



# 4 REASONS

## Why Patient-Centric Marketing is Essential

### Patient-centric marketing

puts patients' perspectives, needs and experiences top of mind.

To better understand how patients feel about their interactions with healthcare, Phreesia conducted a series of surveys in late 2020.

We surveyed more than **12,000 patients** about patient-centric approaches to care.<sup>1</sup>

We also surveyed more than **7,000 patients** about their conversations with healthcare providers.<sup>2</sup>

September 2020

1 Patient Centricity Survey

n=12,167

Surveyed adults 18+ with MS, ADHD, and HTN checking into the Phreesia Platform

2 Patient-HCP Conversations Survey

n=7,430

Surveyed adults 18+ checking into the Phreesia Platform

### PATIENTS WANT TO BE HEARD

When it comes to managing their health, patients want to participate in shared decision-making.

1

**65%** are confident managing their health

**79%** are satisfied with the conversations they have had about their health

**87%** feel comfortable in the conversations with their HCPs.

They feel comfortable when they:

- Feel like their provider listens
- Know their provider thinks about their whole health, beyond a list of symptoms

### PATIENTS FEEL CAPABLE AND EMPOWERED

Patients can and want to be champions for their own health. In any patient-centric strategy, providing patients with tools to further empower them in their healthcare decisions is essential.

2

**62%** understand their family history for risks

**61%** change their diet or exercise

**50%** access health records or patient portals online

### PATIENTS WANT THEIR PROVIDERS TO THINK ABOUT THEIR WHOLE HEALTH

Patients think of and discuss their health holistically, regardless of where they are seeking care. They expect HCPs to take part in a “big picture” mindset as well.

3

**81%** want their doctors to understand their complete health

**76%** discuss all their health conditions with all their HCPs

**55%** discuss all of their medications, even when the provider is not the prescriber

### PATIENTS ACT QUICKLY TO ENSURE THEY ADDRESS HEALTH CONCERNS AND NEEDS

When patients are in a healthcare state of mind, they are actively engaged in their care. Targeted messaging that resonates with a patient in one office will likely have staying power as they move through their healthcare journey.

4

**75%** are very confident that they will be able to schedule an appointment with the correct doctor for their needs

**82%** plan to schedule an appointment within one week to see a doctor after getting a referral

**49%** plan to schedule within 1-2 days