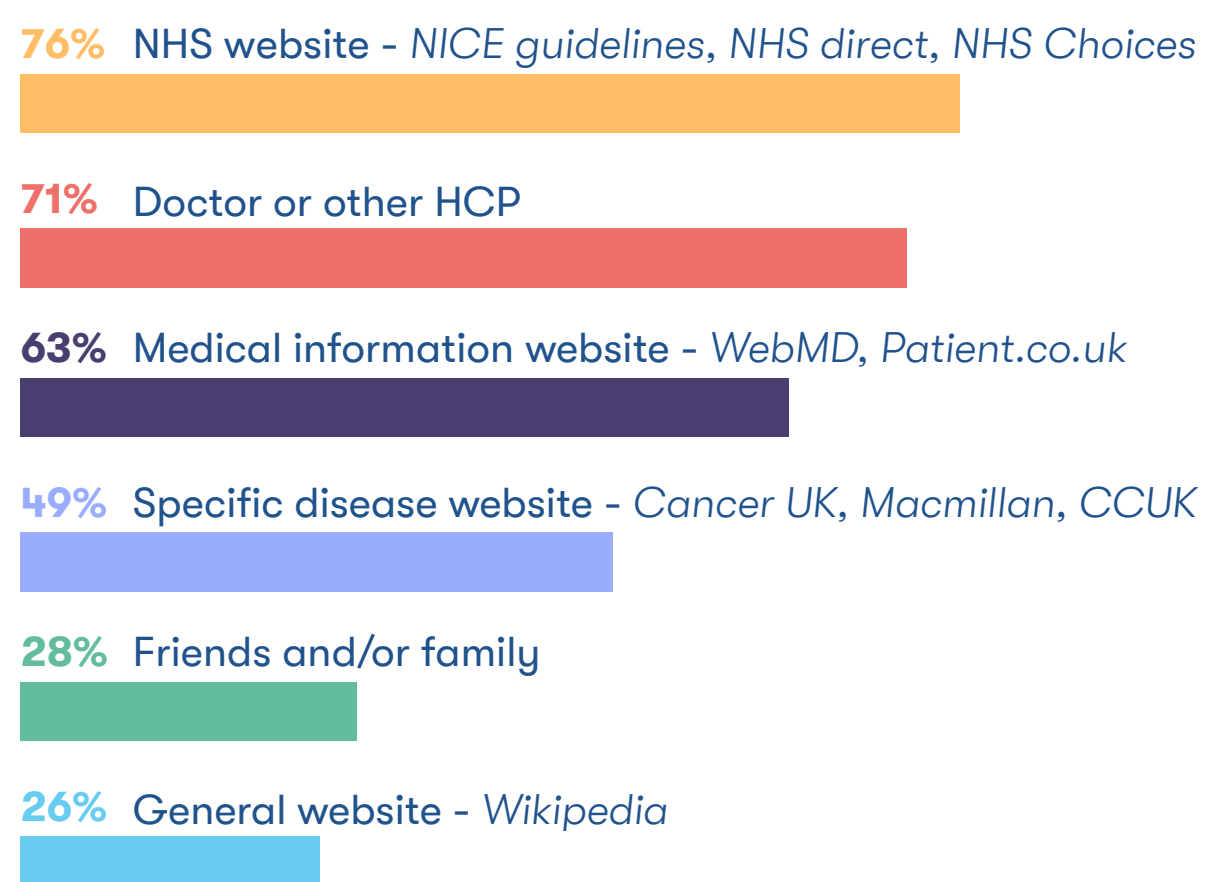


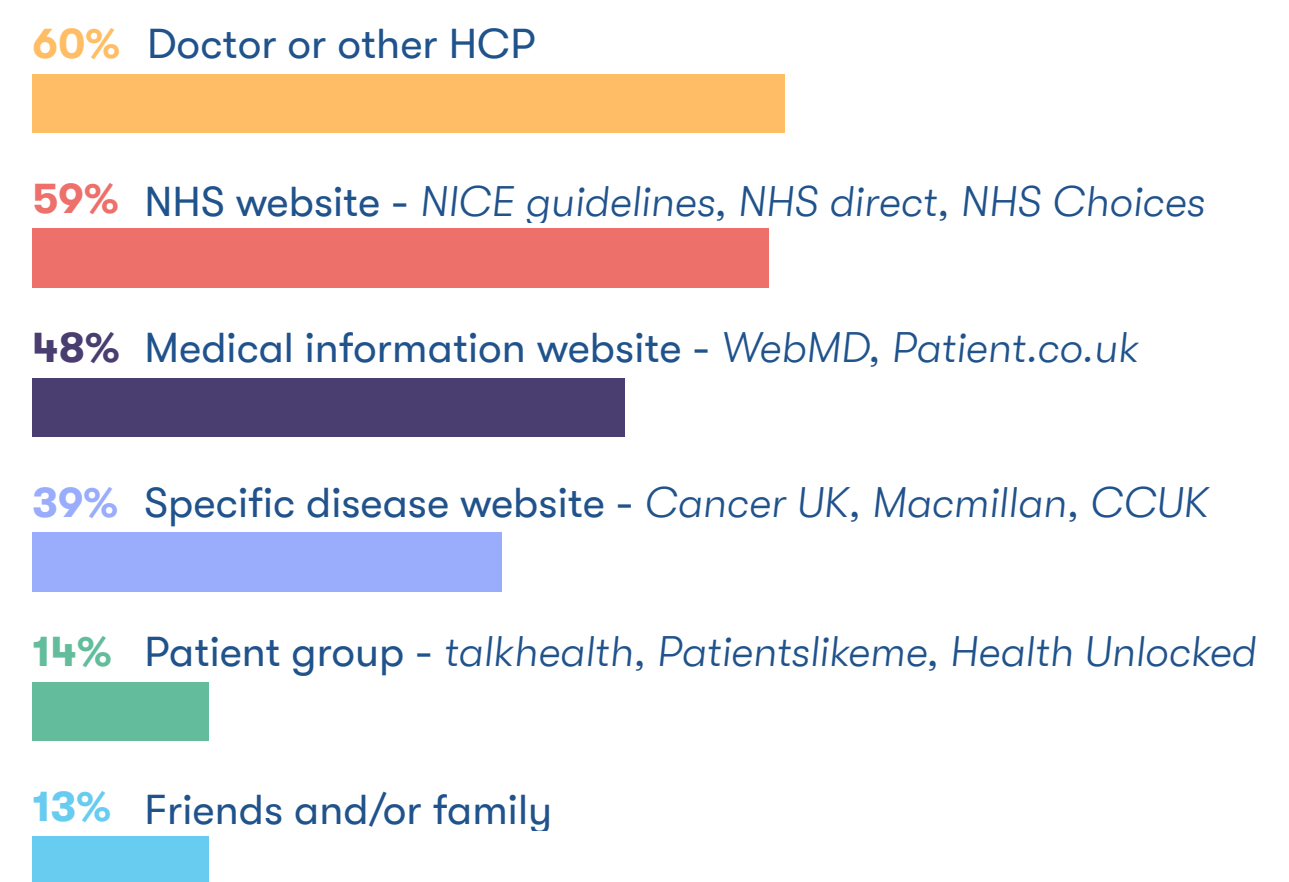
What do patients look for in health information?

In a PM Society Patient Engagement Interest Group (PEIG) survey carried out in 2018, some interesting insights into patient preferences for health information were revealed. Here we summarise some of the key results.

