

Great Expectations: Why Pharma Companies Can't Ignore Patient Services

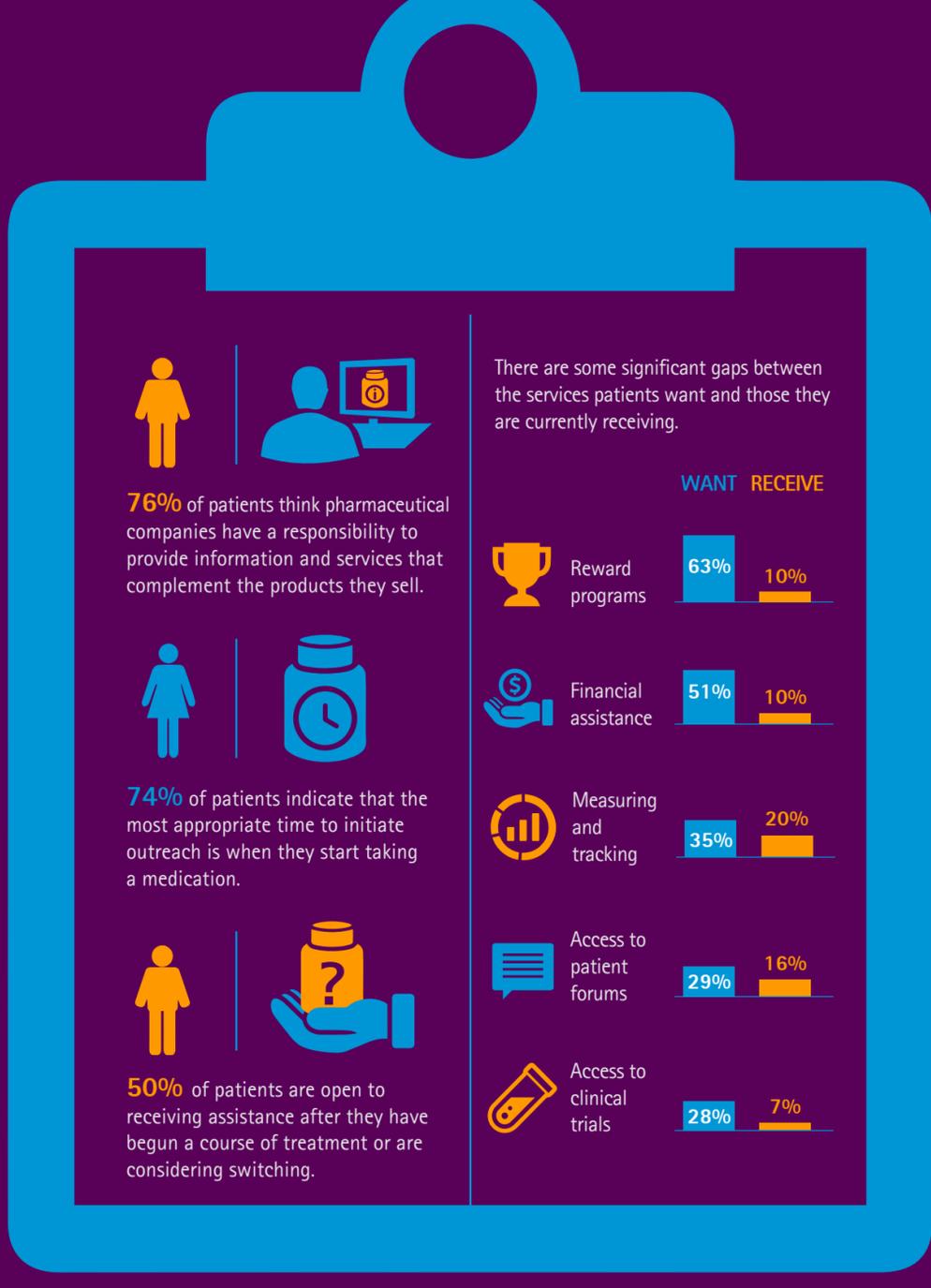
Key Findings from an Accenture survey of 2,000 patients in the United States

This survey explores what the services patients are currently getting, the ones they ~~want~~ expect to get and how well the industry is doing in providing those services.

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Key Findings

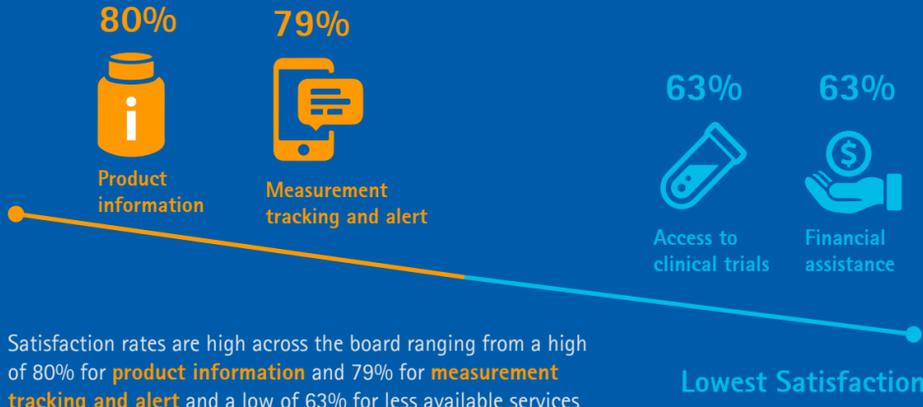
THE VAST MAJORITY OF PATIENTS DON'T JUST WANT PATIENT SERVICES—**THEY EXPECT THEM.**



