

Stop Screening out Poor People!

Michael Kelly

Mission
Impossible

So why present this at EphMRA?

Mr. Hunt, this isn't mission difficult, it's mission impossible. "Difficult" should be a walk in the park for you

Mission Commander Swanbeck
Mission Impossible II

The logo for the movie Mission Impossible II, featuring the title in a stylized font on a film strip background.

Mission
Impossible

EphMRA members can help improve *both* competitiveness and public perceptions

More often measured

How do physicians feel? (about our brands, campaigns, companies....)



Less often measured

Are we helping patients get better?
Can market research data help shape public perceptions?

Mission Impossible

Agenda

- Cross cultural attitudinal and health outcomes comparisons
- Impact of socioeconomic status on the attitudes and health outcomes of the population in the USA and EU

Mission
Impossible

Data for Presentation from the 2006 National Health and Wellness Survey

- Survey of healthcare attitudes, behaviors, characteristics and demographics of adults in the USA (n=63,000) and EU (n=41,000)
- Includes health outcomes measures such as SF-8
 - Validated, 8-question "survey" completed by patients
 - Used by pharmaceutical companies to defend reimbursements

Mission
Impossible

How do basic attitudes, health
and quality of life compare across
the US and EU?

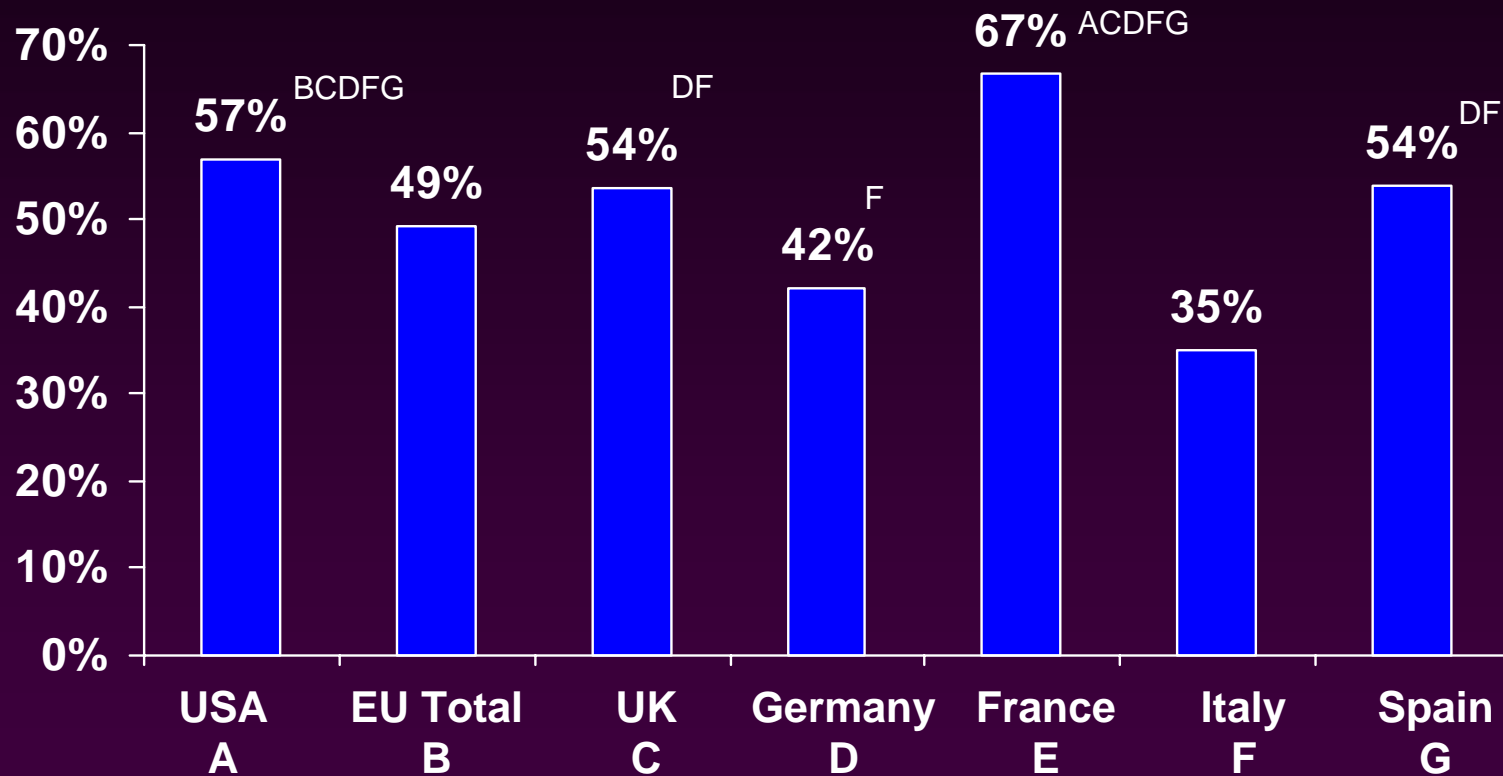
I'll Probably Lose My Citizenship for This

Benji Dunn
Mission Impossible III

Mission
Impossible

I am very satisfied with the healthcare I receive

% Agree / Strongly Agree

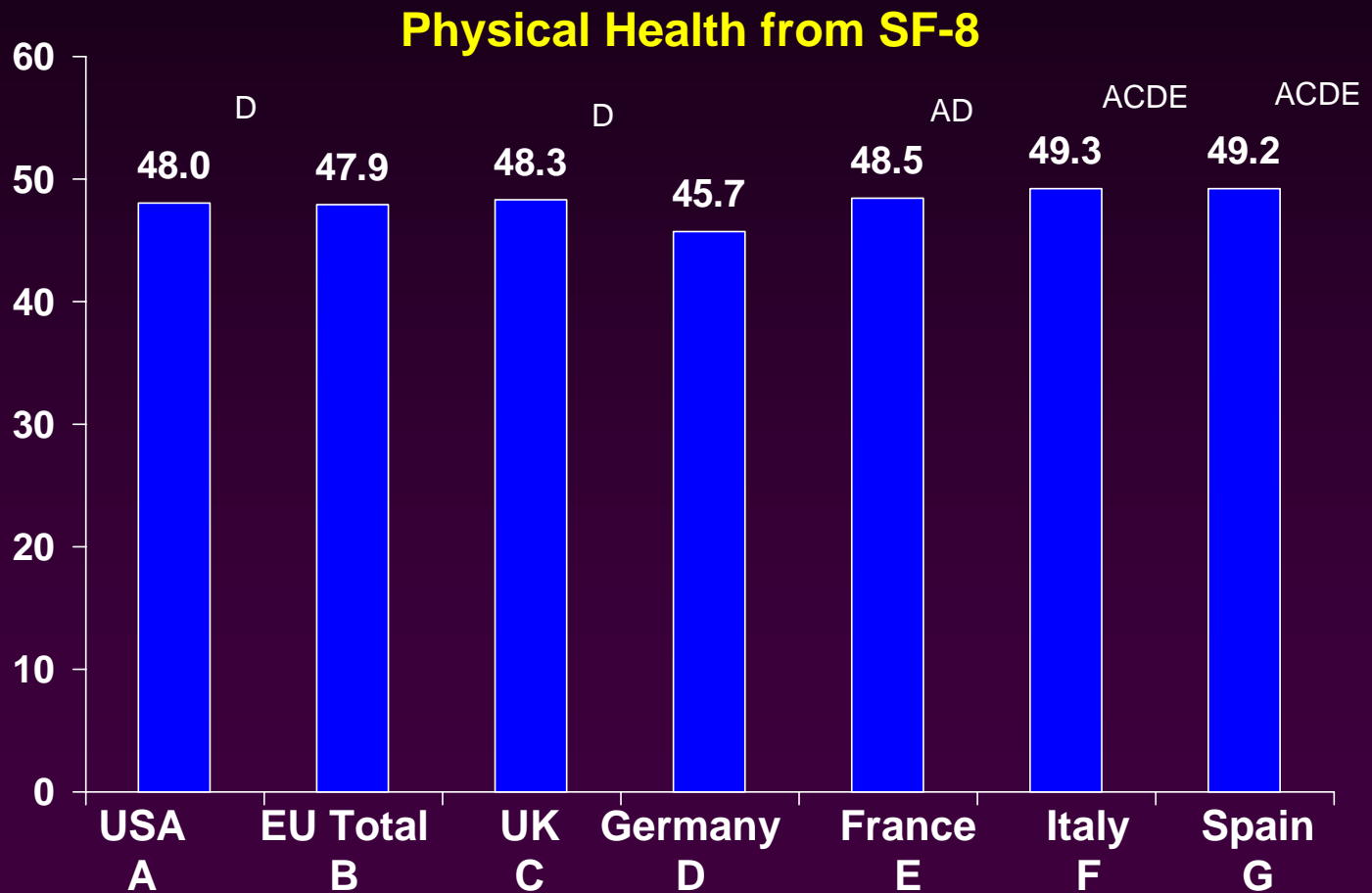


Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Letters indicate statistically significant difference @ 95% confidence level between groups

