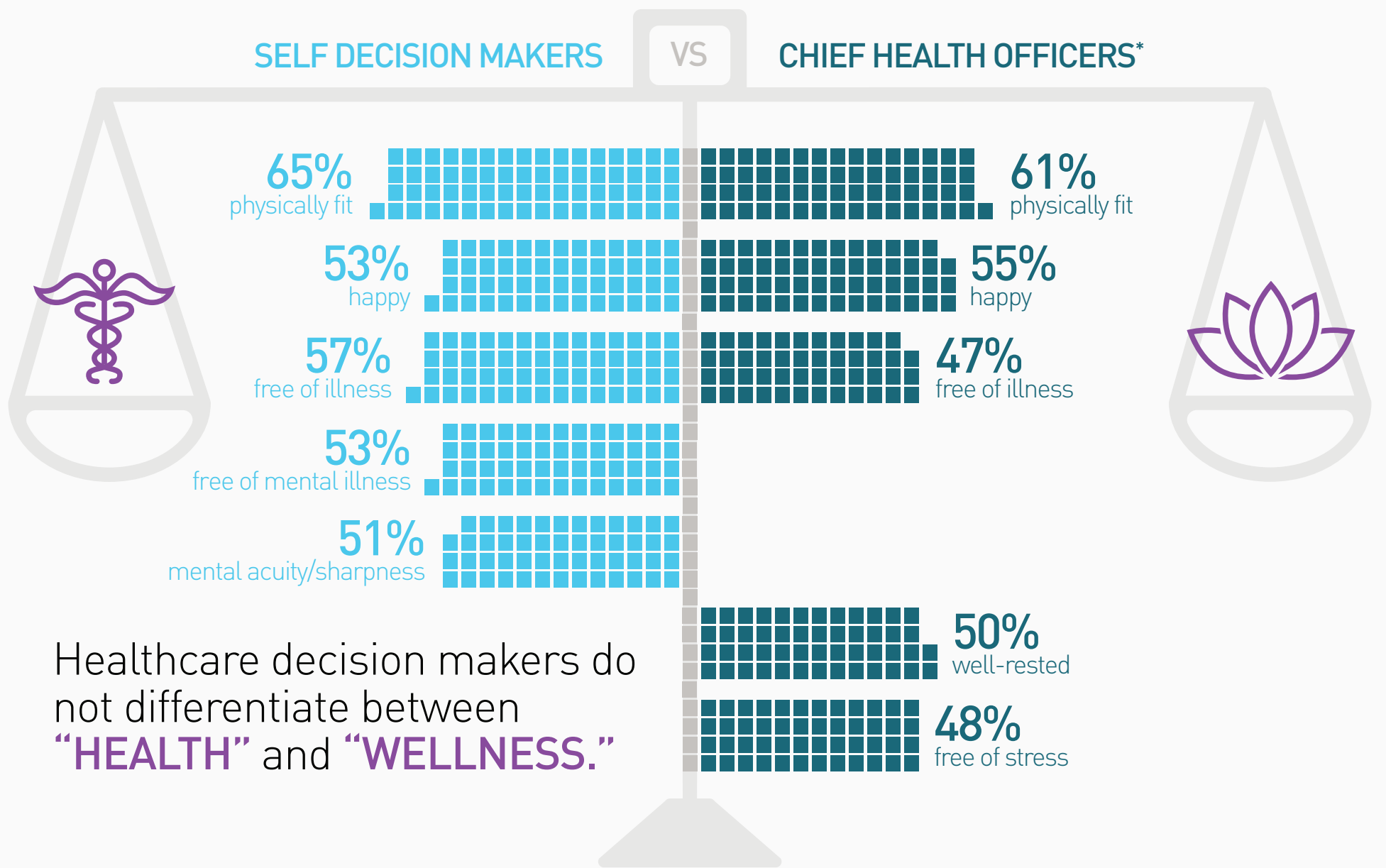
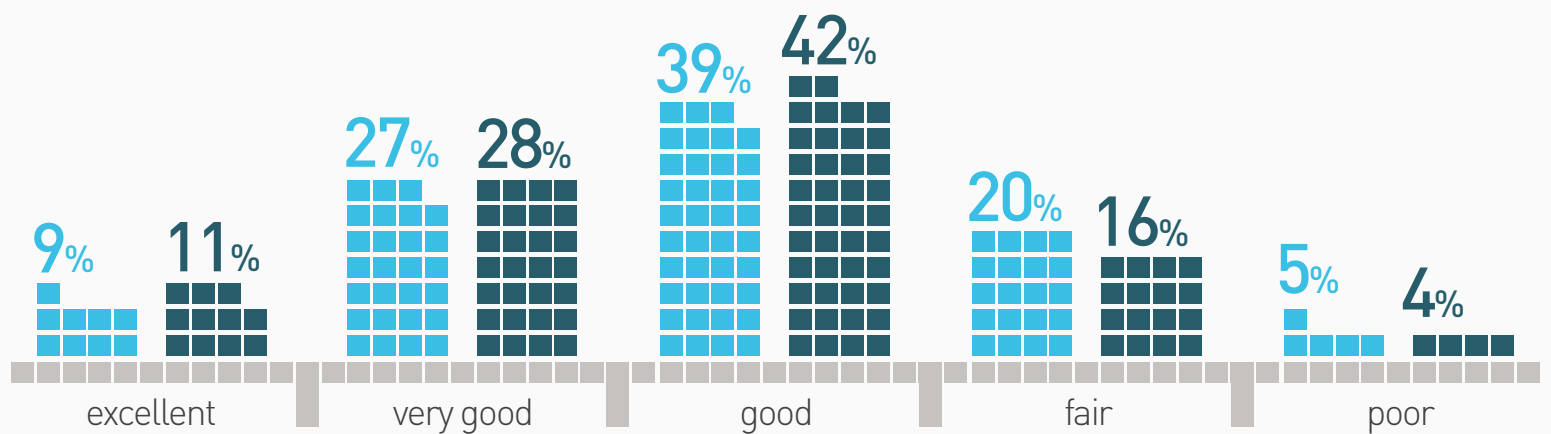


