GE Healthcare

THE VALUE OF KNOWING - NEUROLOGY
Global Scorecard

74% of respondents would want to know what kind of neurological disorder they had even if there was no cure.

81% of respondents would want to know what kind of incurable neurological disorder someone close to them had.

Reasons for wanting to know if you had an incurable neurological disorder...

- Start treatment that can help manage symptoms of the disease: 71%
- Opportunity to change lifestyle to potentially slow the impact the illness: 66%
- Ability to make informed decisions: 62%
- More time to spend with family: 48%
- Time to sort personal affairs/finances: 49%
- Time to fulfil personal ambitions: 36%
- Peace of mind: 36%

Neurology

90% of respondents feel it is ‘fairly’ or ‘very’ important to have access to accurate diagnosis for incurable neurological disorders.

83% would want access to early diagnosis.

53% of respondents would be prepared to pay for diagnosis themselves.

Memory loss was the most salient symptom of dementia while loss of initiative was the least associated.

70% would want to know about own diagnosis

- Men: 77%
- Women: 70%

Would want to know loved one’s diagnosis

- Men: 84%
- Women: 76%

84% women

82% men

50% women

53% men

94% women

94% men

Base: 10,014 total, 3,896 men, 6,118 women
There are many factors influencing appetite for knowledge. Over 40s were more likely to want to know others’ diagnoses but not their own. Those who have direct experience of related diagnoses and have a greater appetite for knowledge and information relating to diagnosis.

Base: 10,014 total
Summary of Approach

| Who? | Survey participants were drawn from one of the largest global online consumer panels in the world. Each respondent was thoroughly pre-screened to ensure they meet the specific quality demands of the project. The performance of each respondent in the actively managed panel was closely monitored to ensure effectiveness and robustness. |
| 1,000 adults per country took part in this nationally representative survey including: |
| - 250 boost of women aged 40 – 70 years |
| - 250 boost of adults with elderly relatives (65 and over) |

| What? | The survey took the form of a 15 minute quantitative interview, administered online. |
| - Each survey participant was invited to participate via a password-protected link and was asked for externally validated demographic information in order to proceed and in order to determine suitability. |
| - Various quality control procedures were in place in order to reach a unique, genuine and representative audience. |

| Where? | 10 markets to cover GE Healthcare’s main regions: |
| USA, Brazil, UK, Indonesia, Japan, India, China, Russia, Australia, South Korea |

| When? | Project Set-Up: April 2014 |
| Fieldwork: May/ June 2014 |
| Analysis and reporting: July 2014 |