

# Understanding States of Mind in the evolving world of Health

Allianz Partners' States of Mind Health Report uncovers how our perception of health and healthcare is changing - and the mindset shifts required to improve outcomes.

## The key mindset shifts defining the future of healthcare

### Refocusing on prevention rather than cure



Increasing public awareness and engagement with chronic/non-communicable\* diseases (NCDs) is vital if countries are to reduce the strain on health systems today and in the future. But public awareness and engagement remains low.

% of those concerned about the risk of suffering from chronic diseases



of those aged 26-40 with families



of over 65s



We must focus on preventative measures – like changes in diet, increasing activity levels, reducing smoking and alcohol consumption – which reduce the risk of NCDs.



\*These include heart disease, stroke, cancer, diabetes and chronic lung disease.

### Empowering more people on health

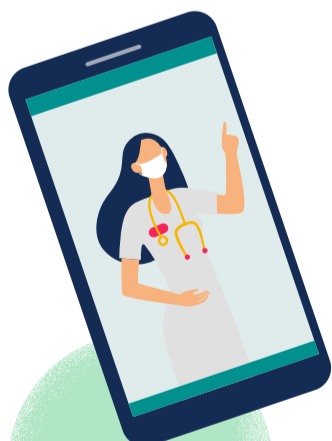


More patient empowerment is needed to improve the healthcare experience and encourage behavioural change. However, there are major barriers such as lack of awareness and distrust.



Only 46% said they want to take a more active role in their own healthcare post-pandemic.

### Unlocking the true potential of digital health



Digital health has huge potential to improve preventative health and engage more people in their own wellbeing. The pandemic drove up digital health usage.



26 percentage point rise in teleconsultation usage over the last two years among young families.



But there remain some stark digital divides. Only 39% of those aged over 65 are using or would consider using medical telemonitoring in some form.



*“We need to deepen our understanding of the issues and potential solutions to the slow-motion health crisis that’s unfolding – empowering patients to take greater responsibility for their health and by making better use of the new technology now available.”*

Paula Covey, Chief Marketing Officer for Health at Allianz Partners