



STADA Group Health Report 2020

- PRESENTATION
GLOBAL RESULTS –

incl. CORONA SITUATION
STUDY

17 June 2020



Content

1

Study Design

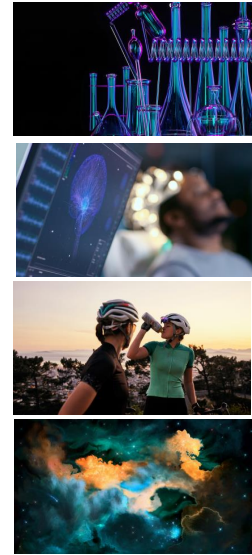
2

Questionnaire Content

3

Results

- Opening Questions/Future of Health
- Digitalised Medicine
- Immunities
- Dying

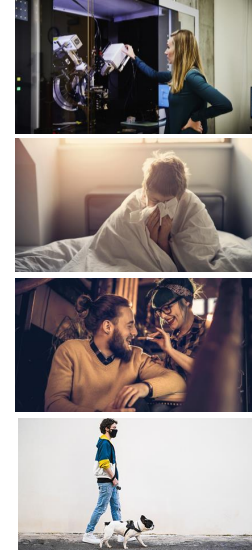


– Innovation

– Everyday Illnesses

– Sexuality & Health

– Corona Situation Study



4

Key Insights

5

Summary

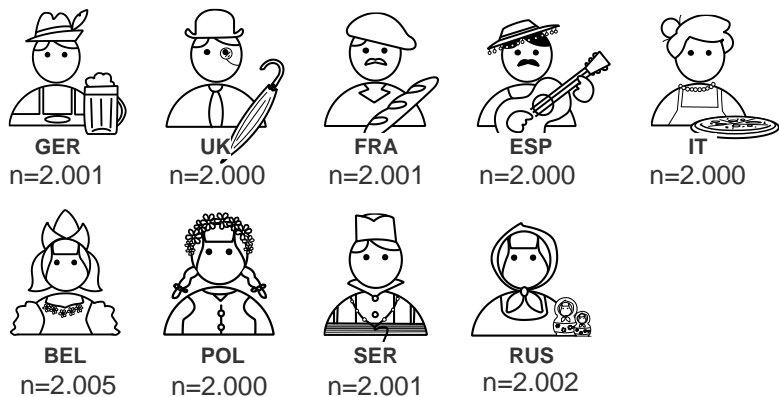
6

Appendix

Study Design

Health Report 2019

9 Countries – 18,010 Participants



Methodology:

Online Interviews

Target group:

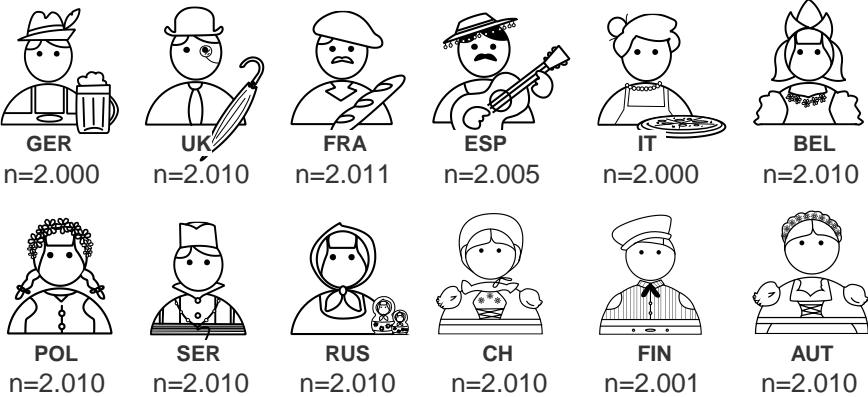
Population aged 18+ years representative according to the criteria of age, gender, region

Interview length:

Approx. 20 min

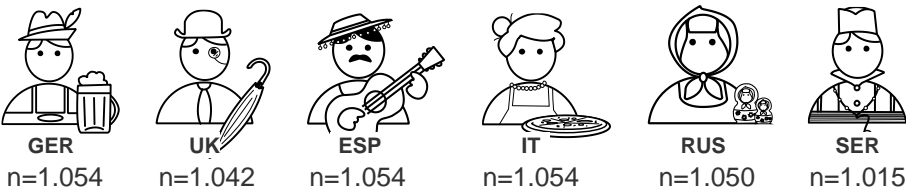
Health Report 2020

12 Countries – 24,087 Participants



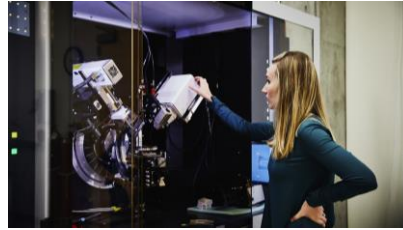
+ Corona Situation Study 2020

6,269 participants



Content of questionnaire

Opening Questions/
Future of Health



Digitalised Medicine - 1



Immunities - 2



Dying - 3



4 - Innovation

5 - Everyday Illnesses

6 - Sexuality & Health

Corona Situation Study



Knowing



Talking/
Thinking



Doing

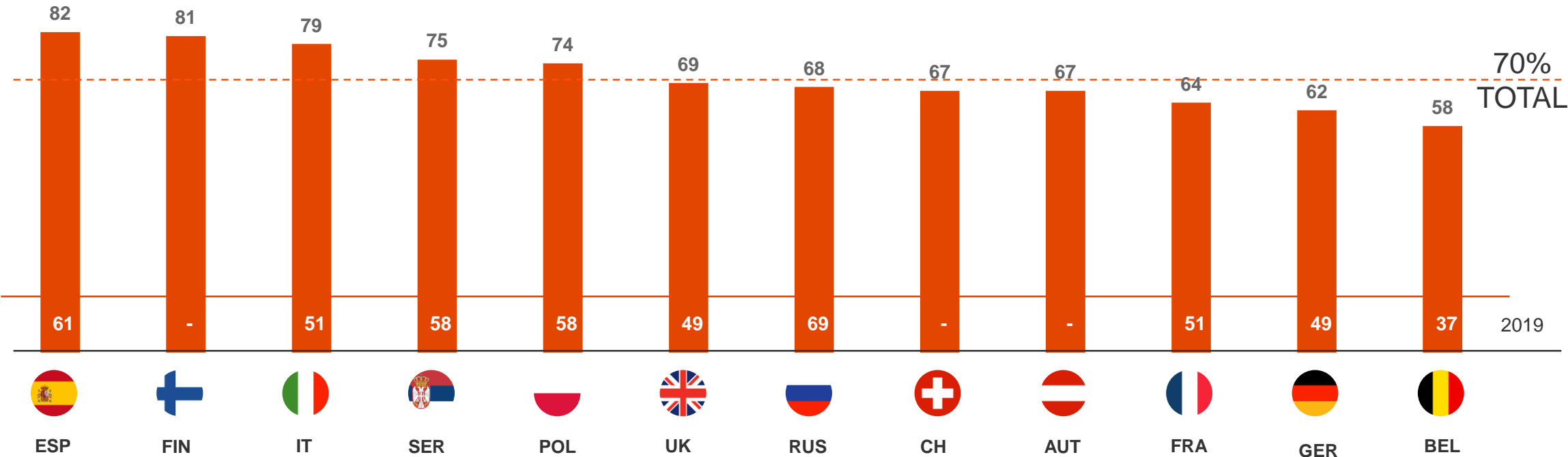
Treating via webcam or the internet for a minor illness or secondary disease

Opening
Questions

Q3. Could you imagine being treated by your doctor via webcam or the internet for a minor illness or secondary disease? – (single answer)

Base: Respondents, who mentioned 'Yes, I could well imagine doing that. It would save me travelling and waiting time' / 'Depending on the condition I could imagine giving it a try'

Figures in %

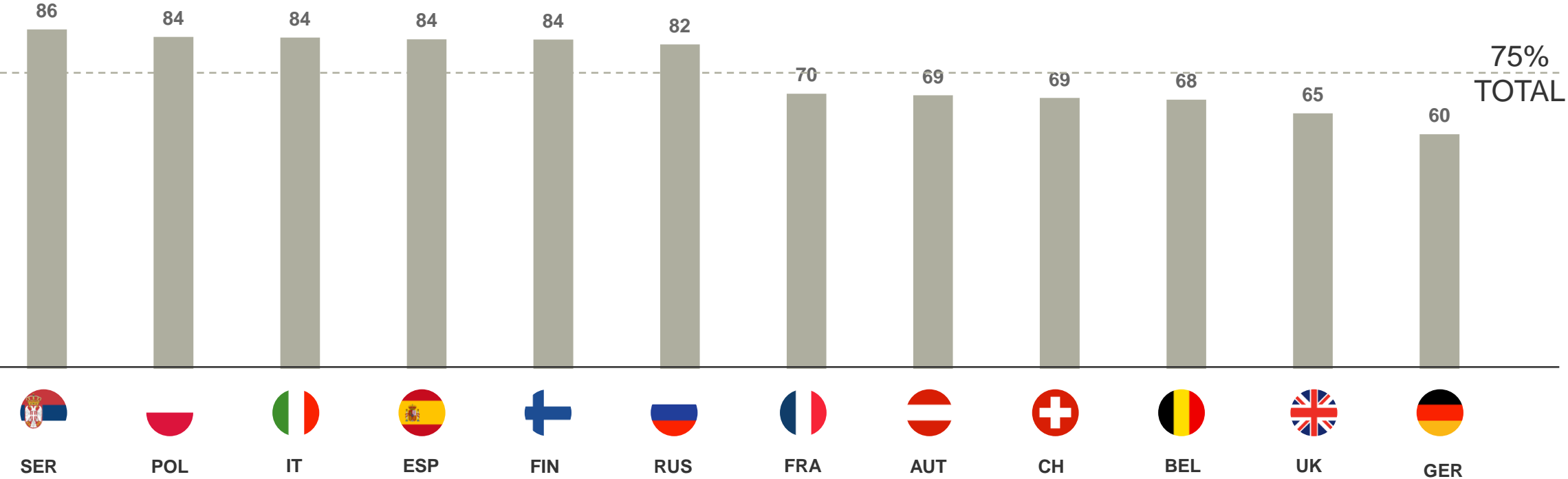


Using an app prescribed by a doctor to keep track of treatment progress

Q6. Could you imagine using an app prescribed by your doctor to keep track of your treatment progress and sharing it with your doctor regularly? – (multiple choice)
Base: Respondents, who mentioned “Yes, it would allow me to send relevant health data to my doctor at any time and save myself the trip to the check-up”/ “Yes, it would enable me to keep an eye on my health levels and react as soon as they change for the worse”/ “Yes, such an app would be an additional motivation to live a more healthy lifestyle”

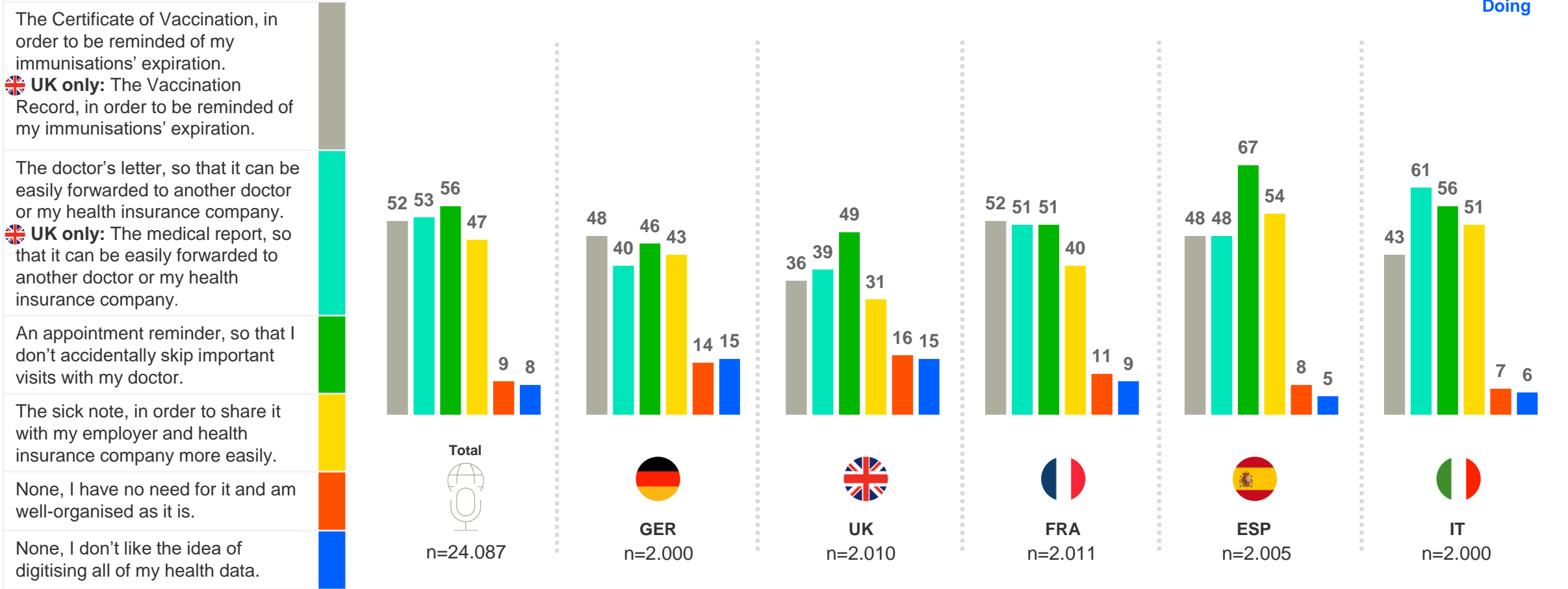


Figures in %



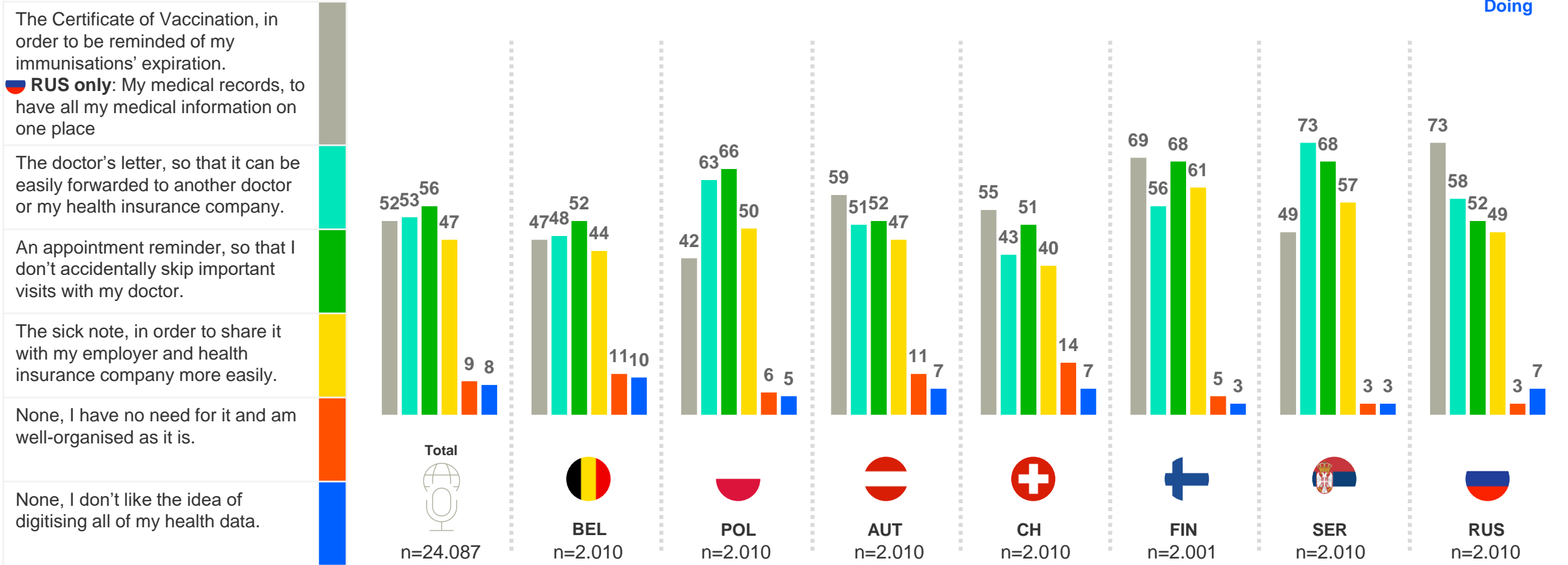
Only a few respondents don't like the idea of digitizing all of their health data.

Q7. Which analogue health data would you like to digitise, e.g. in the form of an app? – (multiple choice)
Figures in %



Only a few respondents don't like the idea of digitizing all of their health data.

