



Insights to Understanding Diverse and Female Patients

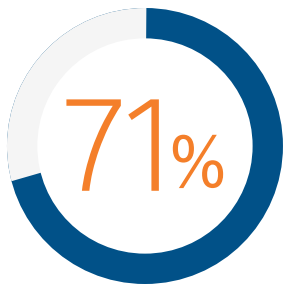
Boston Scientific initiated an audience market research study in order to gain a better understanding to the types of healthcare barriers women and people of color often face.

64% of the public believes people should learn about clinical research through discussions with their doctor and nurse.¹

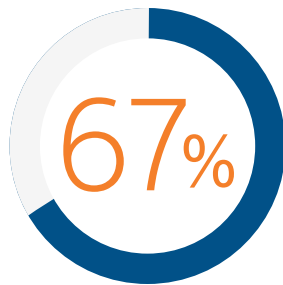
55% of patients admit to their Health Care Provider that they hate taking a pill everyday.

WOMEN IN HEALTHCARE

39% **HEART-RELATED.** Over a third of surgeries that women experience are heart-related procedures.



of women have never been asked to participate in a clinical trial.



answer that they would be somewhat likely or likely to participate if asked.

NOTE: This resource is compiled from quantitative and qualitative survey results from women who identified as being Caucasian, Hispanic or Black.

DIVERSITY IN HEALTHCARE

Even though AF is more common in whites, blacks have higher rates of stroke, heart failure and coronary heart disease when AF is present.²

1.5-2x Black Americans are almost twice as likely as Caucasians to experience an AF related stroke.²



Black men are 60% more likely to die from a stroke as compared to non-Hispanic whites.^{3,*}

**This data comes from cerebral vascular stroke data, but drives the importance of stroke prevention in this population due to it's increasingly devastating impact, regardless of cause.*

LEARN MORE

www.knowyourhealth.com/en-us-hcp

¹ CISCRP's Perceptions and Insights Study <https://www.ciscrp.org/services/researchservices/public-and-patient-perceptionsinsights-study>

² Magnani, J. et al. (2016). Racial Differences in Atrial Fibrillation-Related Cardiovascular Disease and Mortality—The Atherosclerosis Risk in Communities (ARIC) Study. JAMA Cardiology. Doi: 10.1001/jamacardio.2016.1025

³ Office of Minority Health. (2020, February 3). Retrieved October 16, 2020, from <https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4>

The market research and patient recruitment was conducted by MedPanel, Inc., an agency based in Waltham, MA.