

# HemoCue Global Women's Health Patient Survey



Amplifying women's voices to help healthcare providers improve patient satisfaction and quality of care.





## Knowing is Caring

As a healthcare provider, you work tirelessly to provide women with services that help them lead more productive and healthy lives. And the more information you have about your patients, the better care you can provide.

At HemoCue, we are driven to help you see women more clearly and gain a better understanding of their needs.

That's why we set out to examine how women around the world experience healthcare services and their patient satisfaction. Our aim is to amplify women's voices and help healthcare providers gain the insights they need to increase satisfaction rates and improve quality of care.

It is our privilege to partner with leading organizations such as the National Women, Infants, and Children Association Business Council. By working with them, as well as the thousands of obstetricians we are honored to count as customers, we can help improve care for women around the world.



**30+ years**

National Women,  
Infants, and Children  
Association Partner



## Confidence is Built on Information

Regardless of their background or where they live, it is important for women to feel confident to express their concerns in a healthcare setting. To do so, they need quick and reliable access to health information and test results.

We believe that point of care testing systems are an ideal way for physicians to show women that they are heard. HemoCue solutions allow healthcare providers to quickly and easily act on a patient's health concerns and provide lab-quality results during a visit.

By removing barriers to feeling heard, we can help improve outcomes for women and increase patient satisfaction for practices.



### Supporting Women Globally

HemoCue Global is a proud supporter of Anemia MUKT Bharat, an initiative between India's Ministry of Health and UNICEF working to reduce the prevalence of anemia among women and children.



## Five Countries, Three Continents, 1701 Voices

In November 2020, we conducted a survey of 497 women in the United States that focused on satisfaction with primary care physicians and opinions about point-of-care testing. Now we have expanded our survey to include 1701 women from Europe, the Middle East, and Australia.

And while these women are separated by thousands of kilometers, they are united in many ways by their priorities and concerns. Their voices are incredibly valuable and will have a direct impact on how we further develop our products and assist our customers.

But more importantly, we hope that the data from the survey will allow women to be better heard in healthcare so healthcare providers can deliver the best care possible.

### The HemoCue Women's Health Patient Survey measured:

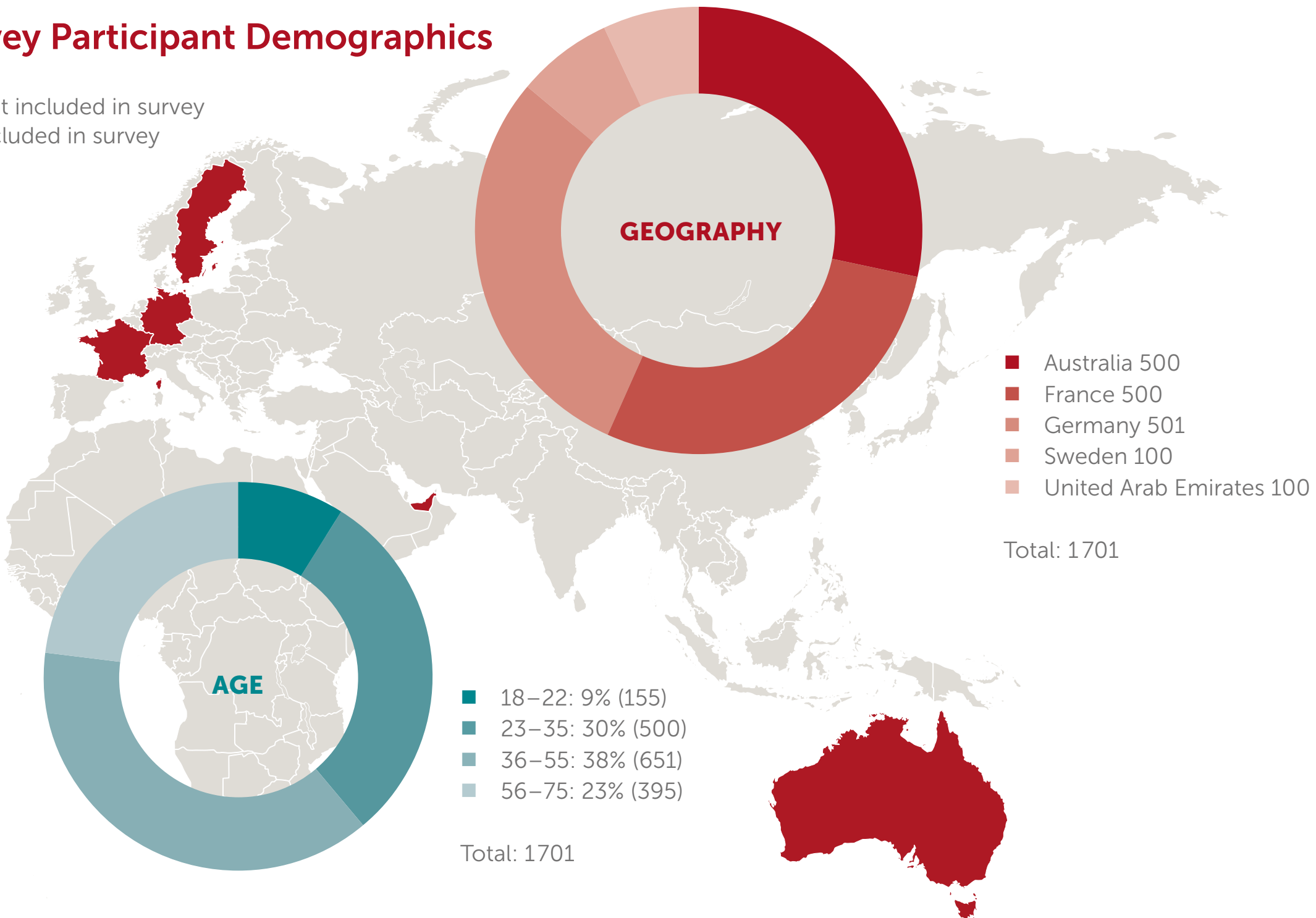
- Frequency of healthcare visits
- Symptoms presented at visits
- Prescription of antibiotics and diagnosed anemia
- Blood testing experiences
- Overall visit satisfaction



