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## European patient survey reveals 4 patient types Healthy, Non-conformist, Hedonist and Health Expert

9 out of 10 participants in a European patient survey by InSites Consulting had been ill in the last year. In this study, a distinction was made between 4 clear patient profiles: Healthy, Non-conformist, Hedonist and Health Expert. The types differ in their lifestyle, concern about their health and their attitude to prevention and alternative medicine. This patient survey was carried out by InSites Consulting in 7 European countries.

In the survey, someone who had suffered, during the last year, from an acute, a chronic (*longer than 1 month*) or recurring complaint was considered as a "patient". 9 out of 10 participants in the survey stated that they had been ill in the course of the past year.

### Patients come in 4 different types

In the study, a clear distinction was made between 4 different patient types: Healthy, Non-conformist, Hedonist and Health Expert.

*"The types differ in their lifestyle, involvement with health and their attitude to prevention and alternative medicine. This is reflected in a different relationship with their general practitioner, specialist and pharmacist. The various types of patient react in a strikingly different way when they are faced with an illness, and have to undergo treatment", says Magali Geens, Director Health Research at InSites Consulting.*

The first segment is what we call for short the "occasionally sick" or the "**Healthy Laidback**". They are people with a healthy lifestyle and good dietary habits. They are relatively young and are ill less than average. If they do feel ill nevertheless, they follow the usual channels, and their first port of call is their general practitioner. In the UK, **28%** of patients are "Healthy". In the Netherlands, they represent over 37% of the total population. That means that the "Healthy" patients are better represented in the Netherlands than in all other participating countries, which were Italy, Spain, Germany, France, the UK and Belgium.

The "**Non-conformists**" are definitely not a good example to follow when it comes to health! They include many smokers in their ranks, and are more overweight than average. The "Non-conformist" is not only against a healthy lifestyle, but also against traditional health care. They only go to a doctor if it is really necessary and they neither want to change their bad habits nor to take medication. **23%** of UK patients are "Non-conformists". In France and Italy, this rises to 27% and 28% respectively.

The third type concerns the "**Hedonists of Life**". As their name suggests, he is keener on living well rather than living healthily. Yes, we say HE, because the Hedonist is more likely to be a man. In the UK, this group represents **24%** of the patient population. In Germany, the proportion is 36%. The hedonist is more likely to turn to medication at home to relieve pain and ailments. When they visit the pharmacy, they return home with more products than average, in order to cure their ailments quickly. A visit to the doctor is often put off, because they will have to endure "finger-wagging" about their bad habits like smoking.

And finally, there are the '**Experts**'. They are more often women, and are best represented in the 55+ age group. Experts are very concerned about their health and keep themselves well-informed. They are often an example where health is concerned for those around them. We find the health experts in Spain (36%) and Italy (35%) as well as in the UK (**25%**). Experts have great trust in their general practitioner and the doctor's diagnosis. They ensure that they are well informed before

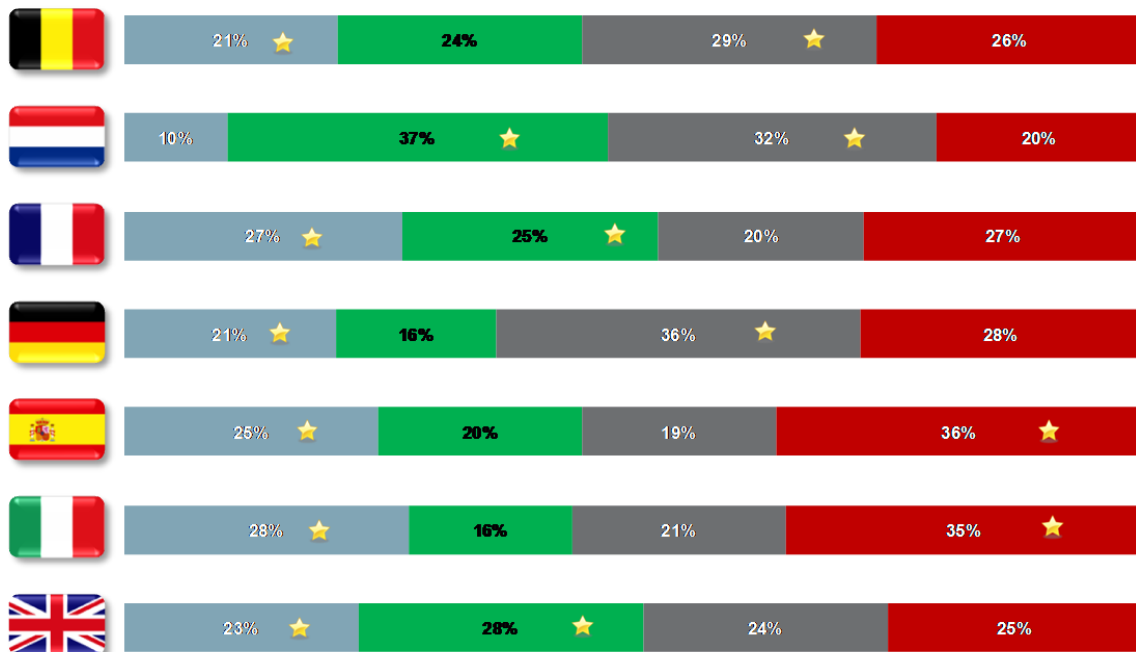
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starting a discussion with a professional. The Expert is more likely than average to look up health information on the Internet, and take it along to the doctor's. Due to their great concern about their own health, they also have a large impact on the treatment that is recommended or prescribed to them.

This research data is the result of a survey set up by the Knowledge Center Health of InSites Consulting. The survey was carried out at the beginning of this year in 7 European countries. Methodologically, an online survey was used. This research was carried out in Belgium, the Netherlands, France, Germany, the United Kingdom, Spain and Italy. In total, over 1,000 registrations (of illnesses) were made per country.



Contact: **Magali Geens**  
**Director Health Research**  
**magali.geens@insites.eu**  
 T +32 9 269 16 04 | M +32 497 523 526



**NON-CONFORMISTS**   **HEALTHY LAIDBACK**   **HEDONISTS OF LIFE**   **EXPERTS**



★ Significant differences between the countries (95%).