

# Patient Empowerment is Key for Younger Specialist Physicians

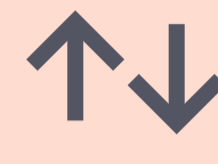
Our findings show stark differences between younger and older specialists when it comes to attitudes about patients being stronger advocates for their own care and the support available to enable this. Younger specialists are more favorable toward patient empowerment as shown in the following results.



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.

Both younger and older specialists believe patients should be more involved in their own care but younger specialists are significantly less satisfied with pharma patient support programs than older specialists.

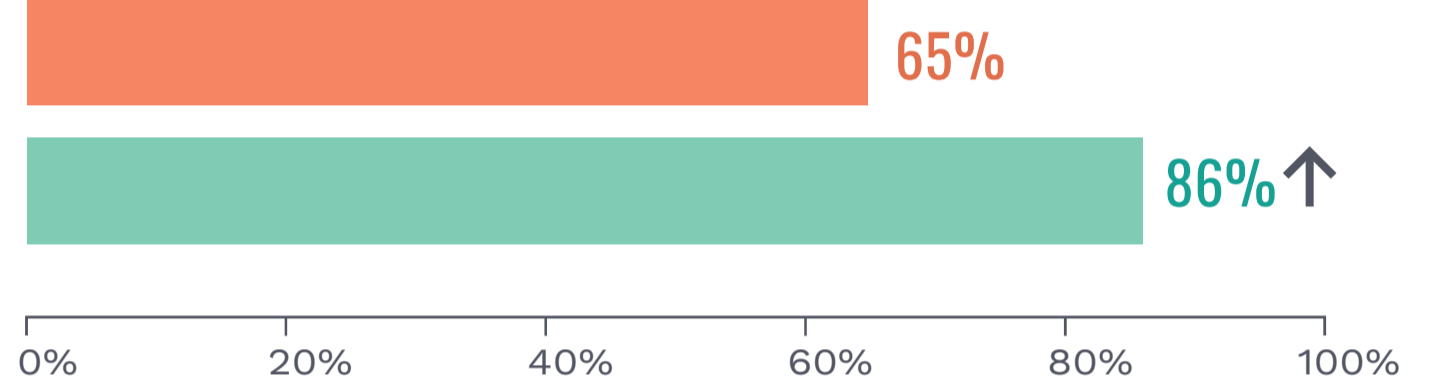
% agree



I believe in patients being more directly involved in their care



I am generally satisfied with the patient support offerings provided by pharmaceutical companies



The top two day-to-day challenges are the same for both groups, but younger specialists rate their top hurdle, lack of patient support, significantly higher than lack of coverage.

## Greatest day-to-day challenges



Lack of patient support for the patients to take a self-management role

Younger Specialists 85%

Older Specialists 73%



Lack of coverage for best treatment options

Younger Specialists 63%

Older Specialists 77%

Specialists of both groups are most likely to present treatment options to their patients and make a joint decision. However, significantly more younger specialists—one-third—let patients make the final decision.

