# The Patient and Caregiver Journeys are Interconnected.

How can you address the needs of the caregiver to make both experiences better? Studies from Health Union communities show that caregivers are influential early, often, and in different ways.



#### **EARLY**

of caregivers are actively involved in seeking diagnosis with initial symptoms (Multiple Scierosis in America 2017)



### OFTEN

of caregivers say they help manage or administer medications/treatments
(Parkinson's Disease in America 2018)

## IN DIFFERENT WAYS



of caregivers provide emotional support to the patient.

(Multiple Sclerosis in America 2018)

83%

of caregivers take patients to/from doctors' or treatment appointments.

(Parkinson's Disease In America 2018)



It is a 24/7 job! My husband has been diagnosed for 32 years. For the past 5 years I have watched as he has begun to progress quickly.

79%

researched treatments or medications online

So, they turn to the internet for information, including online health communities



use an online health community to learn about treatments and medications



visited a prescription medication website for the patient's condition

(Health Union Audience Qualification Survey 2018)

#### CAREGIVERS MAKE LIFE BETTER FOR THE PATIENT.

Patients with a caregiver report less anxiety and depression and report a better overall quality of life and relationships. (Multiple Sclerosis in America 2017)

To learn how to create smarter, more effective programs for caregivers and patients, contact us at PR@health-union.com

