

# PatientConnect™

Understanding and communicating with Canadians on issues related to health and medications



**ENVIRONICS**  
RESEARCH GROUP



Environics' PatientConnect™ will provide you with a reliable and actionable roadmap to understanding the perceptions, mindsets and behaviours that drive Canadians' interactions with the traditional health care system and alternative approaches to wellness—as well as levels of compliance and persistence in medication use.

**PatientConnect™ gives you valuable insights on:**

*How much control do individuals feel they have over the state of their health?*

*How much confidence do they have in traditional medicine vs. alternative approaches?*

*How connected do they feel to their physicians?*

*How much importance do they place on following treatment directives?*

*How can you communicate more effectively with Canadians on the use of medications?*

**... and Canadians' orientations to many other health care issues**

**PatientConnect™** is unique because it is based on Environics' proprietary values-based system, which we have developed over the past three decades to provide clients in the private, public and not-for-profit sectors with actionable research results based on a nuanced understanding of the total inner context in which individuals and groups respond to challenges and opportunities. We are the only company in Canada that is authorized to use this internationally recognized research tool.

You can use **PatientConnect™** to:

- create a patient-centric approach to meeting the objectives of your company or organization
- develop the content and tone that will get the attention of specific patient segments within the Canadian population
- target and select patients with specific mindsets and orientations to health, medications and disease state for research or marketing objectives
- anticipate market shifts
- understand the patient values that drive—or are barriers to—Canadians' uptake of your products and services

**... and to help you meet a wide range of marketing and communications challenges**

**Environics' PatientConnect™** can be used in conjunction with your current marketing and communications strategies to enhance the effectiveness of programs in which you have already made significant investments of time and effort. Or it can be used to develop a whole new approach to understanding—and getting your message across to—Canadian patients.

**This values-based segmentation starts with the patient, so that our clients can end up with strategies that address the internal drivers that determine Canadians' attitudes and behaviours as they relate to personal health care. More and more, companies and organizations are recognizing that it's the patient, rather than the product or service, that should be at the centre of their approach to communicating with the ultimate users of health care products and services.**

To learn more about how **PatientConnect™** can help you make every physician interaction count, please contact:  
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