Why Are We Talking About This Now?

80% of US adults are concerned about getting access to quality healthcare when they need it.

AREAS OF CONCERN:

Transport	Availability	Contact	Costs	Trust
• No mode to get there • Location is too far • Can't afford it	• Few immediate appointments • Long wait times • Inconvenient hours	• Difficulty reaching HCPs • No access to internet • Miscommunication	• Unknown upfront costs • Unaffordable • No/limited insurance	• Very little time spent together • Feeling unheard • Misinformation
"I wish care was closer to home so I don't have to drive a long distance to see my doctor." – White, Age 58	"I wish I could talk to my Doctor on a more regular basis. 2–3 times per year is not enough for us to really get to know each other." – Other, Age 65	"I had trouble getting birth control or getting inhalers. I don't think they should ask a million questions to run tests." – Black, Age 28	"There were hidden costs and I don't know if that's because I don't fully understand my insurance or because the specific doctor I saw was unreasonable." – Hispanic, Age 32	"I need to know that they are prioritizing my health rather than profit. They are looking out for solutions that would benefit me rather than the large companies." – Asian, Age 36

Who is Most Impacted?

While most people struggle with access to healthcare, these underserved communities are the most affected

Gender Identity
U.S. women of reproductive age are more likely to delay needed care because of costs

Sexual Orientation
Members of the **LGBTQIA+** community are less likely to seek healthcare services due to discrimination, bias, accessibility and affordability

IDENTIFIERS

Race & Ethnicity
Multiculturals are more likely to face barriers, with inequities evident between Black and Hispanic vs. White populations
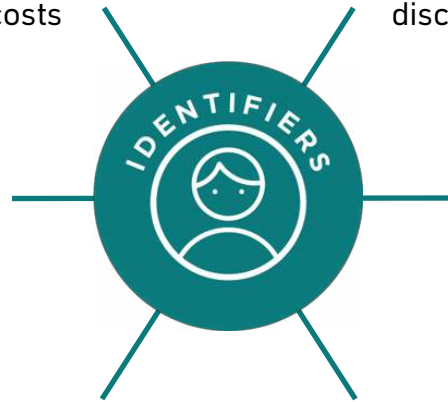
Motivation
Reactors, who don't prioritize their health and don't have health insurance, are more likely to go without healthcare services
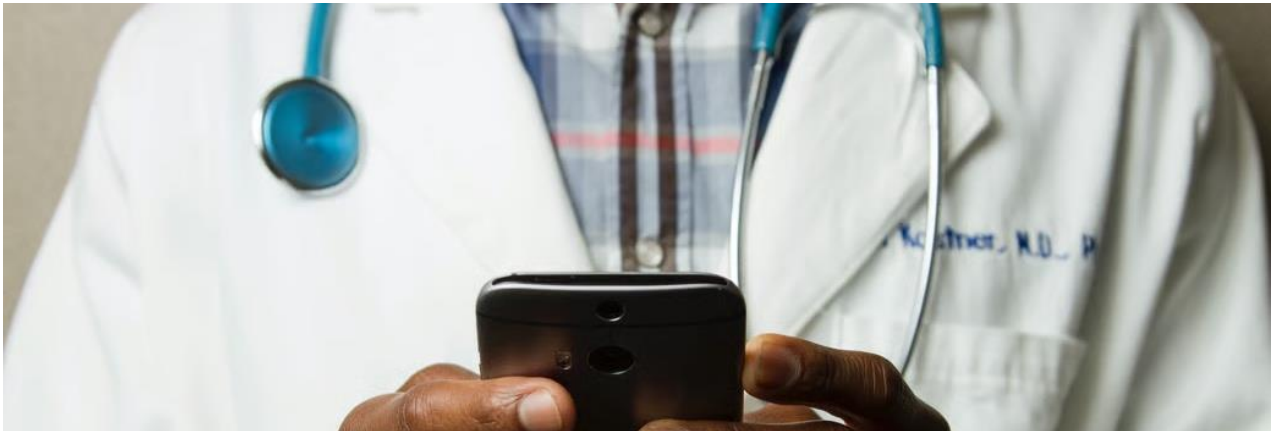
Household Income
Those who earn **$50K–$100K** are more likely to go without healthcare services

Education
Those with a **high school degree or less** are more likely to go without healthcare

. Sources: NBCU Consumer Insights Lab, HiU: Health Is Universal Study Q1 2022; Fierce Healthcare Nov '22; Fierce Healthcare Aug '22; Commonwealth Fund Study April 2022

What is Being Done to Improve Access?