Q7. Which analogue health data would you like to digitise, e.g. in the form of an app? – (multiple choice)
Figures in %

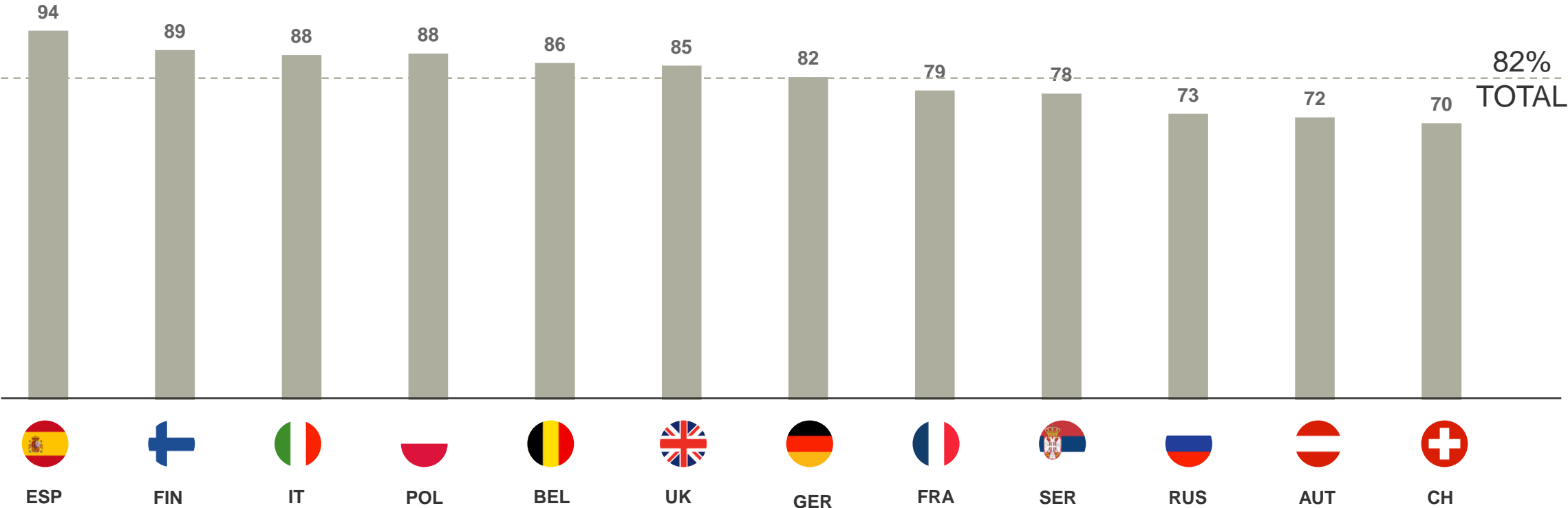


Compulsory vaccinations

Q11. What do you think about compulsory vaccinations? – (single answer)

Base: Respondents, who mentioned 'I approve of compulsory vaccinations because it is important to protect our society' / 'I think compulsory vaccinations are important. They allow for preventive protection against dangerous diseases'

Figures in %



Immunities

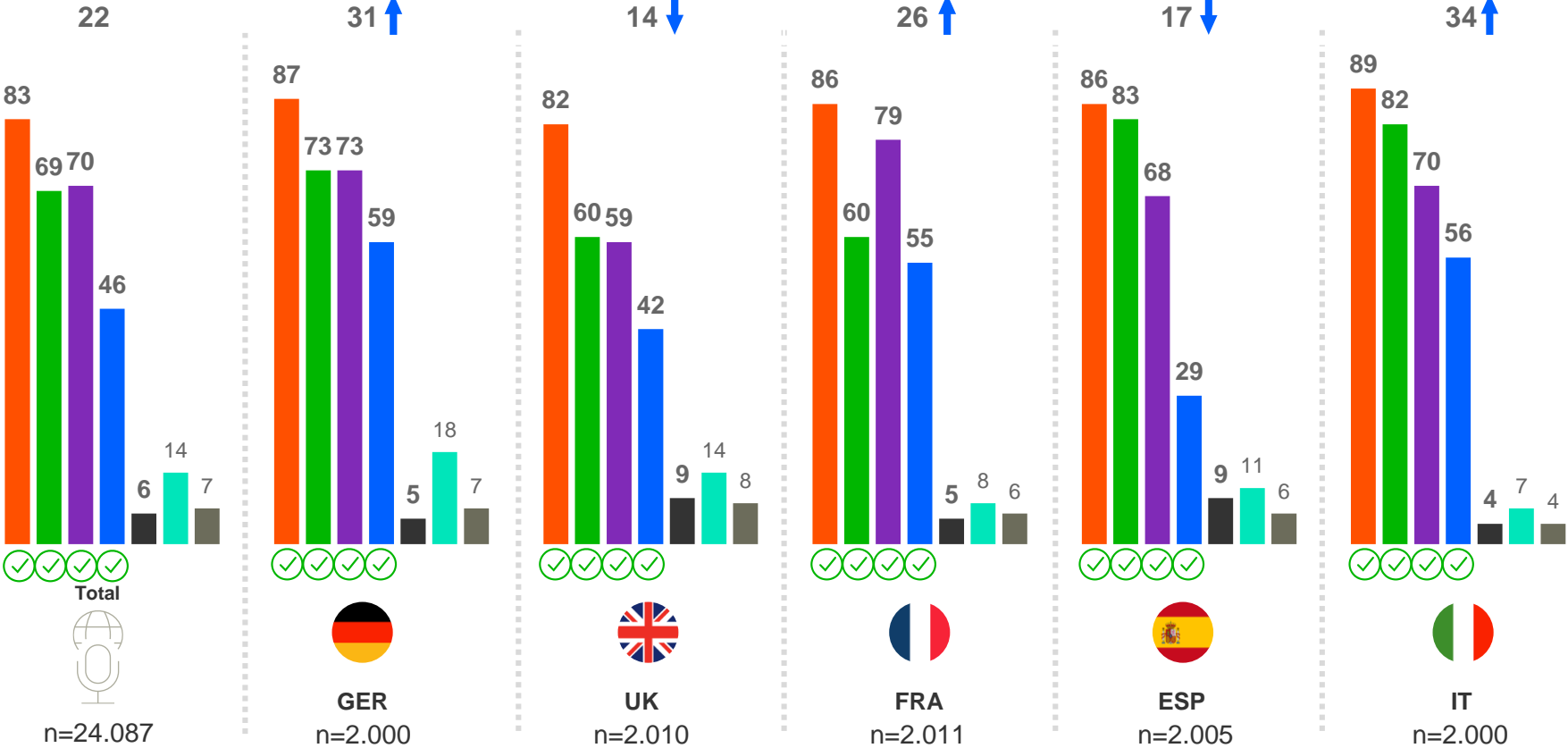


On average only about one fourth know exactly against which of the following can be vaccinated.

Q9. Against which of the following can you be vaccinated? – (multiple choice)
Figures in %

Proportions of correct answers

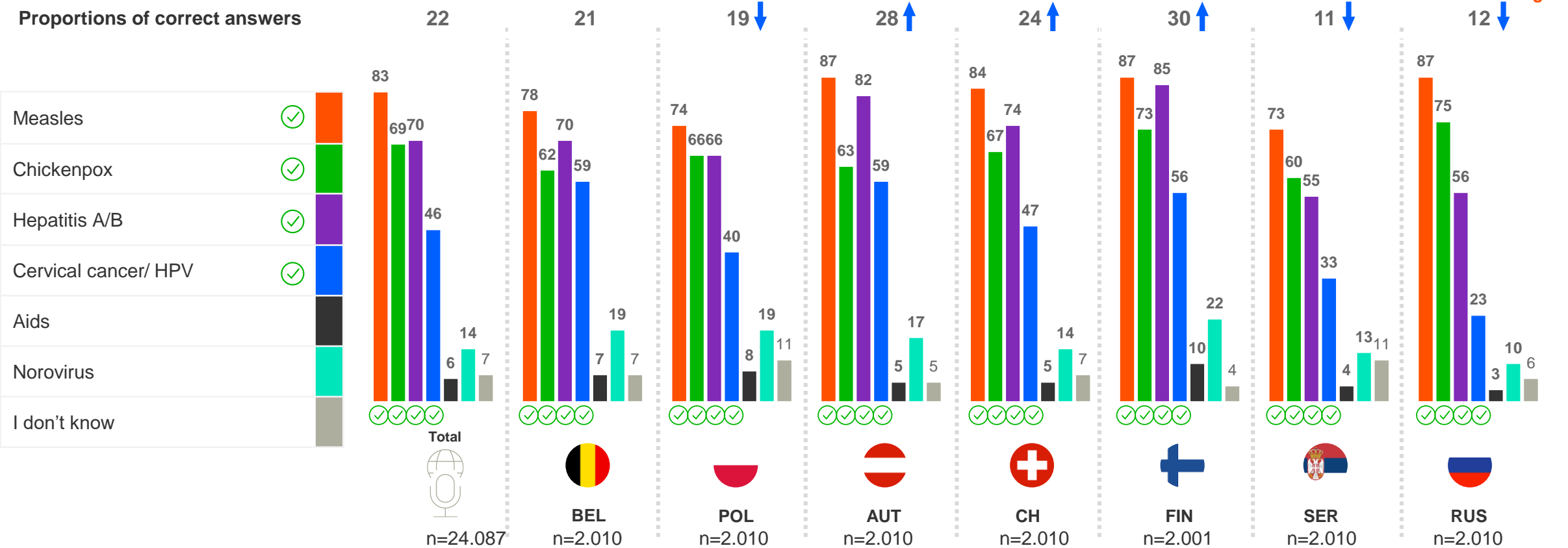
Measles	✓	
Chickenpox	✓	
Hepatitis A/B	✓	
Cervical cancer/ HPV	✓	
Aids		
Norovirus		
I don't know		



↑ Sig. higher than Total
↓ Sig. lower than Total

On average only about one fourth know exactly against which of the following can be vaccinated.

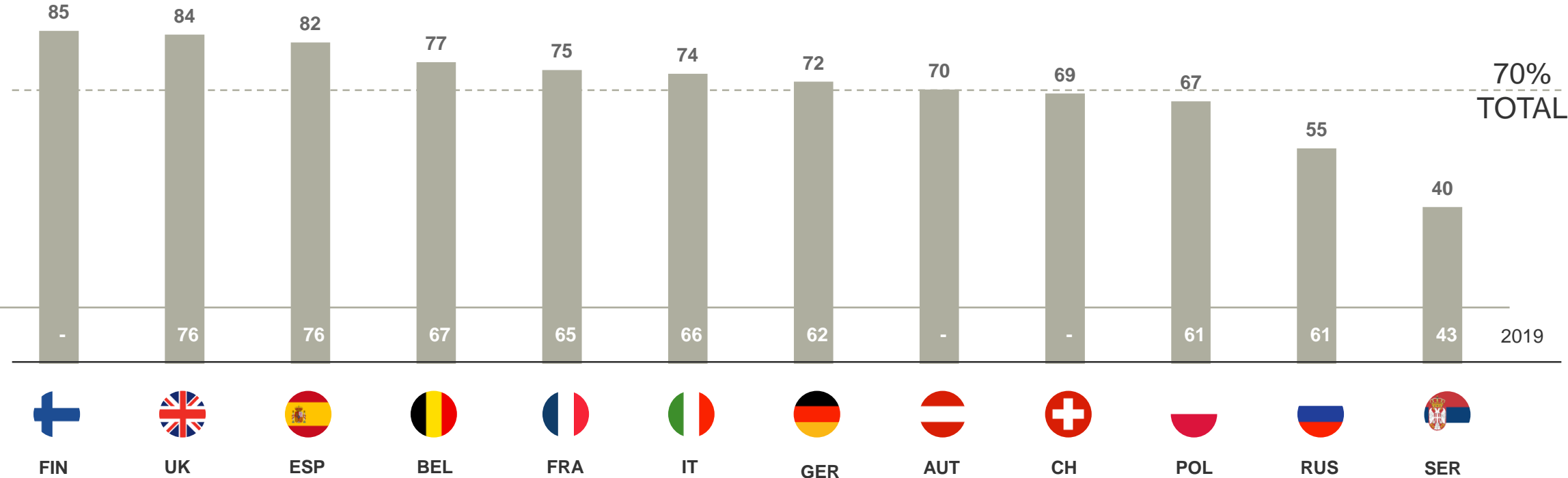
Q9. Against which of the following can you be vaccinated? – (multiple choice)
Figures in %



Trust into conventional medicine

Opening
Questions

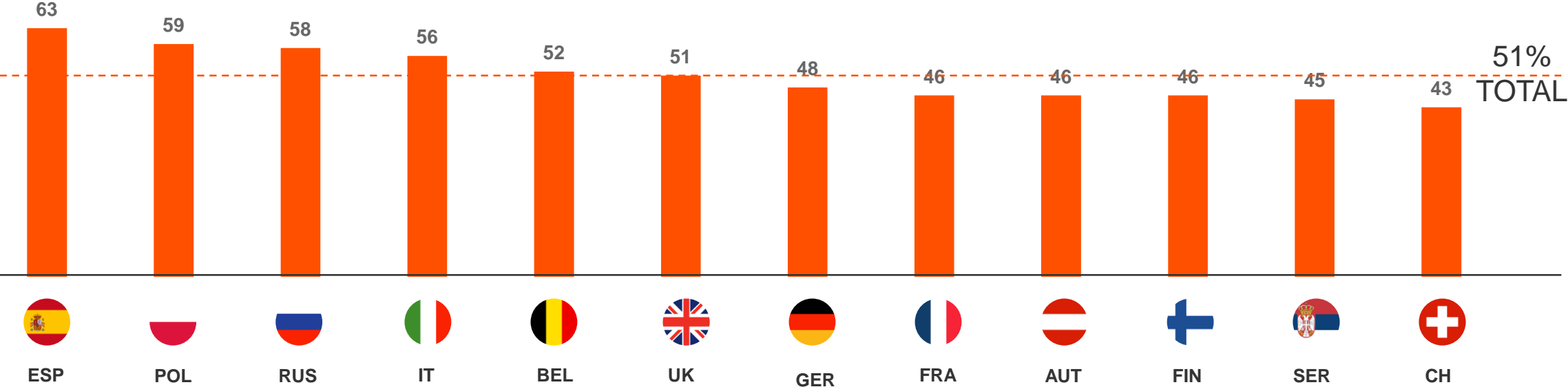
Q2. How much do you trust conventional medicine at the doctor's office and in hospitals? – *(single answer)*
Base: Respondents, who mentioned 'I wholeheartedly trust conventional medicine' / 'By and large, I trust conventional medicine, but I also educate myself independently about some topics on the internet'
Figures in %



Changing genes to evade falling ill

Q20. Imagine the following: Your doctor tells you that, based on the results of a gene test, you are very likely to suffer from a serious illness in five years' time. Would you consider changing your genes to evade falling ill? – *(single answer)*
Base: Respondents, who mentioned 'Yes, I most certainly would' / 'Yes, but I would feel uneasy knowing that someone is messing with my "genes"'
Figures in %