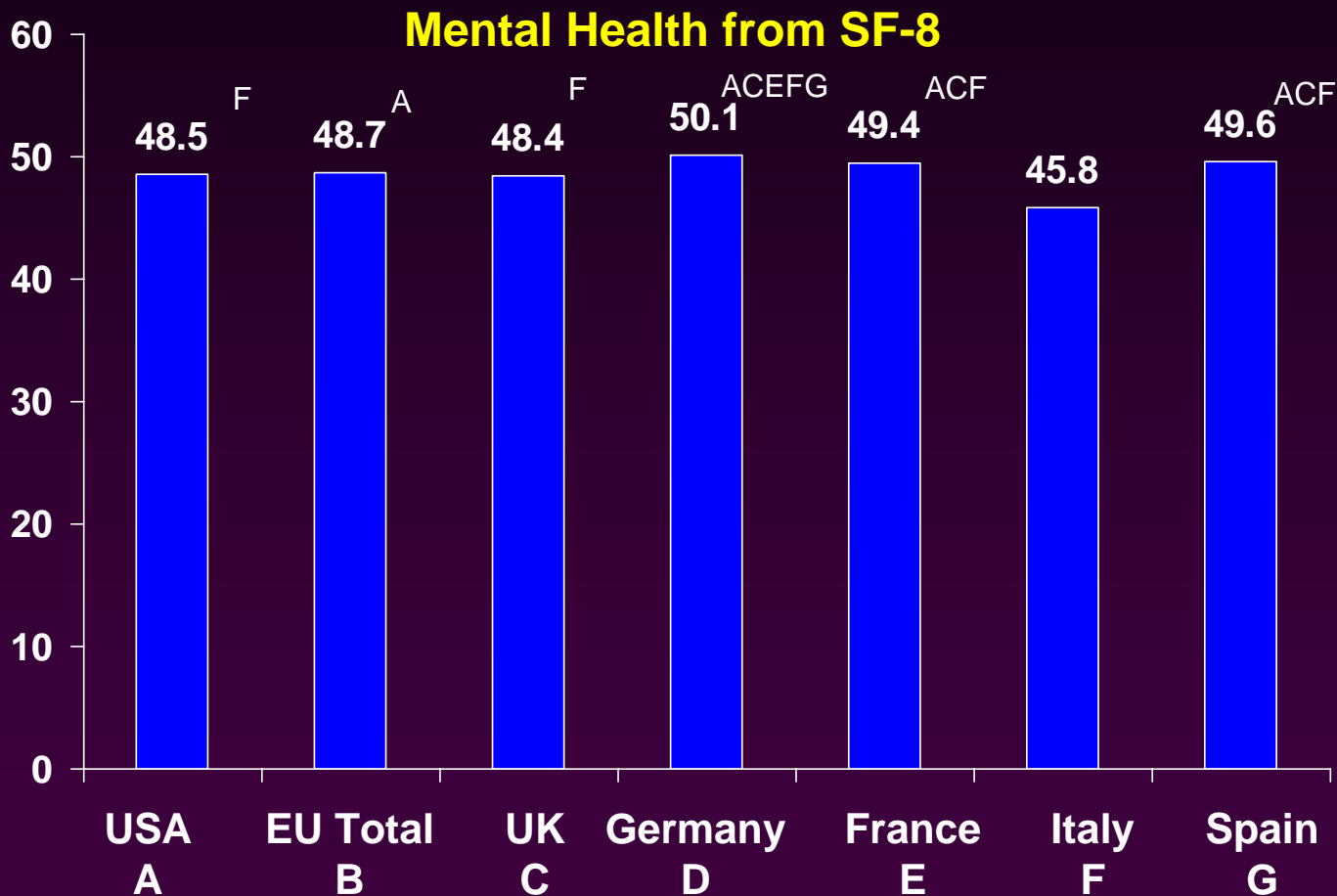
Mission Impossible

Despite being the least satisfied, the Italians score high on their Physical Health



Mission Impossible

While also low in satisfaction, the Germans score the high in their Mental Health



Mission Impossible

Obesity

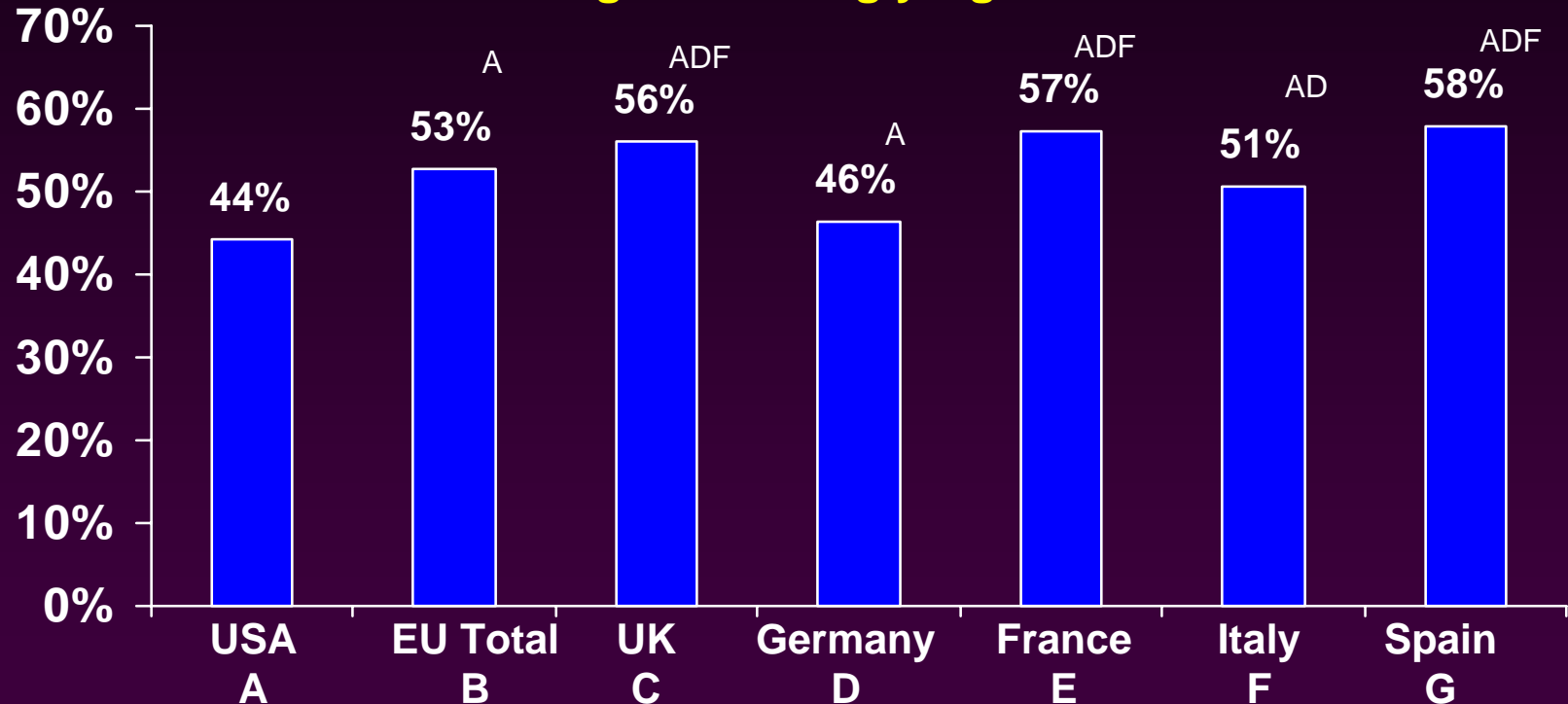
***It's unacceptable that chocolate
makes you fat, but I've eaten
my fair share and guess what?***