Brands are utilizing their platforms and reach to alleviate areas of concern among underserved communities.

TRANSPORTATION:	AVAILABILITY:	COMMUNICATION:	COST:	TRUST:
Retailers Tap Key Partners to Make Transportation Easier	New Tech Makes Flexible Care Possible	Providers Establish Stronger Connections with Patients	Startups Set Out to be More Transparent with Costs	Campaigns Align with Credible Orgs to Build Trust
EXAMPLE:	*EXAMPLE:*	*EXAMPLE:*	*EXAMPLE:*	*EXAMPLE:*
CVS Health and Uber Health provide underserved communities with free rides to medical care, work, or education	**Luna** offers virtual and in-home physical therapy, and has treated over 25K patients since its founding in 2018	**98point6** launched a new program providing text-based therapy to teen dependents of Boeing's US-based employees	**Cost Plus Drugs,** Mark Cuban's new company, sells generic drugs for a fraction of the typical price	**Janssen Pharmaceuticals'** "Depression Looks Like Me" campaign connects LGBTQ+ people to severe depression resources from trusted partners

How Has NBCU Gotten Involved?

## Created More Opportunities for Finding Care

EXAMPLE:

Telemundo and Cigna partnered on a cross-platform, national-local campaign, activating relevant talent, grassroots events and custom content to reach the Hispanic community
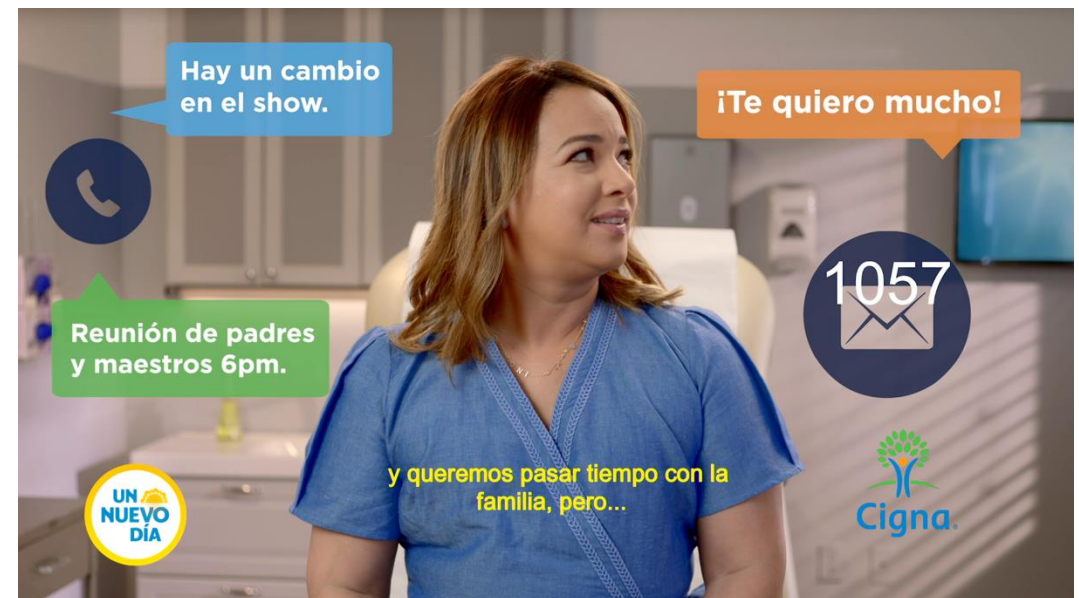
How Can we as Marketers Help?

NBCU can partner with advertisers to convey their message across our platforms and portfolio.

