

New Study On Attitudes Among Diabetes Sufferers And Physicians

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BuzzBack, an innovator in online market research, today announced results of their new study highlighting patient and physician perspectives on type 2 diabetes.

This new research focuses on the current challenges of diabetes sufferers, factors influencing their behavior and what drives choice of medication.

These findings are compared and contrasted with doctors'™ views, revealing common areas of overlap and critical gaps in patient-physician perceptions.

Type 2 Diabetes is growing at an alarming rate globally with over 430 million adults expected to be impacted by the disease by 2030. As a result, many companies are focused on finding solutions.

Fielded in January 2012, BuzzBack's™ study surveyed patients of type 2 diabetes taking oral medication and doctors and endocrinologists treating the same in the US and UK. Highlights of the research reveal:

• Weight, diet and exercise represent key day-to-day challenges of people living with type 2 diabetes

• The majority of patients say they're™ generally managing well, but the majority of doctors say the opposite

• Living with diabetes causes sufferers to feel burdened, trapped, worried and anxious; doctors understand some these factors, but also see compliance as an underlying issue

• Three quarters™ say doctors are most influential in the treatments they choose to treat type 2 diabetes; doctors rely on clinical proof to make patient recommendations

• Top oral medications patients currently take include Metformin and Glucophage, though doctors prescribing these treatments may change their selections in the future

• "Diabetes is an epidemic," says Carol Fitzgerald, President of BuzzBack Market Research. "We conducted this research because we have many clients working on products for people with type 2 diabetes" from pharmaceutical companies to food and beverage suppliers. Our new research reinforces some of the current behavioral challenges, but it also reveals new learning around emotions and other motivational factors critical in driving patient and physician behavior and attitudes. It will provide important context and understanding for marketers focused on this growing population."

For more information about the study, or to receive a copy of the report, email info@buzzback.com or visit www.buzzback.com to learn more.

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