Innovation



Content

1 Study Design

2 Questionnaire Content

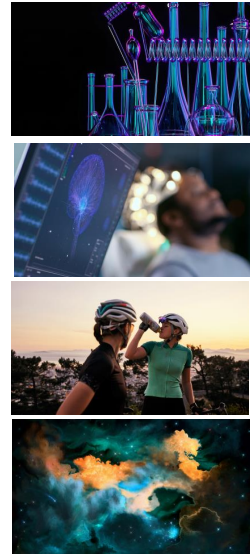
3 Results

- Opening Questions/Future of Health
- Digitalised Medicine
- Immunities
- Dying

4 Key Insights

5 Summary

6 Appendix

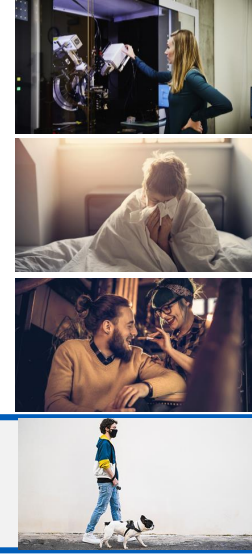


– Innovation

– Everyday Illnesses

– Sexuality & Health

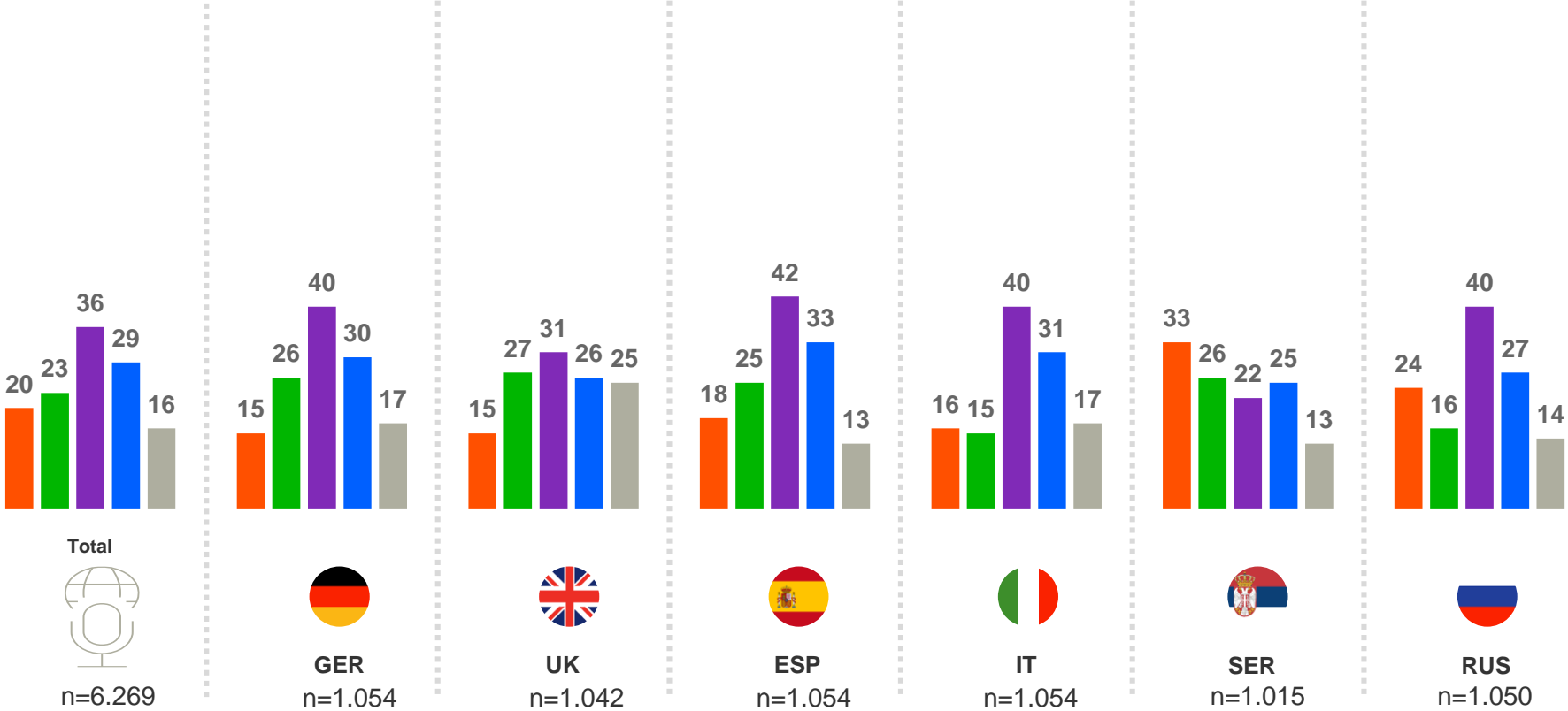
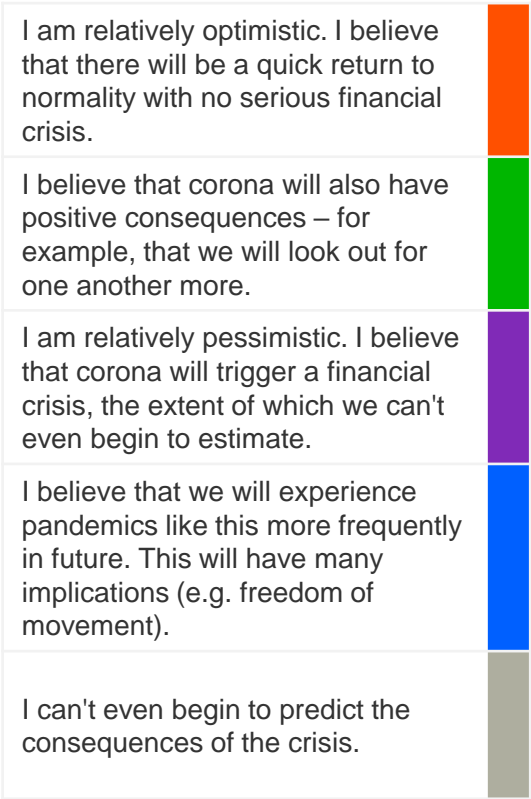
– **Corona Situation Study**



Only in Serbia respondents are relatively optimistic anticipating a quick return to normality, in other countries most respondents are relatively pessimistic believing corona will trigger a financial crisis.

SQ2. Experts expect the corona situation to ease from the summer onwards. What is your outlook on the second half of 2020? – (multiple choice)
 Figures in %

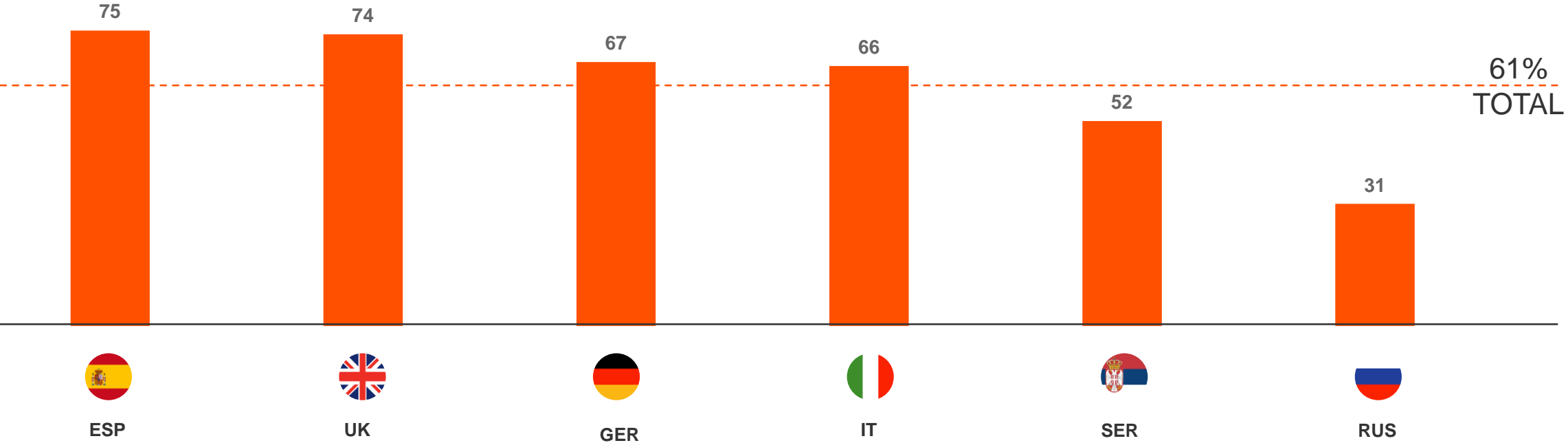
Corona
 Situation
 Study



Rating of healthcare during corona crisis

Corona
Situation
Study

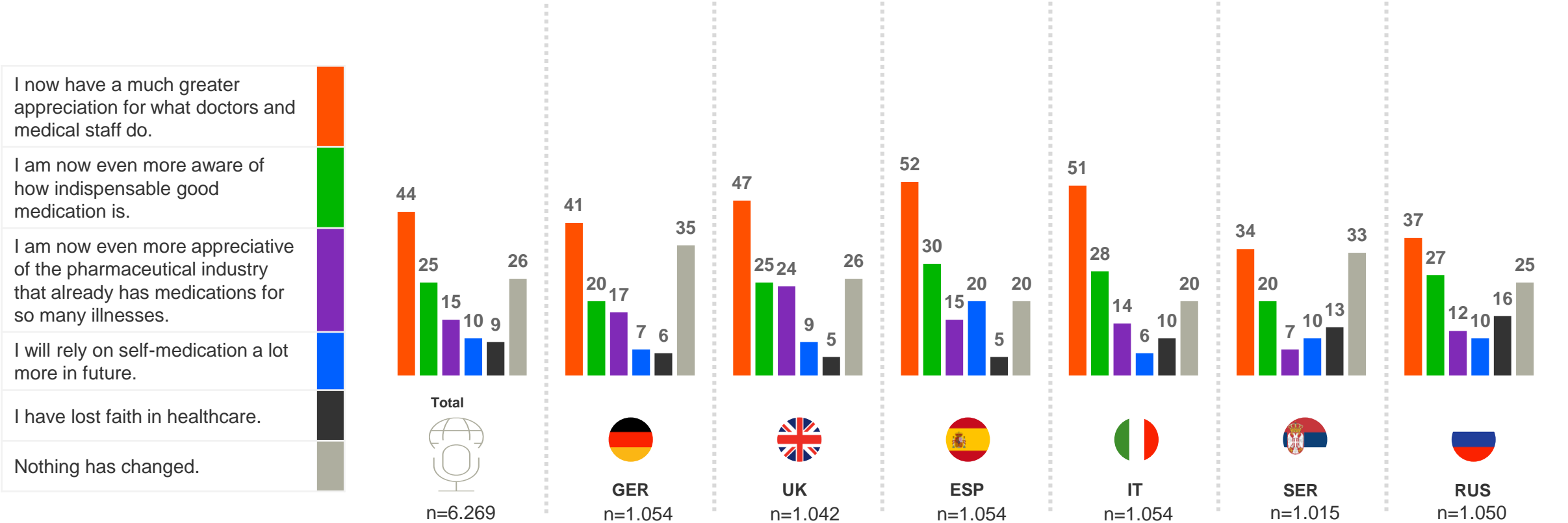
SQ6. Based on your experience during the corona crisis, how would you rate healthcare in your country? – (single answer)
Base: Respondents, who rate healthcare very positive/ positive in their country during the corona crisis.
Figures in %



Most respondents have now a much greater appreciation for what doctors and medical staff do, especially in Spain and Italy. In Germany and Serbia also many state that nothing has changed.

SQ3. How has the corona virus changed your perspective on healthcare? – (multiple choice)
Figures in %

Corona
Situation
Study



Key Insights



82% approve **compulsory vaccinations**,



but **only 10%** checking their **Certificate of Vaccination** fairly recently



66% are afraid of **antibiotic-resistant germs**,



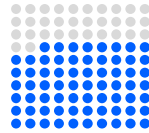
but **knowledge** about antibiotics is quite low:



Only **43%** are aware that antibiotics are **only against bacteria**



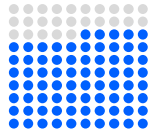
26% think that **coffee** can impair the effect of antibiotics



68% could imagine availing themselves of **Assisted Suicide**



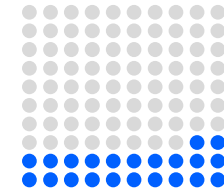
but the **exact definition** of the term is **only** known by **43%**



75% could imagine **using an app** prescribed by a doctor to keep track of treatment progress



only **16%** think such an app could **NOT** add any value to their life



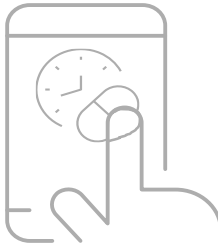
Only **22%** know that **kissing** can also cause an infection with sexually transmitted diseases

61% have never been tested for **sexually transmitted diseases**

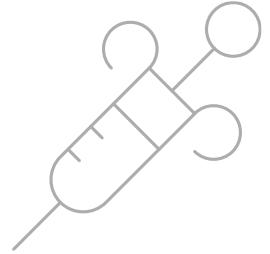


Summary Main Survey

- The majority of respondents could imagine being treated by a doctor via webcam or the internet for a minor illness. In Belgium respondents are more reserved regarding this method.
- Using an app prescribed by the doctor to keep track of treatment progress and sharing with the doctor is for most of the respondents imaginable. In Germany, UK, Belgium und Austria are more restrictive regarding the usage of an app.
- German and UK population don't like the idea of digitizing all of their health data. The rest of the respondents appreciate it.



- There is a positive attitude towards compulsory vaccinations, slightest approval is in Switzerland, Austria and Russia; highest in Spain.
- On average only about one fourth know exactly against which diseases can be vaccinated.
- The majority of the respondents trusts conventional medicine, especially in Finland, Spain and the UK.
- Changing their genes, is interesting for about half of the respondents, especially in Spain, Poland, Russia and Italy.



Summary Corona Situation Study

- Only in Serbia respondents are relatively optimistic anticipating a quick return to normality, in other countries most respondents are relatively pessimistic believing corona will trigger a financial crisis.
- The majority rates healthcare in their country (very) positive during the corona crisis; except in Russia
- Most respondents have now a much greater appreciation for what doctors and medical staff do, especially in Spain and Italy. In Germany and Serbia also many state that nothing has changed.



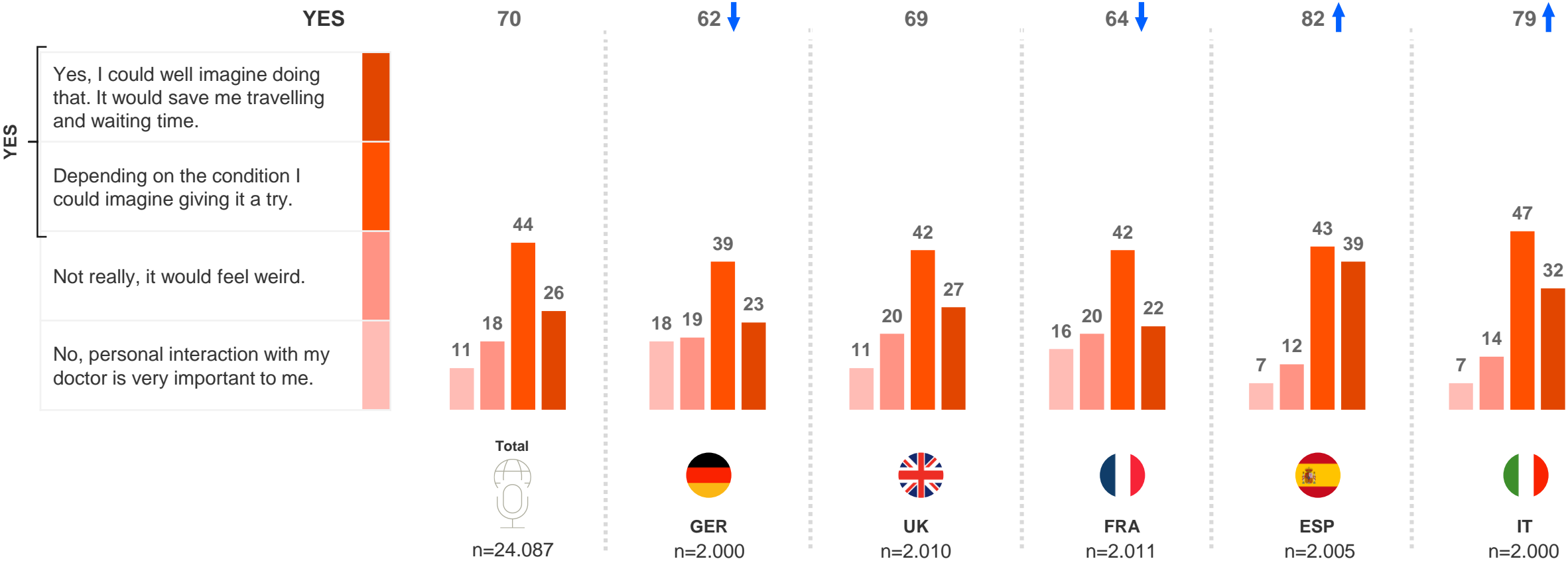
Appendix



The majority of respondents could imagine being treated by a doctor via webcam or the internet for a minor illness. In Belgium respondents are more reserved regarding this method.

Opening Questions

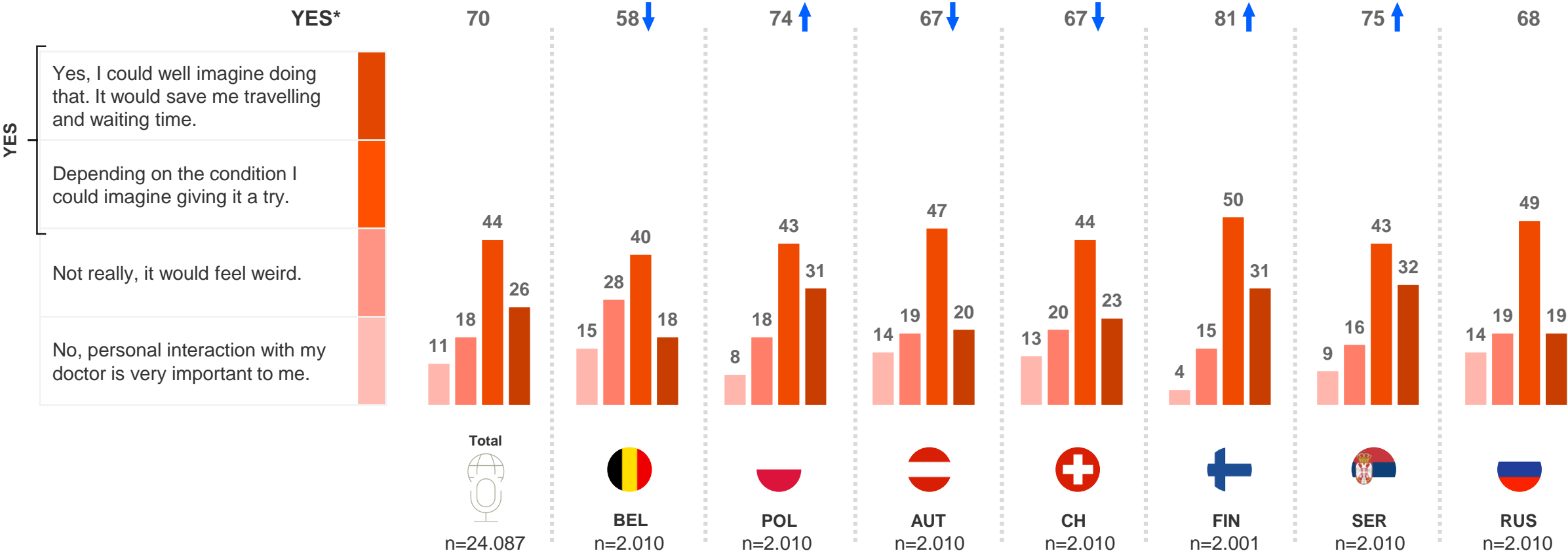
Q3. Could you imagine being treated by your doctor via webcam or the internet for a minor illness or secondary disease? – (single answer)
Figures in %



The majority of respondents could imagine being treated by a doctor via webcam or the internet for a minor illness. In Belgium respondents are more reserved regarding this method.

