


Comprehensive data to understand and reach Type 2 Diabetes Patients



20 million
U.S. adults
diagnosed with
Type 2 Diabetes

25%
treat their condition with insulin +
non-insulin injectable or oral
medication

27 million 
feel at risk for Type 2 Diabetes

MARS condition-specific data provides a detailed picture of T2D patients:



Patient profiling based on 5,195 patients professionally diagnosed with Type 2 diabetes, including:

- Years since diagnosis
- Condition severity (mild/moderate/severe)
- Feel at risk for T2D
- Caregiver for family member with diabetes



Treatments

- How patients are treating T2D: Insulin, non-insulin injectable, oral medication, diet & exercise, and more
- 20+ Rx brands measured
- **Frequency of insulin usage**
- Satisfaction with Rx treatment



Condition Management

- Frequency of blood glucose meter usage
- Specific features important to patients when choosing a glucose meter/monitoring system
- Hemoglobin A1C test results
- Difficulty maintaining A1c level recommended by HCP
- Manage diet to lower/maintain blood glucose levels
- Used blood sugar or diabetes app on a mobile device in the last 6 months

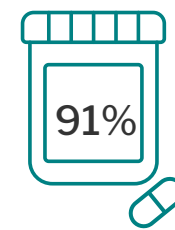


Diabetes related-complications or conditions

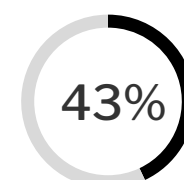
- Ever experienced (10 conditions, top 5 shown)
 - Hypertension/High blood pressure
 - Eye conditions (e.g., glaucoma, cataracts, diabetic retinopathy)
 - Foot conditions (e.g., ulcers, poor circulation, amputation)
 - Cardiovascular/Heart conditions (e.g., Angina, heart disease)
 - Skin conditions (e.g., infections, itching)
- Other comorbidities (e.g., depression, asthma, etc.)



Nearly 1 in 3
T2D patients **diagnosed in
the last 5 years** are ages
35-54.



of T2D Rx users **purchased
3+ medications** for
themselves in the past 12
months.



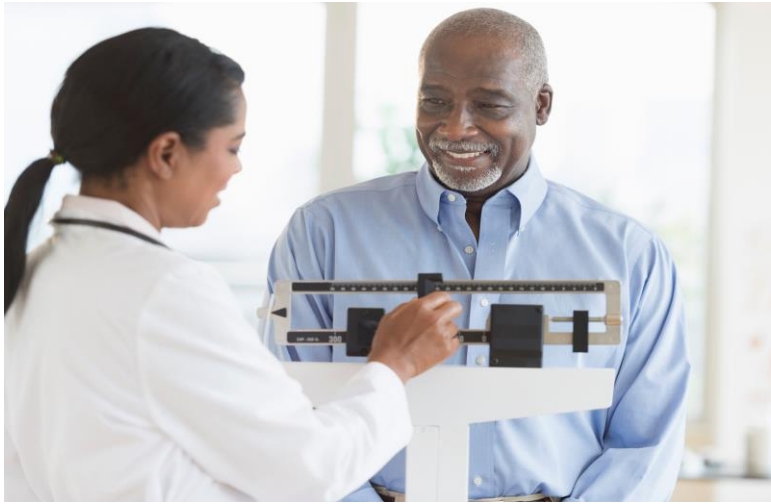
43%

Find it **somewhat/very
difficult to maintain the A1c
level** recommended by their
healthcare provider.

NEW in 2023 MARS

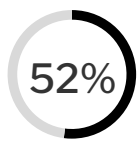
Source: 2022/2023 MARS Consumer Health Study Doublebase

Build in-depth T2D patient profiles, access key insights, and develop an omnichannel strategy with MARS health data.



Overall health/diet/exercise

- BMI levels
- Reasons for managing diet/daily nutrition & types of food/drinks consumed, exercise frequency + barriers
- Current health status & future health outlook
- Patient attitudes & opinions towards diet & exercise, personal health, and more



52% of T2D patients are **obese** (BMI 30+) vs. 29% of total adults



They are **64% more likely** to **disagree** that diet plans usually work for them*

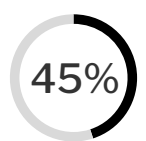


Patient-HCP relationship

- Relationship with primary care physician
- Actions taken after seeing healthcare professionals
- Patient attitudes towards doctors/treatments, drugs, and more
- Point of care/purchase sources valued
- Healthcare ads seen/heard in a doctor's office + actions taken

8 in 10

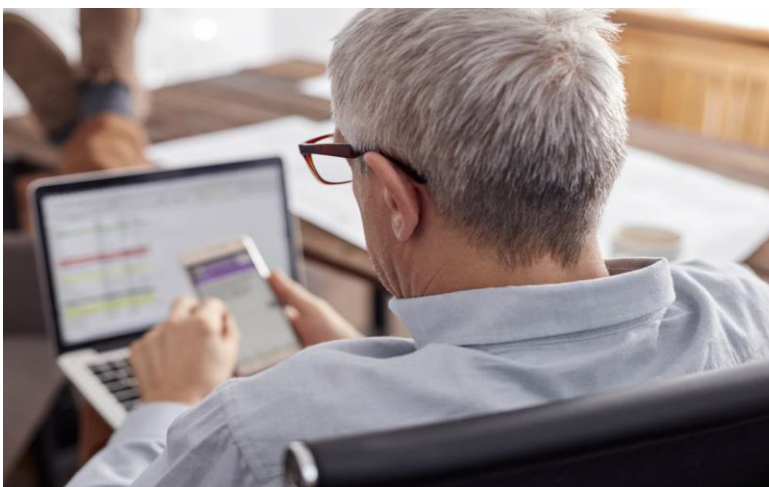
T2D patients...



have an **excellent/very good** relationship with their doctor

normally only use **drug brands recommended** by their physician

receive a **prescription for a new drug or switch their Rx** after visiting their HCP



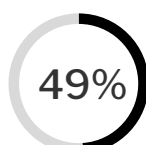
Media use for health & wellness (e.g., frequency, online activities, mobile app use, time spent)

- Information sources valued
- **Online interests**
- Television: dayparts, genres, networks, streaming services, and more
- Patient attitudes & opinions towards online health and mobile health & wearables
- Frequency of Internet use for health & wellness



On average, T2D patients spend **1 hour, 5 minutes** more time watching **live cable TV** daily*

*Compared to total adults

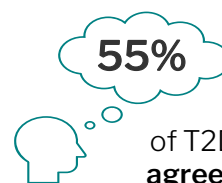


49% of T2D patients **went online for information** about a particular health condition in the last 30 days (index=140)



Other profiling

- Demographics
- Sports and leisure activities, other health lifestyles
- Other healthcare & pharmaceutical attitudes and opinions
- Type of caregiver support provided for family members with diabetes
- Rx purchasing: **Where purchase (in-store, online, mail order)** + how pay for Rx



55% of T2D patients **agree that their condition is never far from the forefront of their mind**



82% of diabetes **caregivers** are **very/somewhat involved** in medical decisions

NEW in 2023 MARS

Source: 2022/2023 MARS Consumer Health Study Doublebase

The MARS Consumer Health Study is the most trusted source of insights used by healthcare marketers and agencies for analysis, media strategies and targeting their unique patient audiences. MARS Consumer Health is an annual, bilingual syndicated survey of 20,000 U.S. consumers, with thousands of data points across 90+ ailments, 300+ media channels and numerous health behaviors and attitudes.