# Survey Participant Demographics



■ Not included in survey  
■ Included in survey







## Key Takeaways

**1 in 4** women have been diagnosed with anemia in the past 2 years.

**Less than 1 in 5** women are provided blood test results while at the doctor's office.

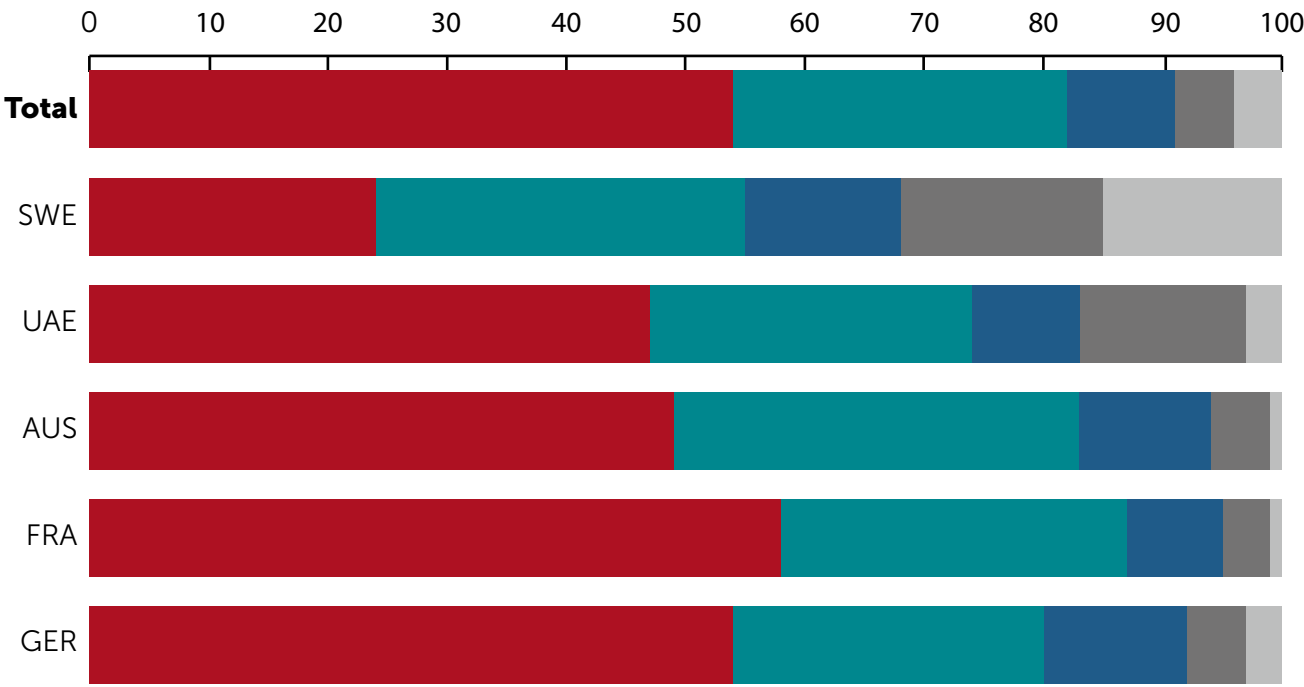
**6 in 10** would be more satisfied if blood tests were performed and discussed during a visit.

**3 in 4** prefer their primary care provider to perform the blood test over an outside lab.

**Sweden and UEA** are on different ends of the antibiotic spectrum.

# Frequent Visits To Healthcare Providers

8 in 10 women surveyed have visited a doctor in the past 3 months



When did you last visit a physician?

