



Patient Care May Vary

based on generational differences among specialists



Used to indicate younger specialists age 45 and below.



Used to indicate older specialists age 46 and above.



Used to indicate a statistically significant difference at 95% confidence level for younger specialists vs. older specialists.

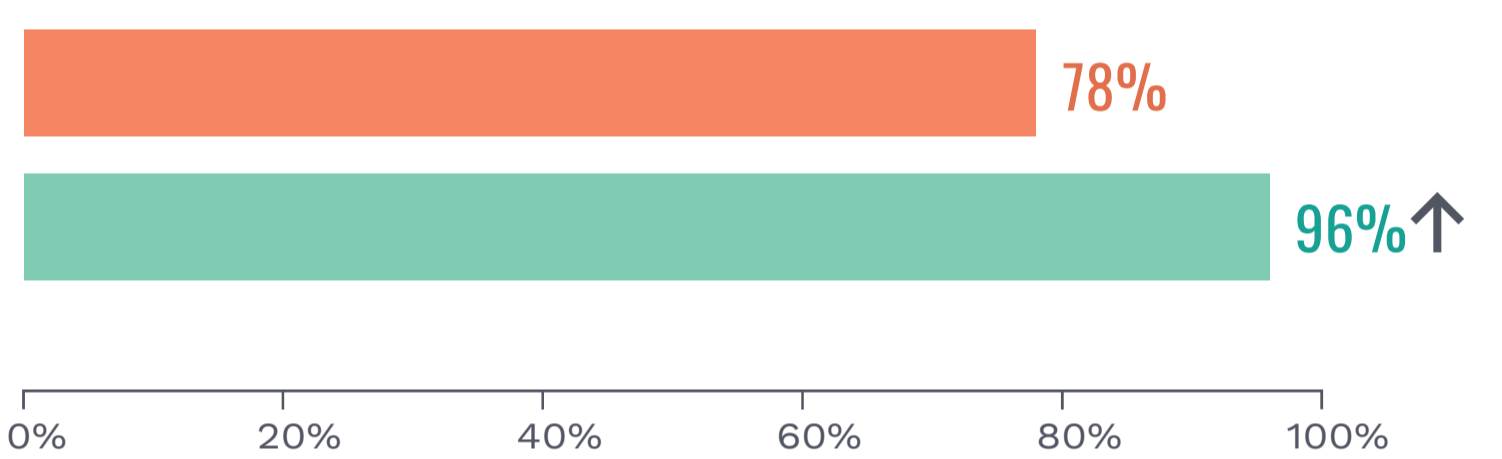
Although patients are perceived as more knowledgeable than ever before (especially among older specialists), they still often have misconceptions about their condition and treatment options.



Patients often have misconceptions about their condition and the treatment options because of all the information they obtain from non-HCP sources (such as the internet, friends & family etc.)



Patients are more knowledgeable than they used to be about their condition(s) and available treatment options



Younger specialists may be more open to patients taking a self-management role, however they are more likely to agree that a challenge to patient self-management is a lack of supports.



Lack of patient supports is a barrier to self-management

% physicians who agree



Younger Specialists 68%↑



Older Specialists 48%

Older specialists are more likely to use exercise as part of their disease management approach. Younger specialists are more likely to recommend over-the-counter (OTC) medication and are more open to alternative medicine options.

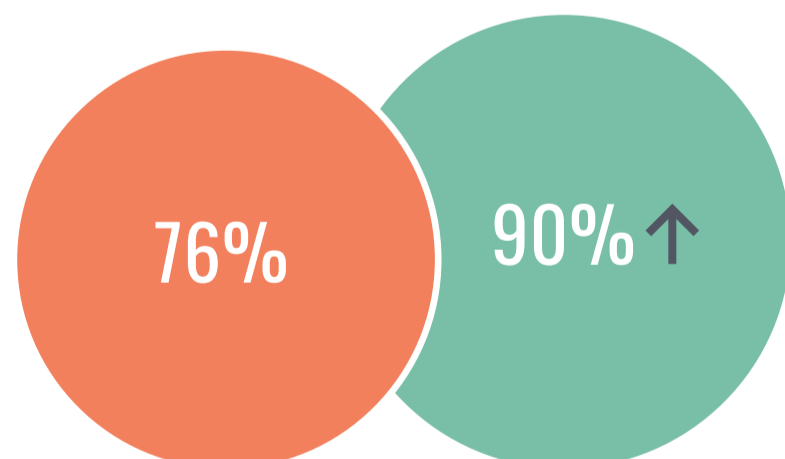
Frequency of Use — Types of Interventions



