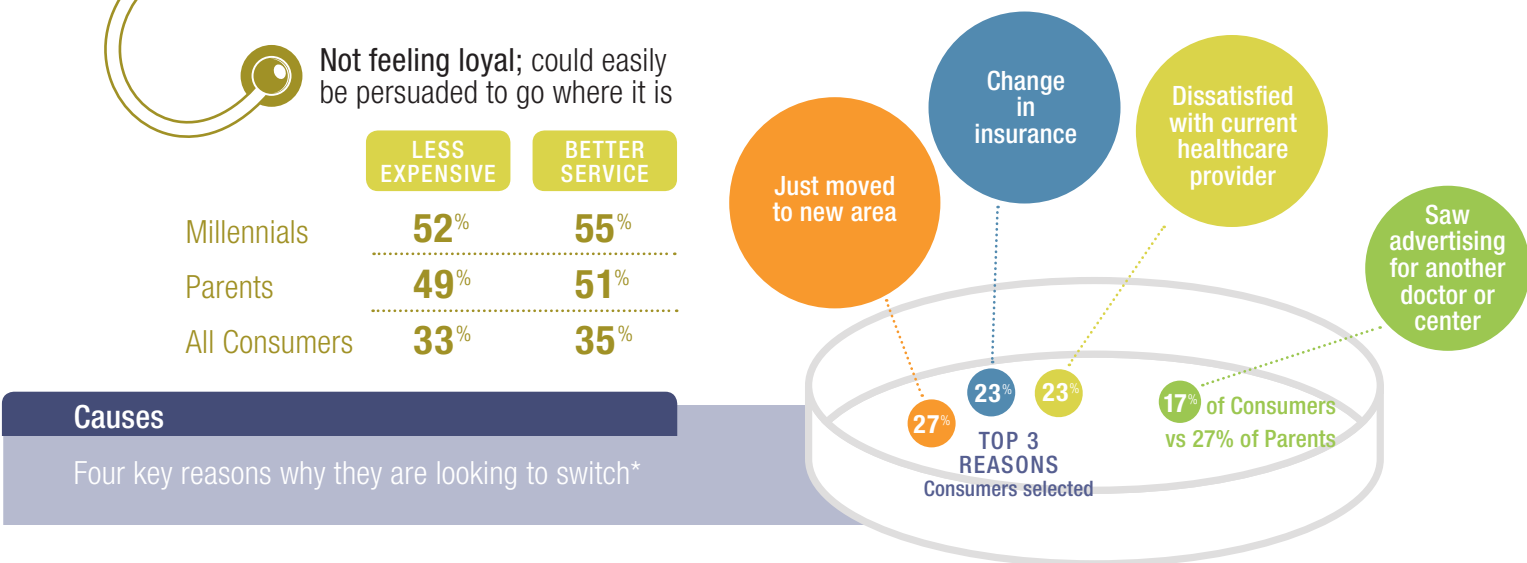
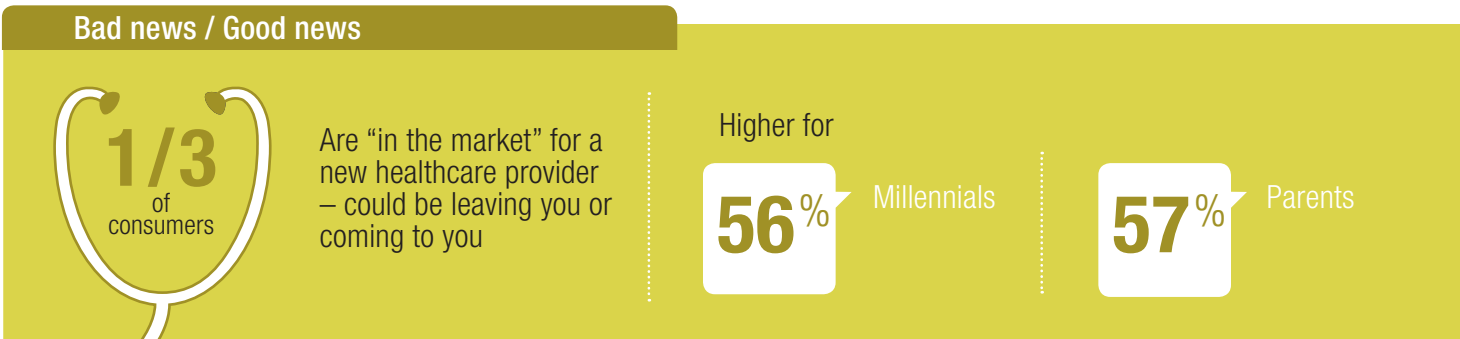


