

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



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

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

3 TYPES OF PERSONAS

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?

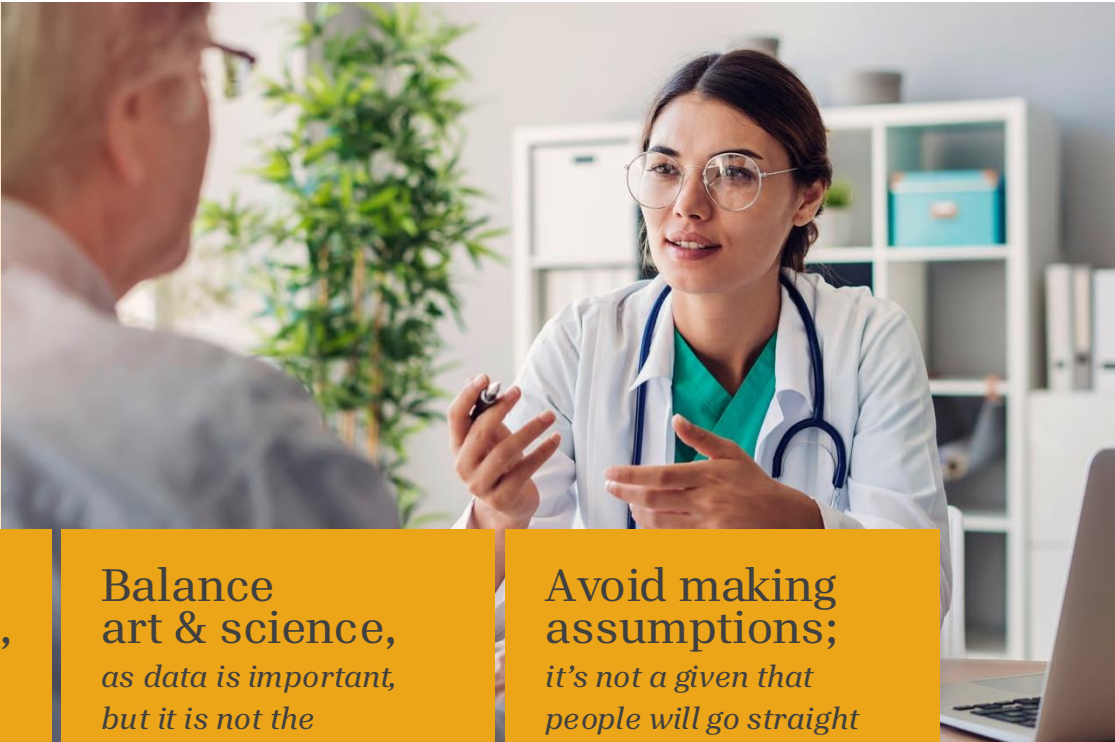
To emotionally connect across communities at various stages in their health journey, brands are placing more emphasis on:



<p>EDUCATION:</p> <p>Keep people informed</p> <p>through the channels each persona frequents</p>	<p>TRANSPARENCY:</p> <p>Establish trust</p> <p>through honest communication between patients, HCPs, etc.</p>	<p>RELEVANCY:</p> <p>Create a connection</p> <p>through honest communication between patients, HCPs, etc.</p>	<p>INCLUSIVITY:</p> <p>Highlight all communities</p> <p>experiencing health issues</p>
<p>EXAMPLE:</p> <p><u>NBC News</u> Caregivers Resource Guide</p>	<p>EXAMPLE:</p> <p><u>Health Monitor's</u> Recently Diagnosed? What to Expect podcast</p>	<p>EXAMPLE:</p> <p>Megan Fahey & <u>Astepro</u> perfume ad trope campaign</p>	<p>EXAMPLE:</p> <p><u>Baby Dove x Sista Wives Production</u> collab on Black Doula Directory</p>

What Considerations Should Marketers Keep in Mind?

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



<p>Understand the patient journey, <i>as they may take on different personas at various stages (e.g., diagnosis, treatment, etc.)</i></p> <p>WHY?</p> <p>Being more mindful & tailored with your message may lead to more positive associations with your brand</p>	<p>Humanize creative <i>through relevant storytelling that’s simple, insightful & evokes empathy</i></p> <p>WHY?</p> <p>An understanding of what’s beneath the surface for people can make content more impactful and relatable</p>	<p>Align with authentic talent, <i>whether a relevant celebrity or real voices people see themselves in</i></p> <p>WHY?</p> <p>Featuring celebrities "just because" can lead to a disconnect versus an authentic bond</p>	<p>Balance art & science, <i>as data is important, but it is not the end all be all</i></p> <p>WHY?</p> <p>Creativity helps audiences connect with storytelling while data allows for more efficient & effective strategy</p>	<p>Avoid making assumptions; <i>it’s not a given that people will go straight to a doctor once they see an ad</i></p> <p>WHY?</p> <p>Each persona will react differently to recommendations (e.g., Reactives will wait for care till they need it)</p>
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**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 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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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.