- Past month
- 1-3 months ago
- 4-6 months ago
- 7-12 months ago
- 1-2 years ago

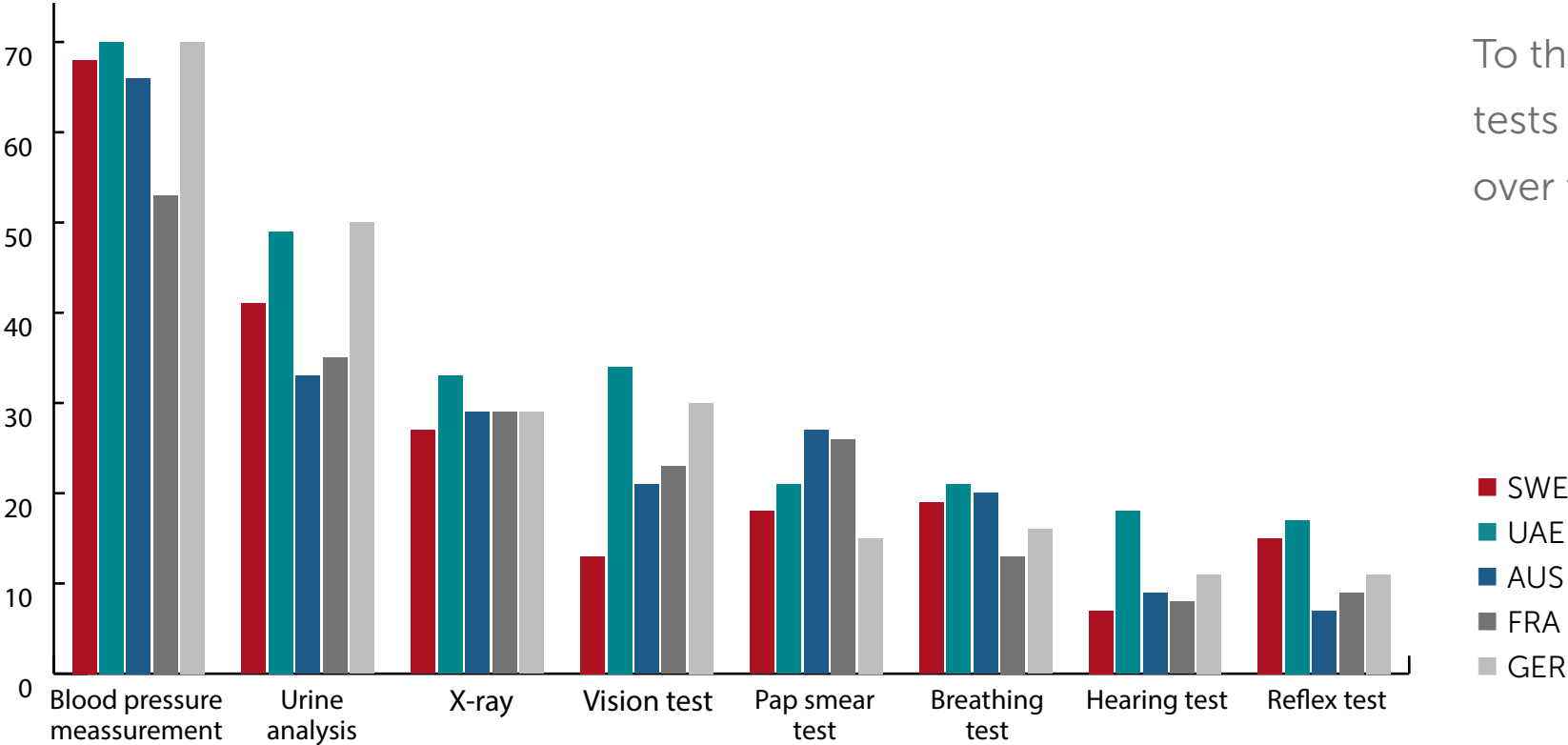






# Similar Pattern In Testing Procedures Across Markets

Blood pressure, urine analysis, and x-ray are the most common tests performed

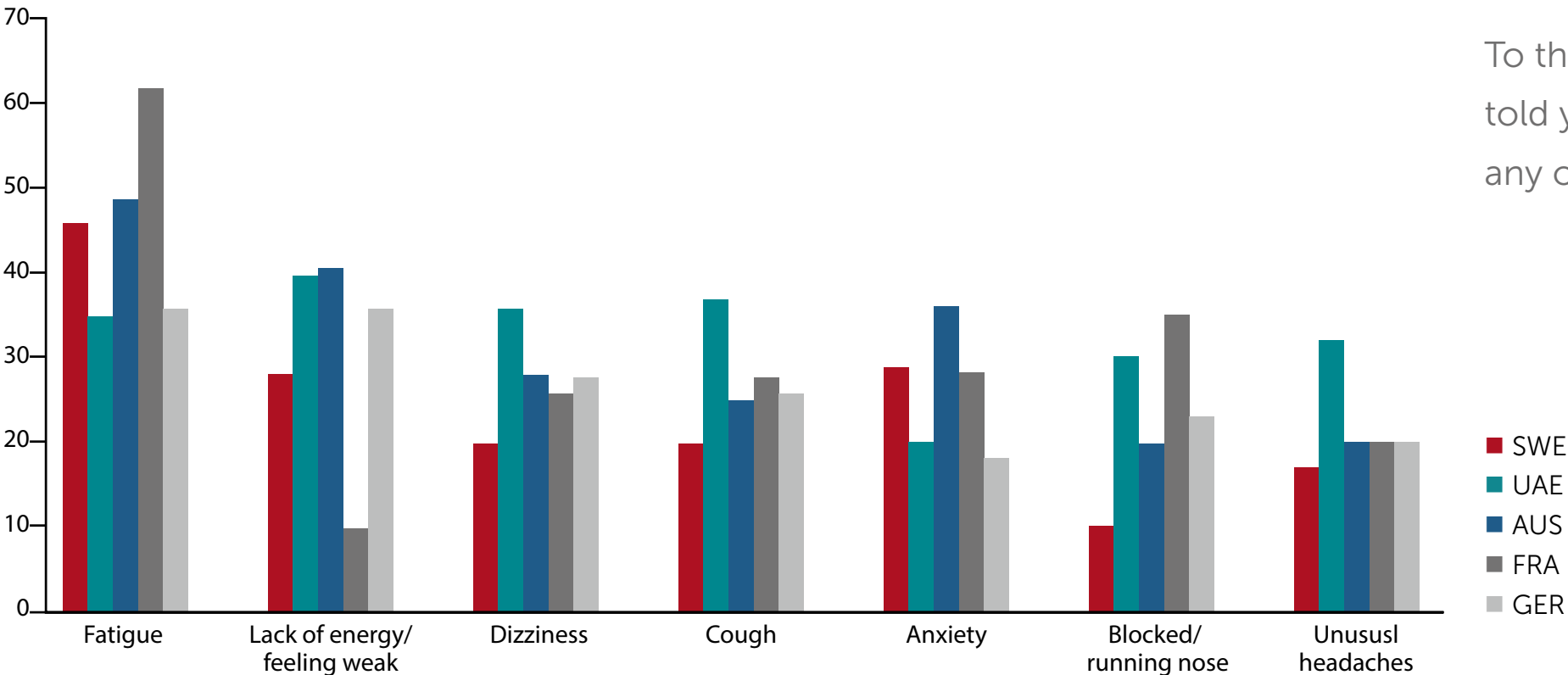


To the best of your memory, which of following tests were performed at any visits to your physician over the past 2 years?





Most Common Symptoms Are Fatigue, Lack Of Energy And Dizziness  
49% of total respondents, 60% of French women reported experiencing fatigue

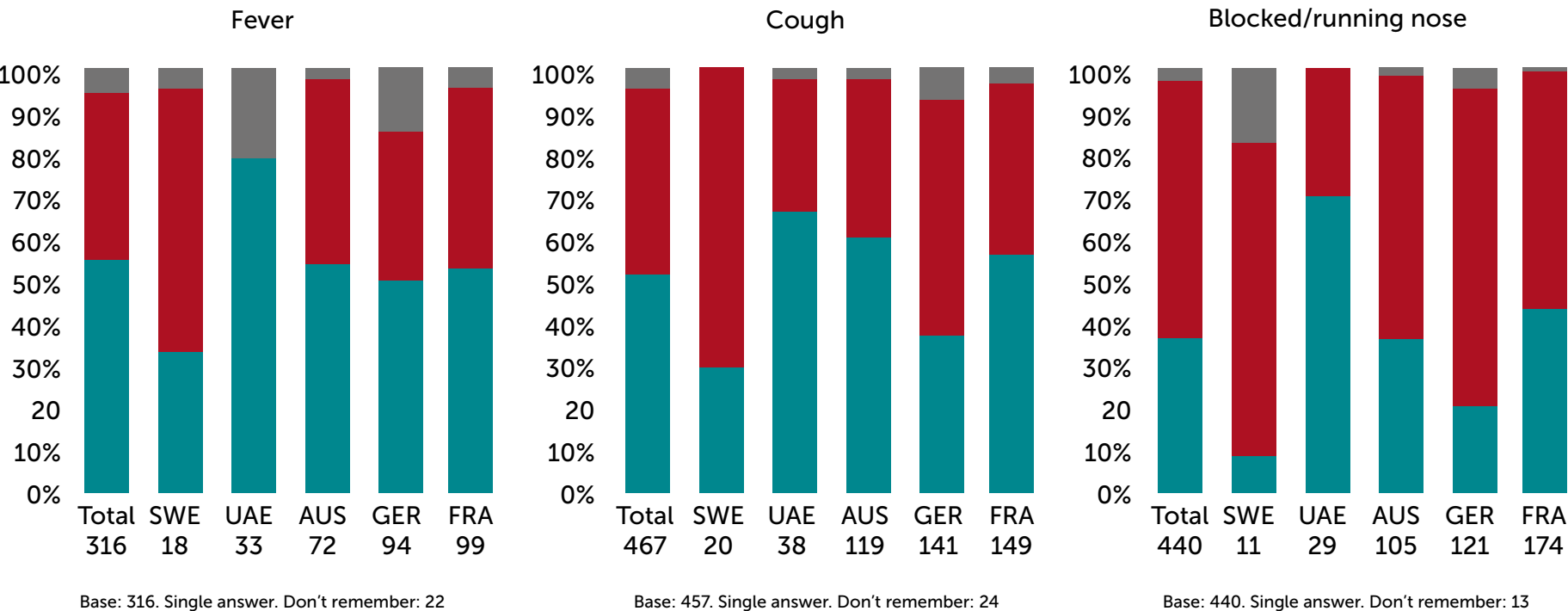


To the best of your memory, have you ever told your physician that you experienced any of the following symptoms?



