

WHAT IS YOUR SELF-CARE PERSONA?

According to a national survey, people are taking a more active role in managing their own health and wellness (self-care) and believe they are expected to do so now more than ever before. Among individuals who are most engaged and active in self-managing their health and that of their loved ones, they have a strong balance between seeing their doctors for preventative health measures and demonstrating self-care behaviors. Across varying degrees of health-conscious consumers, there is an opportunity to create greater awareness of how people regard and practice self-care and how individuals' own attitudes and behaviors compare to current trends.

WHICH PERSONA DO YOU RELATE TO?



Health Elite Parents (5%)

"I'm already doing a lot to maintain good health and don't need to consider more options."

KEY CHARACTERISTICS:

- Excellent health with minimal need for specialists and prescription or over-the-counter (OTC) medications
- **Proactive** and in control of their health, exercising frequently and eating healthy
- Trust and rely on their doctors - 80% see their healthcare providers for a frequent or annual check-up



Health Elite Boomers (18%)

"I'm older, but still very active, engaged and committed to leading a healthy lifestyle."

KEY CHARACTERISTICS:

- Excellent health with no more than one serious health issue in the past three years
- Exercise frequently, eat healthy and seek a doctor for **preventative** and maintenance care
- 95% look to their doctors to help them choose the right OTC products when needed

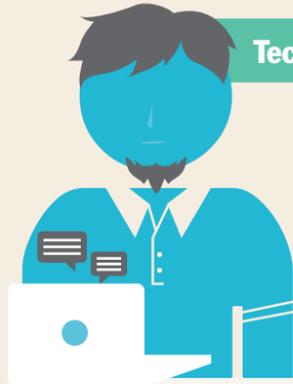


Tech-Savvy OTC Parents (9%)

"I incorporate technology and OTCs as part of my commitment to self-care. Time and money don't always allow me to see my doctor."

KEY CHARACTERISTICS:

- Good health overall but more likely to see a specialist due to past chronic medical conditions
- Rely mainly on doctors, but also look to their family and other sources for help
- **Often self-medicate** and rely more heavily on OTCs due to limited access and time to see a doctor



Tech-Savvy OTC Independents (13%)

"I'm independent with no kids, but limited access to doctors and financial burdens lead me to technology and OTCs for better self-care."

KEY CHARACTERISTICS:

- Good health but have some **chronic medical conditions** to manage (68% have a chronic health issue)
- Rely heavily on doctors, especially primary care physicians (PCPs) to help manage their own health
- Often self-medicate and **rely heavily on OTCs** with additional guidance from their doctors



Chronic Issue Older Adults (15%)

"I rely heavily on my doctors for proper care for my medical issues rather than turning to self-management."

KEY CHARACTERISTICS:

- Generally in poor health with multiple health issues and chronic illnesses
- Try to **stay informed** and find some technologies useful in self-managing health
- Ultimately depend on their doctor for proper care and treatment

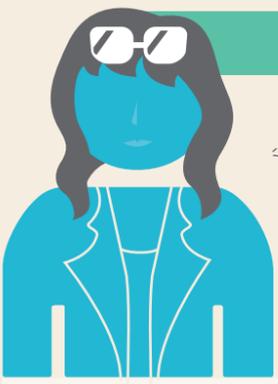


Doctor-less Self-Reliants (11%)

"I don't go to the doctor because I don't need to. I'm responsible for managing my own health and don't need to rely on anyone else."

KEY CHARACTERISTICS:

- Good health overall with minimal health issues, but are **less engaged** with their doctors
- Tend to **rely more on family** than doctors for info on health (only 31% have a PCP)
- Positive outlook and active use of OTCs to address health issues



Health Ambivalents (26%)

"My health is good enough, and I don't feel the need to take a bigger role in self-care other than visiting my doctor for an annual check-up."

KEY CHARACTERISTICS:

- Moderately healthy but generally not concerned with their health and well-being
- **Poor health habits**
- Have a PCP and typically go just for an annual physical/check-up



Health Rejecters (3%)

"I have OK health, but I don't feel the need to be more active in self-care."

KEY CHARACTERISTICS:

- Not in great health but don't have any major health issues
- Poor health behaviors and are **not engaged with self-care** at all
- Do not rely on anyone to help manage their health

*Percentages are based on survey data analyses and are inclusive of all respondents.

**The insights and findings represented above are based on a 2014 survey conducted by Ipsos, in collaboration with the National Council on Patient Information and Education (NCPIE) and Pfizer, among a nationally representative sample of 2,024 American adults, aged 18 and older, and 516 primary care physicians between September 25 and October 15, 2014.