# SAVVY PATIENT REPORT

Diverse Insights on Treatment, Tech, and Access

"Care" Means Meeting The *Whole* Patient Where *They* Are

Patients are people, people with a lot going on. Innovators often get caught up in their snazzy new solution without taking into consideration if it *really matters* to patients and their care teams. Too often, innovations are designed and developed in silos, and then don't make an impact or integrate seamlessly into patients' lives, adding to the hurdles they must navigate to maintain their health and access care.

That's not savvy! What is savvy? Asking and co-designing with patients from the start! Yep! You heard that right. Ask Patients!

And ask we did! Here's what patients had to say about the tech and innovation being discussed among our healthcare colleagues.

DISBELIEF
SHOCK
SADNESS
DEPRESSION
ANXIETY
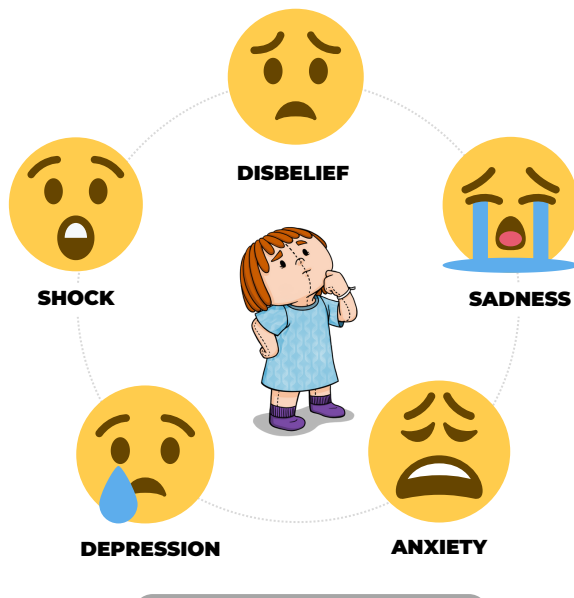
SAMPLE = 50 PATIENTS

CLINICAL TRIALS

Participation Barriers

1 Trial Travel Distance
2 Trial Time Commitment
3 Trial Scheduling
4 Appointment Frequency
5 + Inadequate Compensation + Historical Racial Injustices

Information Sources
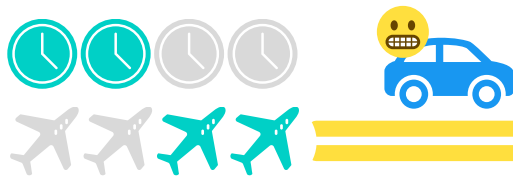
1 Social Media
2 Online Search
3 Doctor

"I think I would feel more comfortable if my doctor co-signed a study as being legit."

"I think it's laudable when people participate, and also understand that many people aren't able to for a variety of reasons."
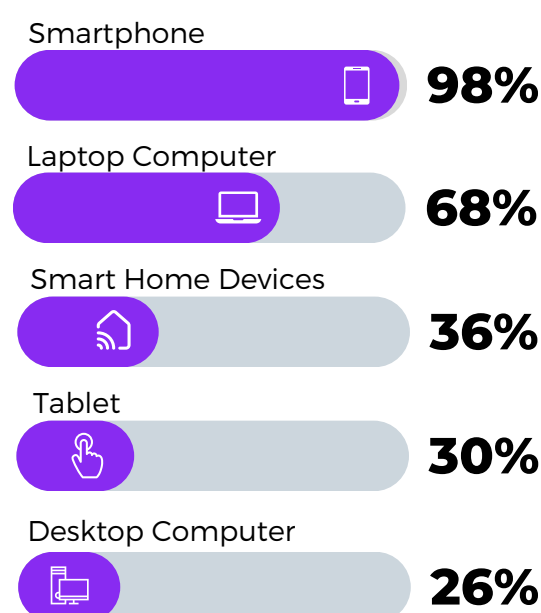
Core Concerns

- DATA USAGE
- TRIAL ETHICS
- TREATMENT EFFICACY

Half of patients said time commitment to the trials was their biggest barrier to participation. The other half said travel was their biggest barrier.

TECHNOLOGY

Daily Device Usage

Smartphone — 98%
Laptop Computer — 68%
Smart Home Devices — 36%
Tablet — 30%
Desktop Computer — 26%

42%

patients belong to at least one online support group related to their condition.

"I frequently browse subreddits related to my health conditions that I look to for advice and sometimes comfort."
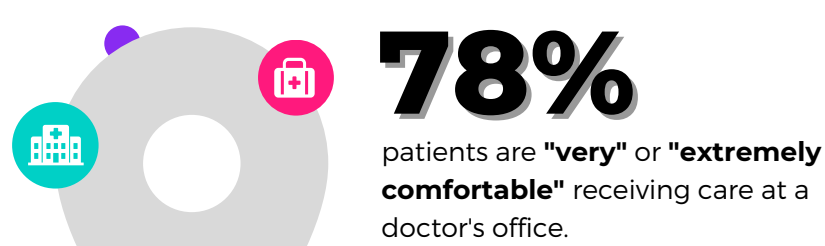
"Facebook I have to take more with a grain of salt, but reading it, in many ways, overall has been helpful."

Preferences Around Learning New Technology

58% Learning on their own

34% Online tools, videos, social communities

20% Experienced user guidance

20% Printed instructions and materials

CARE + LOCATION

Doctors Among Most Trusted

78%

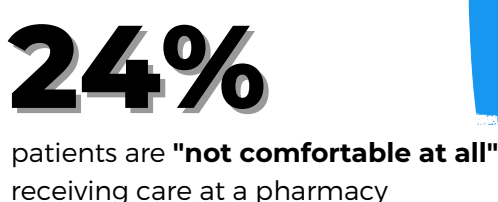patients are **"very"** or **"extremely comfortable"** receiving care at a doctor's office.

"I find that if I'm going to a doctor more than once, it's because I feel comfortable with them."

"There are some issues that are better conveyed in person, also if there is more hands-on examination or lab test needed, you'll have to go in anyway."

Expressed Virtual Care Benefits

- ✓ CONVENIENCE
- ✓ TRANSPORTATION
- ✓ CHILDCARE
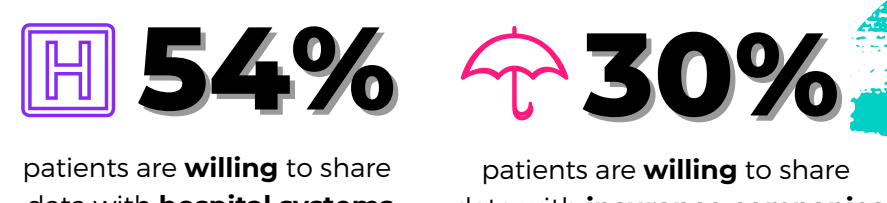- ✓ EASE OF ACCESS

Retail Health Apprehension

38%

patients are **"not comfortable at all"** receiving care in a retail store

24%

patients are **"not comfortable at all"** receiving care at a pharmacy

DATA + TRUST

Notable Skepticism Sharing Health Data

6% patients are **willing** to share data with **big tech** companies

16% patients are **willing** to share data with **tech startups**

20% patients are **willing** to share data with **government** entities

Trusted Handlers of Health Data

54% patients are **willing** to share data with **hospital systems**

30% patients are **willing** to share data with **insurance companies**

Trustworthiness Ranked

1 MEDICAL RESEARCH
2 HEALTH DEVICES
3 HOSPITAL SYSTEMS
4 CLINICAL TRIALS
5 PHARMA

Co-Design The Future **With** Patients

LET'S CHAT!