Introduction

46.9% of the US Population took at least 1 prescription medication within the last 30 days. 21.3% took more than 3, and 19.9% took more than 5. (CDC, 2017)

No matter what time you view this poster, I am one of those people, and I continue to be every single day as I deal with Type 1 Diabetes, a Chronic Illness. Many people take these daily medications, so that raises the question of how does competition come in to play with every single day as I deal with Type 1 Diabetes, a Chronic Illness. Many people take these medications/technologies.

What Channel Catches Your Attention

Participants were asked to list what channels, regardless of what message was being sent, would catch their attention the most. Television and Social Media were unsurprisingly common, but what did stand out was how much attention was captured if a message was shared from friends and family members.

Likelihood of Involving Friends & Family

Conversations about health are not always one-sided. A little less than half of the participants surveyed were somewhat or highly likely to include their friends and/or family in their conversations about new medications or treatment plans.

Discussion & References

This study was designed to look deeper into how the public hears about new medications or new medical technology announcements and analyze what may be the most effective (and worth the money) platform or channel for makers and marketers of those new medications/technologies.

Results

Causes of Medication Plan Change

Treatment plans can change for a variety of reasons. The one most prevalent in this study was new technology/medications being developed. More than half of participants surveyed (that had gone through a medication change since diagnosis) listed new technology/medications being developed as one of their main reasons for changing their plan.

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How Current Plan Was Found

In order to get a new medication, you need a prescription from your doctor. This is how a treatment plan is established. Participants were asked to list what channels, regardless of what message was being sent, would catch their attention the most. Television and Social Media were unsurprisingly common, but what did stand out was how much attention was captured if a message was shared from friends and family members.

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What I was able to find was that people are pretty trusting of claims made by drug makers and companies, and they are relatively willing to bring new information up to their doctor if they find out about it through multiple platforms. There still seems to be a general mistrust of newer channels, like social media or any online search, but that may be changing due to the rise of a tech-savvy generation.

Future research could focus on the increased spending by pharmaceutical companies digital promotion affects the likelihood of mention, or regression analyses on how channel attention may predict likelihood of mention.

Demographics

Participants were recruited through Amazon’s Mechanical Turk System. Approximately 335 useable responses were given.

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronic Illness or Daily Medication</td>
<td>71.3%</td>
<td>239 of 335</td>
</tr>
<tr>
<td>Taking same medication as when diagnosed</td>
<td>68.9%</td>
<td>231 of 335</td>
</tr>
<tr>
<td>Gender</td>
<td>59.1% Female</td>
<td>198 of 335</td>
</tr>
<tr>
<td>Age</td>
<td>62.9%</td>
<td>211 of 335</td>
</tr>
<tr>
<td>Education</td>
<td>77% HS or less</td>
<td>260 of 335</td>
</tr>
<tr>
<td>Annual Household Income</td>
<td>$(36) &gt;10k</td>
<td>99 of 335</td>
</tr>
<tr>
<td>Marital Status</td>
<td>118 Single</td>
<td>36 of 335</td>
</tr>
</tbody>
</table>

Results cont.

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Next Step After New Info

After hearing about new medication/treatment plan information, the next step is up to the patient. A majority of those surveyed went straight to their doctor with the information, while some said they did additional research.

69.8% Went to Prescribing Doctor, 55.8% Online Search, 19.7% Looked at Company/Product Website, 23.8% Asked Friends & Family, 5% Other