John Brassel
Mission Impossible III

Mission
Impossible

I am doing all I can to maintain a healthy diet

% Agree / Strongly Agree

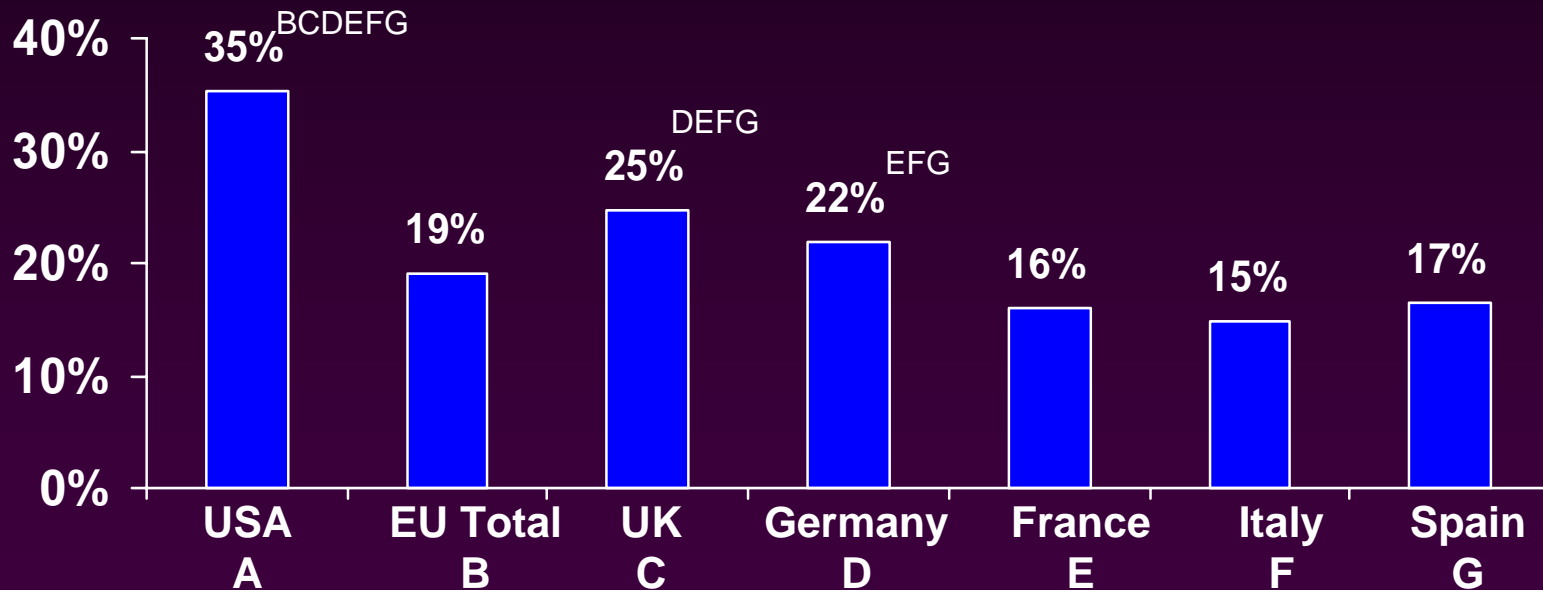


Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Mission Impossible

The threat of obesity to public health

% Obese with BMI \geq 30



Source: USA and EU National Health and Wellness 2006.

Letters indicate statistically significant difference @ 95% confidence level between groups

Mission Impossible

The Impact of Socioeconomic Status

Relax Luther, it's much worse that you think

Ethan Hunt
Mission Impossible

The logo for the Mission Impossible film series, featuring the words "Mission Impossible" in a stylized font on a white background with a blue and red border.

Mission
Impossible

Are healthcare systems adequately serving the lower socioeconomic population?