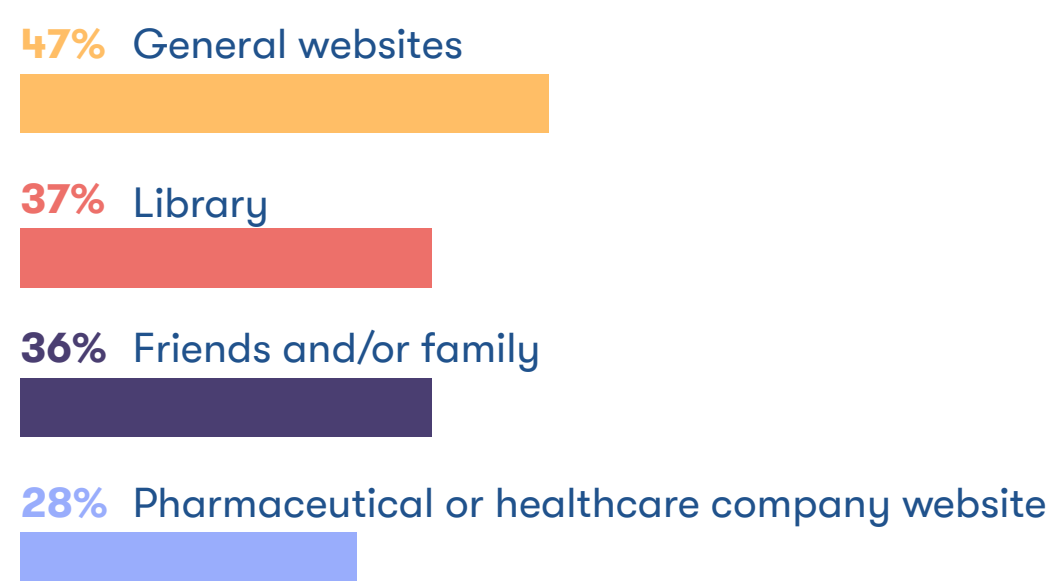
Where do patients primarily go for health information?



Which information sources do patients find most useful? (Respondents could select up to three answers)



Which information sources do patients find least useful? (Respondents could select up to three answers)



NHS websites, healthcare professionals and specific healthcare information websites (WebMD or Cancer UK) were the top

4

sources where patients primarily go for health information and represent the most useful sources

14%

of patients included patient groups as most useful

47%

of patients found general websites as least useful

What other information would patients like to have? (Only one quarter of respondents answered this question. Results have been rounded to the nearest whole number throughout this document.)

Patient stories and local support



Information on local support groups specific to my health conditions. For myself and family members to access.

–

More information from fellow sufferers.

Lay summaries of recent research



Disease summaries and treatment options in easy to understand language for patients.