# Sweden And UAE On Different Ends Of Antibiotic Spectrum

Fever, cough, and congestion/running nose are most common reasons for prescribing antibiotics

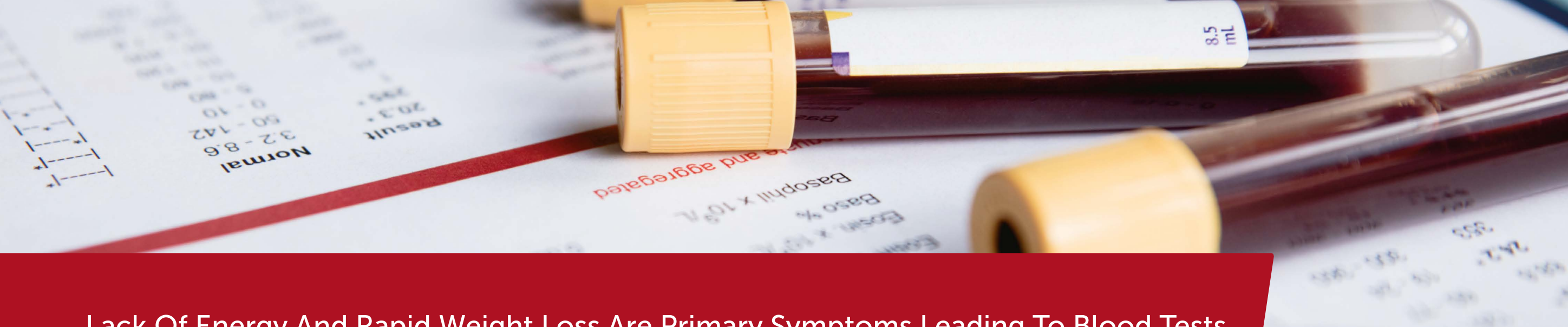


Was an antibiotic treatment prescribed for any of these symptoms?

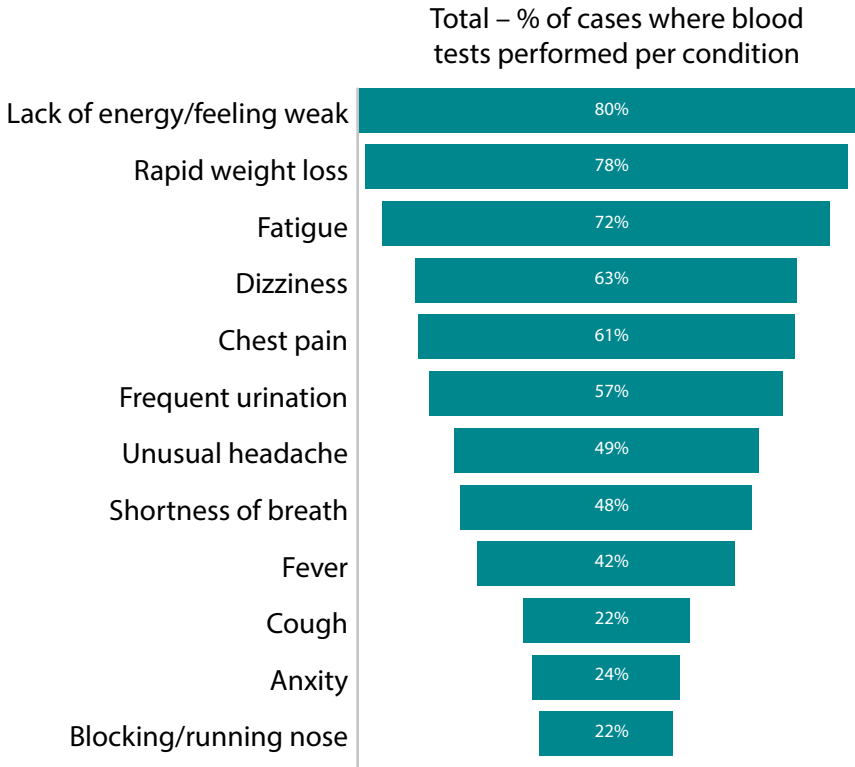
■ Yes  
■ No  
■ Don't remember







# Lack Of Energy And Rapid Weight Loss Are Primary Symptoms Leading To Blood Tests



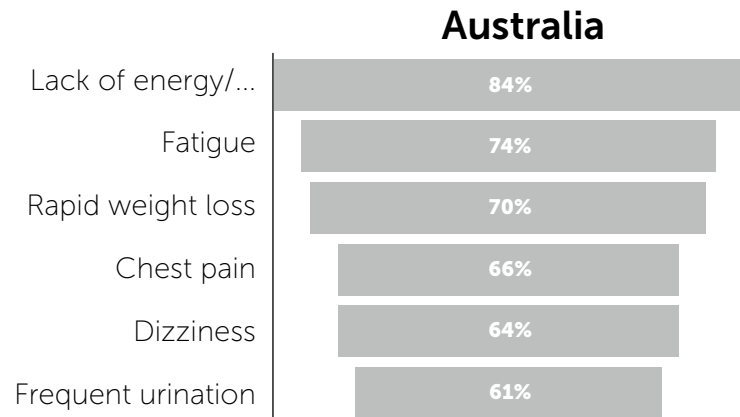
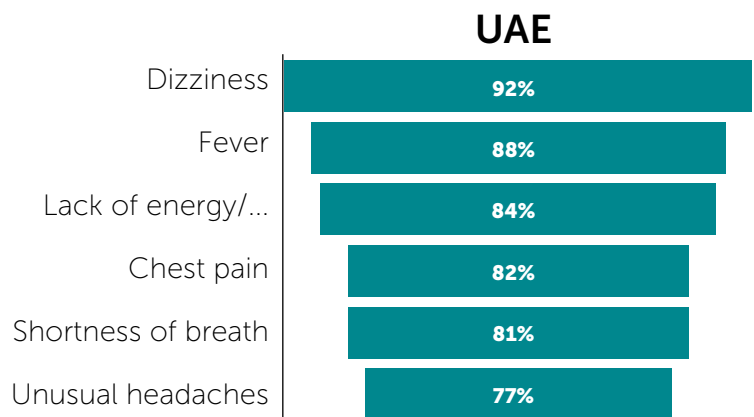
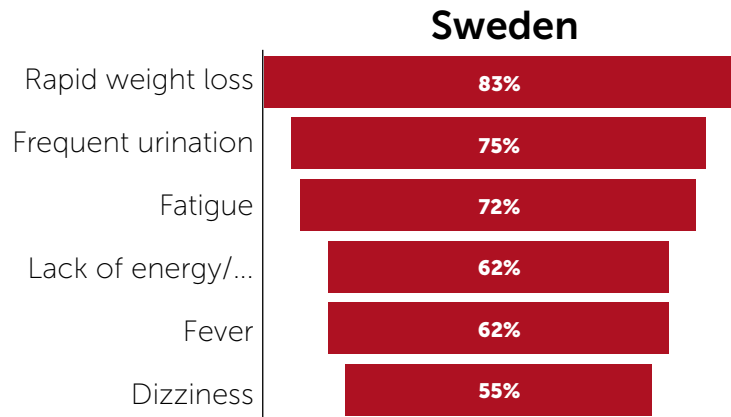
Do you remember if any blood test was performed for this symptom?





## Significant Variations Exist Among Countries Surveyed (1/2)

Do you remember if any blood test was performed for this symptom?

