

# HAVASTONIC FACT SHEET

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## UNHEALTHY GAPS IN THE HEALTH INFORMATION AGE

We may have unprecedented access to health & wellness information, but all that knowledge isn't necessarily making us any healthier. From medical information to personal fitness data to wellness routines to healthful recipes—technology connects us to what we need to know, but we are not yet successful in turning that data into action that actually makes us healthier.

### NEW BUSINESS INQUIRIES:

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### HEALTH INFORMATION SOURCES

The physician is still the dominant source for health information on a regular basis, but other sources now also provide input as people try to achieve consensus among their many health information providers.

Sources used on a regular basis for health info:



#### HUMAN

- 65% Doctor/Physician
- 30% Friends & Family Members
- 25% Pharmacist
- 19% Nurse/Nurse Practitioner



#### DIGITAL

- 37% Health Info Websites (Such As Webmd or Mayo Clinic)
- 31% Search Engine (Such As Google or Yahoo)
- 20% Cooking, Recipe, Diet or Fitness Websites

### EDUCATION GAP

General and personal health and wellness information is more accessible than ever, but all this information has done little to educate people or give them direction.



72%

"It's important to me to be well-informed about health issues"



46%

"I often feel confused because recommendations about what is good for your diet/nutrition seem to change all the time"

### EMPOWERMENT GAP

We live in an age of empowerment in relation to our health, but people don't always put health at the top of their to-do list.



62%

"I believe I personally have control over my health"



49%

"I think health is important, but other things often take priority in my life"

### CHANGE GAP

Most people have a sense of self-responsibility about their health, but it is slow to translate into real behavior change. We are finding it difficult to walk the talk.



73%

"I'm trying to take better care of my health"



52%

exercise regularly



49%

maintain a healthy weight

### TECH GAP

Consumers say they value products and services that support their health, but aren't using the technology as much as they could be healthier.



60%

believe that wearable technology makes them feel more in control of their lives



68%

value mobile apps and wearables as a source of health information



Millennials 9% wearable use



Gen X 6% wearable use



Baby Boomers 2% wearable use

Actual usage is low

### OPPORTUNITIES FOR HEALTHCARE MARKETERS TO CLOSE THE GAPS

#### □ INFORMATION SOURCES

Understand that a healthcare brand is only one of many information resources.

#### □ EDUCATION

Offer accessible, searchable, and credible curation of useful information.

#### □ EMPOWERMENT

Provide real guidance on how to set realistic, sustainable goals.

#### □ CHANGE

Develop a deep understanding of the target's knowledge about their own health and help them track their progress in a personalized way so they can see real change

#### □ TECH

Change the conversation from cost to value, away from trend and fashion, and toward a commitment to the real reward of a healthier life.