



PHARMACEUTICAL AND HEALTH CARE PRACTICES

SNAPSHOT POLL OF WASHINGTONIANS

March, 2009

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BACKGROUND

Shugoll Research conducted an online survey with 1,275 Washington, DC area residents to determine the impact of the economy on their pharmaceutical and health care practices. The survey was conducted March 27-29, 2009.

KEY FINDINGS

Impact of Economy on Pharmaceutical and Health Care Practices

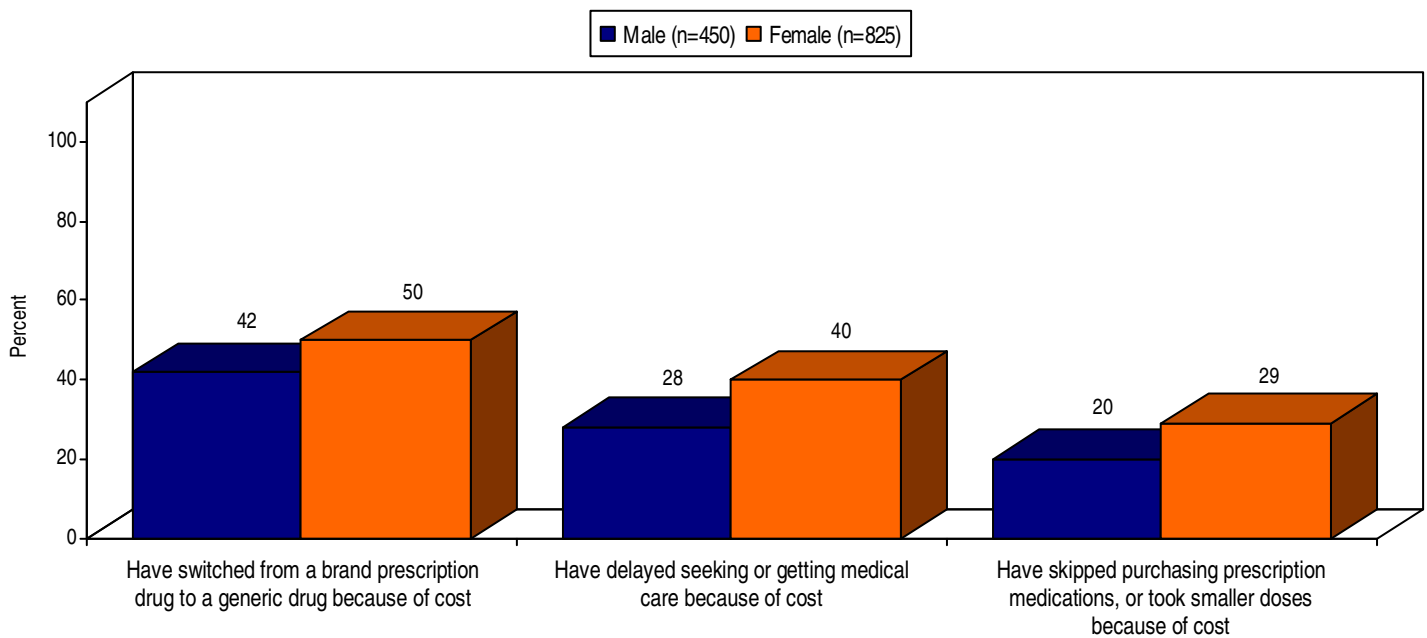
The economy is impacting Washingtonians' health care practices. Specifically, Washington, DC area residents report taking the following actions in the past year because they were worried about the cost: switching from a brand prescription drug to a generic version, delaying seeking or getting medical care, and, to a lesser extent, foregoing or taking fewer and/or smaller doses than prescribed.

Table 1: Health Care Practices by Total Sample

	Percent
Have switched from a brand prescription drug to a generic drug because of cost	47%
Have delayed seeking or getting medical care because of cost	36%
Have skipped purchasing prescription medications, or took smaller doses because of cost	26%

Women are more inclined than men to engage in all of these behaviors, particularly delaying seeking or getting medical care.

