

THE RISE OF INVOLVED HEALTHCARE CONSUMERS

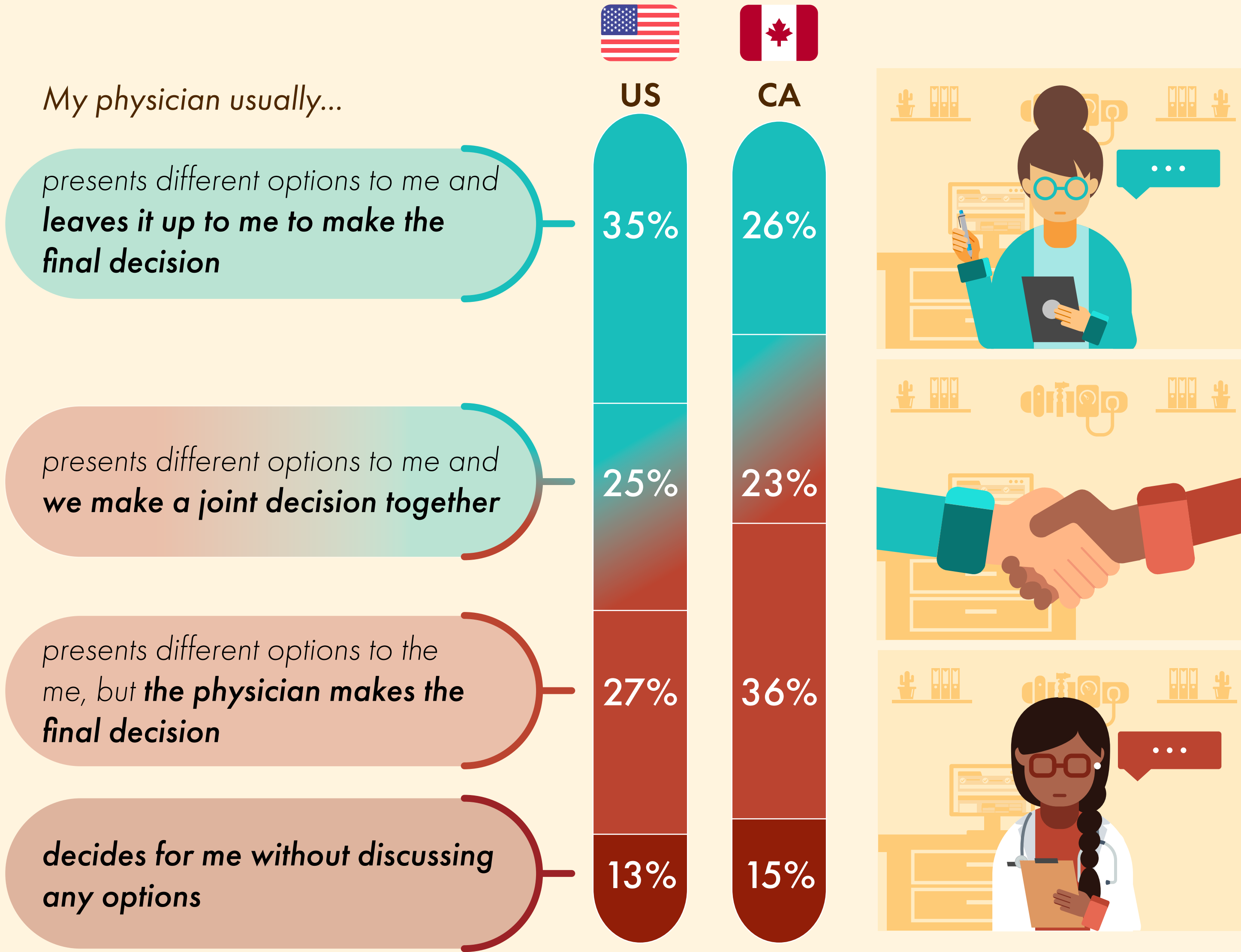
In recent years, patients have been more active in their healthcare decisions, steering their treatment choices.

Our survey of 2000 individuals in the US and Canada confirms this trend, and this infographic explores the involvement of patients in their healthcare including how they get information that empowers them to take the wheel.



Who is the treatment decision maker?