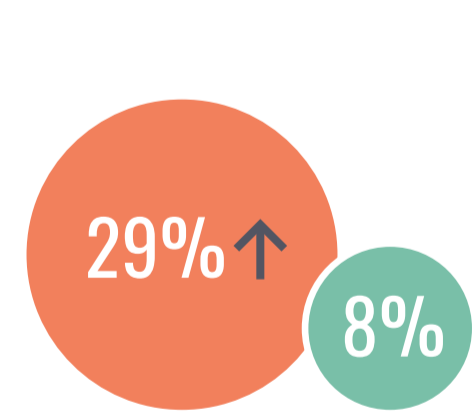
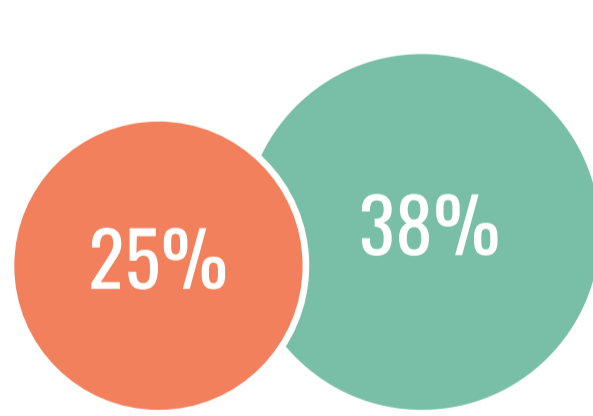
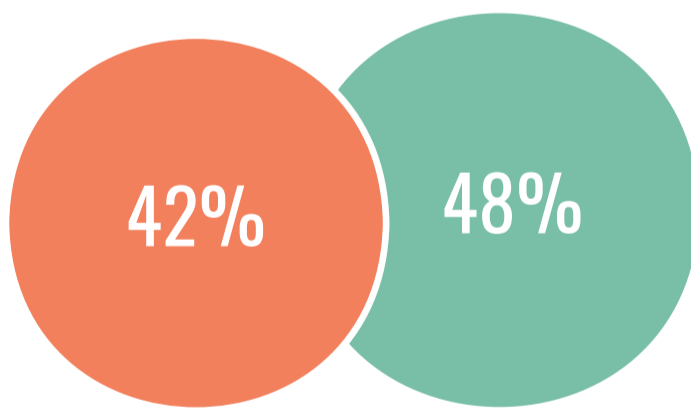
## I usually present different options to the patient, and ...



we make a joint decision together

I make the final decision

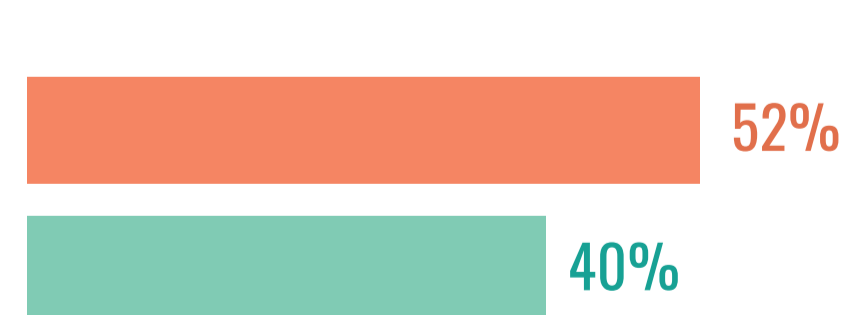
I leave it up to the patient to make the final decision



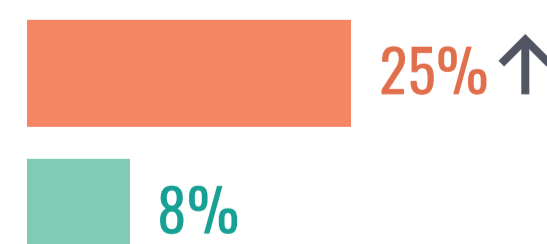
Younger specialists are more likely to believe that patients have misconceptions about their condition due to sources such as the Internet, but are also significantly more likely to find it a positive that they have access to this information. They are also twice as supportive of direct to consumer (DTC) advertising.

% strongly agree

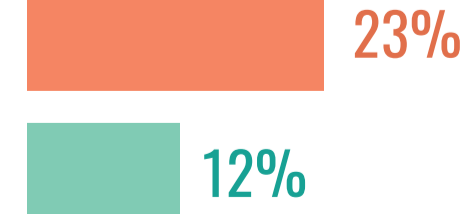
Patients often have misconceptions about their condition and the treatment options because of all the information they obtain from non-HCP sources (such as the internet, friends & family etc.)



It is a good thing that patients have access to a lot of healthcare information on the Internet



I am supportive of direct to consumer (DTC) campaigns



0% 20% 40% 60% 80% 100%

Data based on survey of n=100 US Physicians, March 2023.

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