Opening Questions

Q3. Could you imagine being treated by your doctor via webcam or the internet for a minor illness or secondary disease? – (single answer)
Figures in %



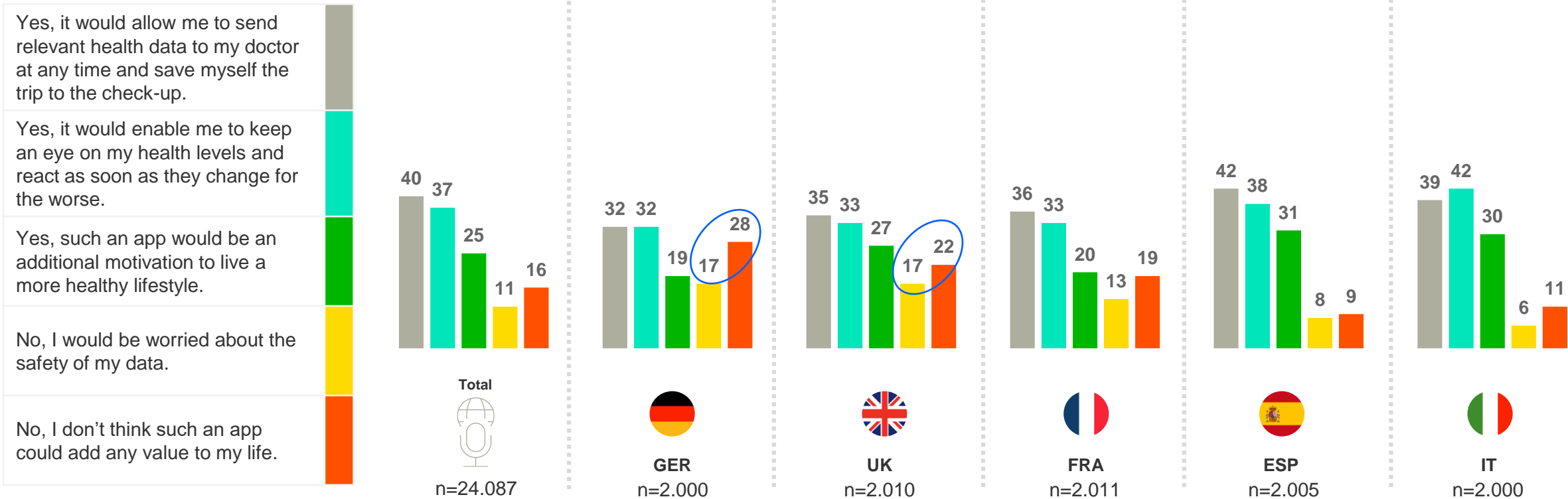
↑ Sig. higher than Total *YES: "Yes, I could well imagine ..." AND "Depending on the ..."

↓ Sig. lower than Total

Using an app prescribed by the doctor to keep track of treatment progress and sharing with the doctor is for most of the respondents imaginable.

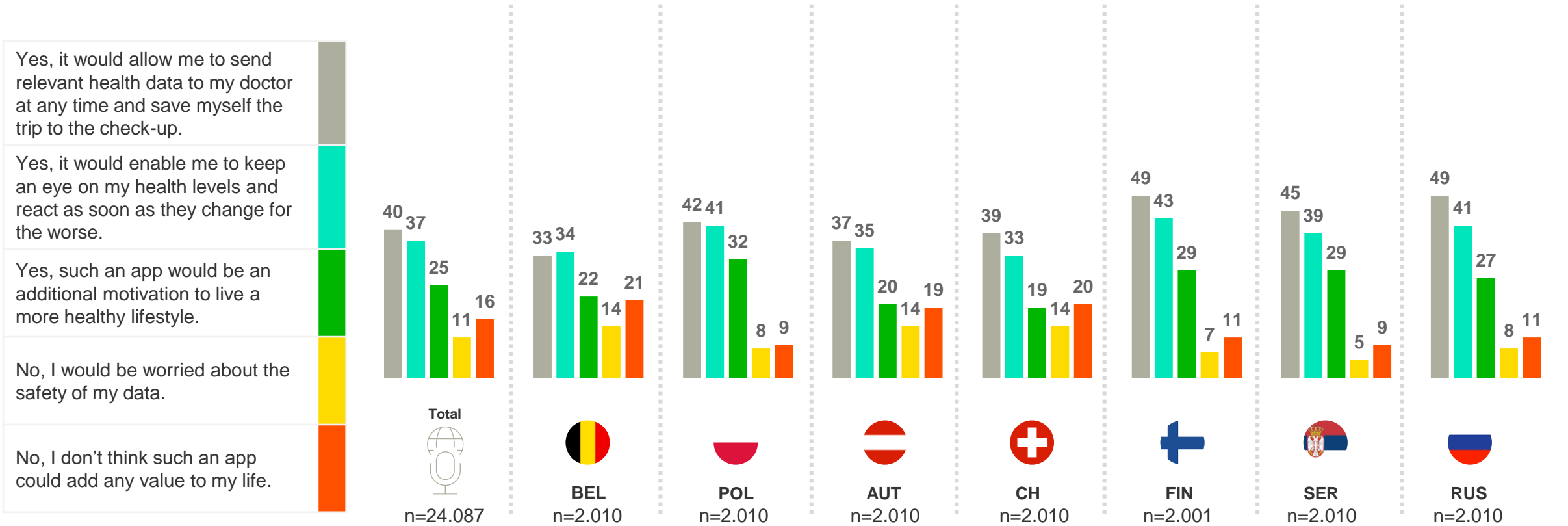
Q6. Could you imagine using an app prescribed by your doctor to keep track of your treatment progress and sharing it with your doctor regularly? – (multiple choice)
Figures in %

Digitalised
Medicine



Using an app prescribed by the doctor to keep track of treatment progress and sharing with the doctor is for most of the respondents imaginable.

Q6. Could you imagine using an app prescribed by your doctor to keep track of your treatment progress and sharing it with your doctor regularly? – (multiple choice)
Figures in %

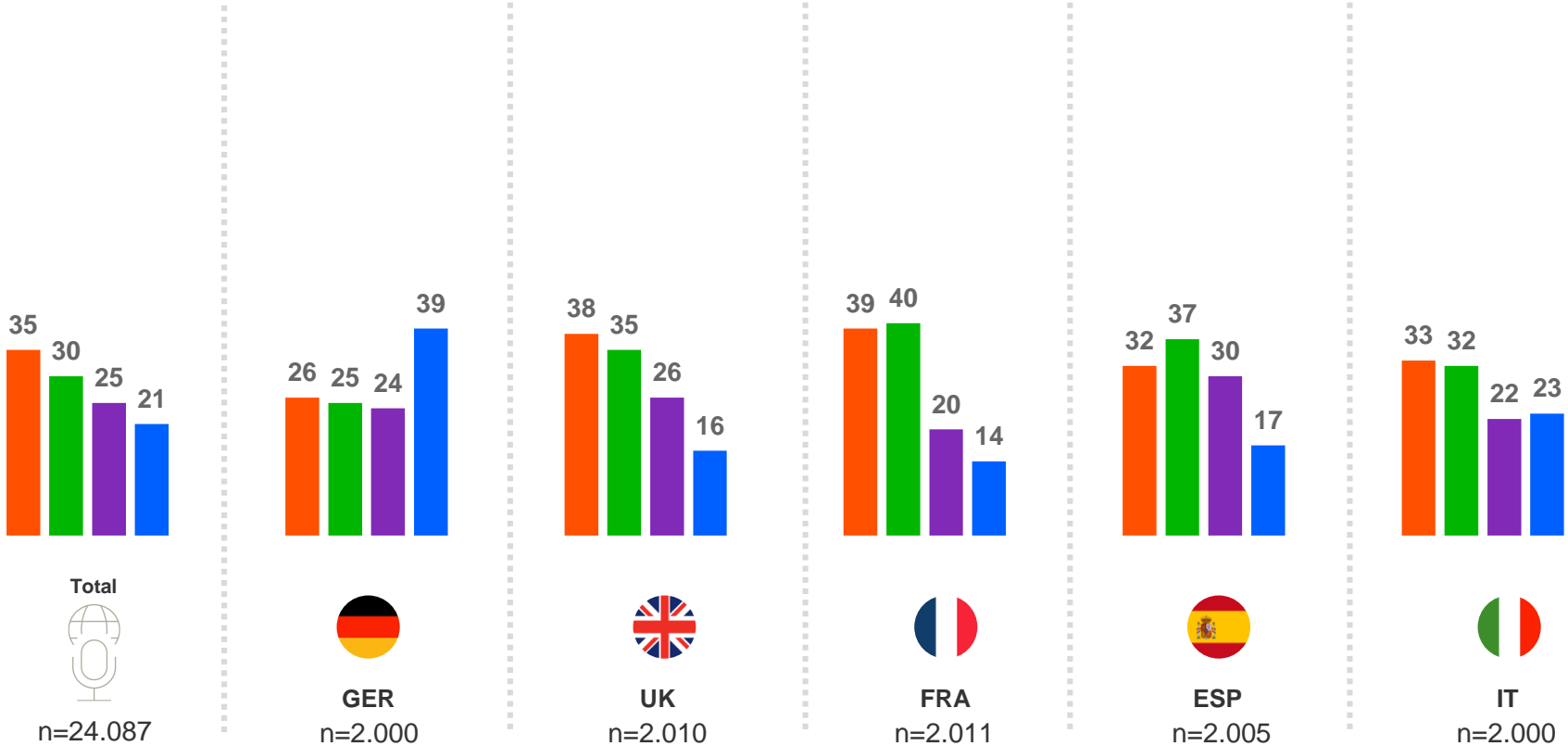


The majority would have more confidence if the medicine was carried out by a stationary pharmacy. In Germany, two fifths trust mail order pharmacies.

Q5. Would you have more confidence in the shipping of medicine if it were carried out by a stationary pharmacy instead of a mail order pharmacy or a mail order company? – (multiple choice)
Figures in %

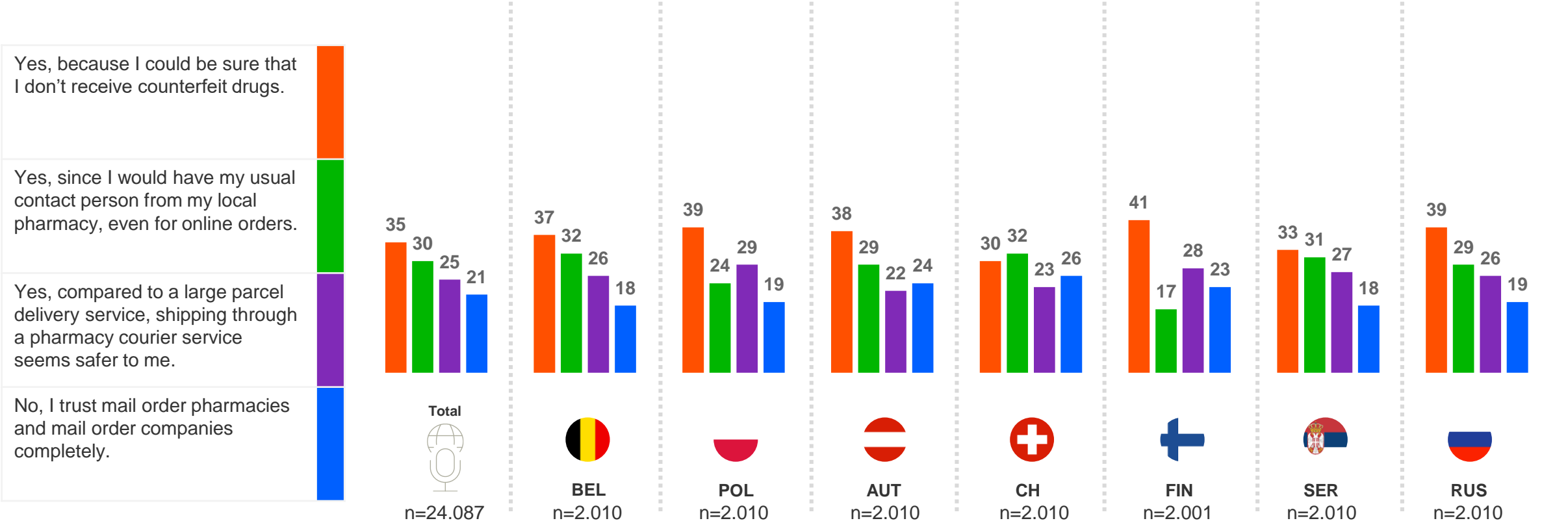


Yes, because I could be sure that I don't receive counterfeit drugs.	
Yes, since I would have my usual contact person from my local pharmacy, even for online orders.	
Yes, compared to a large parcel delivery service, shipping through a pharmacy courier service seems safer to me.	
No, I trust mail order pharmacies and mail order companies completely.	



The majority would have more confidence if the medicine was carried out by a stationary pharmacy. In Germany, two fifths trust mail order pharmacies.

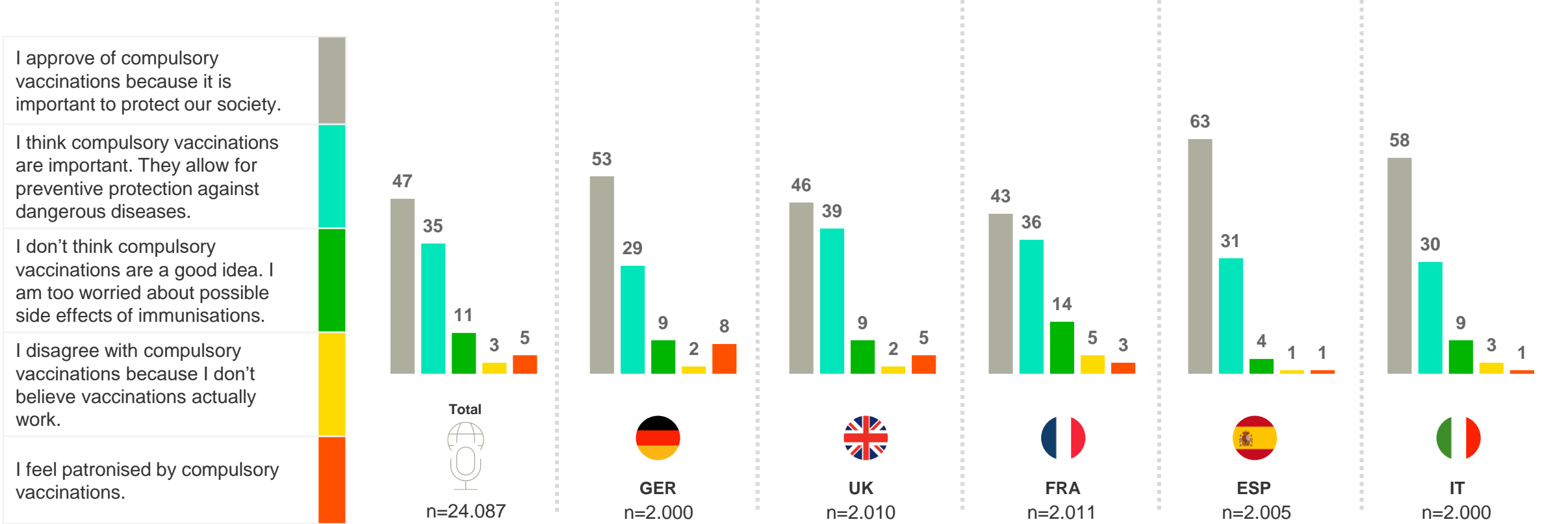
Q5. Would you have more confidence in the shipping of medicine if it were carried out by a stationary pharmacy instead of a mail order pharmacy or a mail order company? – (multiple choice)
Figures in %



There is a positive attitude towards compulsory vaccinations, slightest approval for compulsory vaccinations in Switzerland, Austria and Russia; highest in Spain.

