

UNLEASHING INSIGHTS INTO PHYSICAL HEALTH:

EMPOWERING SUCCESS THROUGH COMMUNITY RESEARCH

"I just want to stay fit and capable of doing all the things I'm interested in. I like to hike and garden and travel, and you have to be fit to enjoy these activities."

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

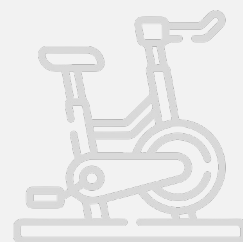
808

Female

35 participated in follow-up discussion

Top Brands

When Asked About
Top Brands Members
Are Familiar With



Garmin

Weight Watchers

Planet Fitness

Anytime Fitness

Peloton

CrossFit

SoulCycle

Orangetheory Fitness

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

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GAME CHANGERS

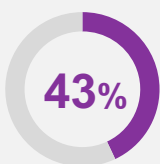


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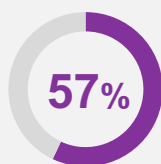
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Current State

Overall Physical Fitness



Rate their overall physical fitness as excellent or very good.



Do not feel excellent or very good about their overall physical fitness.

Motivators

To Prioritize Health & Fitness



Life changing events



Health issues, chronic conditions, family history



Realization of limited time



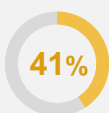
Being a role model for children



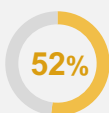
Positive impact of weight loss on overall health

Barriers

To Exercise



Motivation and lack of time



Suffer from joint pain

"I am in constant motion towards a fitness or health goal, but always hit some bumps along the way with motivation issues."

Behaviors

To Improve Physical Health



Maintain a regular exercise routine

Within the last six months:

55%

Use nutritional supplements

48%

Utilize fitness/workout equipment

45%

Use fitness apps

24%

Attend health clubs or gyms

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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