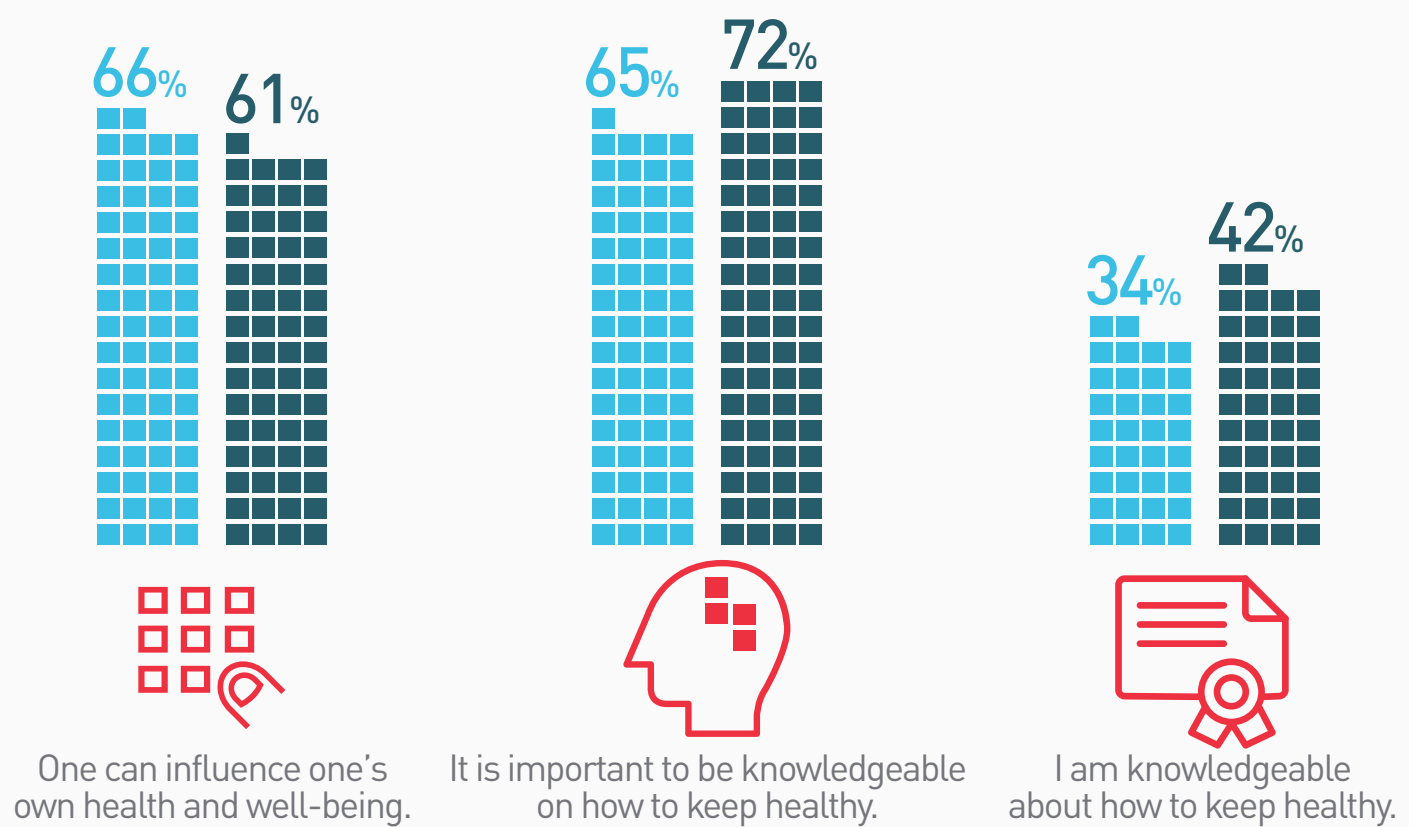
# HOW DO HEALTH AND WELLNESS DECISION MAKERS DEFINE HEALTH?



**CHIEF HEALTH OFFICERS** and **SELF DECISION MAKERS** see their health similarly.



Decision makers believe they can influence their own health and recognize the importance of being knowledgeable about how to keep healthy



Addressing both **HEALTH** and **WELLNESS** may be a new way of thinking for health professionals who work with patients and decision makers. Providing more information to decision makers – **including through non-traditional channels** – is essential to helping them make confident and well-informed health decisions.

\*Chief health officer is a term coined by GreyHealth Group to describe people who are responsible for making healthcare decisions for others.

Source: Kantar Health survey fielded July-September 2014 among 9,218 respondents in the U.S., UK, Germany, Japan and Brazil.