WHAT IS YOUR SELF-CARE PERSONA?

According to a national survey, people are taking a more active role in managing their own health and wellness (self-care) and believe they are expected to do so now more than ever before. Among individuals who are most engaged and active in self-managing their health and that of their loved ones, they have a strong balance between seeing their doctors for preventative health measures and demonstrating self-care behaviors. Across varying degrees of health-conscious consumers, there is an opportunity to create greater awareness of how people regard and practice self-care and how individuals’ own attitudes and behaviors compare to current trends.

WHICH PERSONA DO YOU RELATE TO?

Health Elite Parents (5%)
- Excellent health with minimal need for specialists and prescription or over-the-counter (OTC) medications
- Proactive and in control of their health, exercising frequently and eating healthy
- Trust and rely on their doctors - 80% see their healthcare providers for a frequent or annual check-up

Health Elite Boomers (18%)
- Excellent health with no more than one serious health issue in the past three years
- Exercise frequently, eat healthy and seek a doctor for preventative and maintenance care
- 95% look to their doctors to help them choose the right OTC products when needed

Tech-Savvy OTC Parents (9%)
- Incorporate technology and OTCs as part of my commitment to self-care. Time and money don’t always allow me to see my doctor.

Tech-Savvy OTC Independents (13%)
- Good health overall but more likely to see a specialist due to past chronic medical conditions
- Rely mainly on doctors, but also look to their family and other sources for help
- Often self-medicate and rely more heavily on OTCs due to limited access and time to see a doctor

Chronic Issue Older Adults (15%)
- Rely heavily on their doctors for proper care for my medical issues rather than turning to self-management.

Doctor-less Self-Reliants (11%)
- Good health overall but have some chronic medical conditions to manage (68% have a chronic health issue)
- Rely heavily on doctors, especially primary care physicians (PCPs) to help manage their own health
- Often self-medicate and rely heavily on OTCs with additional guidance from their doctors

Health Ambivalents (26%)
- Generally in poor health with multiple health issues and chronic illnesses
- Try to stay informed and find some technologies useful in self-managing health
- Ultimately depend on their doctor for proper care and treatment

Health Rejecters (3%)
- Not in great health but don’t have any major health issues
- Poor health behaviors and are not engaged with self-care at all
- Do not rely on anyone to help manage their health

*Percentages are based on survey data analyses and are inclusive of all respondents.
**The insights and findings represented above are based on a 2014 survey conducted by Ipsos, in collaboration with the National Council on Patient Information and Education (NCPIE) and Pfizer, among a nationally representative sample of 2,024 American adults, aged 18 and older, and 516 primary care physicians between September 25 and October 15, 2014.