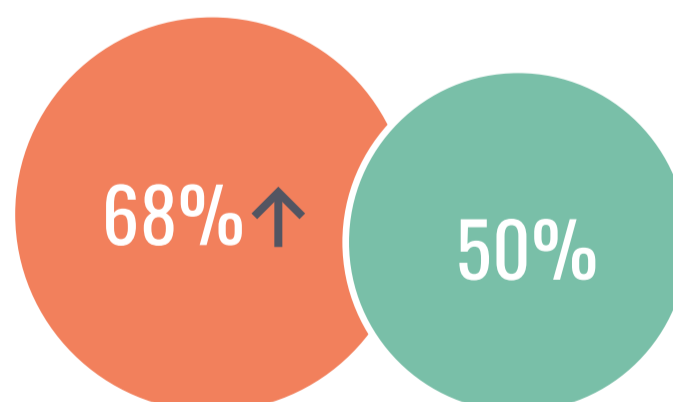
Younger



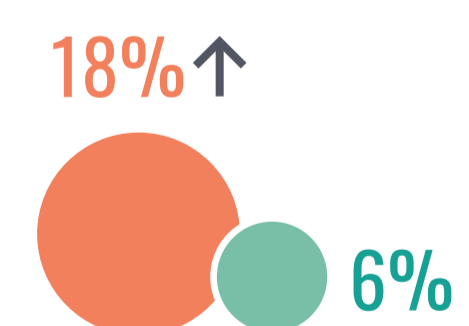
Older



Exercise



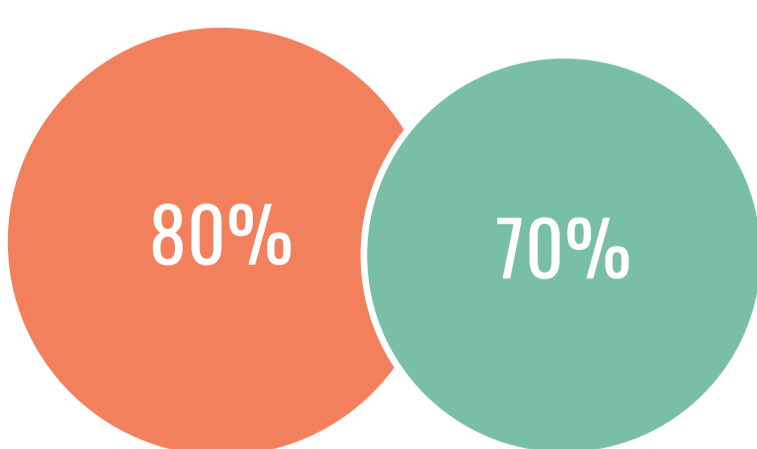
OTC medications



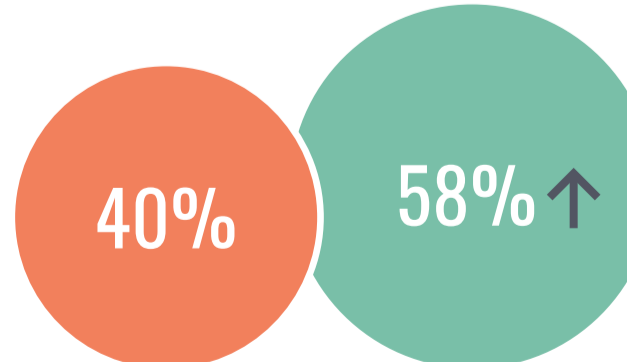
Alternative medicine

Both groups are equally likely to prescribe medication as part of their interventions, but older specialists have a higher preference for branded drugs.

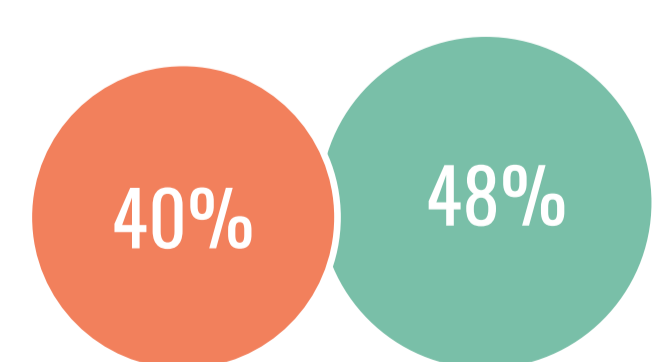
Attitudes on Branded vs. Generic Drugs



A branded drug and its generic equivalent have the same efficacy levels



I prefer to prescribe branded medications whenever possible



I have concerns about the claims of equivalence of generic drugs to the branded drugs

Data based on survey of n=100 Canadian Specialists, March 2023.

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