National Health
and Wellness

Low
Socioeconomic

High
Socioeconomic

Income

<\$20K Euro

>\$50K Euro

Education

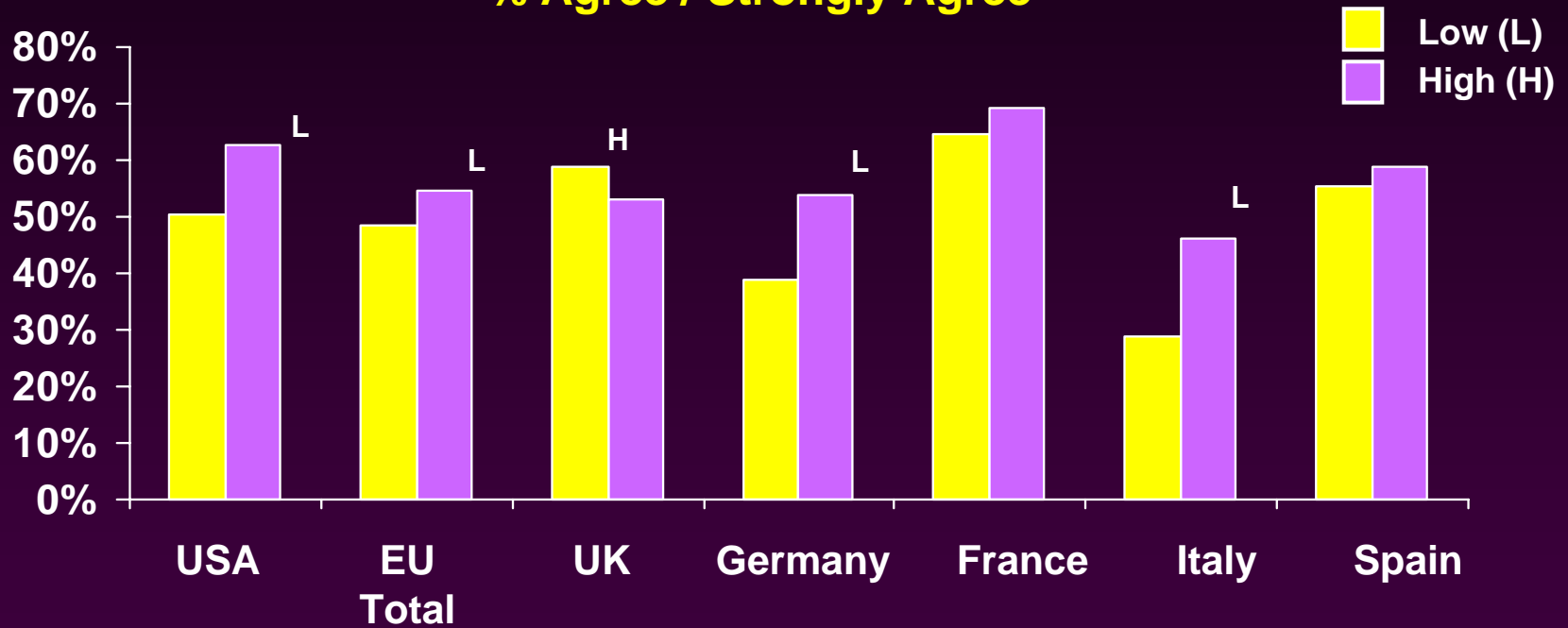
No College

College

Mission
Impossible

I am very satisfied with the healthcare I receive

% Agree / Strongly Agree



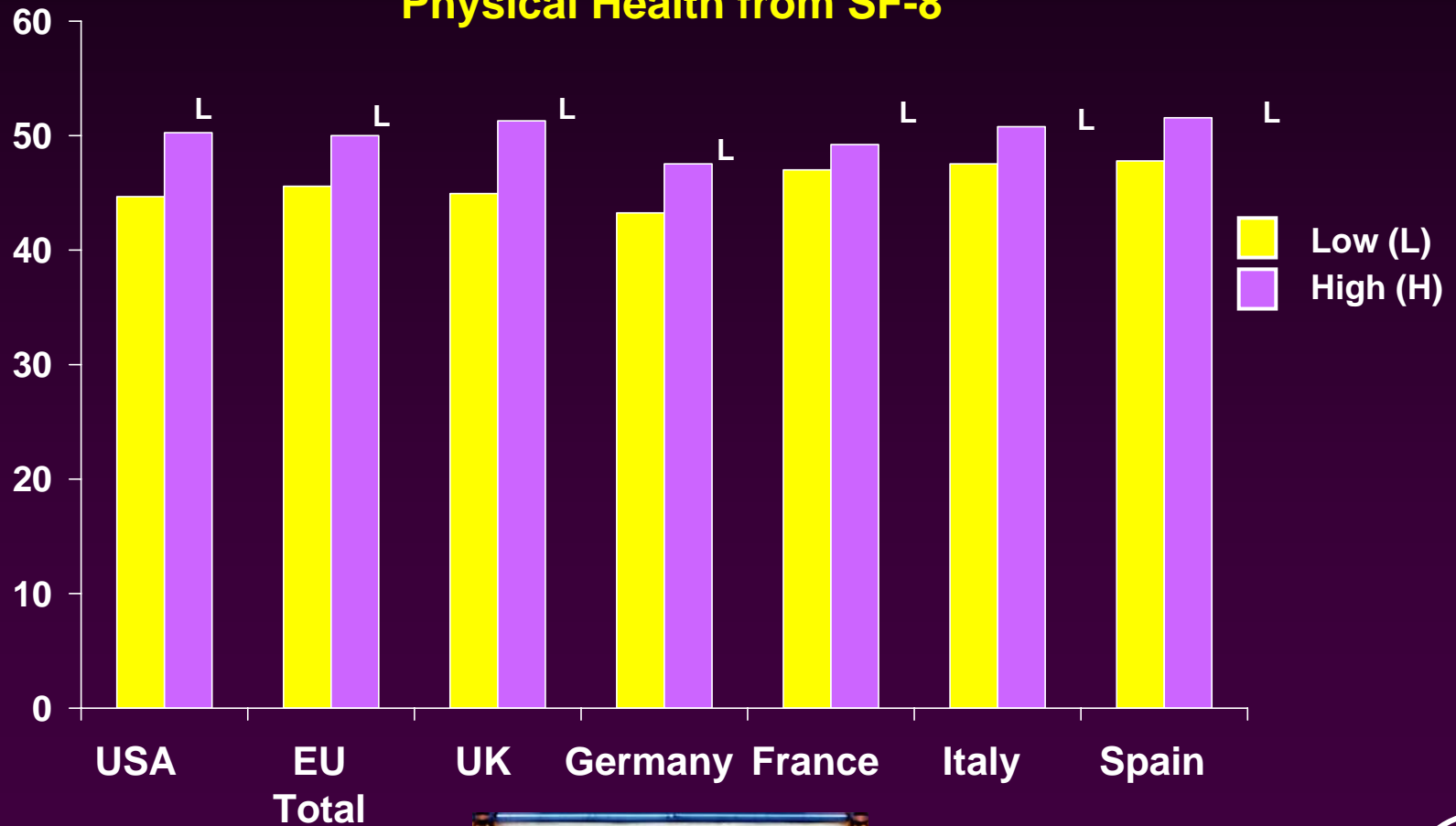
Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

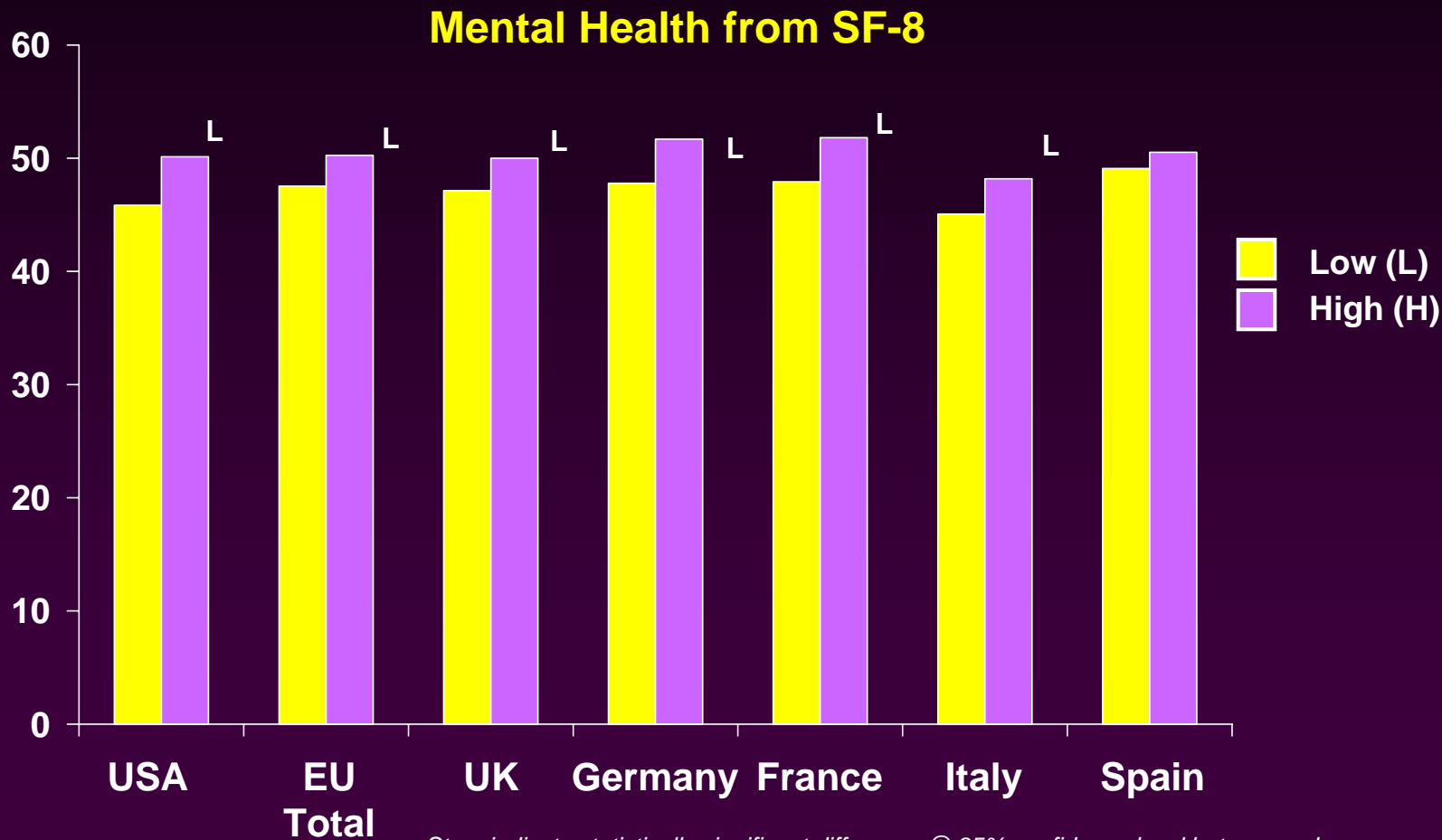
Physical QoL is better for the *High* group in both the USA and EU

