



GE Better Health 2010 Study Fact Sheet: *Patient-Doctor Disconnect on Healthy Living Revealed*

GE, in partnership with Cleveland Clinic and Ochsner Health System, wanted to know how Americans are thinking about healthy living in 2010. Specifically, they asked Americans and healthcare professionals (HCPs) about Americans' healthy living attitudes, behaviors and barriers, as well as the state of the doctor/patient relationship.

A national survey was conducted by StrategyOne with more than 2,000 Americans age 18 and older, and more than 1,200 physicians, nurses, pharmacists and dieticians.

AVOIDING THE DOCTOR

- While the overwhelming majority of Americans (95%) know that regular physician checkups are important to living healthy, 70% have at some point taken actions to avoid the one person who could help them live healthier – their HCP. Rather than address their health issues, Americans have:
 - Walked around in pain hoping their health problem would resolve itself (47%)
 - Asked a pharmacist for medical advice (30%)
 - Asked a friend for medical advice (25%)
 - In addition, half would rather do a household task or chore than go for a checkup.
- Only 38% of Americans say they mainly visit the doctor when they're sick, while 70% of providers say that too many patients only come to see them when they're sick.

WHAT'S NOT BEING SAID DURING HEALTH CHECKUPS

- Though some Americans (28%) acknowledge that they sometimes lie to their HCP or omit facts about their health, HCPs think the number is actually much higher:
 - 77% of HCPs say that one fourth or more of their patients omit facts or lie to them about their personal health.
 - 28% of HCPs say that one half or more of their patients lie or omit facts.
- Americans also believe in a pop-a-pill solution, and often are not discussing long-term preventative health with their HCP



- Only 18% of Americans say they prefer to take a medicine than to adopt a healthier lifestyle.
- Yet, 92% of providers say this is true.

DOCTORS AND PATIENTS DON'T SEE EYE TO EYE ON GRADING HEALTHY LIVING HABITS

- Most Americans are pleased with the state of their health, saying it is “moving in the right direction” (80%). They are stricter, though, when evaluating their fellow citizens, as 51% believe the health of Americans in general is on the wrong track.
- A majority (71%) also say they have a plan for living healthy and have given thought to what that specifically entails:
 - 64% say this plan involves eating healthier
 - 52% say it includes exercising more often
- Yet Americans are more generous than HCPs in grading their healthy living habits:
 - 29% of Americans give themselves an A on managing their personal health; 92% of HCPs give them a C or lower
 - 33% give themselves an A on eating healthy; 92% of HCPs give them a C or lower
 - 34% give themselves an A on getting regular exercise; 91% of HCPs give them a C or lower
 - 30% give themselves an A on managing stress; 94% of HCPs give them a C or lower
 - 45% give themselves an A on getting preventative screenings; 80% of HCPs give them a C or lower

VITAL PERSONAL HEALTH INFORMATION NOT A TOP PRIORITY

- Americans understand the importance of having accurate health information. The vast majority (92%), for example, believe knowing their cholesterol levels are important to living a healthy life.
- Yet when asked what their personal health numbers are:
 - Only 24% know their body mass index (BMI)
 - Just 29% know their blood glucose level
 - Only one third (33%) know their daily caloric intake
 - Less than half (36%) know their current cholesterol levels



- There is also uncertainty about preventative screenings that could prove life-saving down the road, despite the fact that 94% understand the importance of such screenings to living healthy:
 - Nearly half of men (42%) find it easier to answer how old you need to be in their state for a driver's license versus at what age they should get their first prostate exam.
 - 30% of women say the same of mammograms.
- In addition, Americans have an easier time answering non-health-related questions than facts about their own health. When asked which is easier to answer:
 - More people (49% know when to change the oil in their car than their current cholesterol level (43%)
 - More know how many vacation days they have left (47%) versus the number of calories they ate yesterday (43%).
 - 62% say it's easier to name the first lady vs. their body mass index (25%)
- Americans say time (33%) is the single biggest challenge to living healthier, yet 50% spend more time cleaning their house or thinking about living in a cleaner house than taking care of their personal health (44%).

INFLUENCE OF POP CULTURE

- HCPs are concerned with the impact of pop culture on patients' attitudes and behavior, and say patients rely too heavily on TV for their health information. Meanwhile, Americans say pop culture is not a big influence:
 - Only 5% of Americans say they trust celebrity doctors more than their own; 69% of HCPs say this is true.
 - 88% of HCPs agree that TV leads patients to expect quick, easy solutions to medical problems.

AMERICANS' HEALTH BEHAVIORS OUT OF SYNC WITH THEIR INTENTIONS

- Americans understand that taking specific actions are important to living a healthy lifestyle:
 - Getting regular exercise (98%)
 - Eating a healthy diet (98%)
 - Getting enough sleep (98%)
 - Managing stress (96%)



- Yet, only about one third give themselves an “A” on the following daily activities necessary for good health:
 - Getting enough sleep (36%)
 - Getting regular exercise (34%)
 - Eating a healthy diet (33%)
 - Managing stress (30%)

HEALTHYIMAGINATION.COM

To help Americans live healthier and build better relationships with their HCPs, GE is launching healthymagination: The Year of Better Health for More People. As part of the healthymagination campaign, healthymagination.com, was established in May of last year and has been expanded to include a suite of consumer-focused interactive innovations, including the Better Health Conversation. Developed with WebMD, the application works to ensure that patients have both the personal information and questions needed to get more out of physician visits. An online ‘chat’ walks users through a series of questions to ask their doctor about their health and identifies information patients should have before they arrive at their doctor’s office.

SOURCE

Strategy One, a full service market research and consulting firm, conducted a telephone study of 2,004 Americans aged 18 years and older, in addition to interviewing an oversample of 125 people in Atlanta, Chicago, Cincinnati, Houston and San Francisco. A second parallel study was conducted online among 1,000 healthcare professionals, including 800 physicians, nurses, pharmacists and dieticians, in addition to interviewing an oversample of 200 physicians. The national sample of consumers is census-representative of gender, age, region, income, education and ethnicity. Both the consumer and healthcare professional studies were approximately 15 minutes in duration, utilizing computer-assisted telephone interviewing (CATI) technology. Both studies were conducted between December 8 and 11, 2009.