Figure 1: Health Care Practices by Gender



Q.6: During the past 12 months, have you switched from a brand prescription drug to a generic drug because you were worried about the cost?

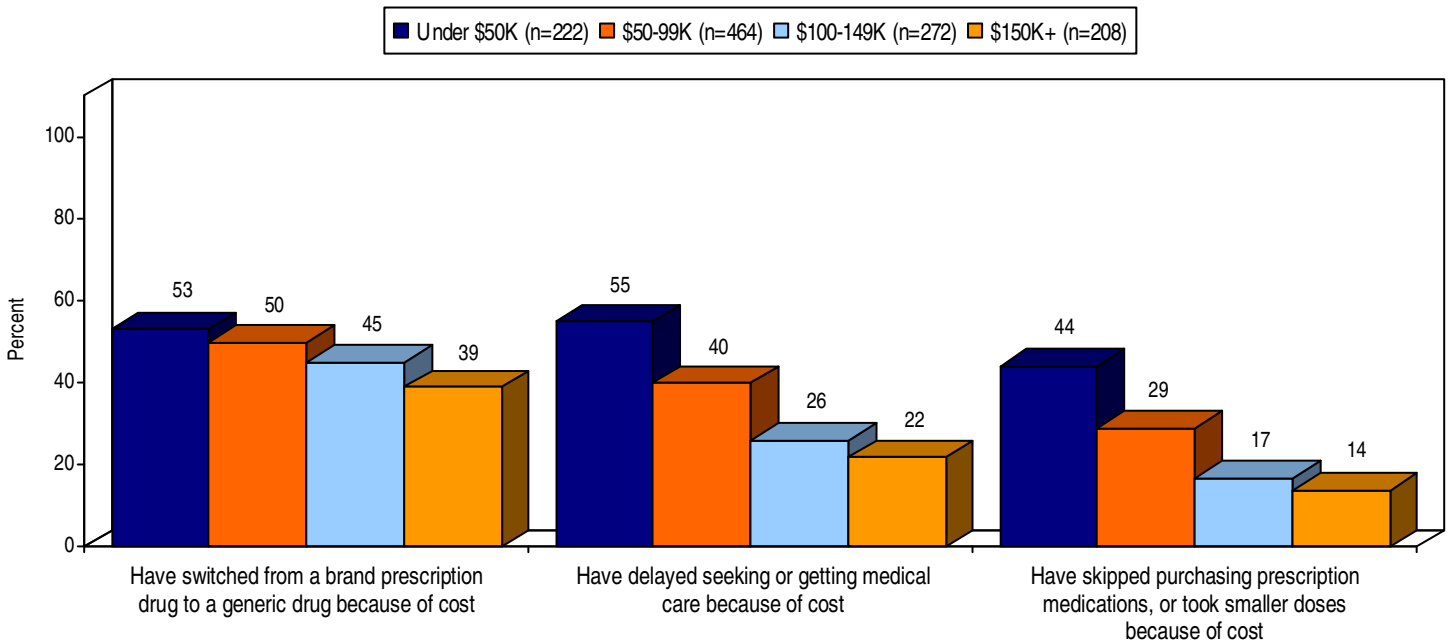
Q.5: During the past 12 months, have you delayed seeking or getting medical care because you were worried about the cost?

Q.7: During the past 12 months, has there been any time when you needed prescription medications but didn't get them, or took fewer or smaller doses than prescribed because you were worried about the cost?

Note: Percentages shown represent an answer of "Yes."

Household income also plays a contributing role in these practices. Residents with household incomes under \$50,000 are much more likely to switch to generic drugs, delay seeking medical care and forego or take fewer and/or smaller doses of prescribed medications because of their concern about the cost.

Figure 2: Health Care Practices by Household Income



Q.6: During the past 12 months, have you switched from a brand prescription drug to a generic drug because you were worried about the cost?