Physical Health from SF-8



Mission Impossible

Mental QoL is better for the *High* group in both the USA and EU

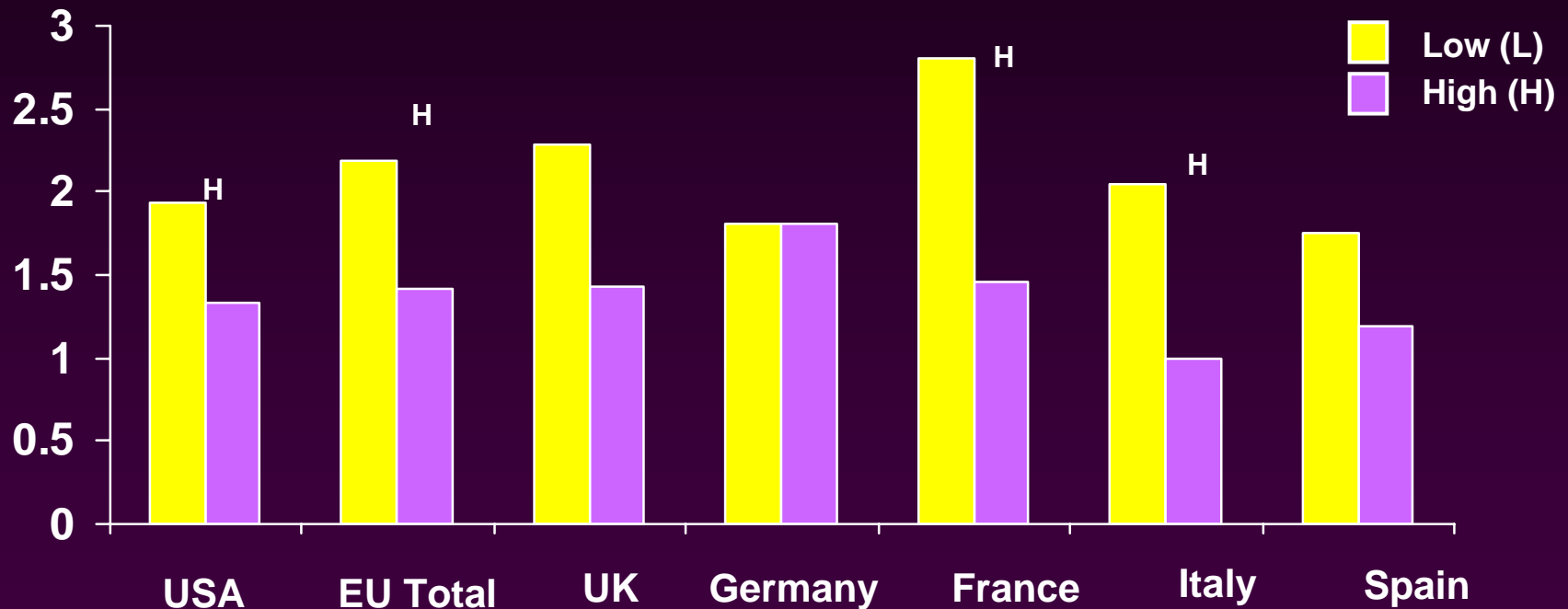


Stars indicate statistically significant difference @ 95% confidence level between subgroups



Health problems impact work productivity of the *Low* group the most

During the past seven days, how many hours did you miss from work because of your health problems?



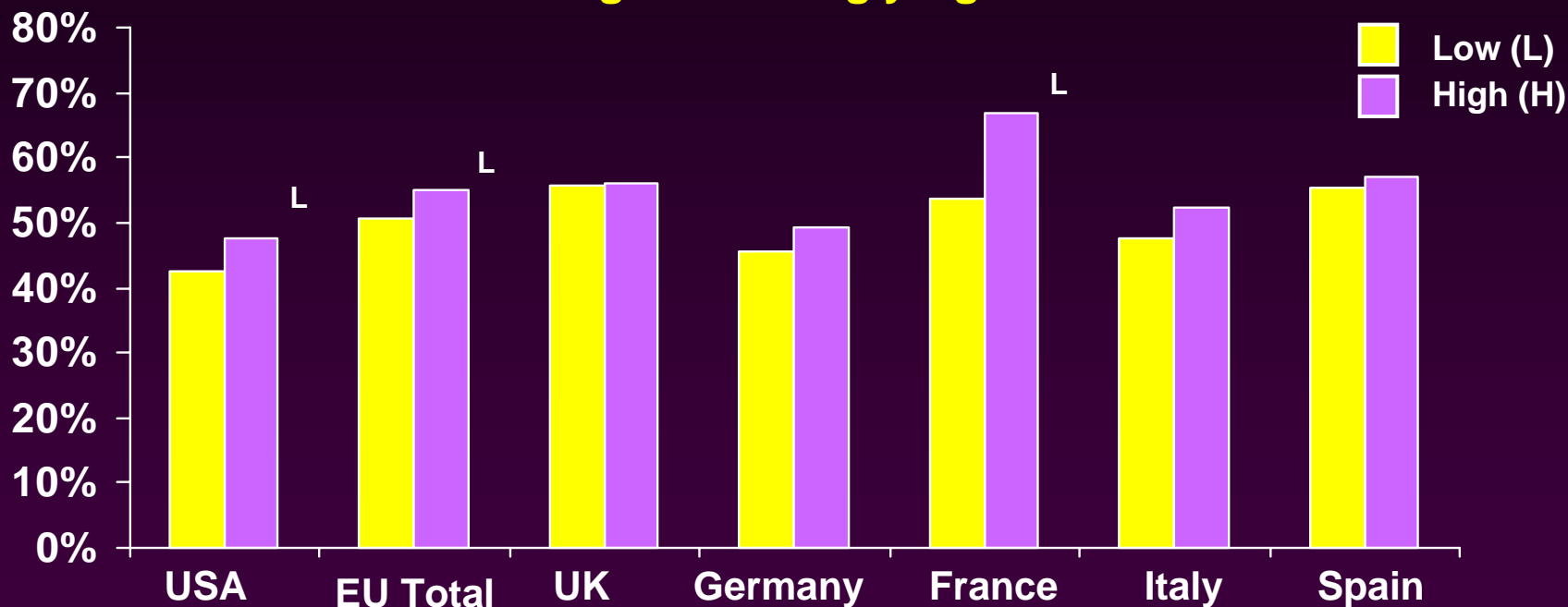
Source: USA and EU National Health and Wellness 2006.

Stars indicate statistically significant difference @ 95% confidence level between subgroups



I am doing all I can to maintain a healthy diet

% Agree / Strongly Agree



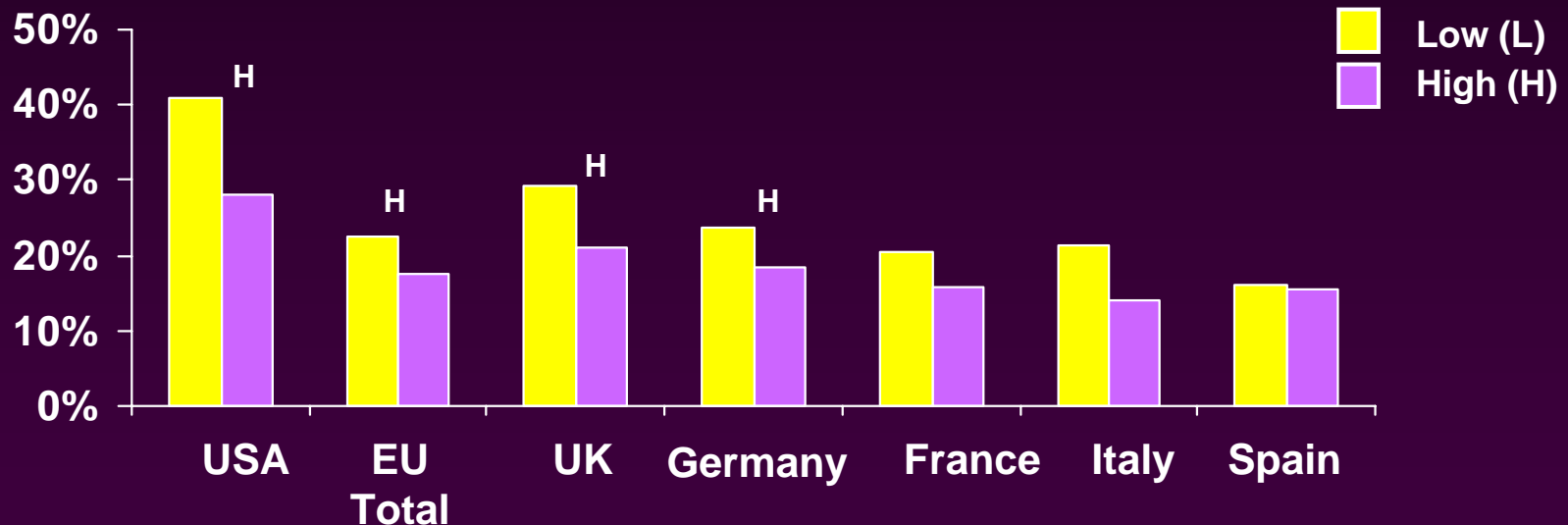
Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

The *Low* group is more obese across the USA and EU

% Obese with BMI \geq 30



Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

Is there universal access to prescription
medication?
Should we believe the headlines?

