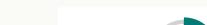
TODAY'S CHRONIC **PATIENTS:** WHAT WE

NEED TO KNOW

or the majority of patients living with chronic conditions, "health" is often focused around treatment and disease control. And while healthy living has historically been associated with longevity, it has evolved to be multidimensional — inclusive of mental and even spiritual health. This expansion of mindset, coupled with rapid technology innovations and adoption, presents an opportunity for more advanced, personalized care, guiding patients towards more optimized outcomes for living a healthier life.



CHRONIC CONDITIONS

Multimorbidity is prominent. Over 50% of chronic patients have been diagnosed with a mental health issue.

Psoriasis

45 8

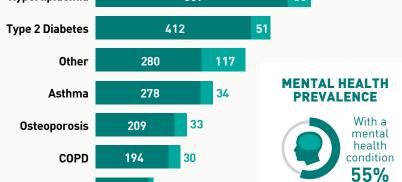
Severe Peanut/

Food Allergy





Number of patients/caregivers (of those with chronic conditions)



Other includes: Lupus, Hypothyroidism, Migraines, Irritable Bowel Syndrome, Bipolar Disorder, Fibromyalgia, Tinnitus, Arthritis, Gout, etc. Mental health conditions includes: Anxiety, Depression, PTSD, etc.

Patient

Caregiver

Total sample N=1,325 | Patients N=1,107 | Caregivers N=218

35% Physical Health 30% Mental & **Emotional** Health 20% **Spiritual** Health **15%** (e.g., Financial

Health, Interpersonal Relationships)

WHAT IS HEALTH?

Balanced in all aspects of life —

mind, body, and spirit — and a

positive sense of well-being.

HEALTHCARE ACCESS While quality care is attainable, affordable care could be challenging -1 in 4 feel they do not

have access to comprehensive health insurance. This is likely driven by social determinants of health, which are economic and social conditions that influence differences in healthcare status. **87**% 86%



informed decisions about their health **79%** Have access to

Prepared to make



Have access

to quality



themselves or advocate

Have access to healthy food options

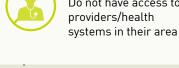




13% Do not have access to providers/health



Do not have access to comprehensive and affordable health insurance



AND APPS Over 80% of patients use products to

HEALTH TECHNOLOGY

interact with providers, enabling customized and convenient care. 89%

track their health-related activities and



services and other virtual options important 81%

Find products and

services for tracking

Find telehealth



and monitoring health-related activity important

Willing to share personal data with

companies to receive

customized service

and care



A physician's office is the preferred channel as patients become aware of their condition, while online resources and mobile apps help patients

CHANNEL PREFERENCE

measure ongoing progress following diagnosis.

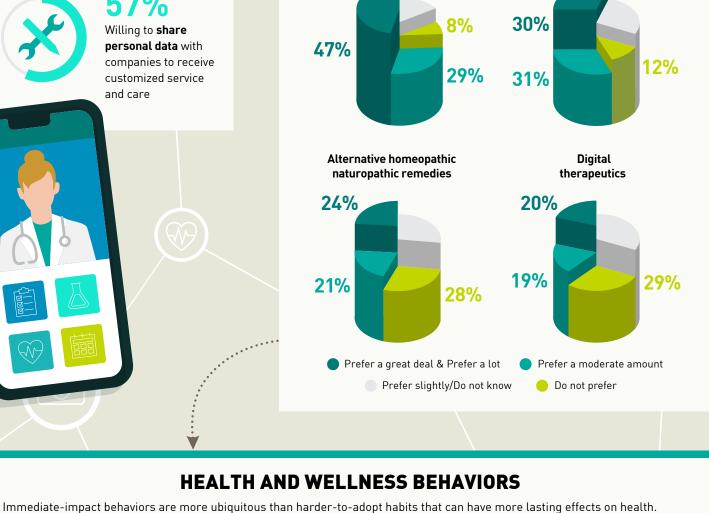


growing, prescription and over-the-counter medications are preferred by chronic patients.

MEDICATION PREFERENCE

Prescription Non-prescription OTC medication medication

Though interest in digital therapeutics and alternative medicine is



Avoiding tobacco usage

29% 69% **Good sleep habits** Setting and eving health goals Routine health checkup 68%

		acilievilly lieattii goats
2	9%	Balanced diet/ weight management
	22%	Seeking therapy
		PANDEMIC

RARELY DOING

Limiting alcohol intake		68%	
,	65%		
Routine blood or diagn	ostic tab work	03 /0	
\	Telehealt	h visits became a	
SPIRED	permanent change and I am		

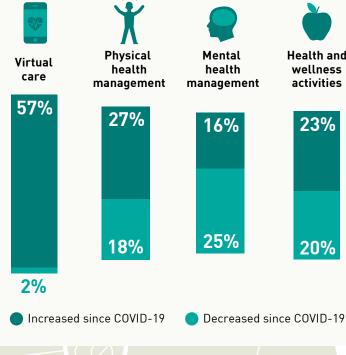
ALWAYS DOING

Physical Mental Health and **Virtual**

BEHAVIORAL CHANGES

COVID-19 disrupted both access to healthcare and overall approach to health, in some cases signaling lasting change — most notably, a

shift towards telehealth and digitization of treatment.



(due to the pandemic).

taking care of myself better physically and emotionally



The Modern Patient Journey: 2021 Healthcare CXM Study for Chronic Condition Diagnosis and Treatment. Published December 2021.

For more information, contact the Consumer & Market

Intelligence team at CMI@RAPP.com.

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