

# Understanding patients’ preferences for receiving health communications and information about clinical trials

Dalia Majumdar<sup>1</sup>, Diane Webb<sup>2</sup>, Stephanie Parsons<sup>1</sup>, Liza Selwan-Lewis<sup>1</sup>, Trisha Rettig<sup>1</sup>, Emily Chastain<sup>1</sup>, Winifred Obanor<sup>1</sup>, Rob Birnberg<sup>1</sup>, Amy Kuang<sup>1</sup>

<sup>1</sup> AbbVie Inc., North Chicago, IL, USA  
<sup>2</sup> Health Literacy Media, St. Louis, MO, USA

## OBJECTIVE

To explore patients’ preferred sources and formats for receiving health communications and information about clinical trials

## CONCLUSIONS



Patients’ most preferred source of information is a healthcare provider, followed by online searches and websites



Patients prefer to get materials in a variety of formats; written materials with visuals were the most preferred format



Most patients were interested in learning about clinical trials and reading a summary of clinical trial results

AbbVie funded this study and participated in the study design and survey development. Health Literacy Media (HLM) participated in survey development, data collection, analysis and interpretation of data, reviewing and approval of the abstract. All authors participated in the development of the survey research and were actively involved in writing the abstract and approved the submitted version. Editorial support was provided by Angela Hadsell, of AbbVie.

D Majumdar, S Parsons, L Selwan-Lewis, T Rettig, E Chastian, W Obanor, R Birnberg, A Kuang: Employees of Abbie and may own stock; D Webb: Employee of HLM

For additional information or to obtain a PDF of this poster

Scan QR code or use the following link to download an electronic version of this presentation:  
<https://abbvie1.outsystemsenterprise.com/GMAEventPublications/Assets.aspx?ConferenceId=585>



**Reference**  
1. Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary for Health, Office of the Secretary, U.S. Department of Health and Human Services. Health Communication, Healthy People 2030.

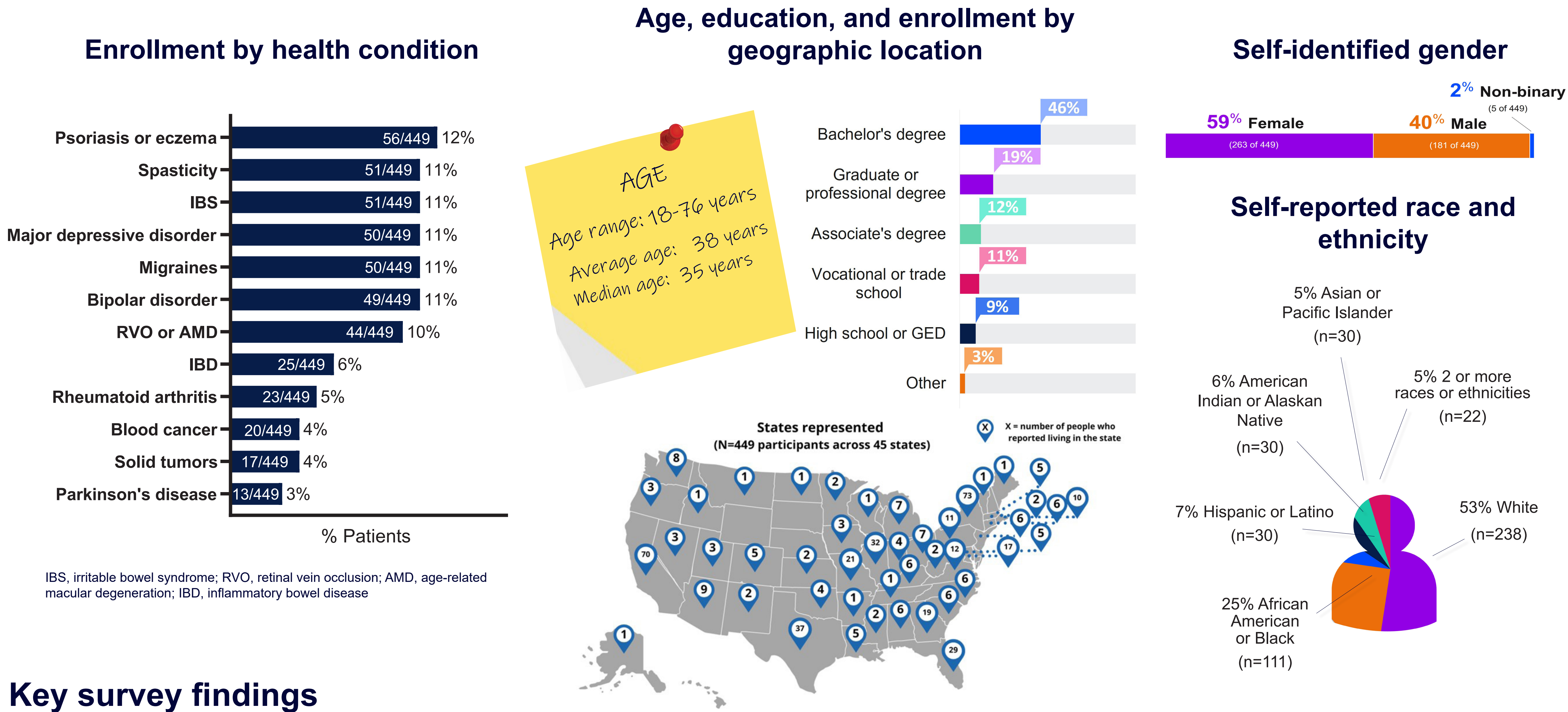
Presented at the Annual Meeting of the International Society for Medical Publications Professionals (ISMPP), April xx, 2023, Washington DC, USA

## INTRODUCTION

- Effective health communication is critical for patients to understand and act on health information<sup>1</sup>
- Patients receive health communications from a variety of channels.
- We designed an online survey to explore patients’ preferred sources and formats for receiving health information, interest in learning about topics related to the results of clinical trials, and health literacy levels.

## RESULTS

### Demographics of patients who completed the survey



### Key survey findings

