

NBCUniversal

# HEALTH IS UNIVERSAL

THE BUILDING BLOCKS SERIES:  
My Relationship to Healthcare





## Why Are We Talking About This Now?

While **73%** of Americans have kept up with their annual healthcare appointments, **20%** of adults have not accessed health or wellness services in the past year.

## Why Do People Forego Care?

The main reasons people say they have not accessed health or wellness services

⊗ **31%**  
Don't need it

💵 **23%**  
Cost Prohibitive

⌚ **7%**  
Lack Time

🛡️ **3%**  
Don't Trust Providers



## Proactive

### APPROACH TO HEALTHCARE

Tendency to have a take-charge mindset and get ahead of any issues

#### CHANNELS OF INFO

92% stay informed about health & wellness topics:

- 🔍 Search Engines
- 👥 Family & Friends
- 📺 TV (National, Cable, Regional / Local)

#### IDENTIFIERS

More likely to be higher income >\$100K (117 index)  
&  
more likely to have a master's degree or professional degree (119 Index)

#### WHY DO THEY HAVE THIS RELATIONSHIP WITH HEALTHCARE?

Motivated by overall healthiness: *71% of US adults do what they can to avoid getting sick in the future*

# And When People Do Seek Care, How Do They Approach It?

## 3 TYPES OF PERSONAS



## Reactive

### APPROACH TO HEALTHCARE

More prone to seeking care after something happens

#### CHANNELS OF INFO

58% stay informed about health & wellness topics:

- 👥 Family & Friends
- 📺 TV (National, Cable, Regional / Local)
- 💻 Social Media

#### IDENTIFIERS

More likely to have foregone higher education (140 Index)  
&  
live in a rural environment (143 Index)

#### WHY DO THEY HAVE THIS RELATIONSHIP WITH HEALTHCARE?

Access to care when needed is key: *50% of adults value having access to care when they or a family member need it*



## Active

### APPROACH TO HEALTHCARE

Action-oriented steps impacting their wellbeing

#### CHANNELS OF INFO

75% stay informed about health & wellness topics:

- 🔍 Search Engines
- 👥 Family & Friends
- 📺 TV (National, Cable, Regional / Local)

#### WHY DO THEY HAVE THIS RELATIONSHIP WITH HEALTHCARE?

They want to have a say in their care: *72% of US adults feel they can be actively involved in the U.S. care process*

# How are We Seeing Healthcare Evolve?

To emotionally connect across communities at various stages in their health journey, brands are placing more emphasis on:



## EDUCATION:

**Keep people informed**  
through the channels each persona frequents

## EXAMPLE:

[NBC News](#) Caregivers Resource Guide

## TRANSPARENCY:

**Establish trust**  
through honest communication between patients, HCPs, etc.

## EXAMPLE:

[Health Monitor's](#)  
Recently Diagnosed?  
What to Expect podcast

## RELEVANCY:

**Create a connection**  
through honest communication between patients, HCPs, etc.

## EXAMPLE:

Megan Fahey & [Astepro](#) perfume ad trope campaign

## INCLUSIVITY:

**Highlight all communities**  
experiencing health issues

## EXAMPLE:

[Baby Dove](#) x [Sista Wives Production](#) collab on Black Doula Directory

# What Considerations Should Marketers Keep in Mind?

Recognizing people have different relationships with the healthcare system, brands should:

**Understand the patient journey,**  
*as they may take on different personas at various stages (e.g., diagnosis, treatment, etc.)*

## WHY?

Being more mindful & tailored with your message may lead to more positive associations with your brand

**Humanize creative**  
*through relevant storytelling that's simple, insightful & evokes empathy*

## WHY?

An understanding of what's beneath the surface for people can make content more impactful and relatable

**Align with authentic talent,**  
*whether a relevant celebrity or real voices people see themselves in*

## WHY?

Featuring celebrities "just because" can lead to a disconnect versus an authentic bond

**Balance art & science,**  
*as data is important, but it is not the end all be all*

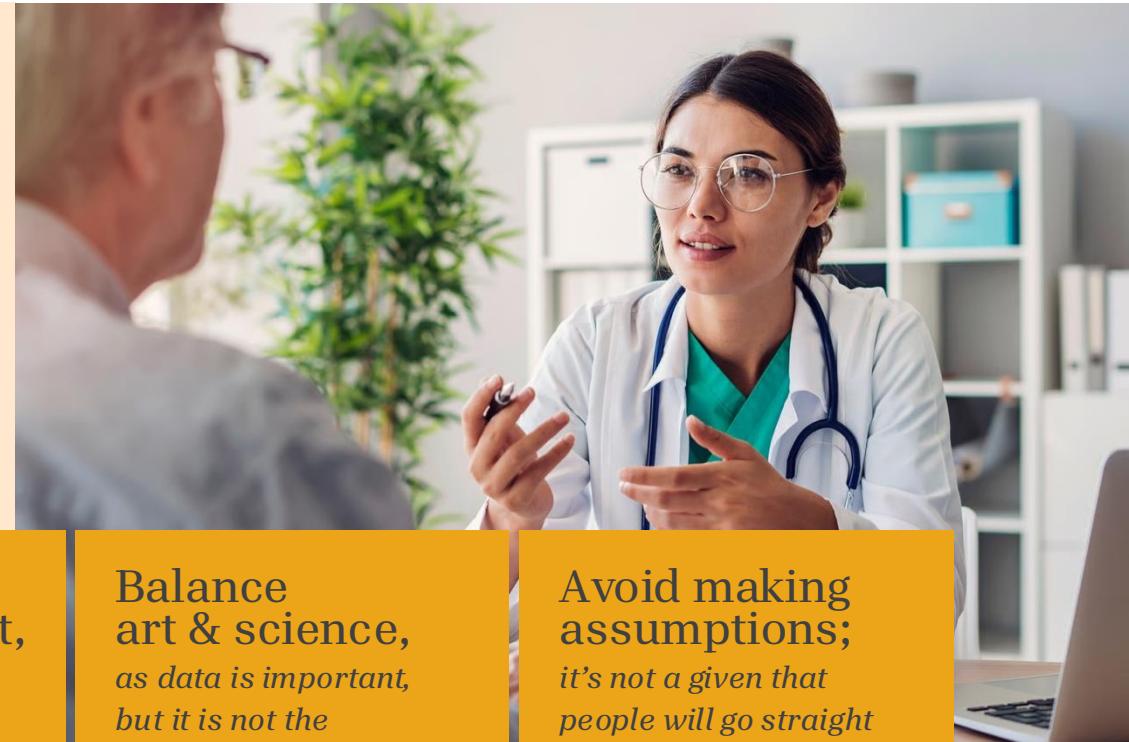
## WHY?

Creativity helps audiences connect with storytelling while data allows for more efficient & effective strategy

**Avoid making assumptions;**  
*it's not a given that people will go straight to a doctor once they see an ad*

## WHY?

Each persona will react differently to recommendations (e.g., Reactives will wait for care till they need it)





**PLAN YOUR  
VACCINE  
•COM**

Make a plan so you'll be  
ready when it's your turn.

COMCAST NBCUNIVERSAL

# 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 IMYK 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



**NBCUniversal**

# HEALTH IS UNIVERSAL

FOR MORE, PLEASE CONTACT:

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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.