Q11. What do you think about compulsory vaccinations? – (single answer)
Figures in %

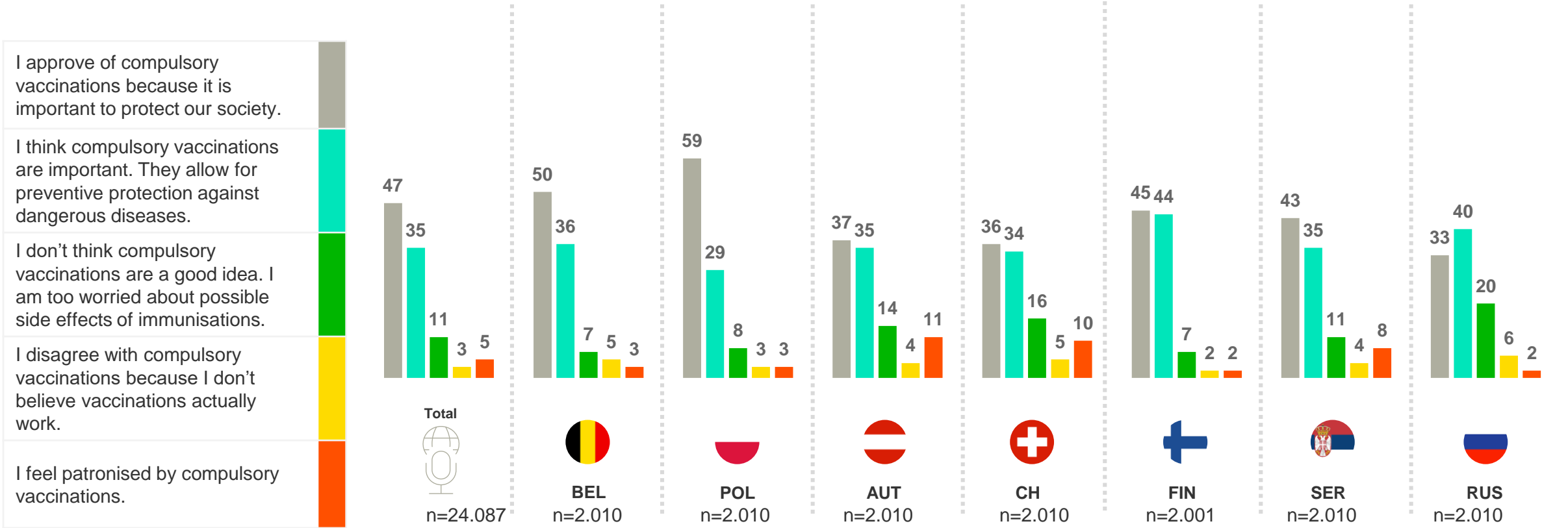
Immunities



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Q11. What do you think about compulsory vaccinations? – (single answer)
 Figures in %

Immunities

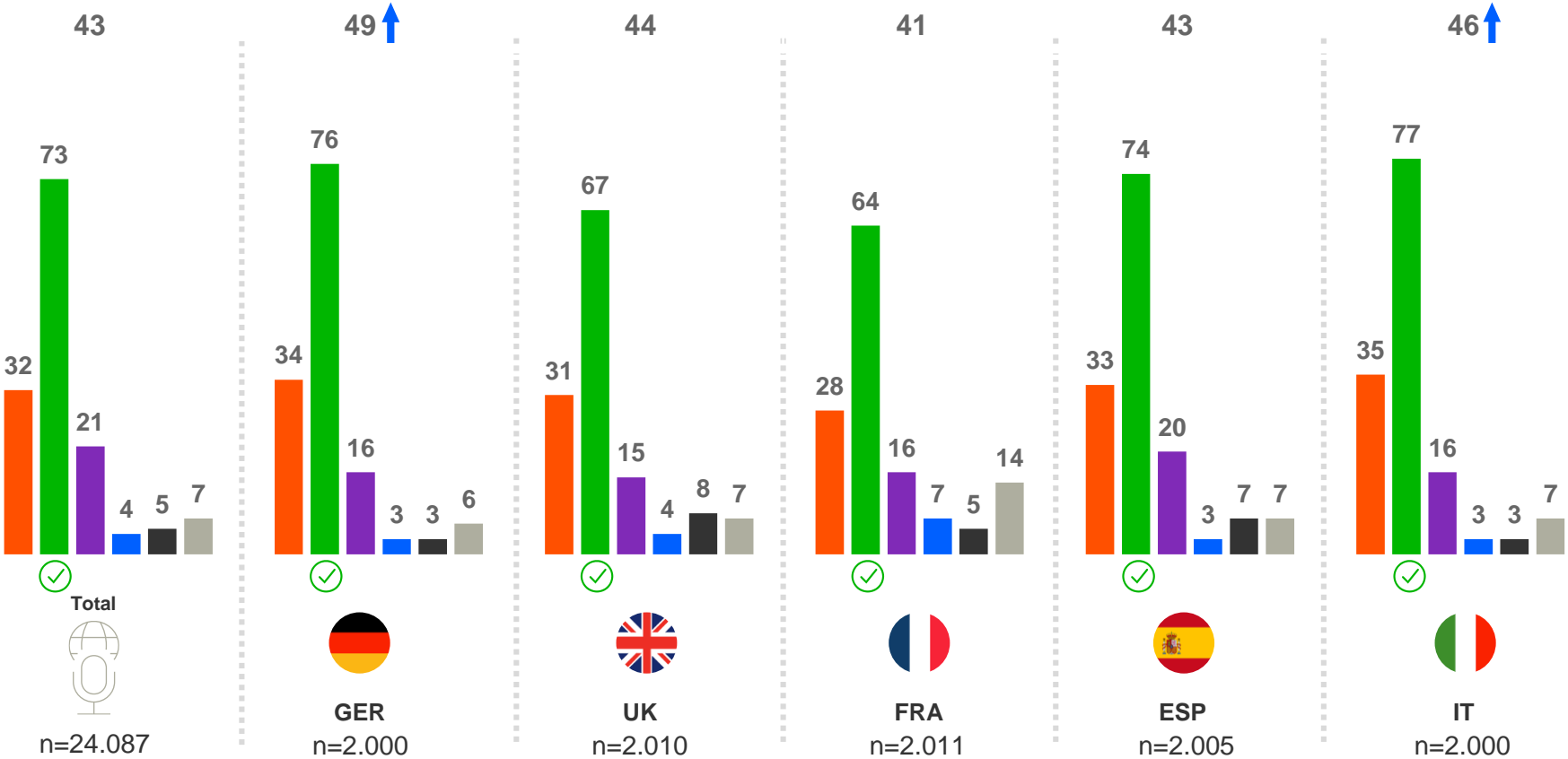


The vast majority knows that antibiotics are used to combat bacteria, but less are aware that they are only against bacteria.

Q8. Antibiotics are used to combat which of the following? – (multiple choice)
 Figures in %

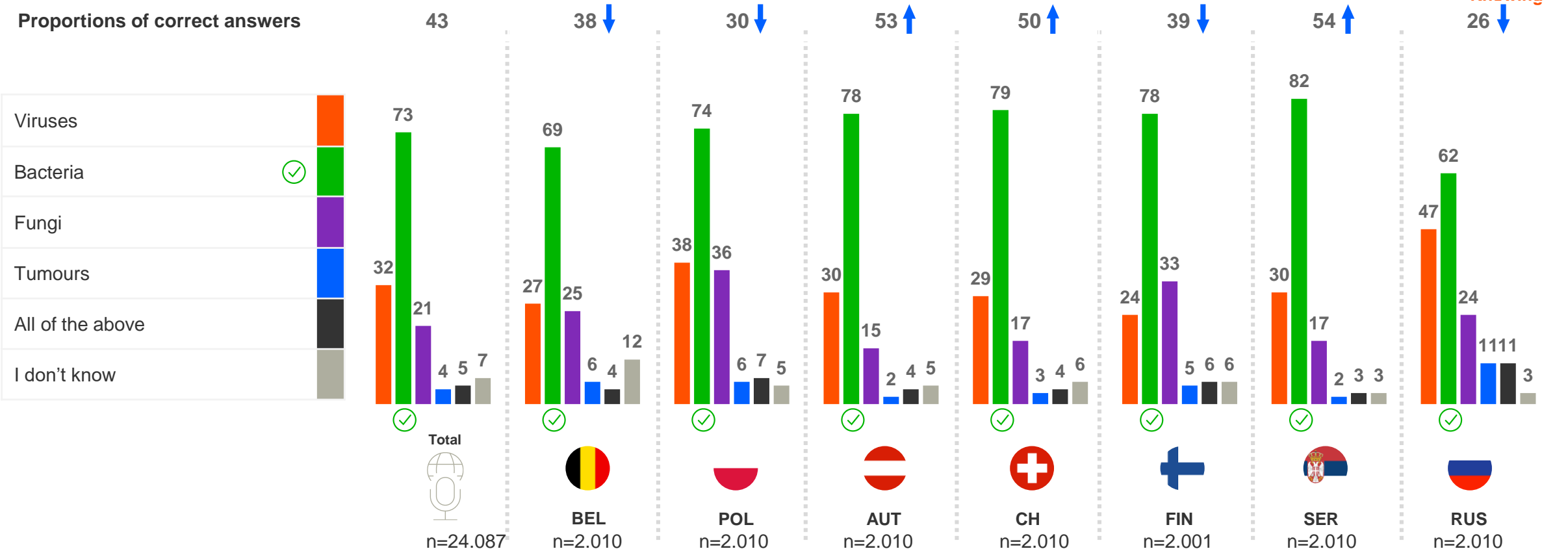
Proportions of correct answers

Viruses	
Bacteria	✓
Fungi	
Tumours	
All of the above	
I don't know	



The vast majority knows that antibiotics are used to combat bacteria, but less are aware that they are only against bacteria.

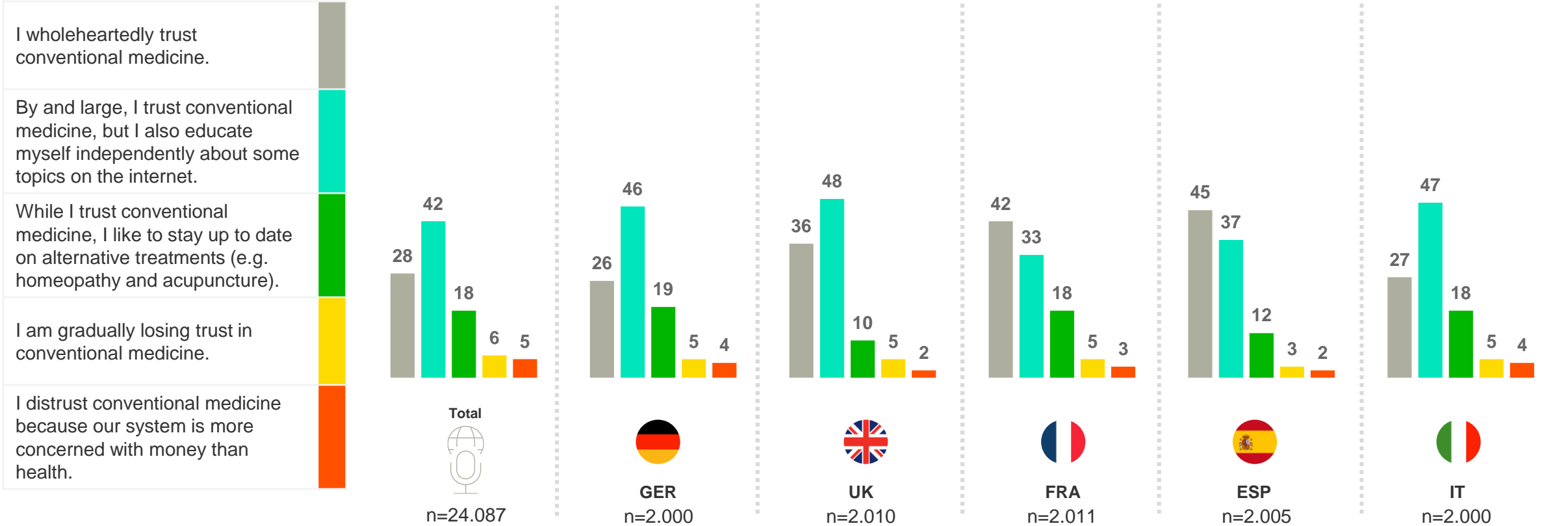
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 Figures in %



Majority of the respondents trusts conventional medicine, especially in Finland, Spain and the UK.

Opening Questions

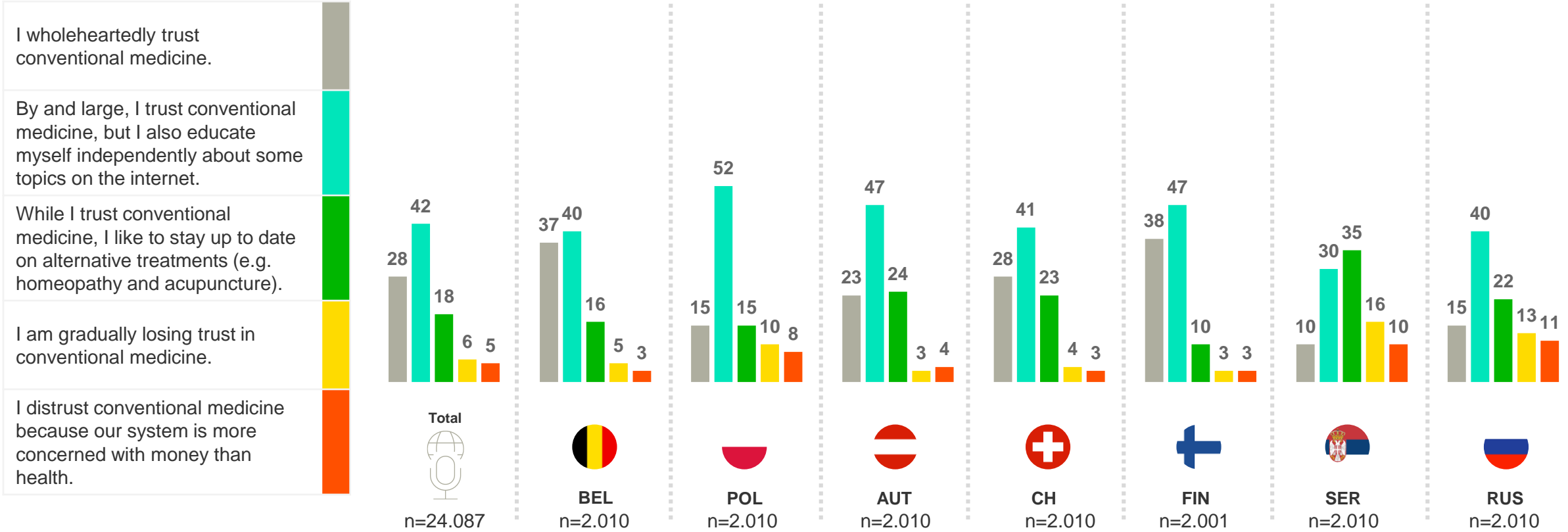
Q2. How much do you trust conventional medicine at the doctor's office and in hospitals? – (single answer)
Figures in %



Majority of the respondents trusts conventional medicine, especially in Finland, Spain and the UK.

Opening
Questions

Q2. How much do you trust conventional medicine at the doctor's office and in hospitals? – (single answer)
Figures in %



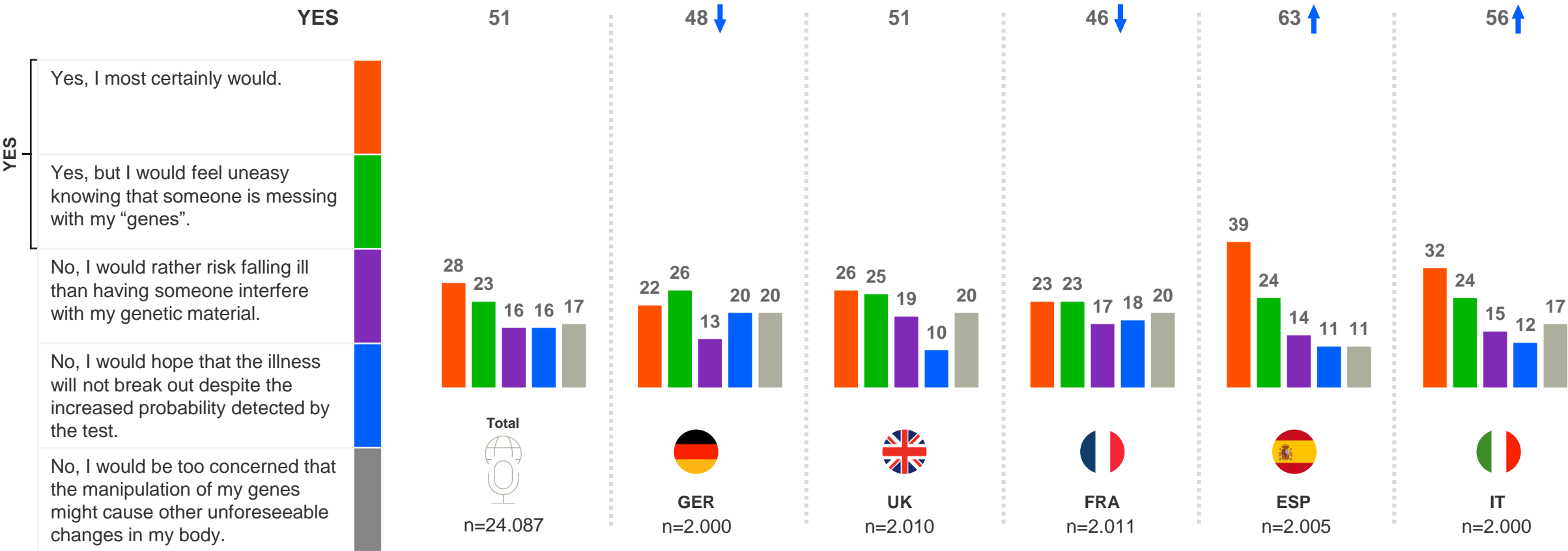
Changing their genes, is interesting for about half of the respondents, especially in Spain, Poland, Russia and Italy.