# RECOVER FROM LOYALTY DEFICIENCY

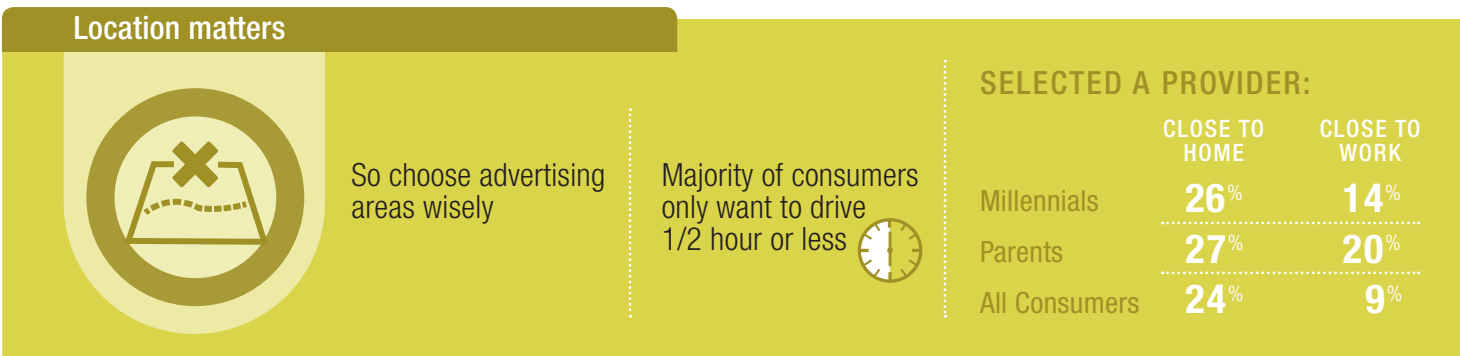
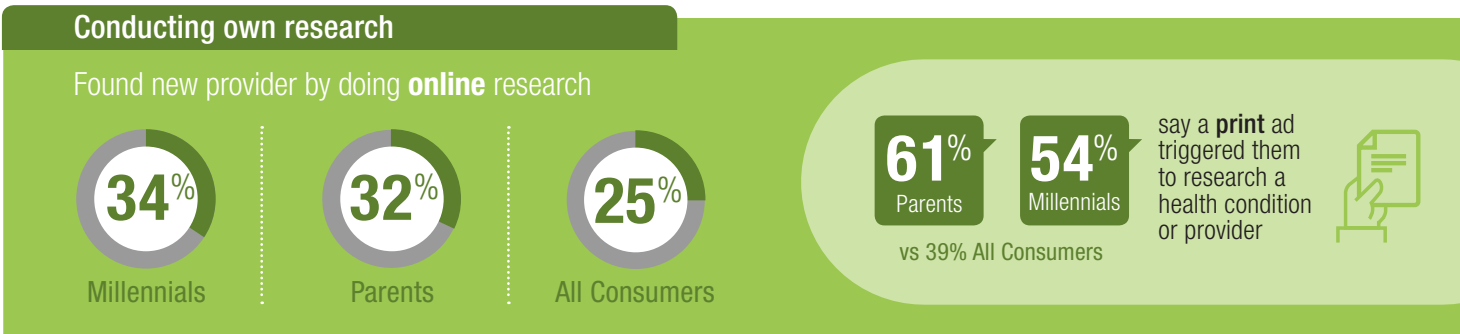
Get better at healthcare marketing and grow.

Today's **Dynamic Consumer** is always on and constantly changing. New survey results reveal what's going on in their heads and hearts. Inject your influence. And discover the best form of treatment.



### Causes

Four key reasons why they are looking to switch\*



### Be contagious to be successful

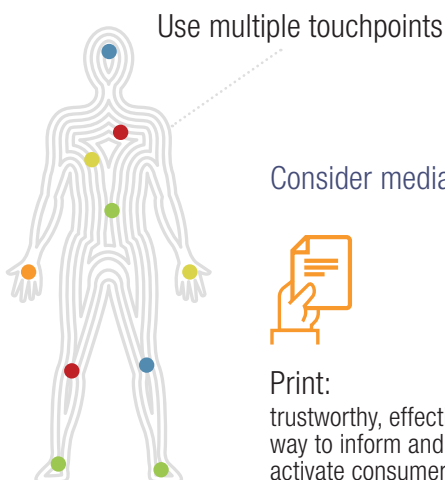
Engage consumers with an ongoing campaign

61% Parents vs 39% All

take time to research & shop like they do when making a large purchase

64% Consumers

do research at least a month in advance\*\*



### ABOUT THE STUDY

Valassis Dynamic Healthcare Consumer insight is based on the Valassis Awareness-to-Activation Study, an ongoing study fielded in conjunction with The NPD Group, Inc., a global market research company. The sample was derived via an online survey, and all participants were at least 18 years of age and living in the contiguous United States. Approximately 10,000 respondents are surveyed annually. The specific data included in this infographic is from the research wave fielded 7/28/17 – 9/27/17 to over 1,300 respondents and is balanced by age and gender to U.S. Census demographic profiles.

Parents = HHs with children under age 18  
 \*Among respondents "in the market" for new healthcare services  
 \*\*Among respondents who research when looking for a new healthcare provider