LAST TWO YEARS HAVE

**completely
shifted**

THE WAY WE THINK
ABOUT OUR HEALTH.



In a time where humanity felt out of control, individual consumers have emerged with more **information, control, and buying power** over their own health than ever before.





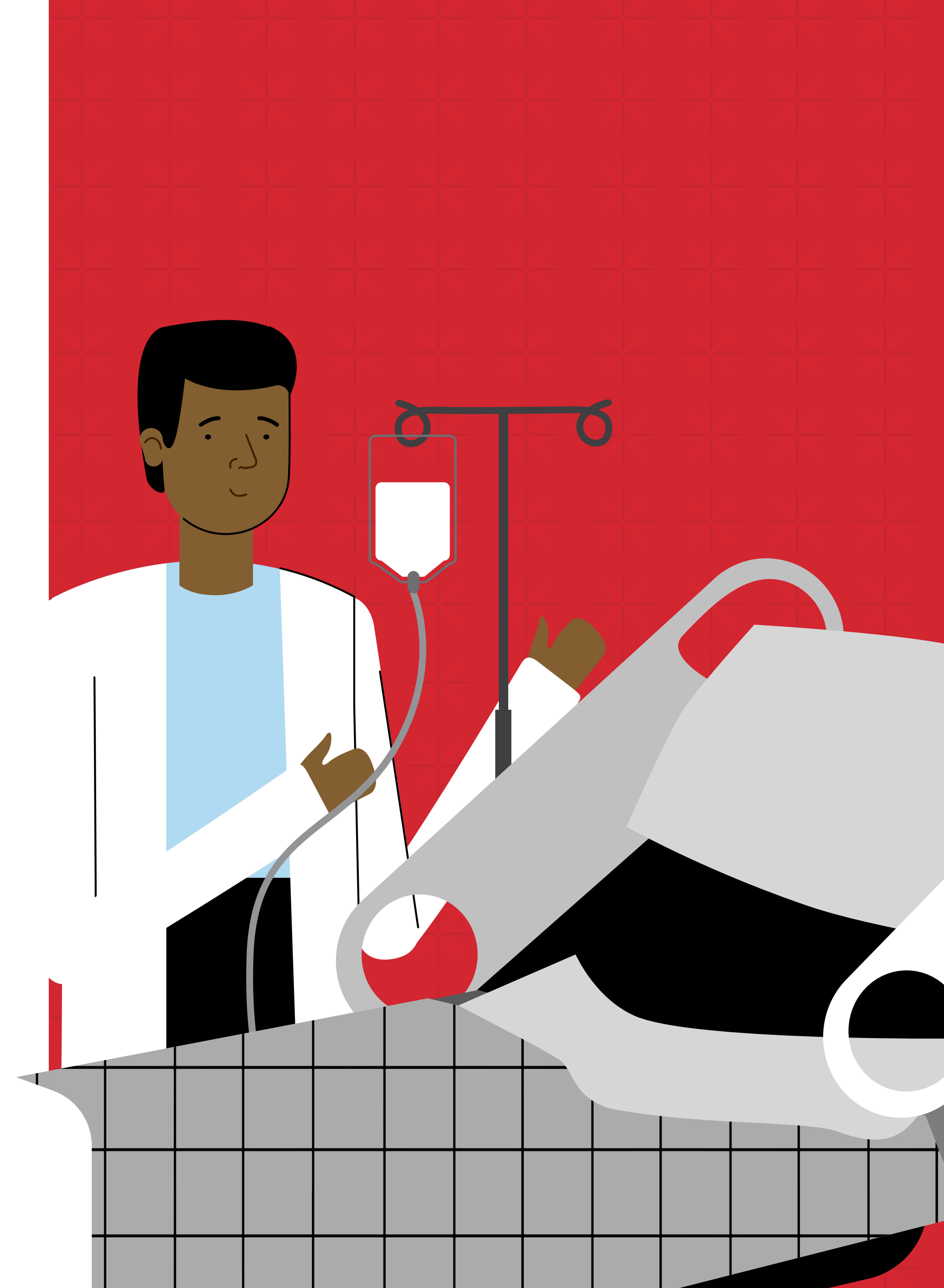
5 Insights on Today's Health Consumer

TO HELP YOU STAY IN FRONT OF YOUR CUSTOMER

INSIGHT 01

Your Patients Are Gone Forever

Today's health consumers are looking for partnership over authority on their health journey.