Q20. Imagine the following: Your doctor tells you that, based on the results of a gene test, you are very likely to suffer from a serious illness in five years' time. Would you consider changing your genes to evade falling ill? – (single answer)
Figures in %

Innovation



Doing



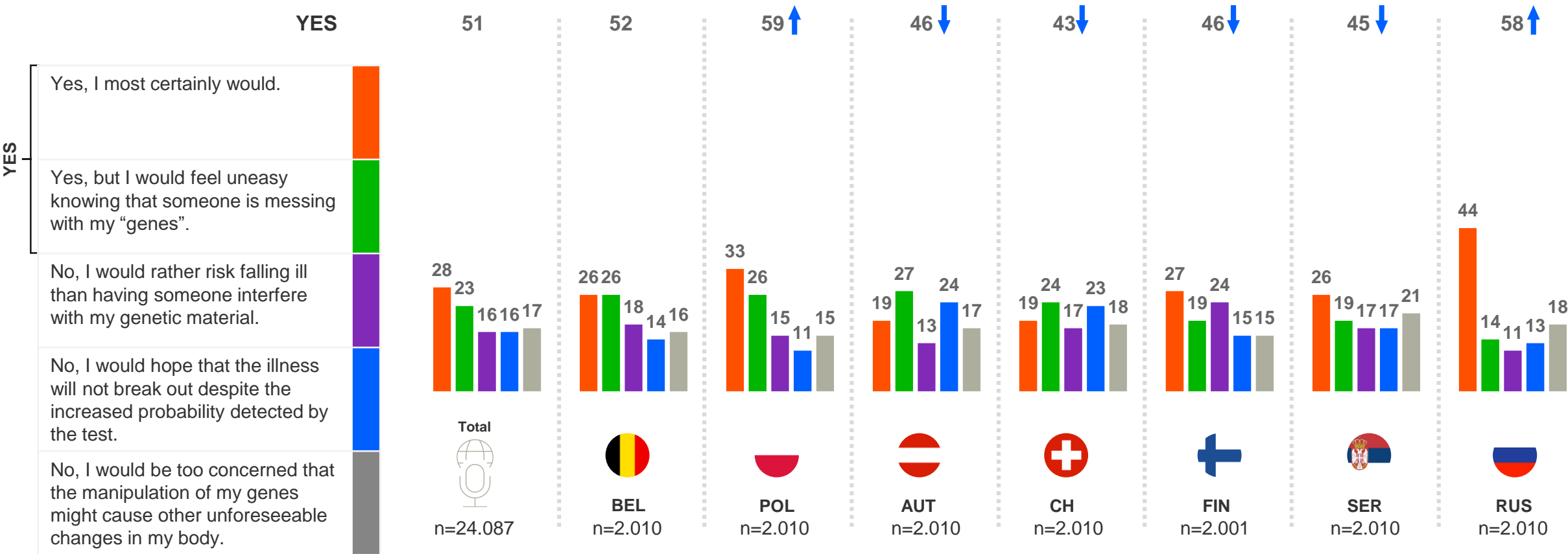
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 Figures in %

Innovation



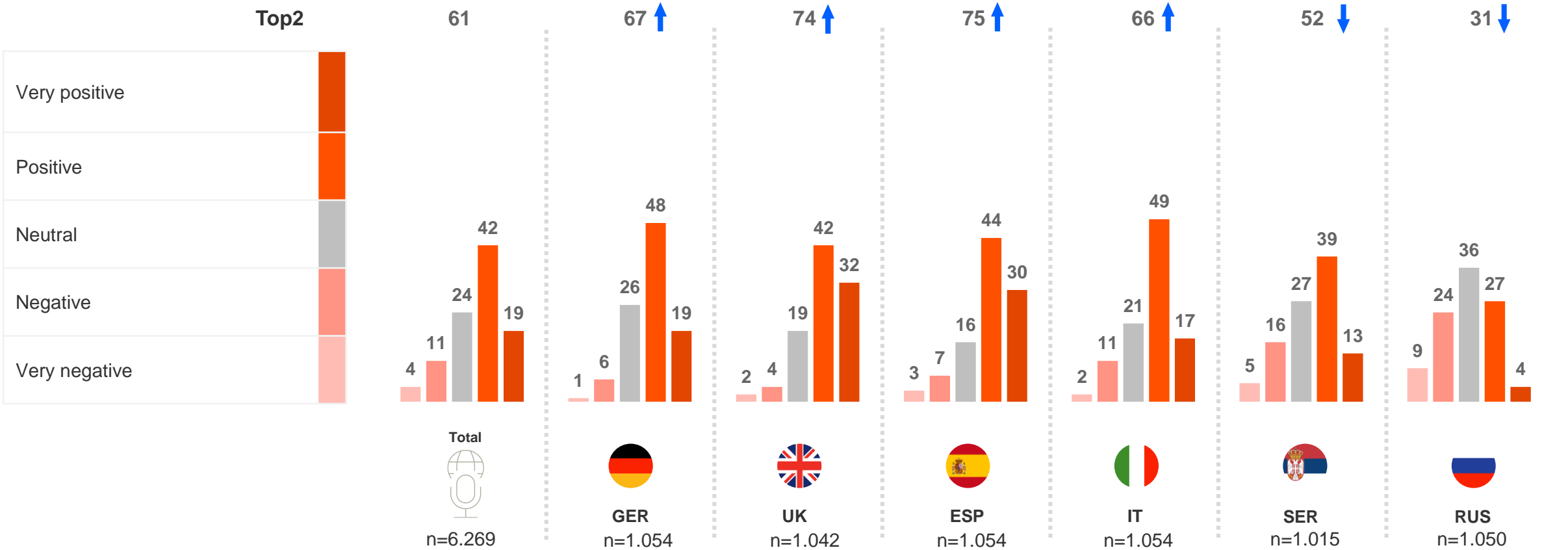
Doing



The majority rates healthcare in their country (very) positive during the corona crisis; except in Russia

Corona
Situation
Study

SQ6. Based on your experience during the corona crisis, how would you rate healthcare in your country? – (single answer)
Figures in %



↑ Sig. higher than Total
↓ Sig. lower than Total

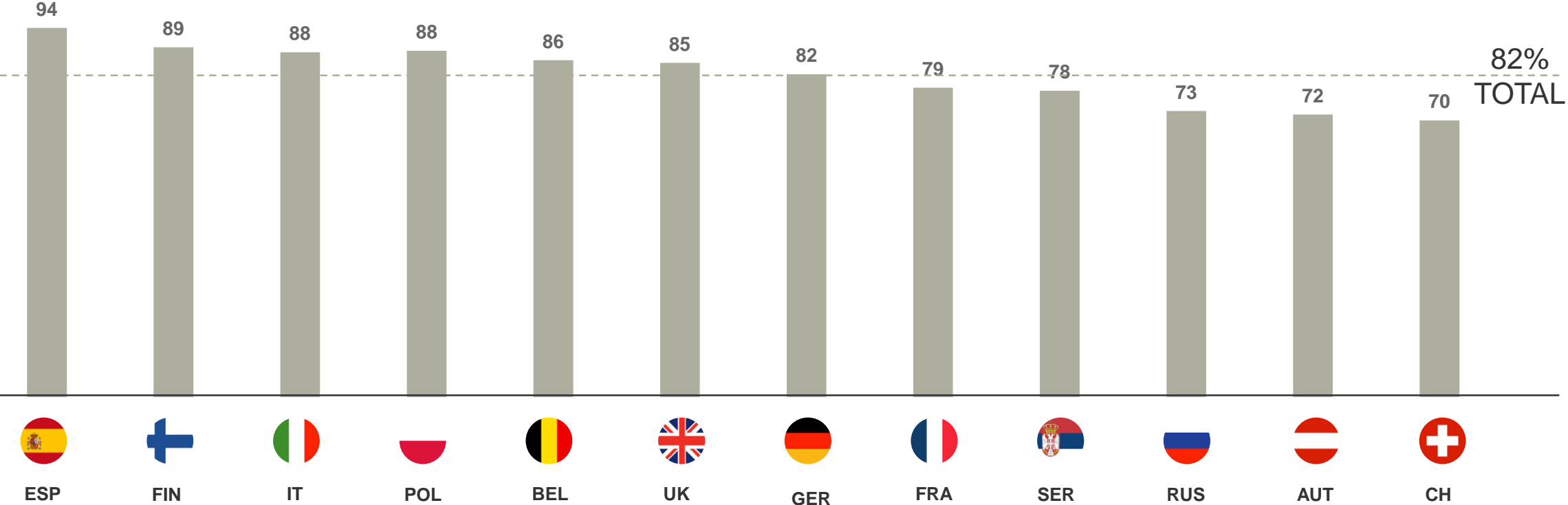
Appendix
key insights
(slide 19)



Compulsory vaccinations

Q11. What do you think about compulsory vaccinations? – (single answer)
Base: Respondents, who mentioned 'I approve of compulsory vaccinations because it is important to protect our society' / 'I think compulsory vaccinations are important. They allow for preventive protection against dangerous diseases'
Figures in %

Immunities

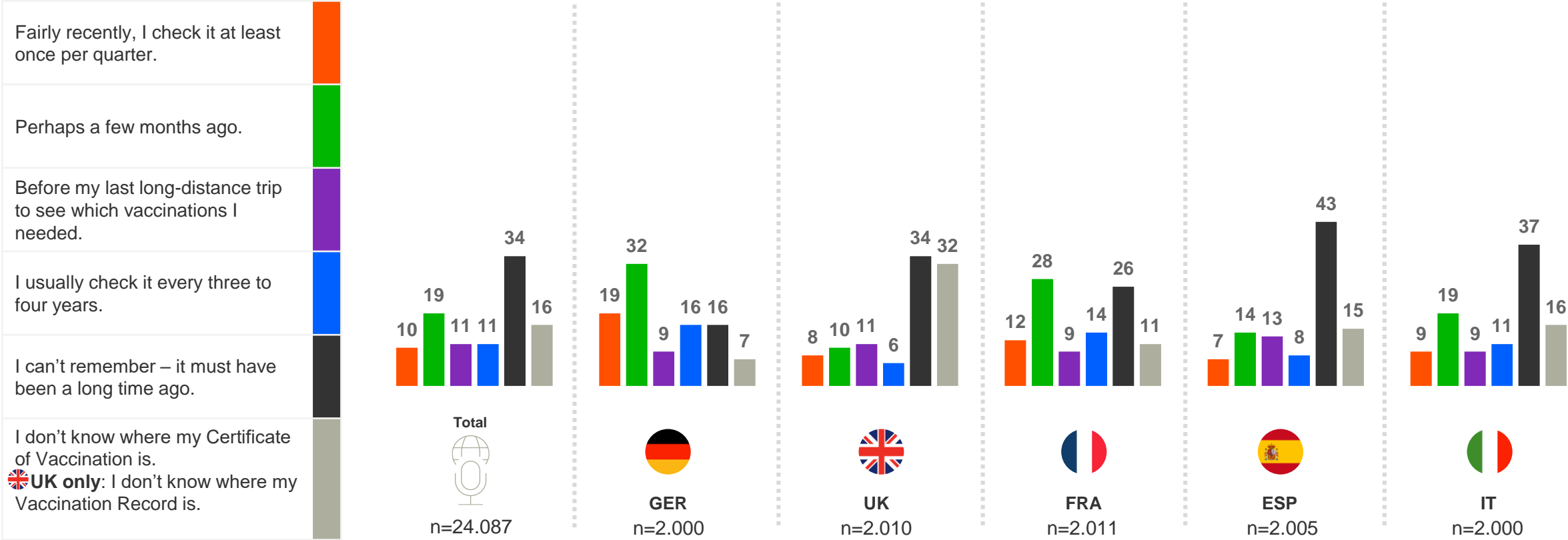


Only a few respondents look at their Certificate of Vaccination in a regular way.

Q12. When did you last look at your Certificate of Vaccination? – (single answer)

🇬🇧UK only: When did you last look at your Vaccination Record?

Figures in %




Immunities

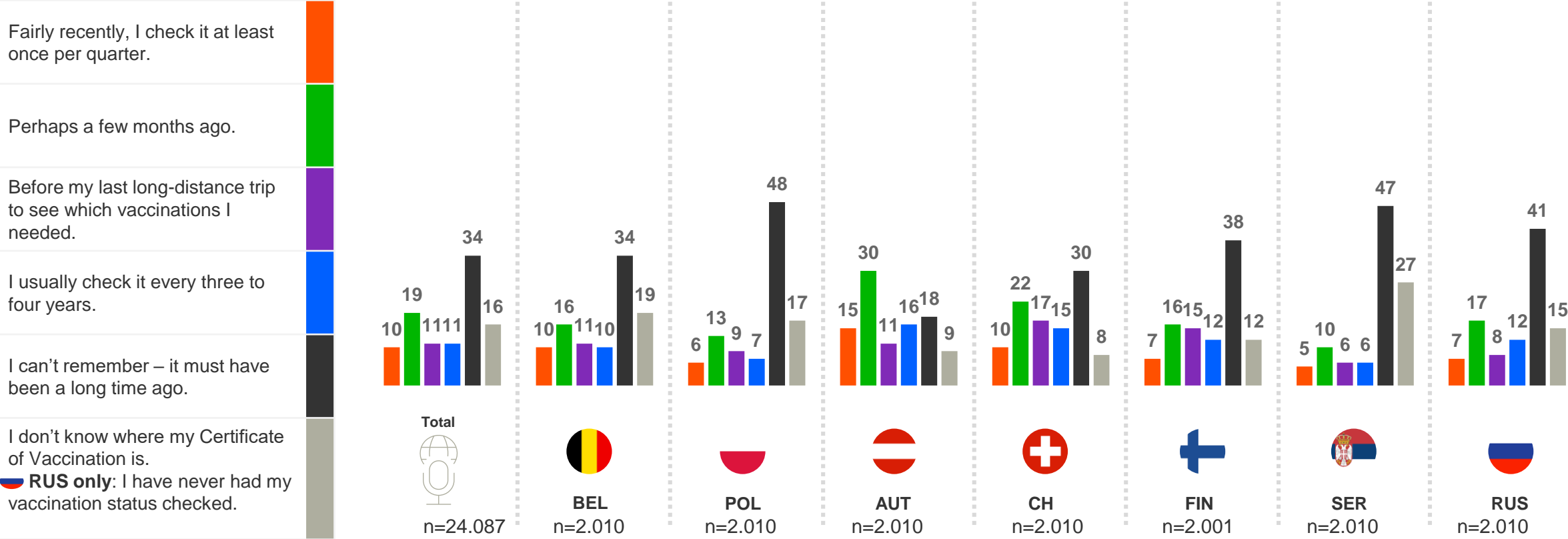


Doing

Only a few respondents look at their Certificate of Vaccination in a regular way.