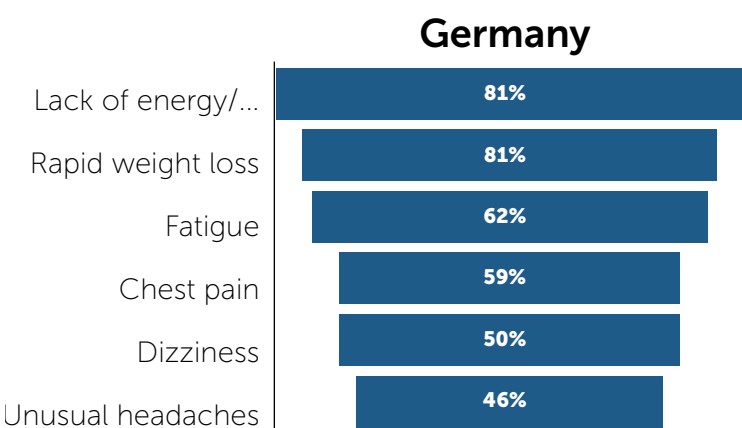
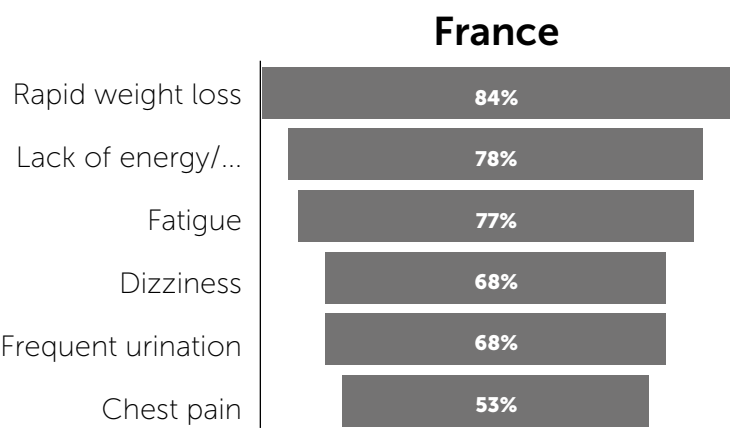






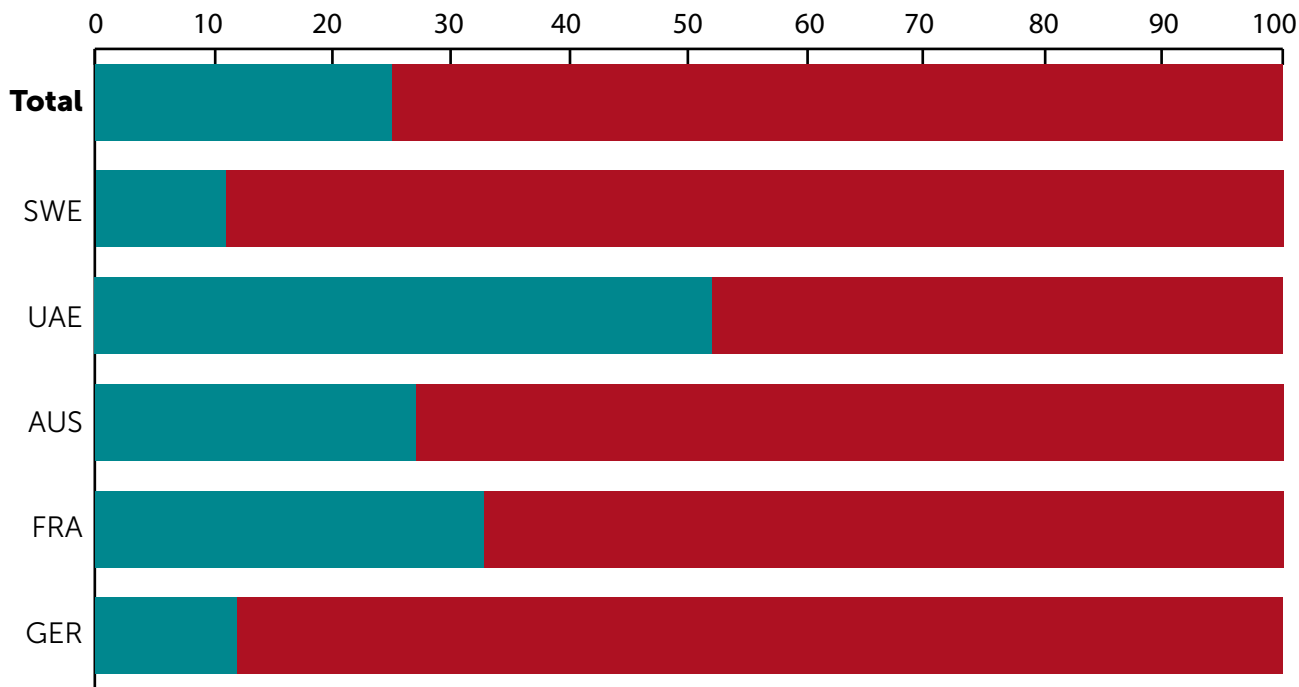
## Significant Variations Exist Among Countries Surveyed (2/2)

Do you remember if any blood test was performed for this symptom?

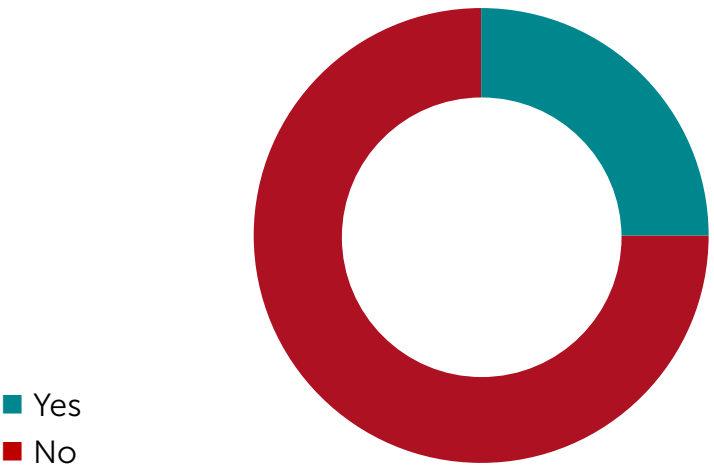




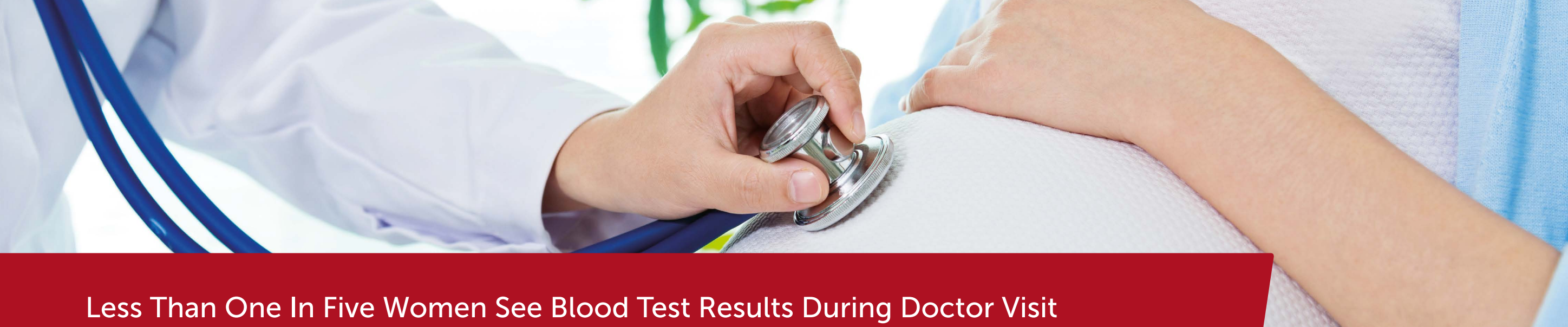
One Quarter Of Respondents Have Been Diagnosed With Anemia In The Past Two Years  
More than half of women respondents in UAE are anemic