What else ya got?

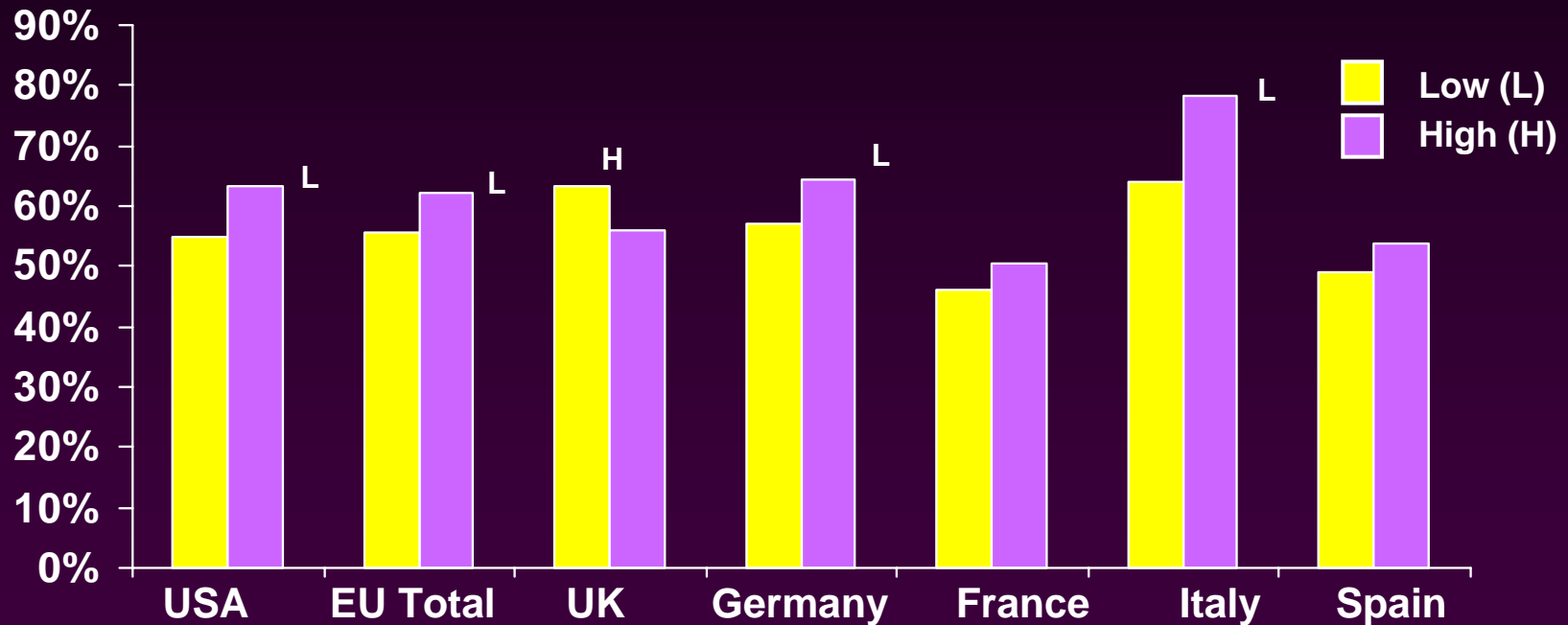
Owen Davian
Mission Impossible III

The logo for the Mission Impossible film series, featuring the words "Mission Impossible" in a stylized font on a white background with a blue border and a decorative pattern at the bottom.

