

SELF-CARE IN TODAY'S CHANGING HEALTHCARE ENVIRONMENT

People today are taking greater ownership of their health (self-care), demonstrating knowledge and resourcefulness when it comes to health-related matters. Reaffirming this trend, survey findings underscore the importance of empowering individuals along their health journey, ensuring they have the information and confidence to utilize resources and make informed decisions for their own healthcare and that of their loved ones.



People are taking a more active role in managing their own health and wellness and believe they are expected to do so now more than ever before.

88%

feel confident in their abilities to take responsibility for their health

89%

agree that they know where to look and whom to ask if they have health questions or concerns

92%

of people like being able to have better control of their health

64%

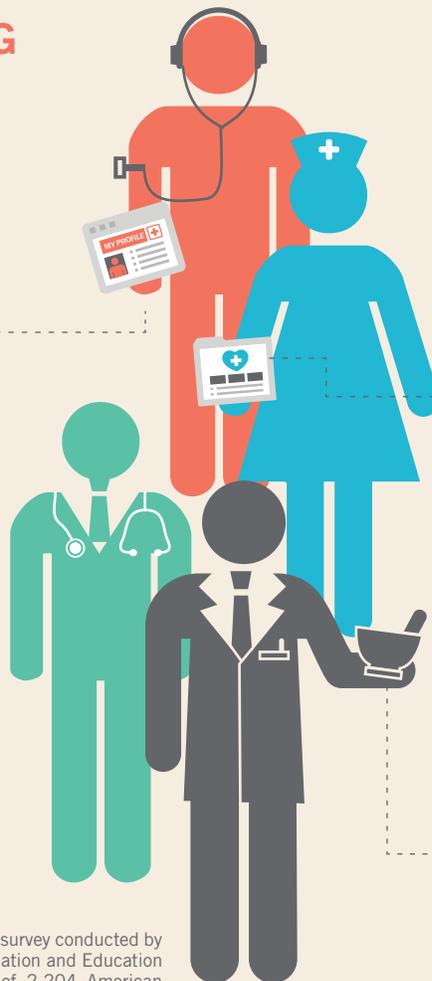
feel they could be making more decisions about their health and wellness

EVOLVING UNDERSTANDING OF SELF-CARE AMONG INDIVIDUALS

An overwhelming majority of people agree that self-care is strongly connected to taking personal responsibility for one's health and is an important part of promoting overall health and wellness.

While 95% of individuals associate self-care with healthy habits (e.g., diet and exercise), a majority also identify self-care as engaging in wellness check-ups, preventative care, consultations with doctors & decision-making about healthcare issues

People are researching health problems and symptoms, tracking health indicators such as weight and blood pressure (64%) and taking OTC products to manage acute health conditions (59%)



THE OTC PARADIGM

A majority of individuals (77%) and primary care physicians (PCPs) (63%) agree that over-the-counter (OTC) products are an important tool to better manage one's own health and allow people to address health issues more quickly.

82%

of individuals agree that a clear understanding of their symptoms would help prevent the misuse of OTC products

80%

say they understand that appropriate use of OTCs is key to ensuring safety

More than a third of individuals (38%) express uncertainty that they have enough information to confidently decide which OTC is right for them such that 56% of individuals often turn to their PCPs, pharmacists, or other healthcare providers to help them choose the right OTC product

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 2,204 American adults, aged 18 and older, and 516 primary care physicians between September 25 and October 15, 2014.