Cholesterol Awareness & Education Survey Summary

SURVEY OBJECTIVES

• Establish baseline patient awareness of cholesterol as a risk factor for cardiovascular disease and stroke
• Understand patient knowledge, attitudes, and behavior regarding cholesterol treatment and management, including medication compliance and lifestyle
• Determine informational and emotional resource needs, need-gaps, and format/delivery channels

METHODODOLOGY

• Online survey among 800 respondents with a history of cardiovascular disease (e.g. heart attack, stroke) or at least one major cardiovascular disease risk factor, (e.g., high blood pressure, diabetes)
• One-half of the sample (46%) had high cholesterol
• 15 minutes in length
• Field period: February 2 – 18, 2017
• Sample source: online market research panel

KEY FINDINGS

Understanding Cholesterol

• Nearly half of respondents who have a history of CVD or stroke, or who have at least one risk factor (47%) had not had their cholesterol checked within the past year.

  Respondents with high cholesterol report more recent testing, although 21% had not had their cholesterol checked in the past year.

• Respondents who have a history of CVD or stroke, or who have at least one risk factor, had lower perceptions of their real medical risk of cardiovascular disease.

  Only 27% thought they were at high risk for CVD or stroke.

• Primary care providers were the healthcare professionals with whom respondents talked with about their cholesterol most often, and were most likely to diagnose high cholesterol.

  Most respondents said that their cholesterol was diagnosed by either their general practitioner/family practitioner (57%) or their internal medicine physician (10%). Only 17% of respondents said their cardiologist diagnosed their cholesterol.
Managing Cholesterol

• The most common cholesterol management treatment recommendation given by healthcare providers were medication (79%), exercise (78%) and diet modifications (70%).

The most common reasons given by respondents diagnosed with high cholesterol for not complying with their doctor’s treatment recommendations were a lack of motivation or willpower (16%), being challenged with multiple health conditions (14%), and needing a support system (9%).

• Most respondents with high cholesterol (89%) said they understood the importance of managing their cholesterol.

However, many expressed being confused (39%), discouraged (44%), and not confident (45%) about their ability to do so.

• Most respondents with high cholesterol felt that they had sufficient information from their healthcare provider to manage their cholesterol:
  – Importance of staying on their treatment plan (86%)
  – The relationship between cholesterol and risk for heart disease and stroke (82%)
  – Knowing what they can do to manage their cholesterol (81%)
  – Increasing their physical activity to control their cholesterol (78%)
  – How often they should get their cholesterol checked (73%)
  – The types of foods they should eat to manage their cholesterol (72%)

• However, patients with high cholesterol felt they were least informed about these specifics:
  – Their target body weight (64%)
  – Their goals for cholesterol management (58%)
  – The differences between the types of cholesterol (LDL vs HDL) (52%)

• Respondents with high cholesterol prefer to get their cholesterol information from their doctor’s office – either from their doctor (71%), a nurse (21%), or educational materials in the office (21%).

Other preferred sources are: Online website (24%), Pharmacist (18%), Newsletter (18%), Email (17%)