Joining forces moves us closer to alleviating these areas of concern..
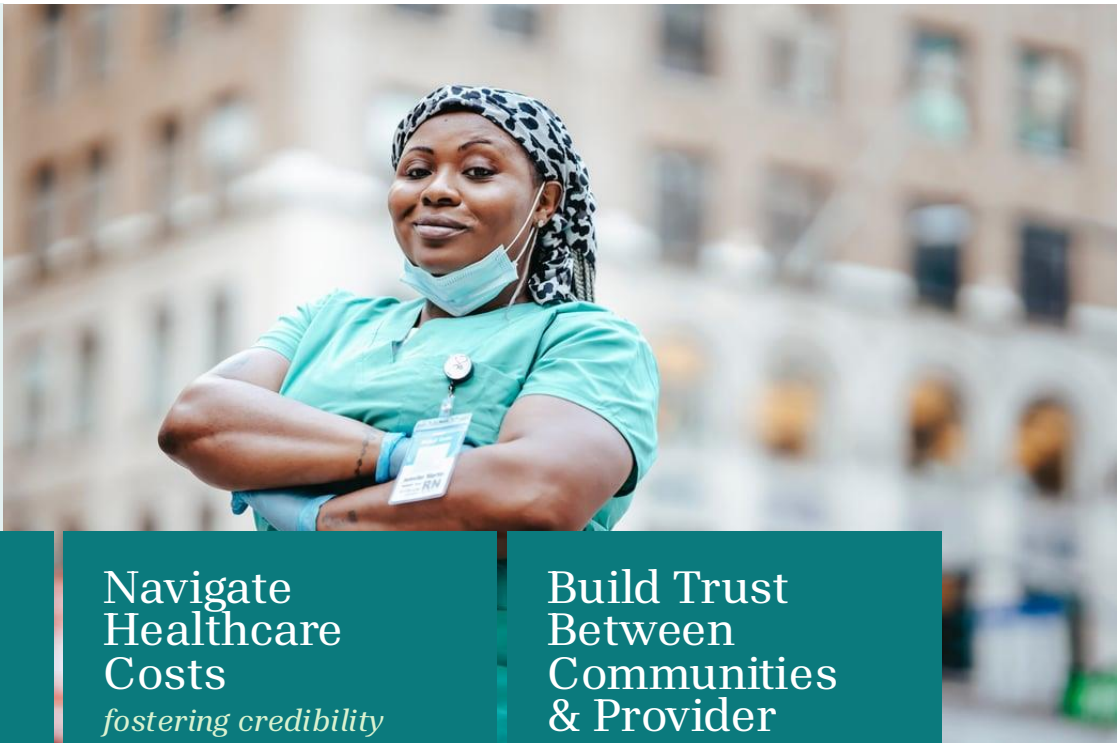
Make it Easier to Get to Providers
alleviating patient stress

HOW?

Team up with a transit partner to offer free or discounted rides and promote it

Normalize New Ways to Find Care
expanding opportunities with professionals

HOW?

Guide to in-app scheduling through actionable content

Improve Contact with HCPs
debunking healthcare system myths

HOW?

Facilitate personalized chats via social or AR/VR experiences

Navigate Healthcare Costs
fostering credibility as a trusted source

HOW?

Tap IP and news to offer transparent guidance on affordability

Build Trust Between Communities & Provider
forming an understanding with one another

HOW?

Share real stories that cultivate empathy

EACH DRIVES AWARENESS, EDUCATION & ACTION

NBCU Has a Longstanding History

of creating dialogues with diverse consumers, bringing health topics to the forefront on a local and national level

01.

Igniting Conversations

Around important issues, from vaccines to diabetes, by tapping into the NBCU DNA of editorial expertise and thought leadership, like bringing back TMYK on Peacock

02.

Trusted & Loved Brands

Relevant health-aligned programming and IP that creates helpful content and escapist entertainment for consumers

03.

Scale & Reach of Diverse Audiences

Against the multi-generational & ethnically diverse audiences like caregivers, where we've seen success in the past among health-related campaigns.

Thank You

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NBCUniversal

HEALTH IS UNIVERSAL

NBCU's Health is Universal was created to foster an open dialogue around healthcare — from advancements in tech and cultural shifts to evolving consumer mindsets — influencing how we connect with people.

Our new series Building Blocks, covers the ever-changing landscape impacting the health of patients, their networks, and consumers while offering solutions for how brands can use our platform to create meaningful change through culture and content.