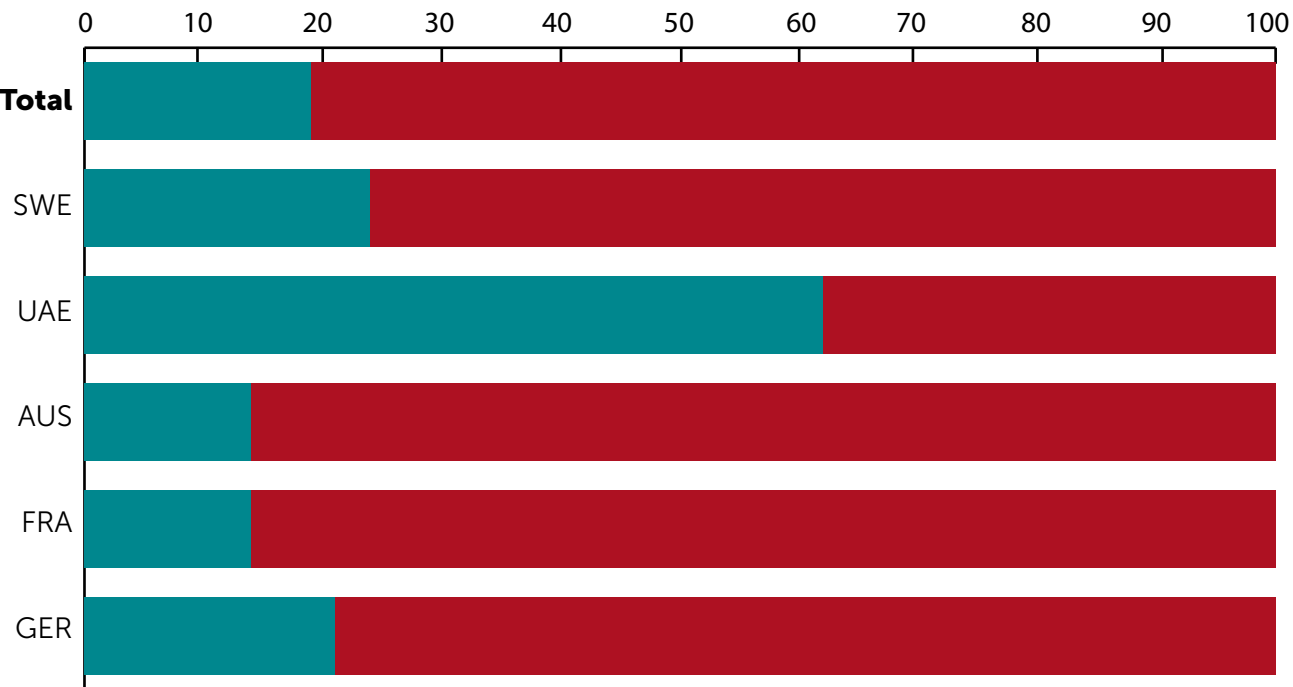
Have you suffered from diagnosed anemia during the past 2 years?



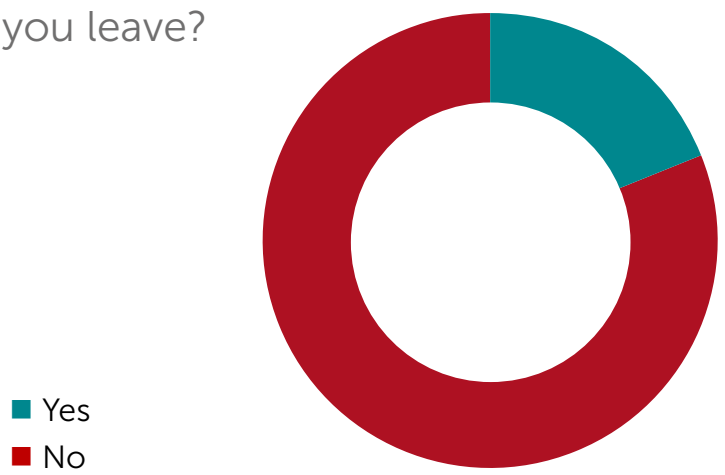




Less Than One In Five Women See Blood Test Results During Doctor Visit  
UAE is the only market where a majority see blood test results immediately



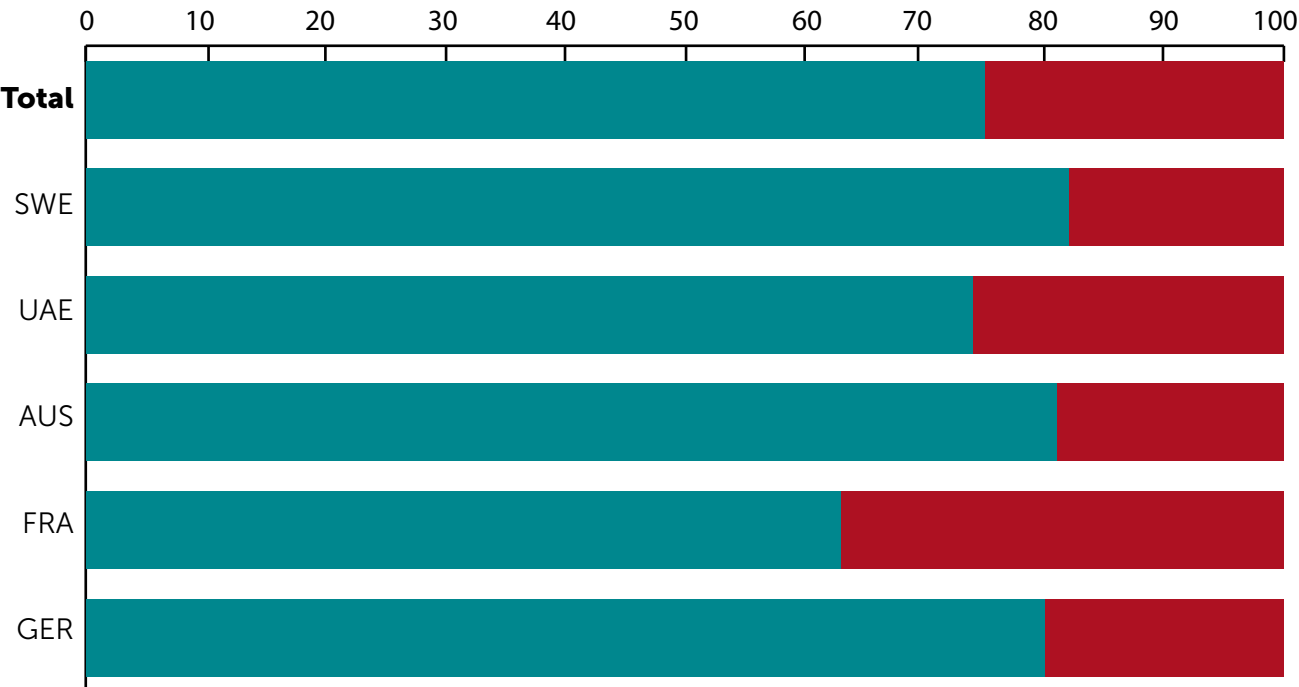
Does your healthcare provider perform blood tests that provide results while you wait in the doctor's office before you leave?





