



# Leveraging Health Union's Patient-Reported Survey Data

Thanks to the dozens of various large-scale surveys fielded each year, Health Union has years of useful data, gathered from people impacted by various chronic and complex health conditions. Health Union's PR team can help reporters and editors find the most salient and relevant data points to tell the most comprehensive and accurate story possible about living with these conditions.



## Condition-Specific *In America* Surveys

Health Union's *In America* surveys are large-scale (some get thousands of respondents) research studies fielded regularly across each condition-specific online health community. These surveys focus on and are answered by people living with a specific condition (e.g., *Asthma In America*) and cover topics, such as demographics, symptoms, side effects, risk factors, treatment use, HCP relationships and quality of life.

Many *In America* surveys, especially for communities that have been around for a while (the initial *Migraine In America* survey launched in 2012), have multiple years of survey data, allowing Health Union to understand how various perspectives and experiences have changed over time. For example, has there been an increase from one year to the next in the percentage of respondents using a recently approved class of therapies?

In many cases, depending on sample size, it is possible to analyze a specific survey's findings by different variables, including age, sex, state where respondents live and subsets of a condition (e.g., *IBD In America* respondents living with Crohn's disease).

Recent uses of *In America* survey data by news media include leveraging the percentage of *IBS In America* respondents who identify anxiety as a trigger and highlighting the perspectives of *Migraine In America* respondents using a new class of migraine therapy.



## Other Surveys Covering Various Topics

Health Union also fields a number of other topic-specific surveys, gathering perspectives on those topics from the viewpoint of people living with chronic health concerns. Recent survey topics that could be of interest to reporters include caregiving, mental health, chronic pain, HCP satisfaction, cost of care, adherence and compliance, media habits, clinical trials, connected health and access to care.

Health Union also fielded a series of "snapshot in time" surveys that tracked the perspectives and health behaviors of people with chronic conditions throughout the COVID-19 pandemic.



Please send any questions, concerns or requests to [pr@health-union.com](mailto:pr@health-union.com).