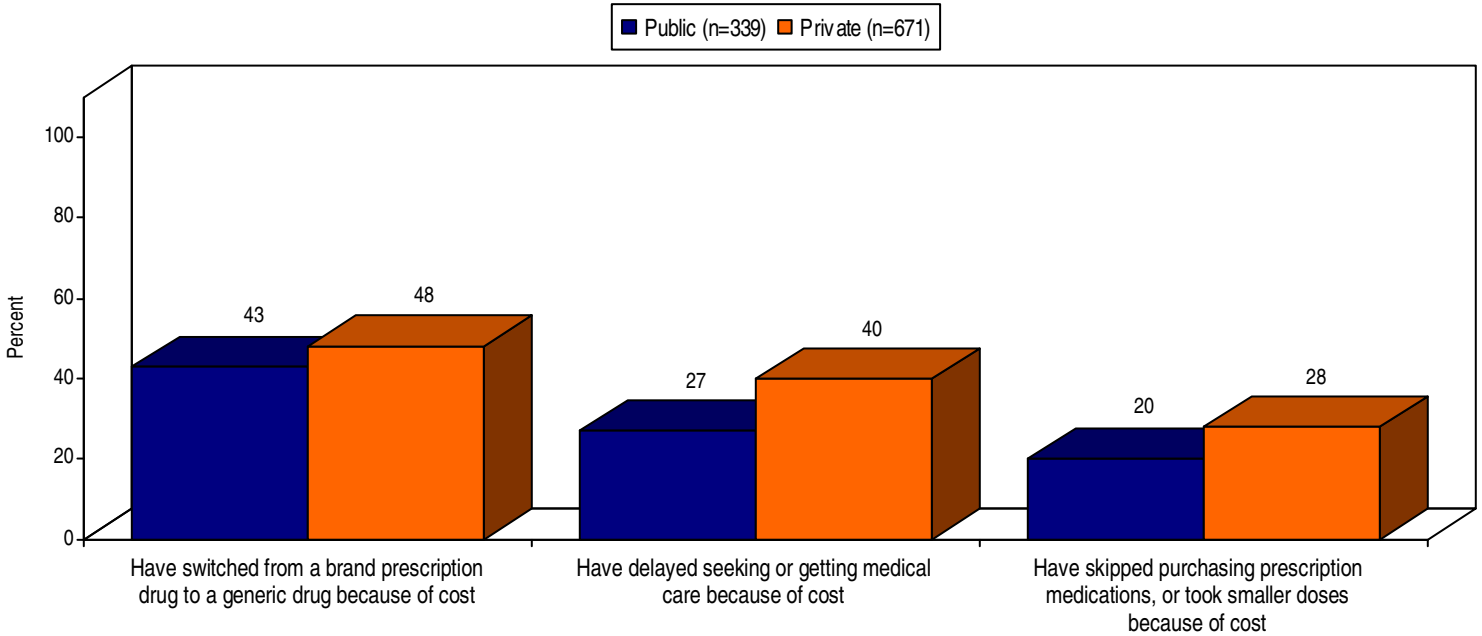
Q.5: During the past 12 months, have you delayed seeking or getting medical care because you were worried about the cost?

Q.7: During the past 12 months, has there been any time when you needed prescription medications but didn't get them, or took fewer or smaller doses than prescribed because you were worried about the cost?

Note: Percentages shown represent an answer of "Yes."

Residents working in the private sector also report a higher incidence of these health care behaviors than their public sector counterparts. This pattern exists despite both segments' nearly universal access to health insurance and drug coverage.

Figure 3: Health Care Practices by Employment Sector



- Q.6: During the past 12 months, have you switched from a brand prescription drug to a generic drug because you were worried about the cost?
 - Q.5: During the past 12 months, have you delayed seeking or getting medical care because you were worried about the cost?
 - Q.7: During the past 12 months, has there been any time when you needed prescription medications but didn't get them, or took fewer or smaller doses than prescribed because you were worried about the cost?
- Note: Percentages shown represent an answer of "Yes."



Patient Driven Pharmaceutical Conversations with Physicians

Washington, DC area residents engage in pharmaceutical-related conversations with their physicians. Two out of three residents report having asked their doctor about a specific drug they have heard about. Women are more likely than men to have these conversations.

Table 2: Pharmaceutical Conversations by Gender

	Percent
Total Sample	64%
Men	57%
Women	68%