

# MARS Consumer Health Study Segmentations

Identify and understand  
your health and wellness audience

- Target key consumer healthcare segments by health attitudes and behaviors
- Kantar Media's MARS Consumer Health Study releases two unique solutions: Patient Segmentation and Sources Valued Segmentation

In addition to these two segmentations, we created a new set of patient profiles on various topics such as mobile health, OTC users, trusted health care advisors, branded Rx users, advertising responders and others. Kantar Media can help your business with better consumer targeting and marketing intelligence. We help healthcare marketers adapt to the need for more targeted and patient-centric healthcare communications. Kantar Media's meaningful profiles of consumers will inform and guide your media, marketing, messaging and creative decisions.



## MARS Patient Segmentation

Developed from a set of 22 different survey inputs, this segmentation profiles consumers based on health behavior and attitudes regarding personal health, relationship with HCPs, treatments, preventative activities and health motivators.

### Ailing But Willing

Older individuals who suffer from more conditions, are less optimistic about their future health, less likely to take actions to improve their health but follow doctors' advice for treatment.

- 23% of population
- 48% male
- 77K Avg HH income
- Median age 57
- 85% Annual physical
- 82% Chronic condition

### Proactive Patients

Are informed, health-focused and proactive. They suffer from different ailments, and are actively involved to improve their health. These individuals highly value HCPs and other HC info sources.

- 26% of population
- 58% female
- 87K Avg HH income
- Median age 52
- 86% Annual physical
- 75% Chronic condition

### Healthy Independents

This segment has an optimistic outlook toward health. They do not take many Rx drugs or seek help from doctors very often. However, they are motivated to maintain health to look good.

- 32% of population
- 53% Female
- 85K Avg HH income
- Median age 39
- 62% Annual physical
- 49% Chronic condition

### Future Prospects

Many are relatively healthy now, but are at risk to experience poor health in the future given their unfavorable healthcare attitudes and behavior. They are less likely to visit a doctor or to take prescription drugs.

- 19% of population
- 59% male
- 69K Avg HH income
- Median age 38
- 16% Annual physical
- 45% Chronic condition

Source: 2016/2017 MARS Doublebase

## Sources Valued Segmentation

This segmentation is based on the value consumers place on various sources for obtaining healthcare information. Across the entire population, the healthcare professional is the #1 valued source for healthcare information. But touchpoints to reach consumers have grown and not all patients value and use information the same. Channels analyzed for the Sources Valued Segmentation include offline, online, point of care and point of purchase.

### Doctor Led

Those that defer to the judgement and advice of their healthcare professional.

- 27% of population
- 75K Avg HH income
- Median age 53
- 9% Agree pharma ads make them more knowledgeable
- 15% Take action as a result of HC advertising

### Relevant Right Now

Healthcare information that is convenient and relevant to their situation are important to this patient group. After the HCP they rate POC media, health-related publications and health information sites as valuable.

- 32% of population
- 84K Avg HH income
- Median age 47
- 20% Agree pharma ads make them more knowledgeable
- 24% Take action as a result of HC advertising

### Engaged Yet Neutral

This segment highly values a majority of non-ad info including search and social. Although they notice HC ads, they don't rate them as highly valuable.

- 29% of population
- 84K Avg HH income
- Median age 43
- 38% Agree pharma ads make them more knowledgeable
- 36% Take action as a result of HC advertising

### Elite Receptives

Consumers that place a high value on most information sources including TV, print and online advertisements.

- 12% of population
- 75K Avg HH income
- Median age 41
- 70% Agree pharma ads make them more knowledgeable
- 53% Take action as a result of HC advertising

Source: 2016/2017 MARS Doublebase

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