% Patient

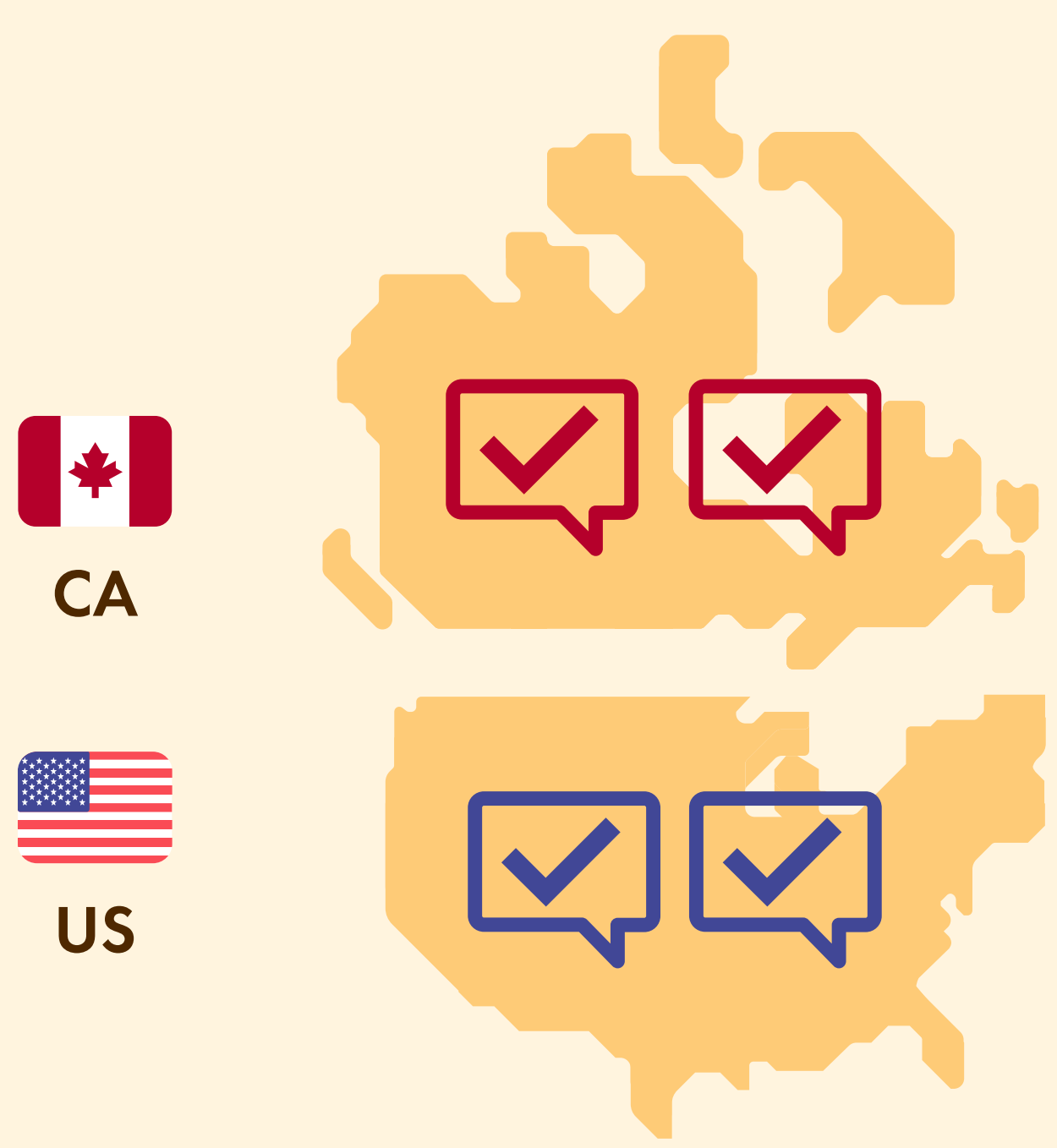


Inquiries about specific treatments per year

Average per patient

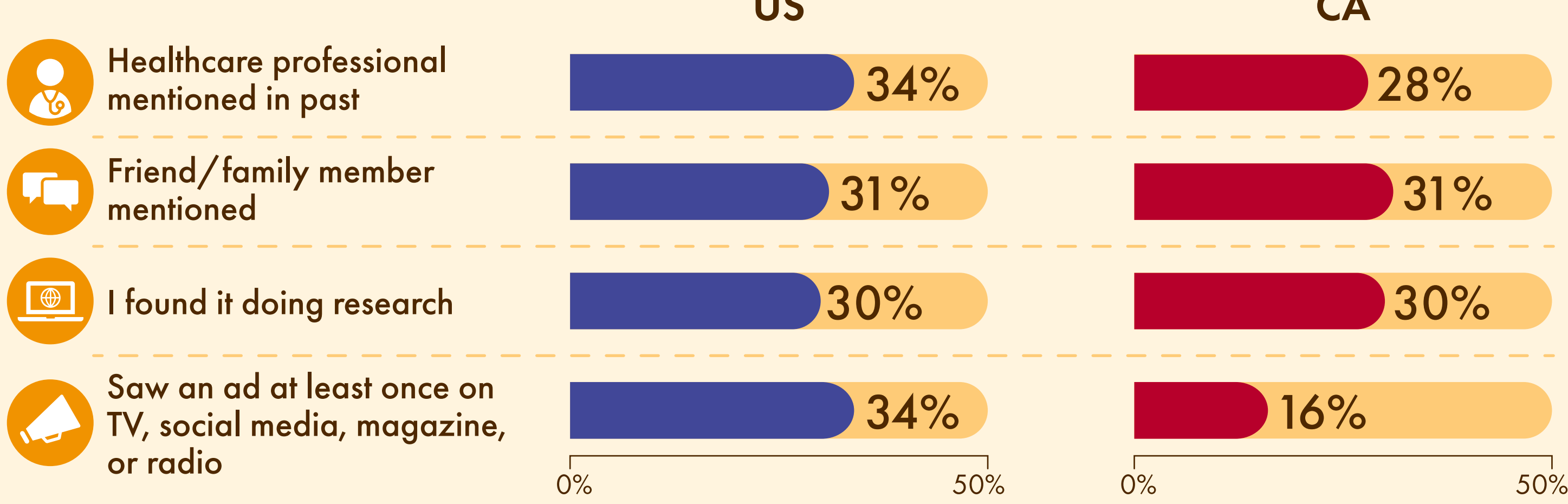
Number of granted treatment requests

Average per patient