Q12. When did you last look at your Certificate of Vaccination? – (single answer)
 RUS only: When was the last time you had your vaccination status checked?
 Figures in %

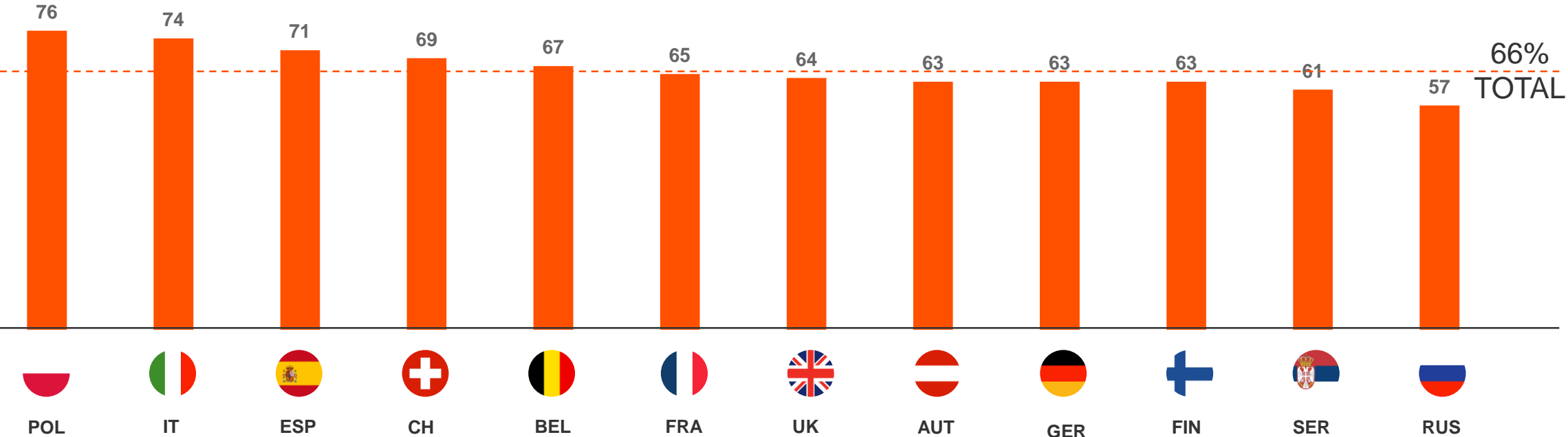
Immunities



Afraid of antibiotic-resistant germs

Q10. Are you afraid of antibiotic-resistant germs? – (single answer)
Base: Respondents, who mentioned ‘Yes, absolutely. I believe that currently, not enough money is being invested in research’ / ‘Yes, I think that antibiotics are prescribed too frequently and prematurely’
Figures in %

Immunities

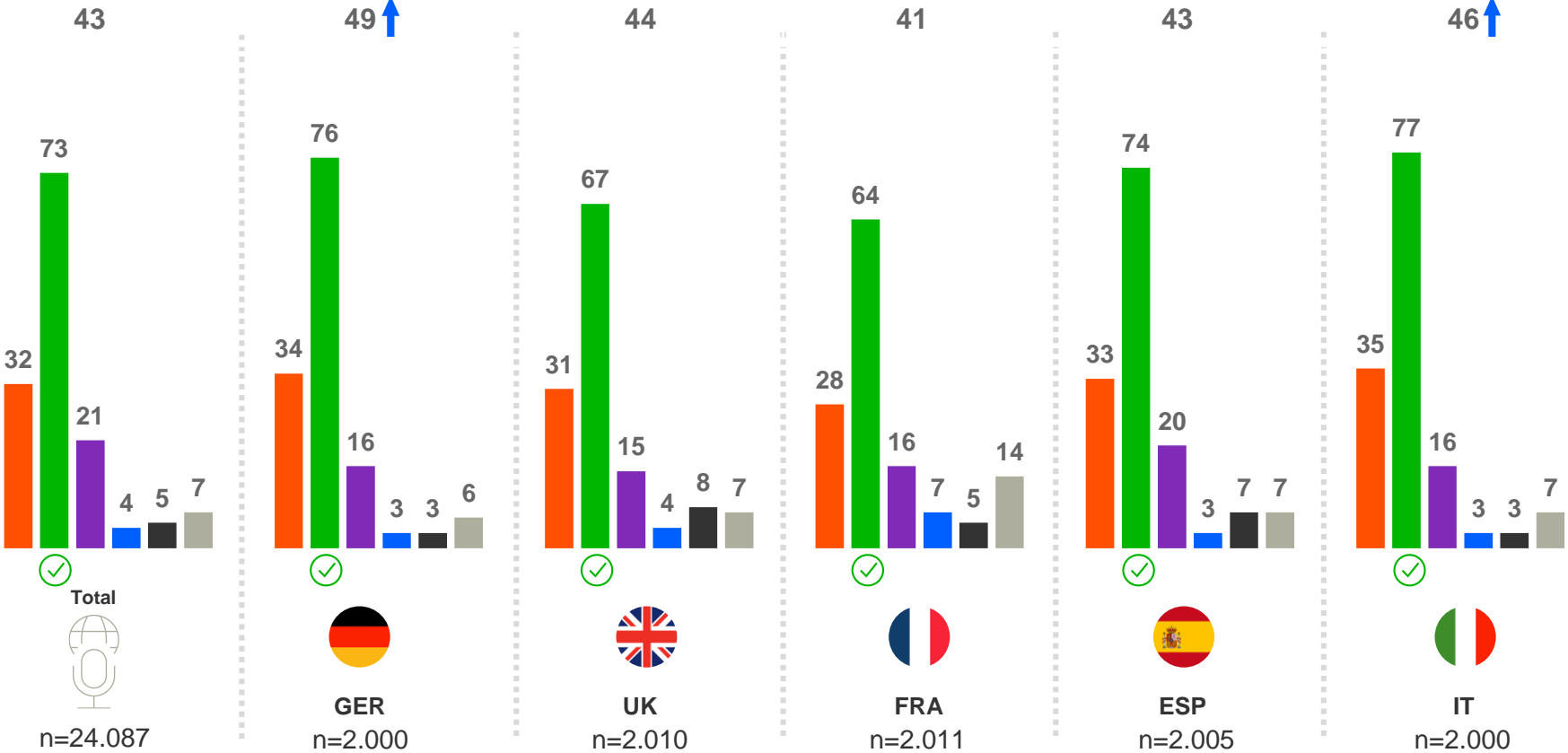


The vast majority knows that antibiotics are used to combat bacteria, but less are aware that they are only against bacteria.

Q8. Antibiotics are used to combat which of the following? – (multiple choice)
Figures in %

Proportions of correct answers

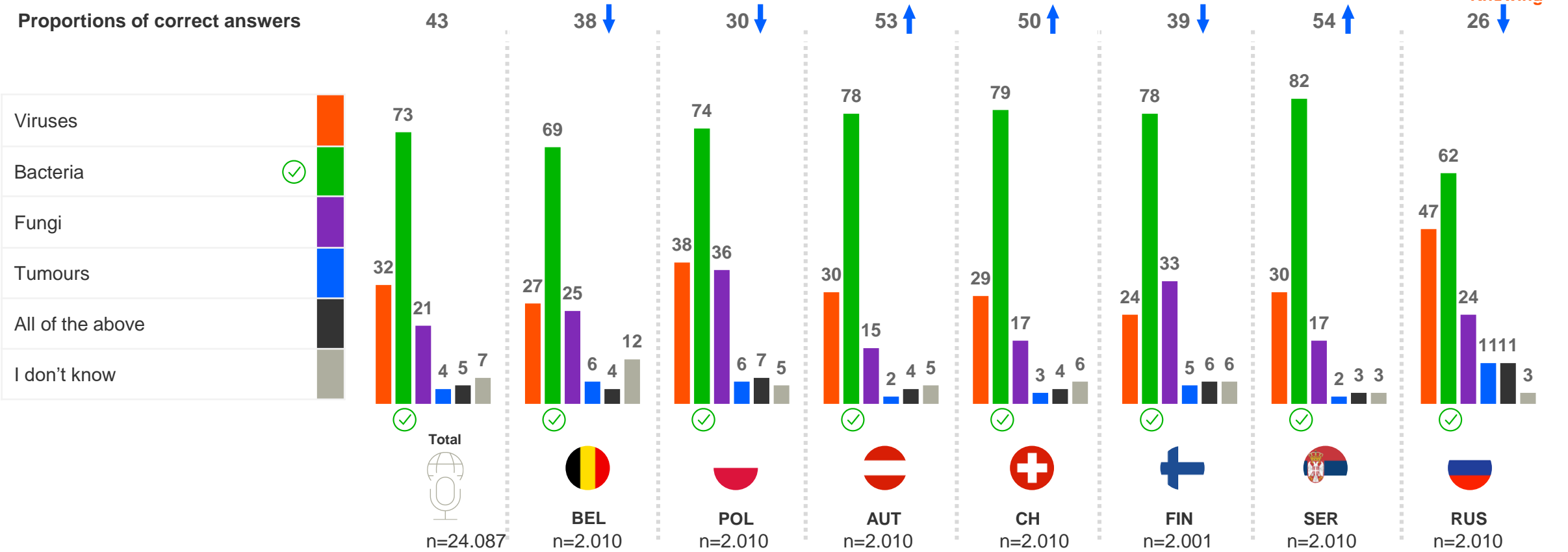
Viruses	
Bacteria	✓
Fungi	
Tumours	
All of the above	
I don't know	



↑ Sig. higher than Total
↓ Sig. lower than Total

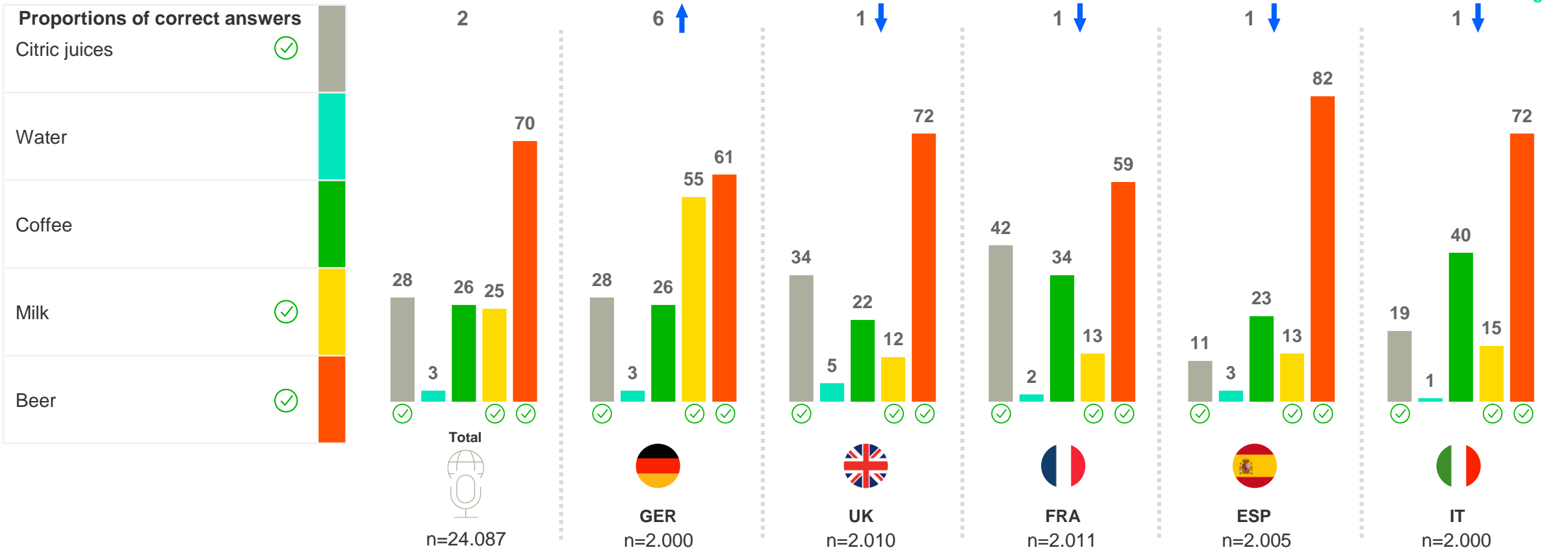
The vast majority knows that antibiotics are used to combat bacteria, but less are aware that they are only against bacteria.

Q8. Antibiotics are used to combat which of the following? – (multiple choice)
 Figures in %



Almost nobody knows that all three substances - beer, citric juices and milk - can impair the effect of antibiotics.

Q22. Which of the following substances can impair the effect of antibiotics? – (multiple choice)
Figures in %

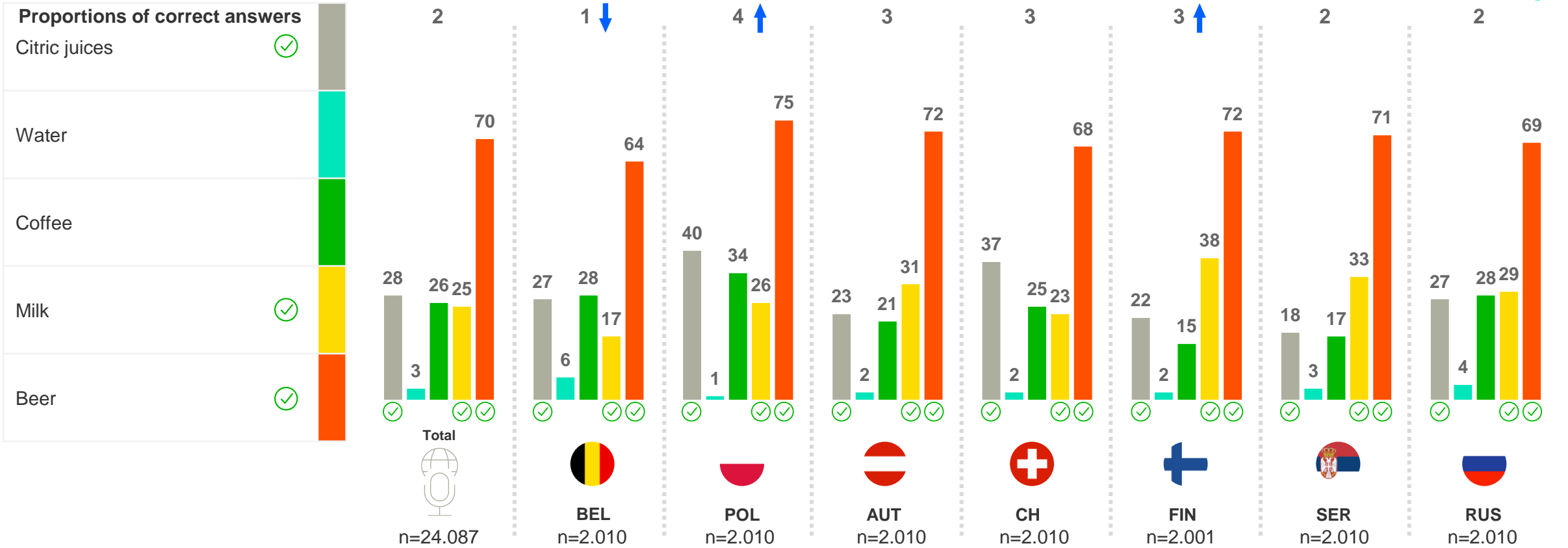


Almost nobody knows that all three substances - beer, citric juices and milk - can impair the effect of antibiotics.

Q22. Which of the following substances can impair the effect of antibiotics? – (multiple choice)
Figures in %

Everyday
Illnesses


Knowing

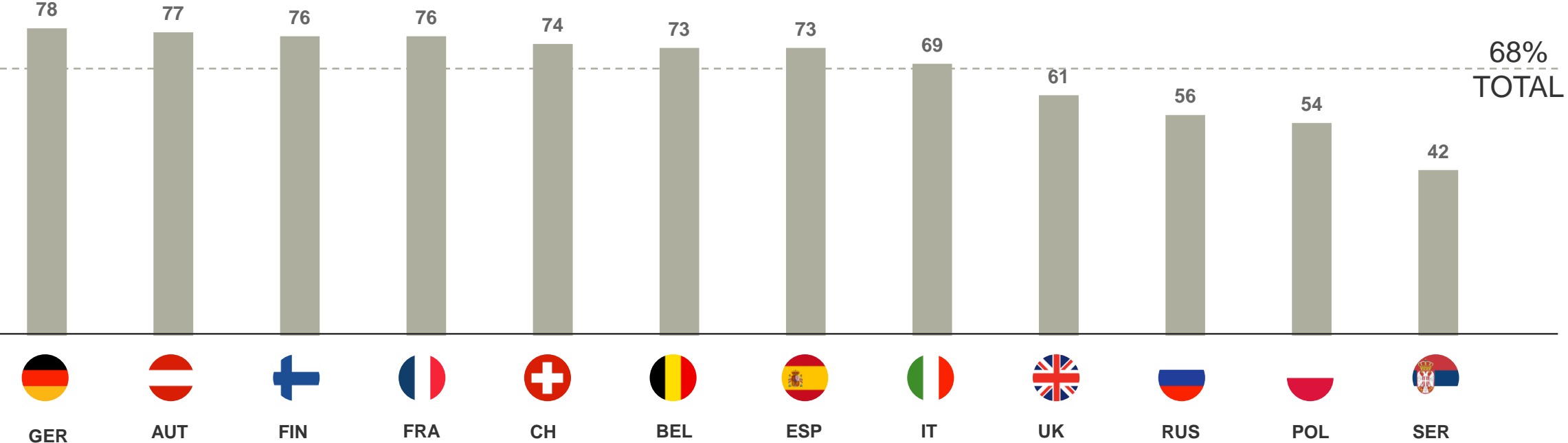


Availing of Assisted Suicide

Q16. Could you imagine availing yourself of Assisted Suicide? – (single answer)
Base: Respondents, who mentioned ‘Yes, if I were fatally ill and in constant agony’ / ‘Yes, so that I could decide when and how I would like to pass away’ / ‘Yes, so that I will not become a burden to my family’
Figures in %

Dying


Doing

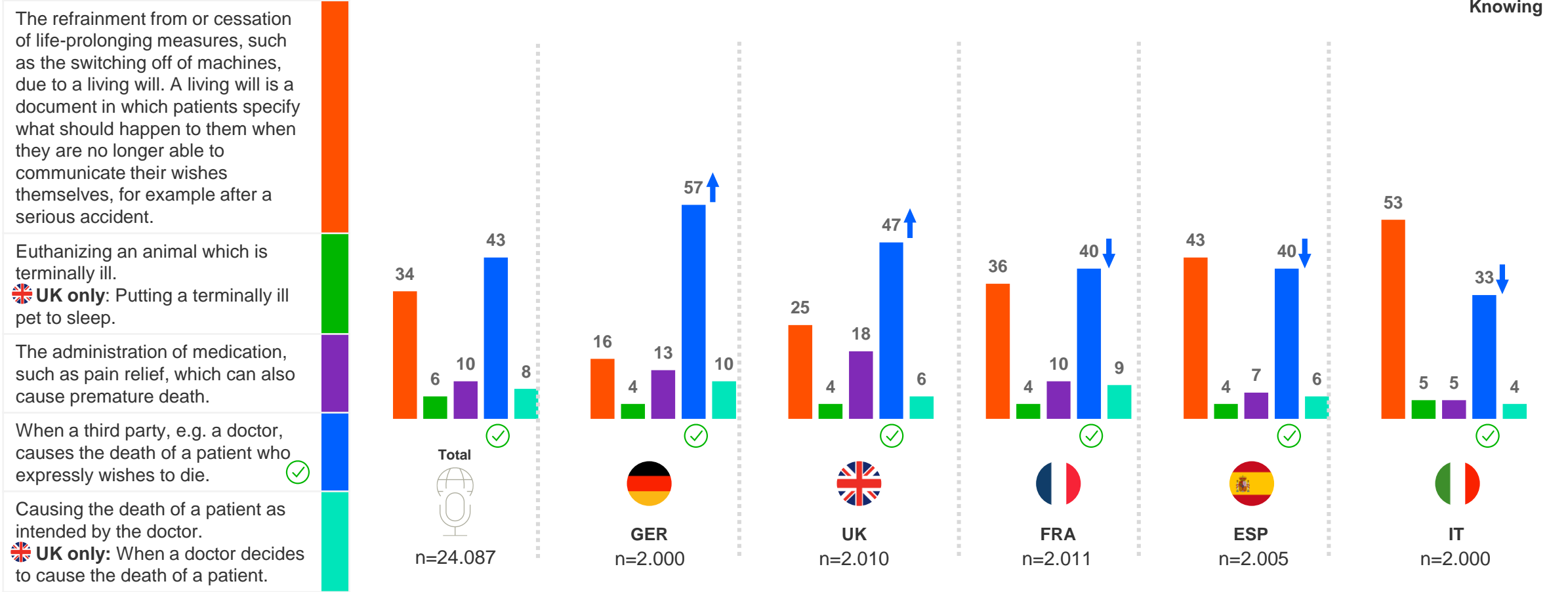


The exact definition of the term ‘Assisted Suicide’ is best known in Germany, Switzerland and Austria. In comparison, population in Serbia is the least well informed.