# Three In Four Respondents Would Prefer Blood Testing At Doctor's Office

Women in broad agreement across countries surveyed



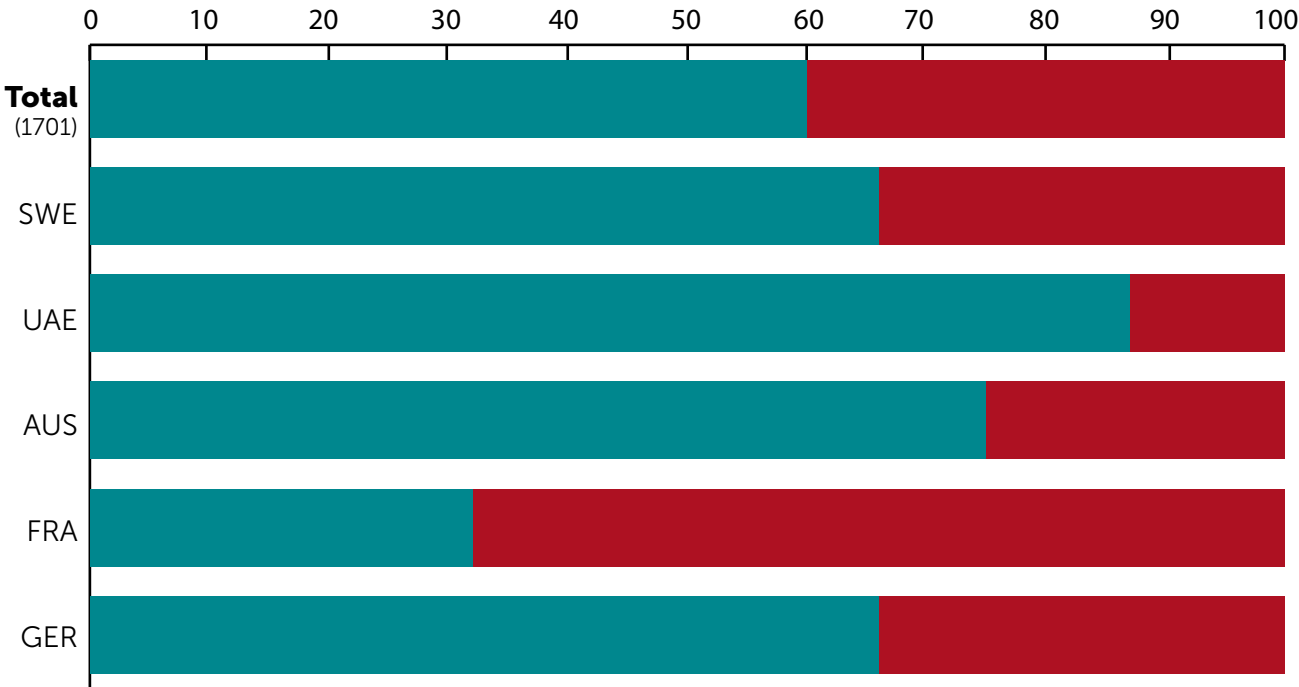
If given an option to go to an outside lab for blood testing or remain in your physician's office, which would you choose?







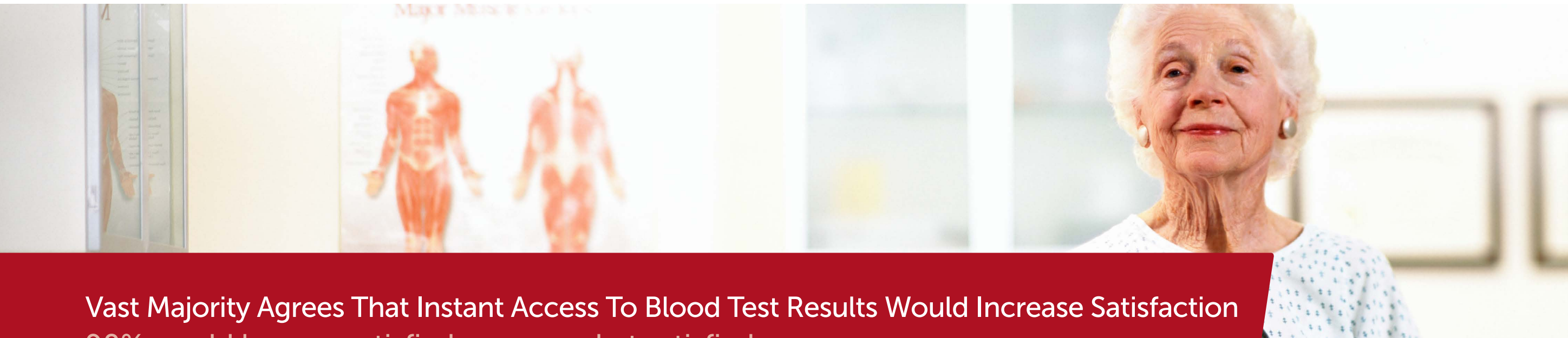
Patient Satisfaction Would Increase If Blood Tests Were Performed And Discussed Directly  
Six in ten prefer onsite test reviews, French are less convinced



