

living with diabetes

Revealing deeper emotional insights into patients' attitudes and their treatment needs

Report contents

An in-depth analysis of the T2D market in Europe and the US, unveiling patients' attitudes, feelings, treatment programmes and needs for coping with life with diabetes, as well as a meaningful segmentation for communicating with them.

1. Living with Diabetes

Life as a diabetic

- Success in self-management of diabetes
- Extent to which diabetes has impacted on life
- Attitudes to aspects of living with diabetes
- Attitudes to role of disease vis-à-vis friends and family
- Attitudes to publicity surrounding diabetes

Controlling diabetes

- Major motivation to control diabetes
- Awareness of linked conditions and extent of worry about these

Interaction with the doctor

- Attitudes to the interaction with the treating physician

Feelings about diabetes

- Feelings at diagnosis and feelings now

Blood Glucose Meter

- Use of a BGM and frequency
- Reasons for non-use
- Attitudes to using a BGM

2. Treatment

Current treatment

- Breakdown by type
 - OAD – Specific product and duration
 - Insulin – Specific product and duration
 - Frequency of insulin intake
- Satisfaction with current treatment

Previous treatments

- Treatments ever received / been recommended
- Previous treatments and duration

Insulin injection

- Level of anxiety when first using insulin
- Time taken to become comfortable with insulin injection

Future treatment

- Desired improvement in therapy
- Desired specific improvements

Patient segmentation

A full segmentation analysis has been conducted on the basis of data from the content sections, with particular emphasis on attitudinal questions as descriptors of T2D patients' experience of the disease, on patients' feelings at diagnosis and their current feelings about the condition.

The result is a 5-segment depiction of patients, which has clear implications for treatment selection and also for the length of time a patient will remain on a given therapy, in addition to variables which define and describe the segments in detail.



Passive Peter



Motivated Michael



Depressed Diana



Controlled Chris



Overwhelmed Olive

3. Health status

Personal health

- Concomitant conditions and illnesses ever suffered
- Attitudes to general health
- Height, weight, BMI and waist measurement
- Current HbA1c level

Eating

- Attitudes to healthy eating
- Advice received in last year around eating; extent to which this advice followed

Exercise

- Current exercise levels
- Attitudes to exercise
- Advice received in last year around exercise; extent to which this advice followed

Smoking

- Current smoking habits and intent to stop smoking
- Advice received in last year around smoking; extent to which this advice followed

Alcohol consumption

- Current level of alcohol consumption
- Advice received in last year around alcohol consumption; extent to which this advice followed

4. Demographic information

Breakdown of sample

- Demographics (gender, age, ethnicity, work status and type of work)
- Time since diagnosis

Base countries	
US:	1,000 patients
Germany:	500 patients
UK:	500 patients

Contact

To find out more about Living with Diabetes and see how it can help you better understand patient needs in a fast growing market, contact:

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About The Research Partnership

The Research Partnership has conducted high quality global market research for the pharmaceutical industry for over 12 years. The company prides itself on listening to client needs and has a reputation for being customer-focused, offering intelligent research and a very flexible and responsive service.