Q13. What is generally understood by the term “Assisted Suicide”? – (single answer)
 Figures in %

Dying

Knowing



↑

Sig. higher than Total

↓

Sig. lower than Total

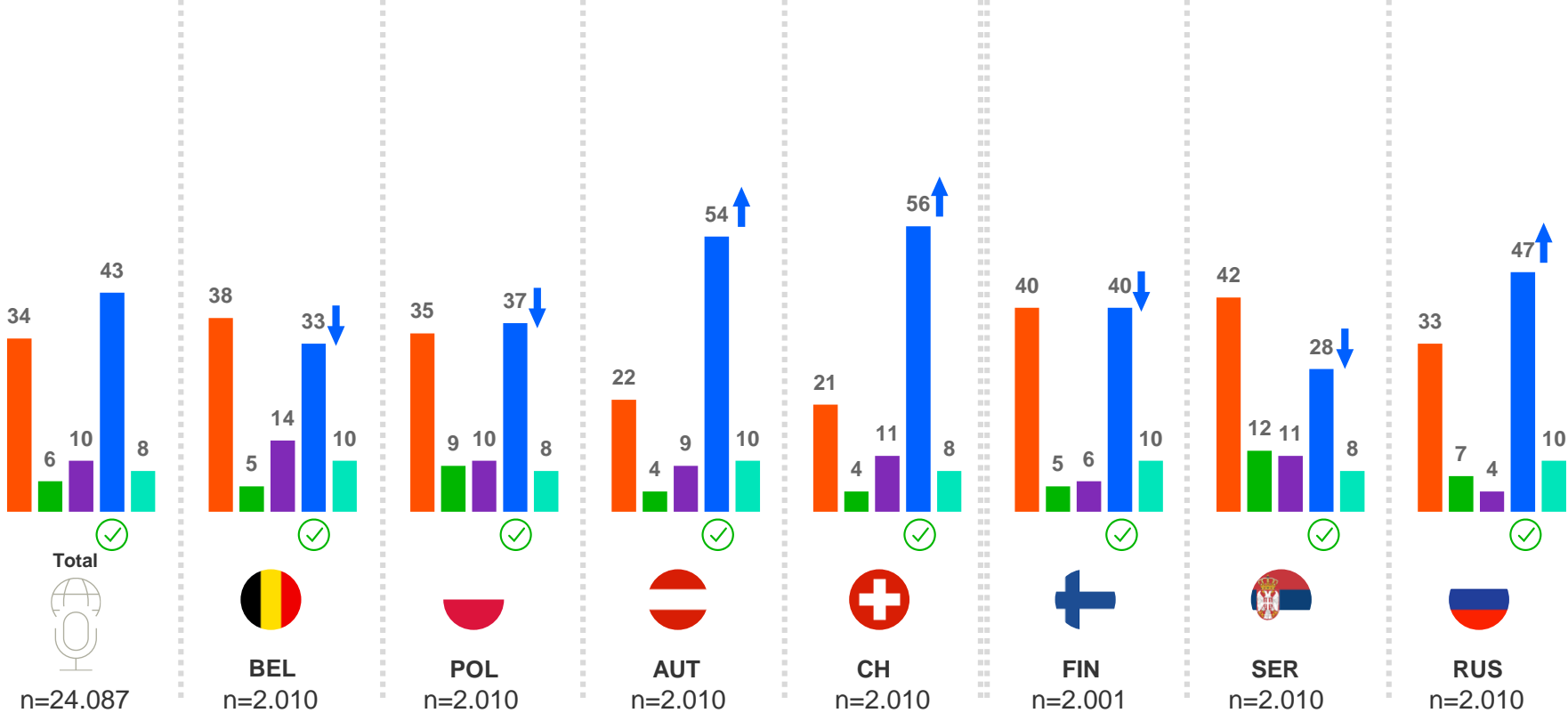
The exact definition of the term ‘Assisted Suicide’ is best known in Germany, Switzerland and Austria. In comparison, population in Serbia is the least well informed.

Q13. What is generally understood by the term “Assisted Suicide”? – (single answer)
 Figures in %

Dying

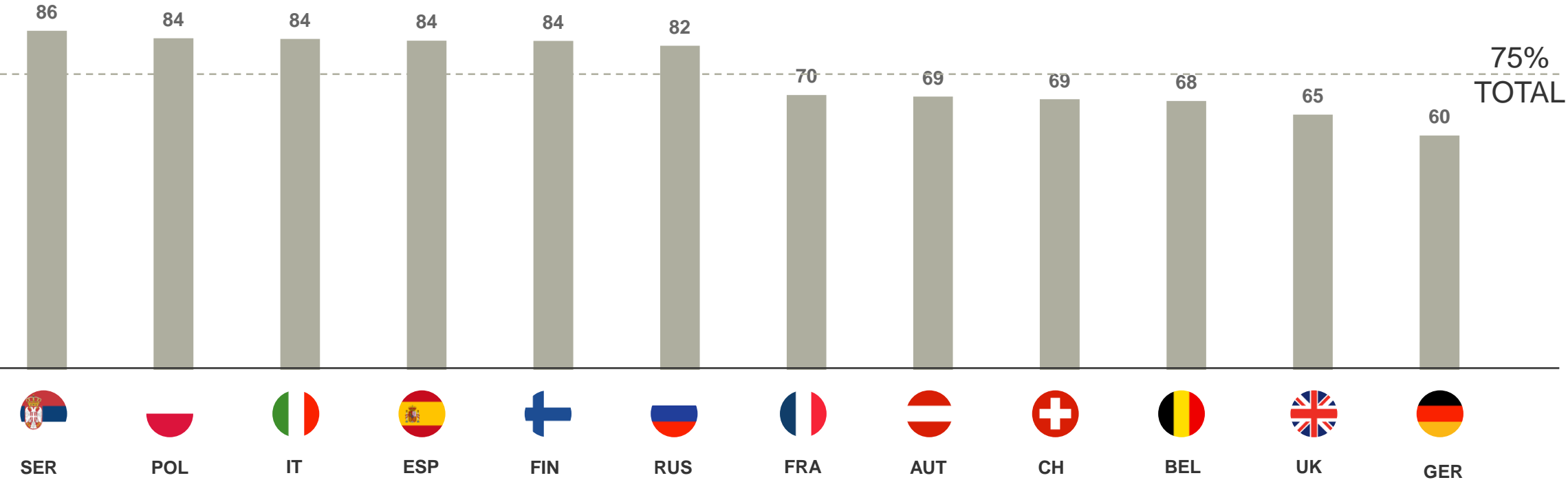
Knowing

The refrainment from or cessation of life-prolonging measures, such as the switching off of machines, due to a living will. A living will is a document in which patients specify what should happen to them when they are no longer able to communicate their wishes themselves, for example after a serious accident.	
Euthanizing an animal which is terminally ill.	
The administration of medication, such as pain relief, which can also cause premature death.	
When a third party, e.g. a doctor, causes the death of a patient who expressly wishes to die.	✓
Causing the death of a patient as intended by the doctor.	



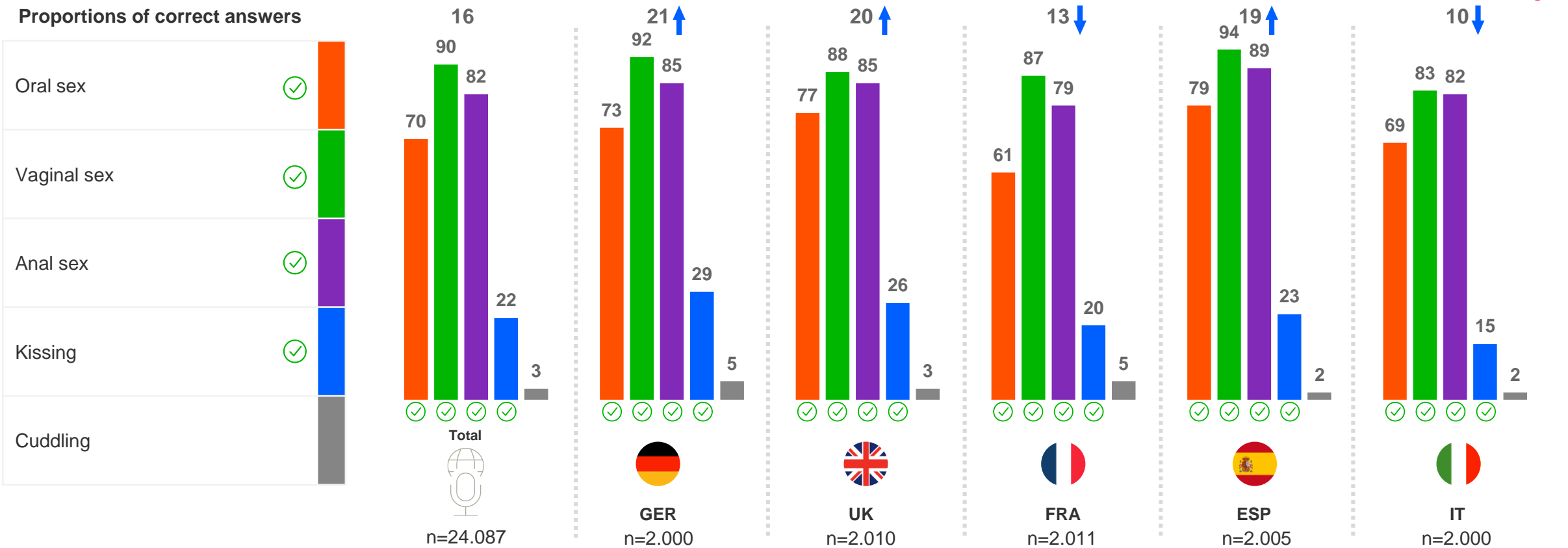
Using an app prescribed by a doctor to keep track of treatment progress

Q6. Could you imagine using an app prescribed by your doctor to keep track of your treatment progress and sharing it with your doctor regularly? – (multiple choice)
Base: Respondents, who mentioned 'Yes, because I could be sure that I don't receive counterfeit drugs' / 'Yes, since I would have my usual contact person from my local pharmacy, even for online orders' / 'Yes, compared to a large parcel delivery service, shipping through a pharmacy courier service seems safer to me'
Figures in %



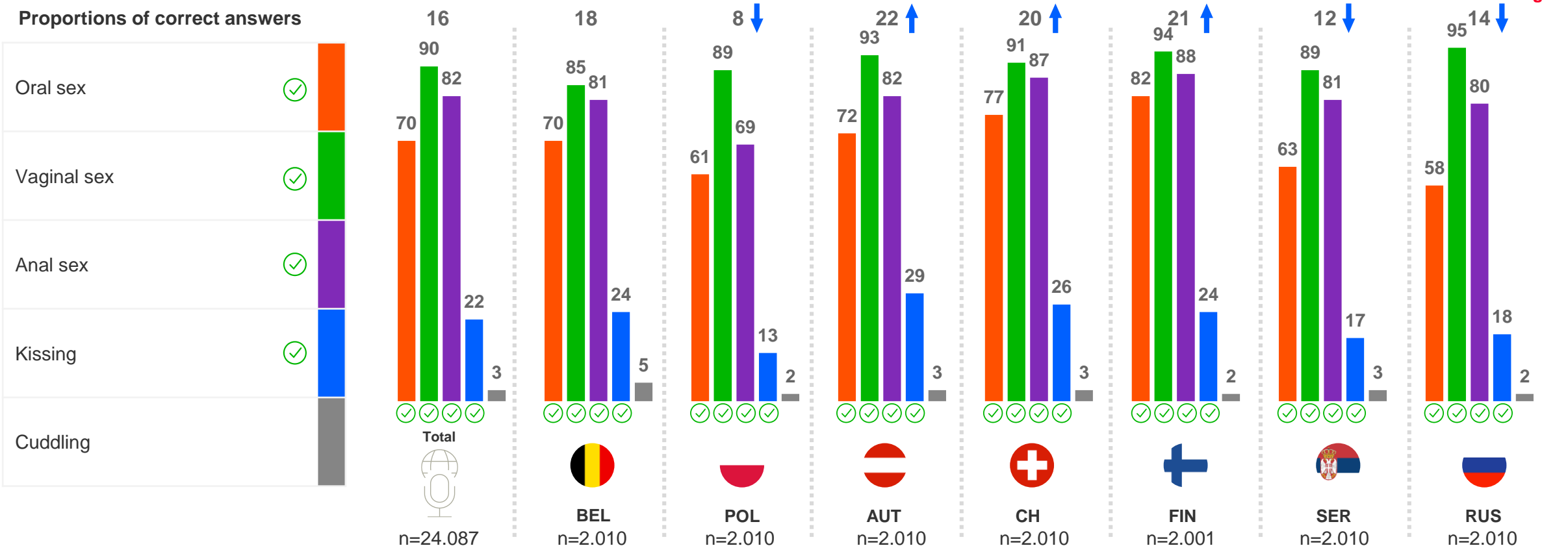
Kissing can also cause an infection with sexually transmitted diseases but but only a fifth are aware of this.

Q27. Which of the following activities can cause an infection with sexually transmitted diseases? – (multiple choice)
Figures in %



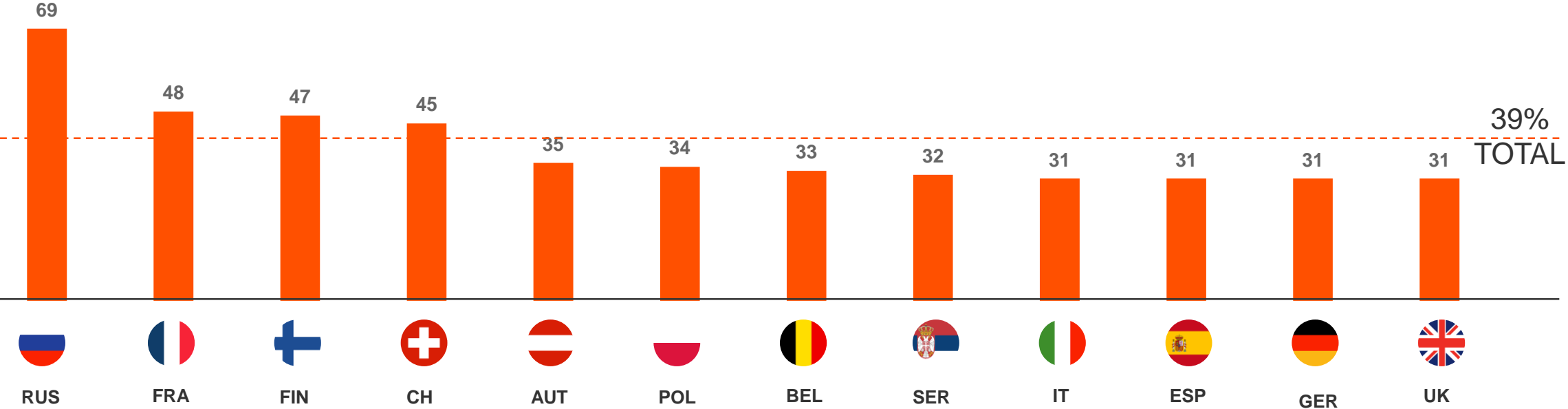
Kissing can also cause an infection with sexually transmitted diseases but but only a fifth are aware of this.

Q27. Which of the following activities can cause an infection with sexually transmitted diseases? – (multiple choice)
 Figures in %



Tested for sexually transmitted diseases

Q30. Have you ever been tested for sexually transmitted diseases? – (single answer)
Base: Respondents, who mentioned 'Yes, and I continue to get tested regularly' / 'Yes, once or twice'
Figures in %





All research is conducted in accordance with the requirements of our Quality System, which confirms to ISO 20252:2012 the International Standard for Market Research, Certification Number : 1019

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