

ELEVATING MENTAL WELL-BEING THROUGH COMMUNITY RESEARCH

"The biggest barriers I currently face in taking care of my mental health is just needing to make the continuous effort to shut out negativity and stress while still knowing what is going on in the world."

Why Invest In Community Research?



Targeted & Engaged Audience

Access to individuals with a vested interest in talking about migraines. Community members are motivated and more likely to provide relevant insights.



Ownership & Involvement

Foster a sense of community, loyalty, and advocacy among patients.



Agile & Fast

Only one recruiting period is required, thus, all research happens more quickly. Quick data collection allows for more timely responses to market dynamics.



Longitudinal

Longitudinal approach for continuous feedback and understanding of evolving needs.



Cost Savings

Once established, lower cost per respondent and favorable return on investment.



Total Survey:

1173



Fielded:

6/21 - 7/4



Ages:

18 - 75+



Gender:

361

Male

808

Female

35 participated in follow-up discussion

Top Brands

When Asked About Top Brands Members Are Familiar With



headspace®

Calm

NOOM

Interested in learning more about how a healthcare community could help your business?

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GAME CHANGERS



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Current State

Overall Mental Health



Have a positive outlook on their mental health.

Over 4 in 10

Individuals do not feel excellent or very good about their mental health

Over the counter medication

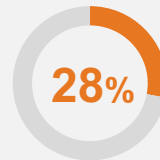


and prescription medication

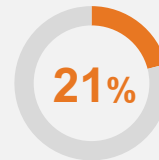
Most common products used to improve mental health

Stressors

Top Mental Health Issues



Experience sleep disturbance



Experience stress

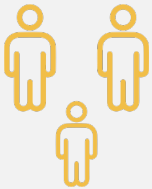


Experience anxiety

Reported stressors are most prevalent under age 54 and among women

Barriers

To Positive Mental Health



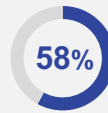
Putting others before themselves



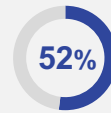
Affordable and accessible healthcare providers

Behaviors

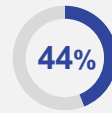
To Improve Mental Health



Regular exercise



Healthy eating



Practicing good sleep habits

7% Participate in support groups or resources through their employer/insurance company

Some use mental health apps (**19%**) but much less frequently compared to apps for physical fitness (**45%**).

Why Choose A Healthcare Community

A healthcare community is an intentional space in which people come together and build relationships with each other on a dynamic technology platform. This ecosystem uncovers insights through our quant and qual research that's nimble, cost-effective, and always on! Respondents are pre-recruited into our community based on a common theme, experience, or identifier. This upfront screening process streamlines research, resulting in a more agile delivery of insights. Once assembled, the community is available for ad hoc research activities as the need arises and for longitudinal understanding of patient experiences over time.

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