INSIGHT 01



Authority in the Journey

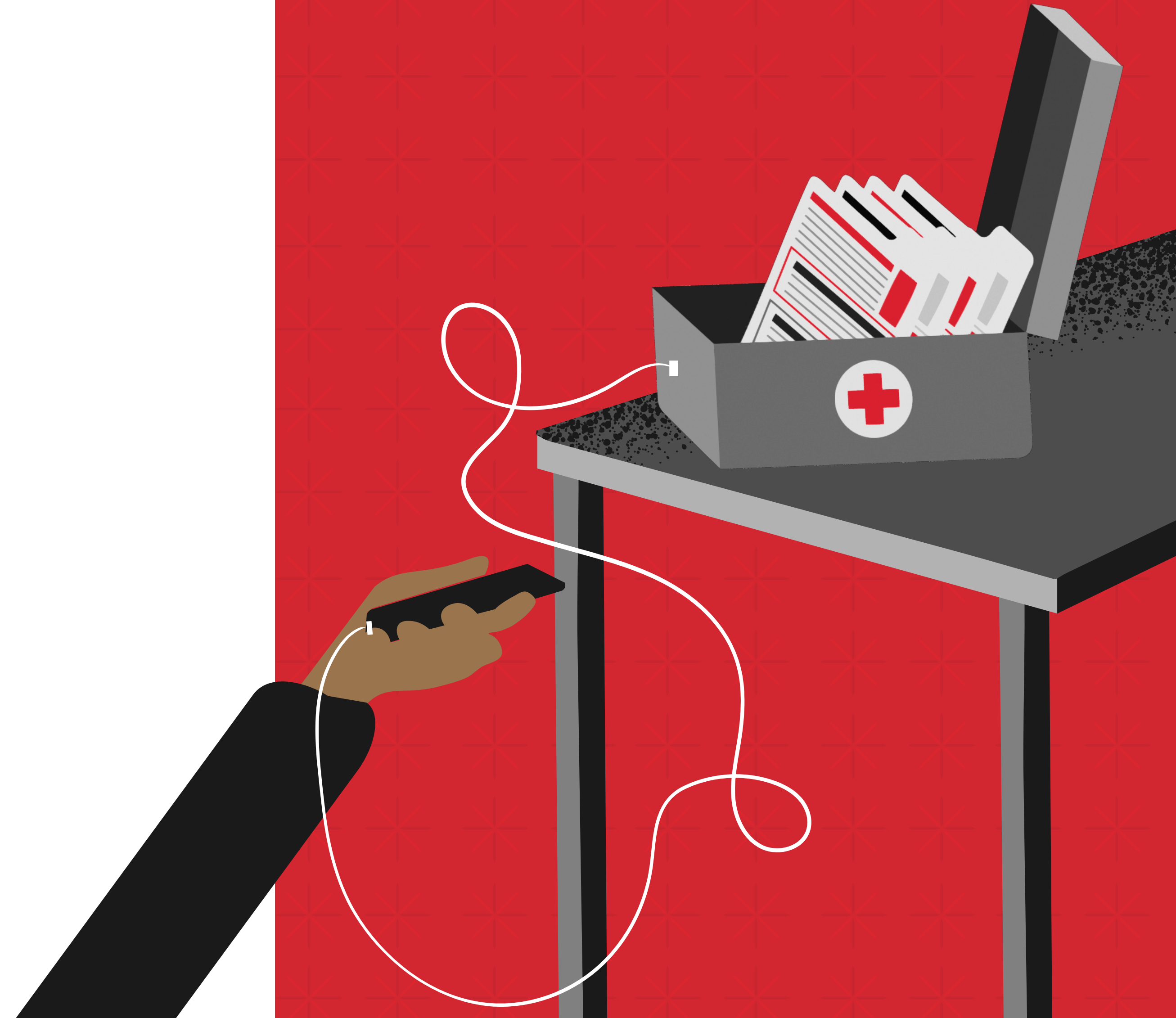
“...(patient) places customers in a submissive and dehumanizing position. (Dr. Summer Knight’s) proposition is that individuals being treated be called “activated consumers” or “clients” instead. This suggests clinicians move away from implying what they will do to or for them, and instead describes what they will do with them as proactive partners.”

<https://www.forbes.com/sites/williamhaseltine/2021/07/23/humanizing-healthcare-a-model-for-consumer-based-care/?sh=64e3a80c1e41>. Accessed 18 Apr. 2022.

INSIGHT 02

Consumers Want Control

Today's health consumers want to manage and understand their own healthcare so they can make their own choices.



INSIGHT 02



Owning Their Health

“71% of consumers indicate a desire for a universal electronic health record to actively manage their healthcare.”

“Healthcare Consumer Market Report - Huron.” *Huron Consulting Group*, www.huronconsultinggroup.com, <https://www.huronconsultinggroup.com/insights/healthcare-consumer-market-report>. Accessed 18 Apr. 2022.

INSIGHT 03

The Present is Digital

**For years we've felt the
switch coming, but now it's here.**

From telehealth to OTC, all categories saw significant growth online with no sign of slowing.





Migrating to E-Commerce

“The global pandemic profoundly impacted shopper behavior and the consumer goods industry. E-commerce migration became the new key measure of economic success for manufacturers and retailers—including the healthcare retail industry, which saw a +20.6% growth in sales in 2021 compared to 2020.”

“Add Self-Care to Cart: The Shift to Online OTC Has Arrived - NielsenIQ.” *NielsenIQ*, nielseniq.com, 17 Mar. 2022, <https://nielseniq.com/global/en/insights/infographic/2022/add-self-care-to-cart-the-shift-to-online-otc-has-arrived/>.

INSIGHT 04

It's Chess, Not Checkers

**Today's health consumer is not
a simple one-dimensional target.**

They need a deep understanding of their health because
they have a lot of goals for today and tomorrow.



INSIGHT 04



Consumers with Goals

“On average, consumers are trying to address 6.6 health and wellness goals.”

“The Evolution of Self Care.” *Consumer Healthcare Products Association*, 2021. https://www.chpa.org/sites/default/files/media/docs/2021-07/IRI-Evolution-of-Self-Care-POV_FINAL.pdf.

INSIGHT 05

Guessing Won't Get You There

**Sweeping assumptions will not
help you target today's health consumer.**

We need research to understand the consumer's
journey if we want to get better results.





Research Matters

“Consumer research historically hasn't been taken seriously by hospital leaders, administrators and physicians traditionally harbored long-held assumptions about what patients expected from their healthcare experience.”

“Health Systems Ramp up Consumer Research to Improve Care Experience.” *Modern Healthcare*, 25 Oct. 2018, www.modernhealthcare.com/article/20181027-NEWS/181029941/health-systems-ramp-up-consumer-research-to-improve-care-experience. Accessed 19 Apr. 2022.

Today's health leaders, even health systems, are recognizing the importance of consumer research to attract and retain consumers.



LOOKING FOR A PARTNER TO HELP YOU
REACH TODAY'S HEALTH CONSUMER?

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