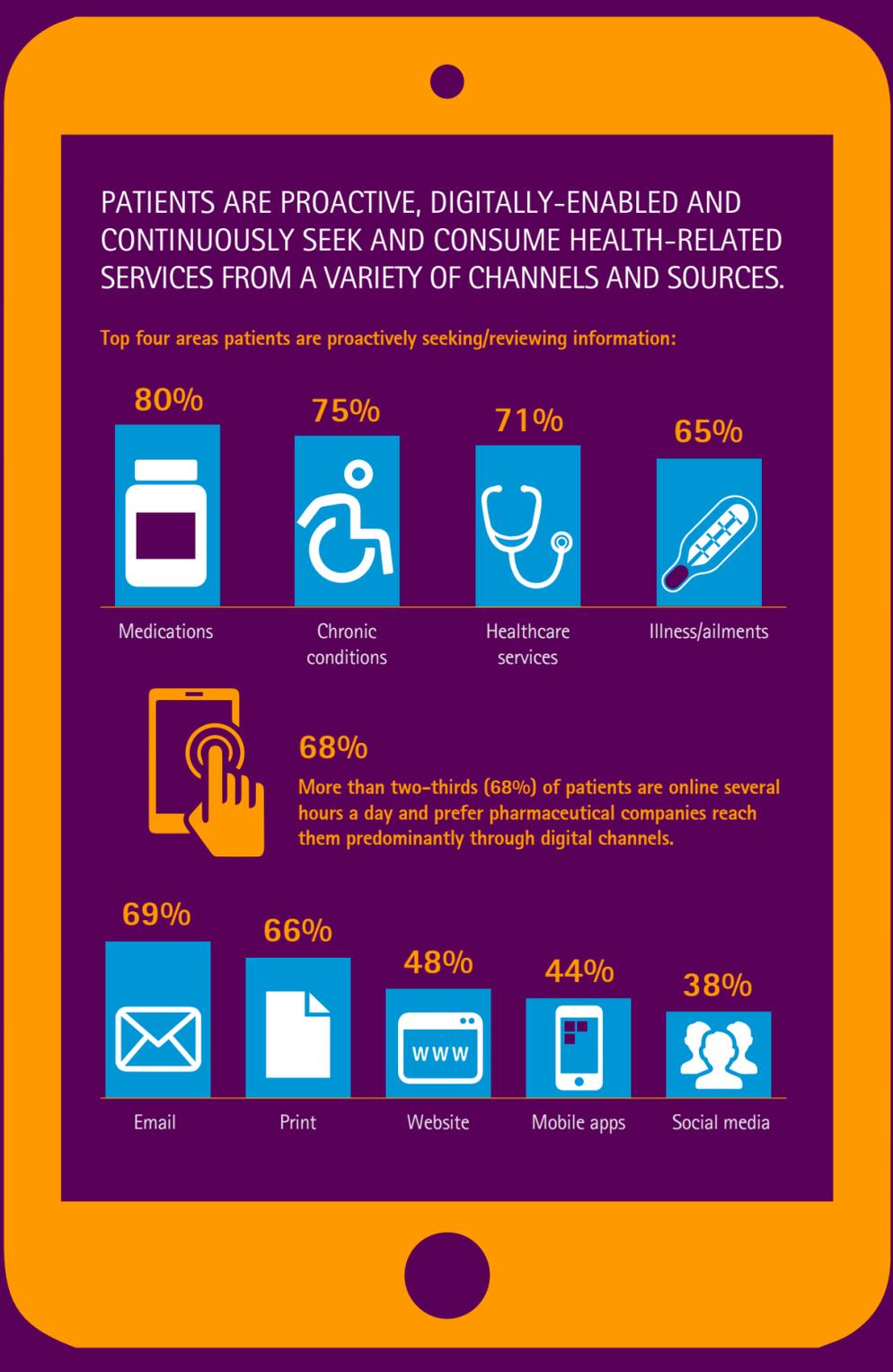
PATIENTS GREATLY VALUE SERVICES WHEN THEY GET THEM.

Patients are generally very satisfied with patient services when they get them—and are willing to give more personal health information to obtain more relevant services.

Highest Satisfaction



64% of patients are willing to provide information on their health in order to receive free information and/or services.



ABOUT THE SURVEY

This online survey assessed the receipt, desire and satisfaction of services received for three types of patients 1) those currently taking a short-term medicine (such as antibiotics or migraine medication) 2) those taking a long-term medicine (such as treatments for diabetes or high blood pressure), or a lifestyle medicine (such as birth control pills or smoking cessation). This infographic shows the results for the total audience (all three patient groups combined). The research was conducted by Coleman Parkes Research through an online survey of 2,000 respondents in the US over the age of 18 with an annual household income above \$25K between September and October 2013.