Access to experts on-demand

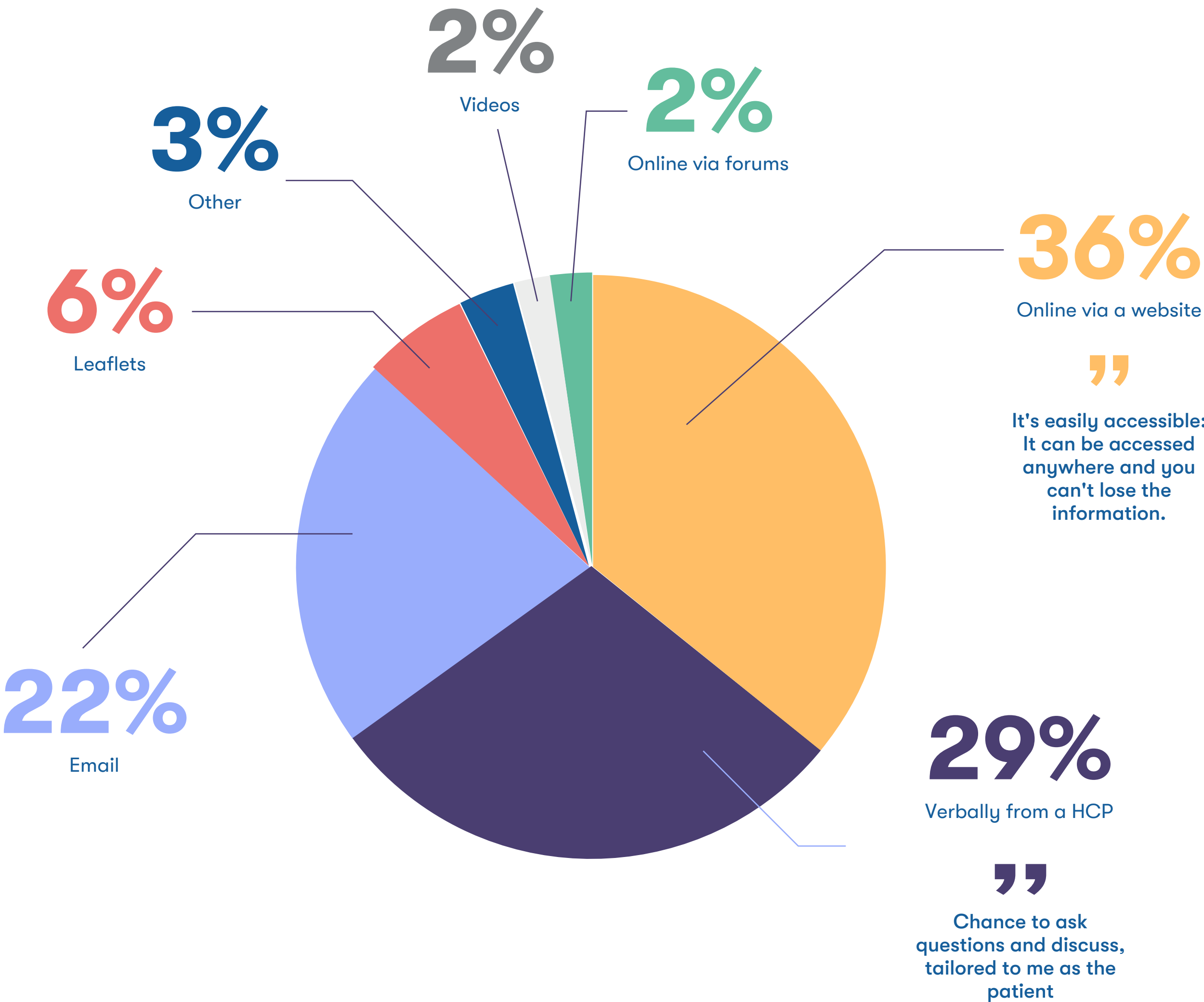


Online access to a nurse who could answer questions when I cannot get hold of my district nurse.

–

Someone to talk to over the phone.

How do patients prefer to receive health information?



Why do patients prefer to receive health information in this way?

43%

liked to use online information sources because they were convenient and easy to access

”

I can read it when I have the time & energy.

Because it's easier and I can get all the information I need in a discreet way in the comfort of my own house.

22%

mentioned direct communication/personal approach on receiving information verbally from a HCP

”

Two-way interaction.
Can answer a questions.

5%

said their HCPs and disease websites are preferred because they are a trustworthy/reliable information source

”

Easy to refer back to. Most likely has gone through approval and certification process – therefore more trustworthy.

Can answer specific questions.

Because a specialist who studies my condition and sees many similar patients has expert knowledge.

3%

liked the immediate and speed of access provided by online sources – but this was an online survey

”

Easy to access and when you need it, wherever you are. No bits of paper to misplace

It's easier and can be accessed 24/7

2%

liked their material in a specific format e.g. visuals, videos and leaflets – one size does not fit all

”

A leaflet you can look at again to jog my memory

A video is very nice. Maybe a collection of 1-2 minutes short videos on connected topics would be optimal

~1 in 10

said online sources were preferred because it was easier to digest / assimilate / understand the information

”

Easy access. Read at own pace. Can re-read. Links for more info. Available any time. Pictures & diagrams.

Why do patients prefer to receive health information in this way?



Trusted information



Access to experts



Online sources



Support from patient groups