Mission
Impossible

I would ask my doctor for a prescription medication

% Agree / Strongly Agree

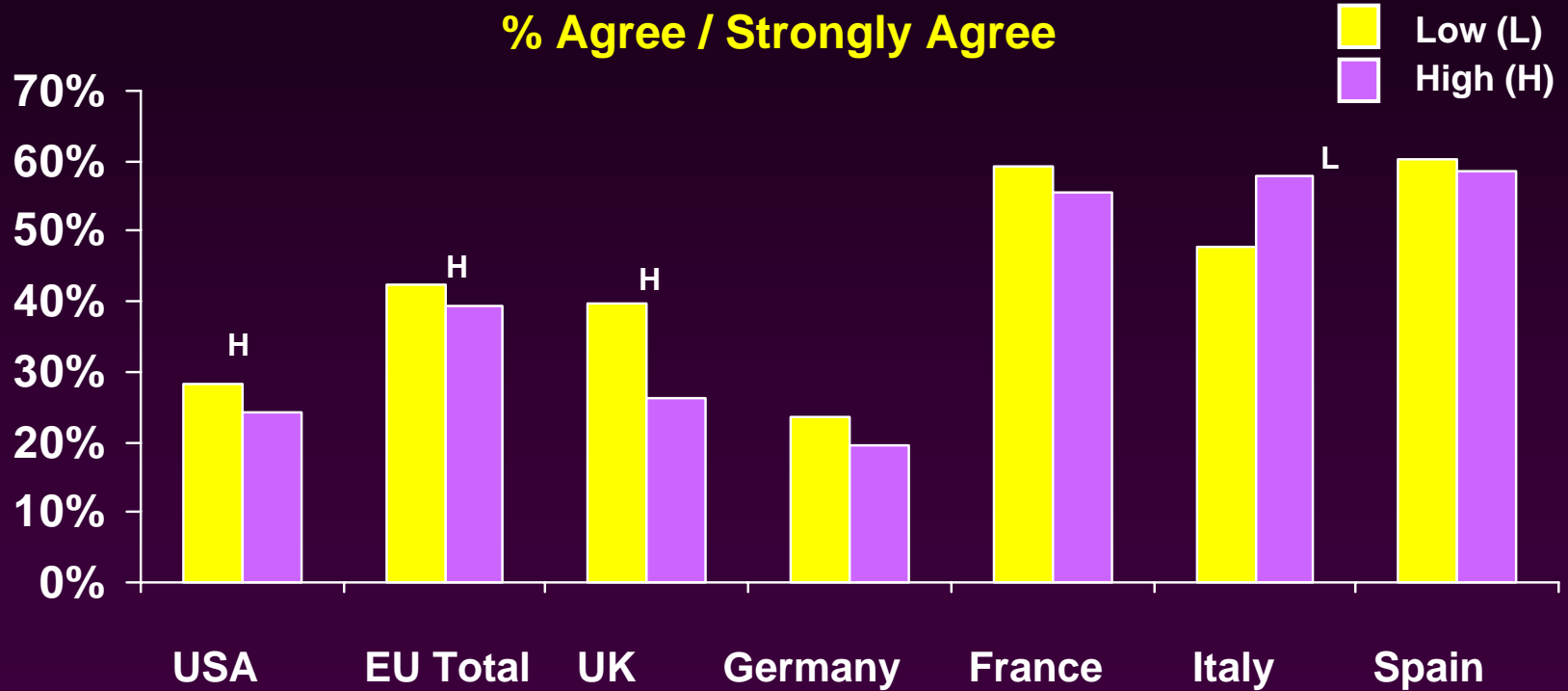


Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

When given a choice, I would prefer a Rx medication over an OTC medication

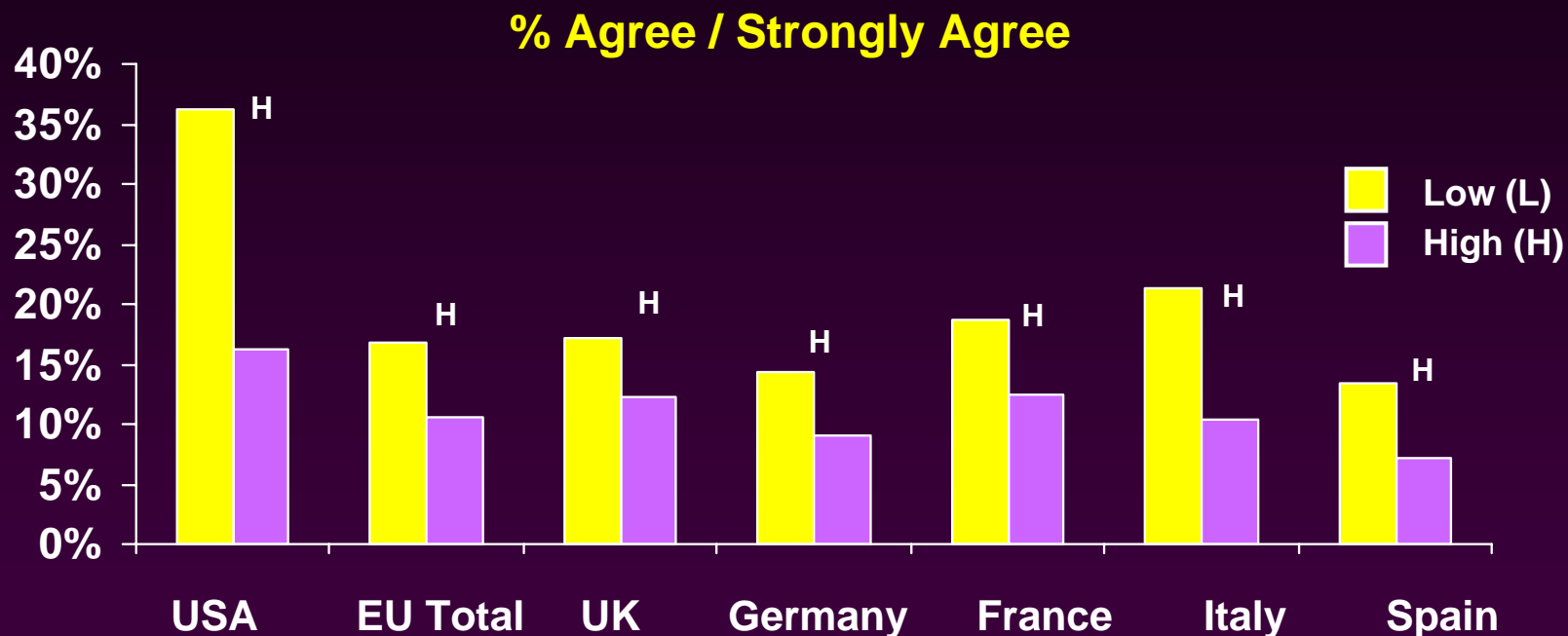


Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

I will not get a prescription filled if the price is too high



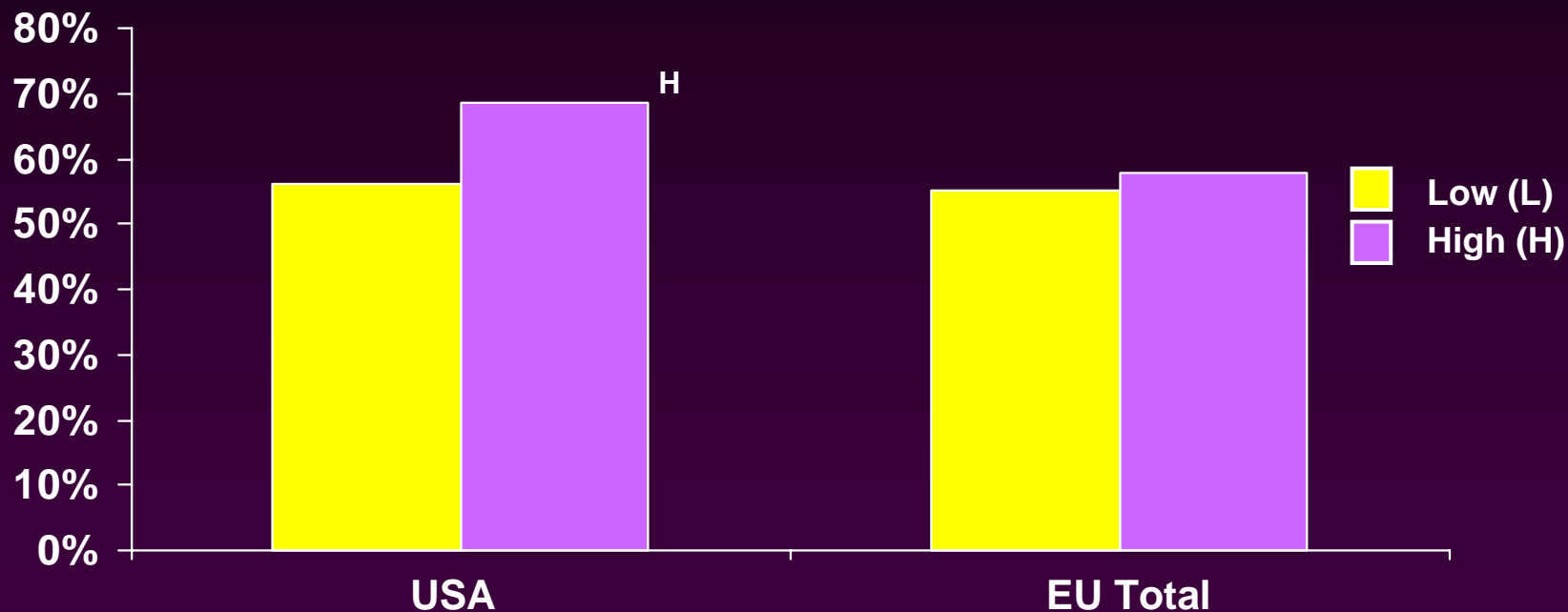
Source: USA and EU National Health and Wellness 2006. Percentages represent top 2 box on 5 point scale 1=Strongly disagree and 5=Strongly agree.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

Pharmaceutical companies are stealing sight from the poor!

% of Glaucoma Patients Taking Rx



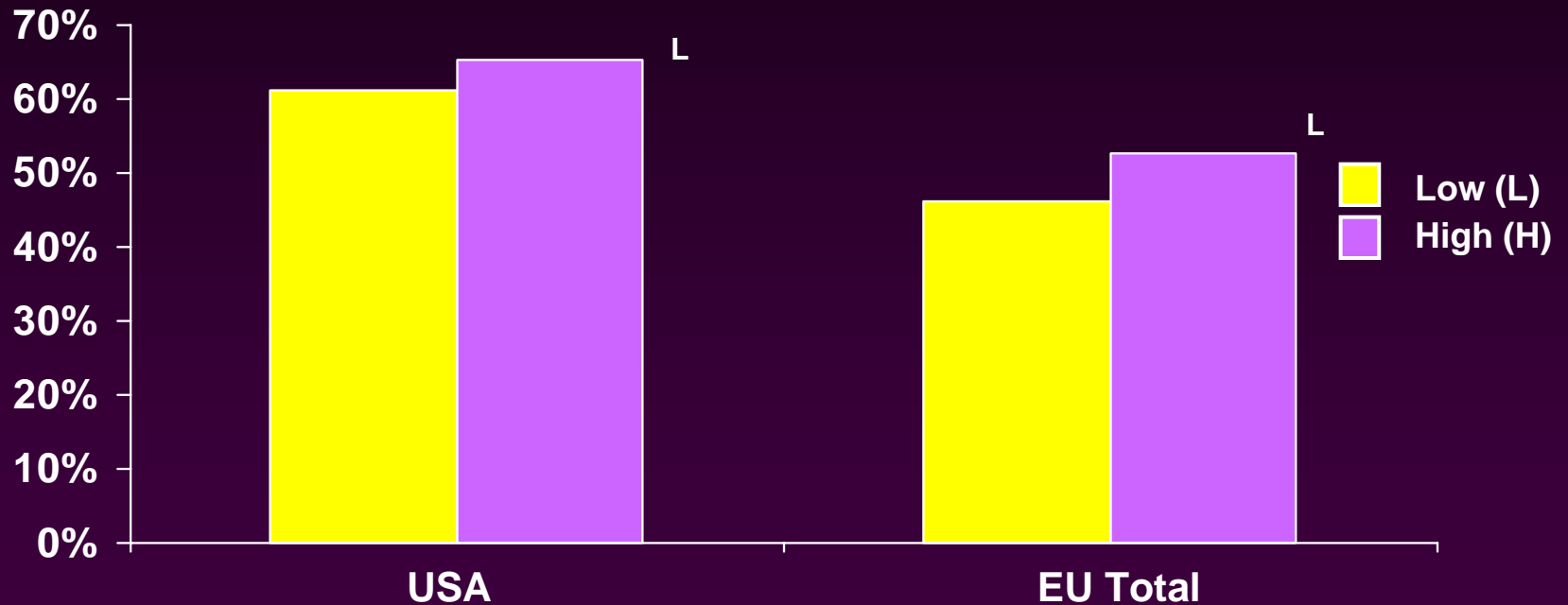
Source: USA and EU National Health and Wellness 2006.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

Depressed? Pharmaceutical companies require you to take a second job!