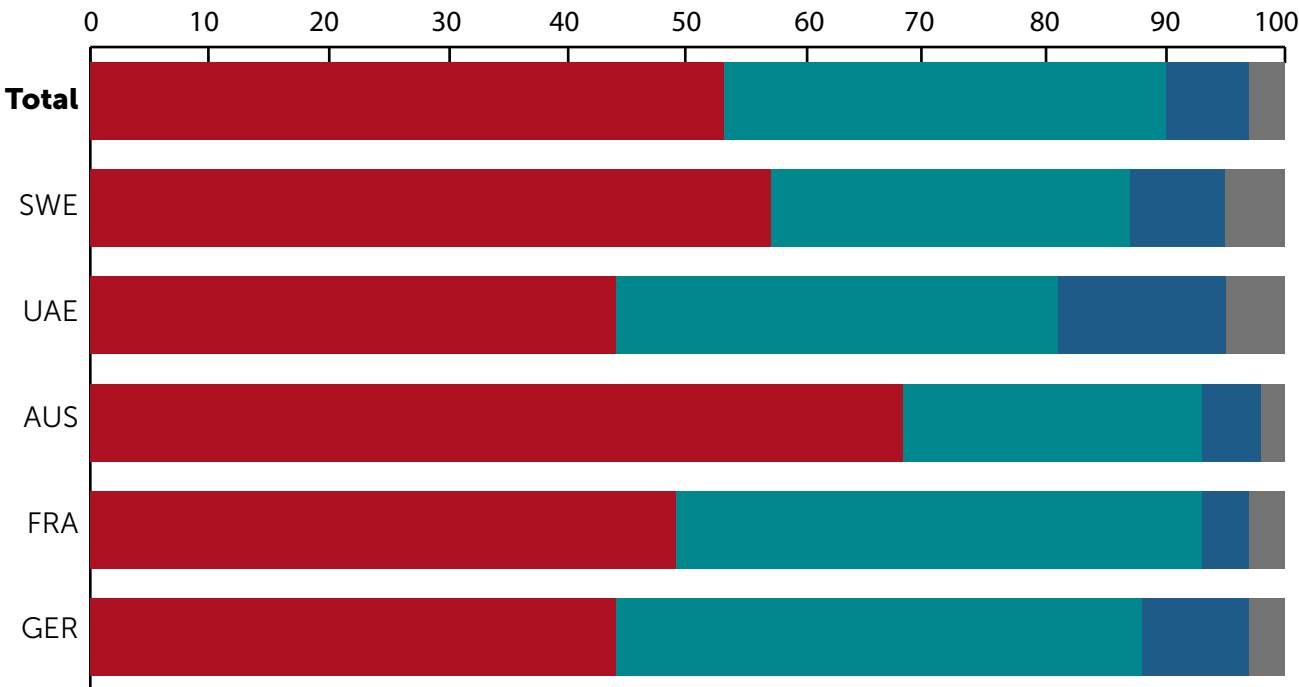
Do you think you would feel more satisfied if your physician performed lab tests and discussed your blood test results while you are in the office?

■ Yes  
■ No





Vast Majority Agrees That Instant Access To Blood Test Results Would Increase Satisfaction  
90% would be very satisfied or somewhat satisfied



If it were available, how satisfied would you be with having a blood test result right away while you were in the physician’s office, based on your concerns and/or symptoms?

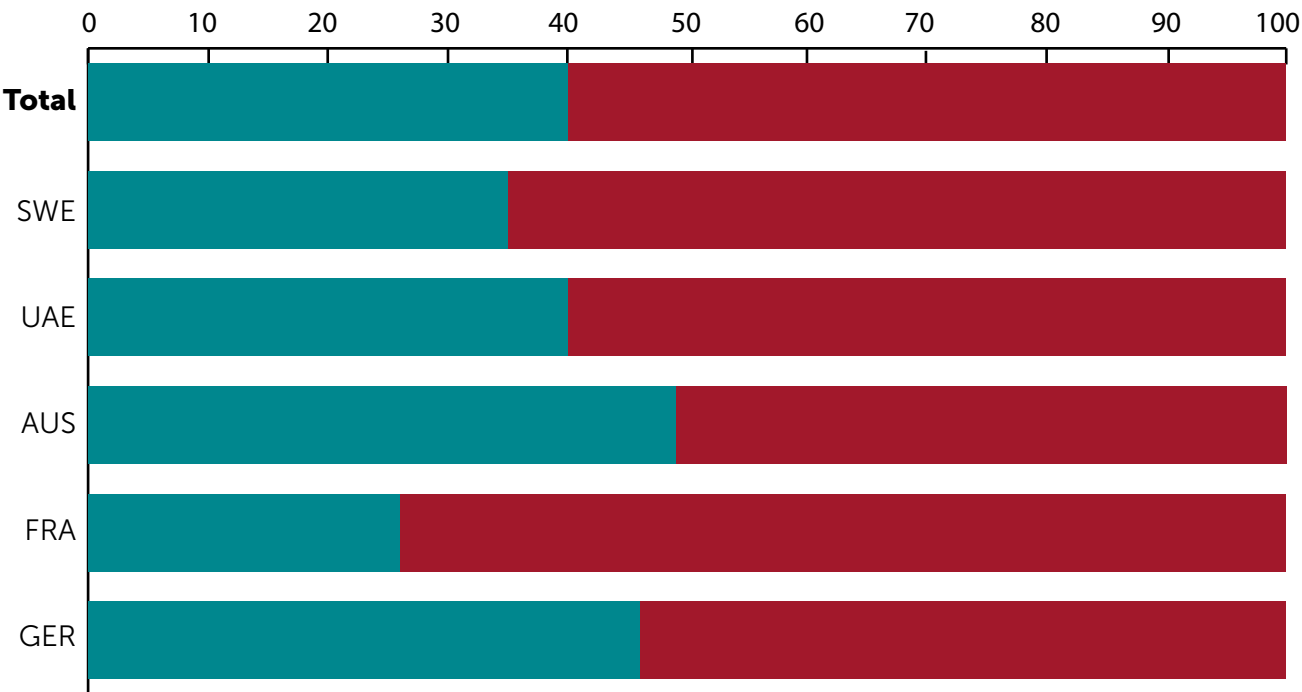
- Very satisfied
- Somewhat satisfied
- Not very satisfied
- No difference





40% Of Respondents Have Switched Physician Because Concerns Weren't Being Heard

French respondents least prone to switch physician for not listening



Have you ever switched physician because you didn't feel like they listened to your concerns?

■ Yes  
■ No





**"I would like the analysis to be done in my doctor's office. I want to be more assured and save more time and energy."**

*(21 years, France)*

**"Taking a direct blood test at the doctor's office is very interesting for certain cases, especially for pregnant women who may have to do several per month."**

*(22 years, France)*

**"Thank you for bringing awareness to subjects that aren't always talked about."**

*(56 years, Australia)*

**"Thank you for this survey. I appreciate that our opinions are taken on these matters and organizations are working on it."**

*(31 years, UAE)*

**"I have not taken blood tests in the past just because it would have been a hassle to revisit the GP, so taking the test and discussing it within one day/session would be a great idea."**

*(29 years, Australia)*





# Health Areas



## Anemia

Hemoglobin is an important indicator of general health and widely used as a diagnostic tool for anemia. Reduction of anemia can support governments in their efforts towards meeting the UN Sustainable Development Goals, and it improves the health of their respective populations.

### HemoCue Hemoglobin Portfolio

Innovation at its best. HemoCue systems provide ease of use and enable workflow efficiency, delivering fast results at the time of care. We have solutions available for demanding environments (10–40 °C) as well as for standard room temperature (15–30 °C).



## Diabetes

Pregnancy may put the pregnant woman at risk for gestational diabetes, and it is of vital importance to detect the early symptoms. The HemoCue point-of-care solution facilitates timely and accurate results which can guide treatment during pregnancy even in low resource settings.

### HemoCue Diabetes Portfolio

HemoCue diabetes portfolio consists of our range of glucose solutions with or without data management and HemoCue® HbA1c 501 System.



## Infection

Running a white blood cell differential allows for support in the clinical decision-making process as to whether an infection is bacterial or viral. In combination with observing patient symptoms, it will make it possible for you to make correct and rapid medical decisions and avoid unnecessary antibiotics.

### HemoCue White Blood Cell Count Portfolio

Brings the unique benefit of total white blood cell (WBC) count including a 5-part differential (DIFF) within minutes.



**Make HemoCue Women's  
Health Solutions Part of  
Your Practice**

**Point of Care Testing  
Because Knowing is Caring**





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