



SELF-CARE IN TODAY'S CHANGING HEALTHCARE ENVIRONMENT

A national survey, conducted by Ipsos in collaboration with the National Council on Patient Information and Education (NCPPIE) and Pfizer, examined the current perceptions, behaviors and trends related to **self-care among 2,024 individuals aged 18 and older and 516 primary care physicians (PCPs) in the U.S.** Survey findings indicate that people today are taking greater ownership of their health, demonstrating knowledge and resourcefulness when it comes to health-related matters. Further, survey findings underscore the importance of empowering individuals along their health journey, ensuring they have the information and confidence to utilize resources and make informed decisions for their own healthcare and that of their loved ones.

SURVEY KEY FINDINGS

People are taking a more active role in managing their own health and wellness and believe they are expected to do so now more than ever before.

- **88%** of surveyed individuals feel confident in their abilities to take responsibility for their health
- **89%** agree that they know where to look and whom to ask if they have health questions or concerns
- While **92%** of individuals like being able to have better control of their health, **64%** feel they could be making more decisions about their health and wellness
 - **80%** believe they are expected to be active in managing their health more than ever before
- **83%** of individuals believe an important part of self-care is seeking advice from a doctor when needed
 - Interestingly, more than half (**60%**) tend to take an over-the-counter (OTC) product before making an appointment with a doctor

An overwhelming majority of people agree that self-care is strongly connected to taking personal responsibility for one's health and is an important part of promoting overall health and wellness.

- More than **8 in 10** individuals rate self-care as highly important in promoting overall health and wellness
- **95%** of people agree that self-care is strongly connected to taking personal responsibility for one's health
 - **79%** define self-care as actively seeking ways to treat, diagnose or manage health issues/ conditions on their own
- While **95%** of people associate self-care with healthy habits (e.g., diet and exercise), a majority (**>80%**) also identify self-care as engaging in wellness check-ups (**88%**), preventative care (**87%**), consultations with doctors (**83%**) & decision-making about healthcare issues (**87%**)
- People are researching health problems and symptoms (**67%**), tracking health indicators such as weight and blood pressure (**64%**) and taking OTC products to manage acute health conditions (**59%**)



SURVEY KEY FINDINGS (CONTINUED)

A majority of individuals (77%) and PCPs (63%) agree that OTCs are an important tool to better manage one's own health and allow people to address health issues more quickly.

- **82%** of people agree that a clear understanding of their symptoms would help prevent the misuse of OTC products
 - **80%** say they understand that appropriate use of OTCs is key to ensuring safety
- A majority of people also agree that OTCs save them the cost (**73%**) and time (**74%**) associated with going to their doctors' office
- More than a third of individuals (**38%**) express uncertainty that they have enough information to confidently decide which OTC is right for them – such that **56%** of individuals often turn to their PCPs, pharmacists, or other healthcare providers to help them choose the right OTC product

ABOUT THE SURVEY

In partnership with the National Council on Patient Information and Education (NCPIE) and Pfizer, Ipsos conducted this survey within the United States between September 25 and October 15, 2014, among a nationally representative sample of 2,024 respondents aged 18 and older, living in the U.S. (people); and 516 primary care physicians currently practicing medicine, using an online survey and panel to conduct the interviews.

ABOUT NATIONAL COUNCIL ON PATIENT INFORMATION AND EDUCATION (NCPIE)

Organized in 1982, the National Council on Patient Information and Education (NCPIE) is a nonprofit coalition of diverse organizations committed to promoting the wise use of medicines through trusted communication for better health. NCPIE works to address critical medicine safe use issues like adherence improvement, prescription drug abuse prevention, reduction of medication errors, and quality improvements in healthcare provider-patient communication. For more information, visit www.BeMedWise.org.

ABOUT PFIZER INC.

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit us at www.pfizer.com.

