

M3 MI

M3 MI's Consumer and HCP Healthcare Insights provide an in-depth look into the types of communication available at the points where patients interact with physicians and in other healthcare settings.



POC patient information has reach and value to patients and physicians

Access data that provides insight into:

Market size

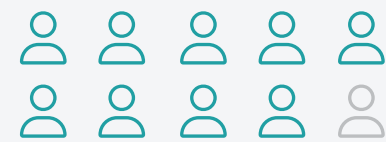
- Number of patients that can be reached, by condition
- Number of doctors that provide patient education materials, by specialty

Doctor-patient relationship

- How patients interact with physicians regarding treatment options and brand choices
- Patient reliance on doctor and other relationship attitudes
- Influence of doctor recommendations to visit websites and use health apps

Patient education

- Patient value of on-site (e.g., posters, TV, digital screens, magazines) and take-home (e.g., digital, brochures) health information
- HCP participation in researching and providing patient education or financial assistance information
- HCP perspectives on availability and usefulness of patient education materials (e.g., brochures or other printed materials, website information, TV programs or videos, etc.)
- Share of an HCP's patients that receive education materials, timing of delivery
- HCP use and preference for pharma-sponsored patient education materials



Nearly 9 in 10 U.S. adult respondents have seen an HCP (in-person/virtually) in the past year



82% of patients value the print or digital POC information available at their doctor's office or hospital



77% of physicians personally deliver education/disease maintenance information to their patients



Nearly 3 in 4 physicians believe patient education/disease maintenance information is useful in their practice

Source: 2024 MARS Consumer Health Study | 2023 Digital Insights Study

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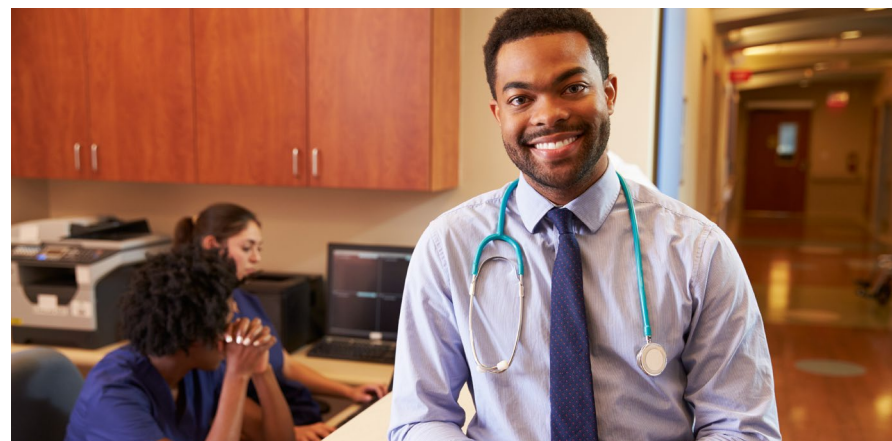


Personal Health & Beauty

- Patient awareness of healthcare advertising in a doctor's office or pharmacy
- Patient engagement with doctors or pharmacists after noticing ads (e.g., discuss ad with HCP, request Rx sample, switch brands, etc.)
- Impact to patient compliance and researching for information

Healthcare Technology

- Use of telemedicine among patients and doctors
- Patient use of physician-provided digital resources
- HCP and patient attitudes toward remote monitoring, mobile apps, and connected devices
- Patient use of patient portals
- Physician EHR/digital platform use to explore treatment options or offer patient education materials, Rx savings programs, or Rx reminders
- Patient use of wearable fitness trackers
- Types of health-related mobile apps used by patients



Prescriptions & Pharmacies

- Whether HCPs offer discount drug program information to patients and which type
- Considerations for prescribing newly available Rx (e.g., availability of patient education materials or patient financial support from a brand, sales rep relationship, etc.)
- Patient usage of and attitudes towards insurance, Rx savings programs, and discounts
- Value of pharmacist and pharmacy take-home materials
- Type of pharmacy where Rx was purchased

Profiling

- 100+ conditions
- Primary care and 22 other HCP specialties
- Caregivers
- Frequency of doctor visits
- Patient preference for branded medication
- Patient relationship with PCP and importance of regular checkups
- Physicians actively supplying patient education materials
- Physicians who are decision makers for the types of patient education available at their practice

Access the full list of healthcare information available in M3 MI's healthcare insights studies by visiting:
M3-MI.com/MARS-Consumer-Health and M3-MI.com/Professional-Health