% of Depression Patients Taking Rx



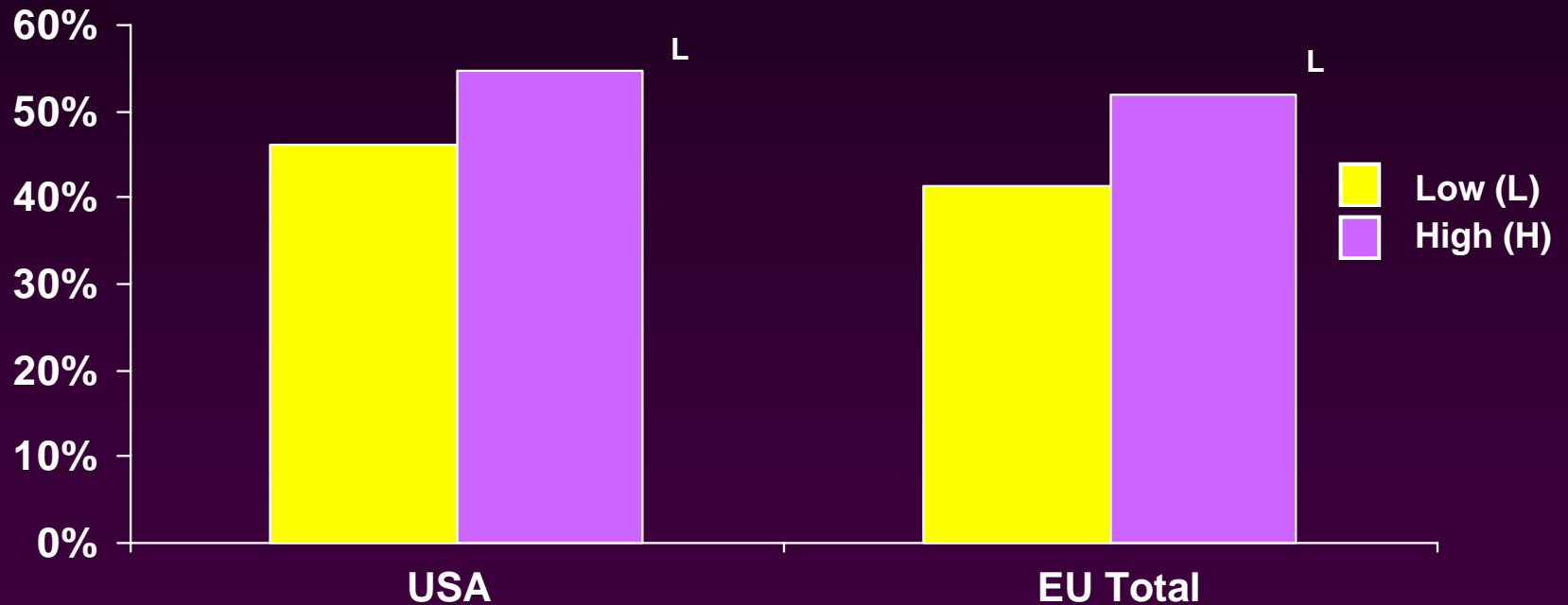
Source: USA and EU National Health and Wellness 2006.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

Pharmaceutical companies are always willing to give you a break!

% of Osteoporosis Patients Taking Rx



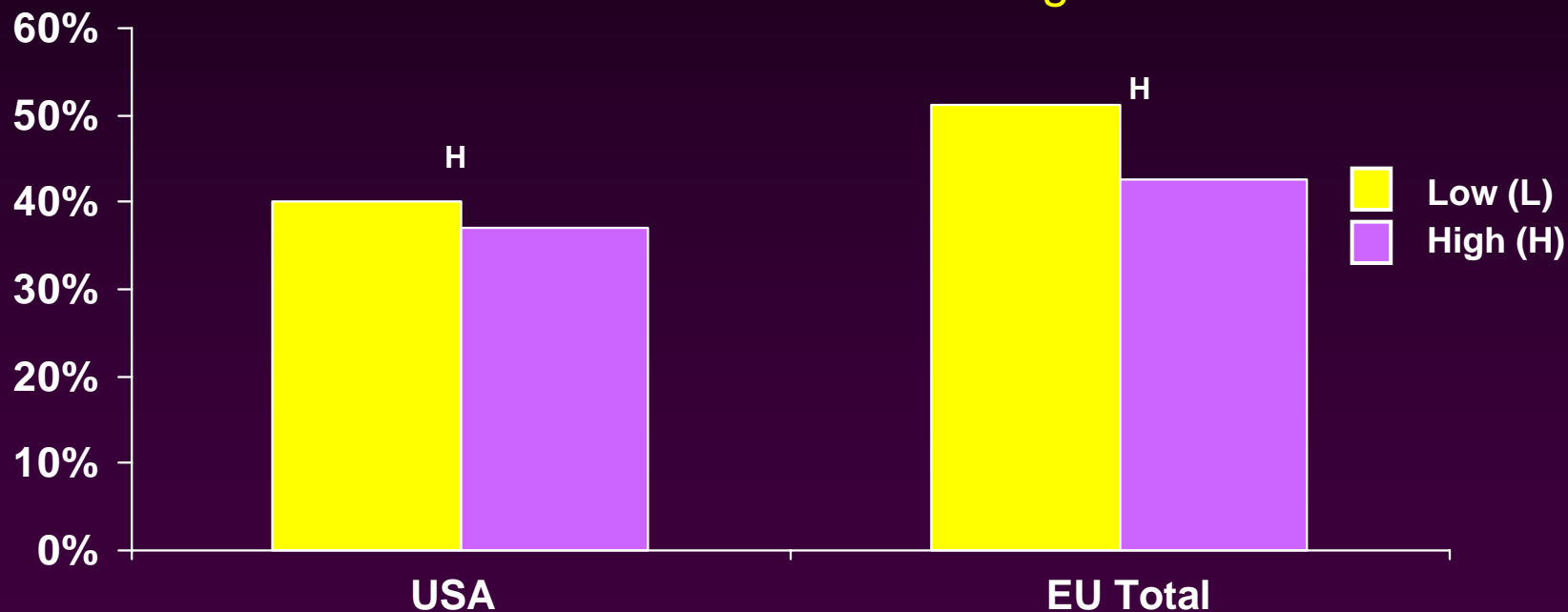
Source: USA and EU National Health and Wellness 2006.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

...but why are a larger percentage of "Low" arthritis patients taking a Rx?

% of Arthritis Patients Taking Rx



Source: USA and EU National Health and Wellness 2006.

Stars indicate statistically significant difference @ 95% confidence level between subgroups

Mission Impossible

Eugene Kittridge: *I can understand
you're very upset*

Ethan Hunt: *Kittridge,
you've never seen me
"very upset"*

Mission Impossible

The logo for the movie Mission Impossible, featuring the title in a stylized font on a background that looks like a film strip.

Mission
Impossible

We have opportunities to improve both perceptions and profitability

- The low socioeconomic group from this study...
 - Are generally sicker, prefer to use Rx medications, but are less likely to ask their physician or pay for them
 - They are equally likely to be heavier users of Rx medications
 - They represent a business opportunity and are at the heart of public perceptions about our industry
- EphMRA members have the opportunity to deliver information that is unbiased, credible and complete to provide balance the headlines

Mission
Impossible

We need to expand our tool set

- We have been vigilant about measuring physicians...
 - Perceptions of our brands
 - Current prescribing behaviors
 - Future behavior based upon our marketing efforts
- We less often deliver insights....
 - On whether our brands are improving patients lives and benefiting society
 - To help shape perceptions outside the walls of our companies

Mission
Impossible