

Patient Labeling: Past, Present, & Future

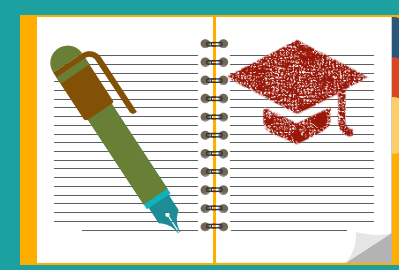
Our Health Literacy Journey in Pharmaceutical Market Research

P
A
S
T

RECRUITMENT



recruiter database



screening based on education levels

Databases did not identify respondents by health literacy criteria

DEMOGRAPHICS



database respondents

TYPICAL CHARACTERISTICS:

- ✓ 18 – 50 years of age
- ✓ varying educations & incomes
- ✓ interested in research; articulate

✓ patients

x caregivers

Key focus on patients and less on the caregivers

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BEYOND THE DATABASE – UTILIZE NUMEROUS SOURCES



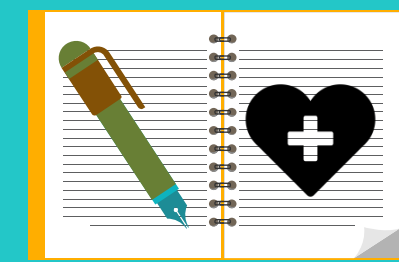
recruiter database



in-field



internet



health literacy screening

GRASSROOTS

- ✓ printed flyers
- ✓ word of mouth
- ✓ plain language
- ✓ call back numbers

literacy centers

public arenas

social media

cognition

senior centers

religious centers

message boards

NVS test

include respondents who best match the demographics of the disease area being tested

target age

race

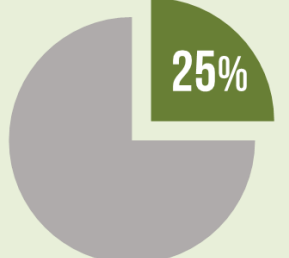
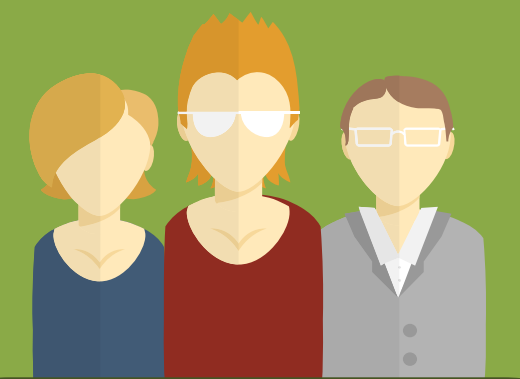
disease state

include groups who would have not typically been included in the past

elderly

caregivers

young adults



strive to include at least 25% of limited health literacy respondents in the total sample

F
U
T
U
R
E



tools and techniques

Identify additional interviewing tools and techniques which best establish, as well as evaluate health literacy levels

Gauge the utilization of information, beyond comprehension



interviewing options

Provide interview options to meet the needs of all health literacy levels

in-person

1:1 interviews
focus groups by health literacy levels

phone/web

mailed, paper copies of stimuli



enhance recruitment

Only 3% of the members in a widely used pharma recruiting database fall under the limited health literacy category

Expand databases by training national recruiters to incorporate health literacy screening criteria



research practices

Expand the inclusion of respondents with low health literacy into other types of research beyond patient labeling

Provide a model for other companies to incorporate low health literacy principles into market research