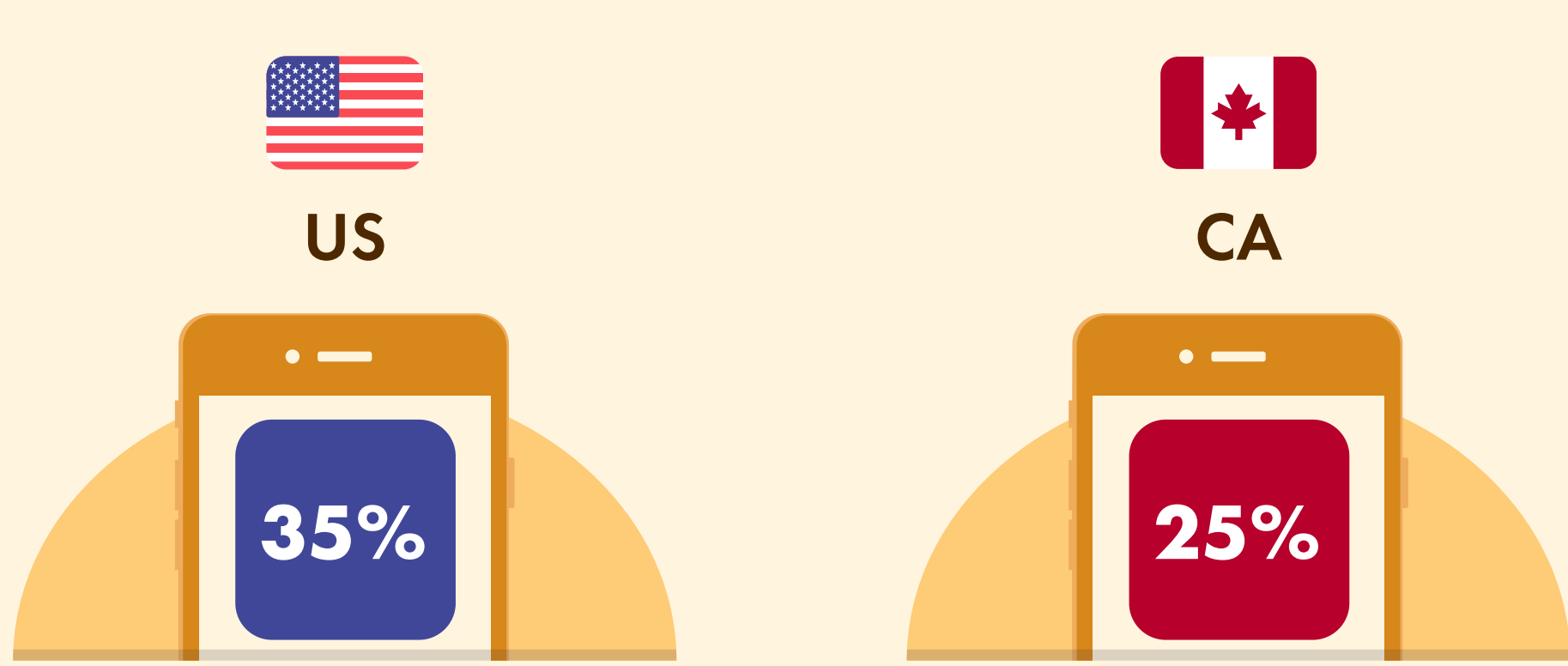


Factors prompting inquiry about treatments

% Patient

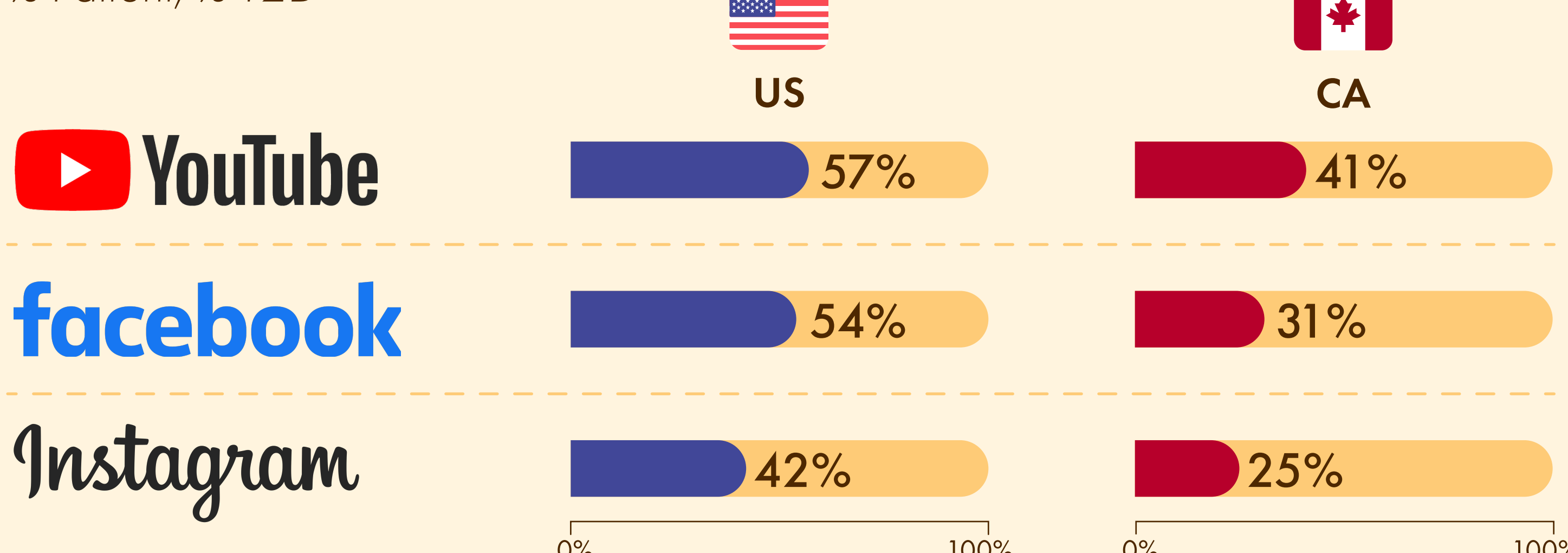


% who use social media:



Among those: Frequency of social media usage to find medical information

% Patient, % T2B



Data based on survey of patients in US (n=1000) and Canada(n=1000) recruited in February 2024.

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