



# Find the Consumer within the Patient™

At Self Care Catalysts, we help businesses discover and leverage growth opportunities in health and wellness through self care.

Our research, methodologies, and strategic advisory services are designed for the business of health. It's all about understanding consumers' health behaviour, gaining important insights and then isolating what truly matters.

**Remove uncertainty, to act on what truly matters.**  
Our Research and Methodologies; isolating key elements and cutting through research clutter to explain and isolate the "whats and whys" of consumer health behaviour.

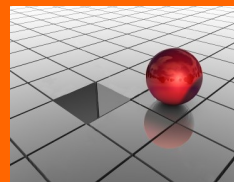
**Drive behaviour change.**  
Health care behaviour is a paradox; people know what to do, but they don't do it. Consumers are changing, are you?

**Make business decisions with better precision.**  
Trends are not enough. Our research shows that each condition has its own signature of health motivations, goals, attitudes, emotions, behaviour, influencers and supporters.

**Ignite growth for your business.**  
Knowing who are most likely to listen, why they will listen to you, and what truly matters, allows you to reach, influence, and shape consumer health behaviour.



**Health care behaviour is a paradox**



**Every health condition is different**



**Health and Wellness is the destination. Self Care is the actionable behaviour**



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## MyHealthTicker™

Isolates the factors that drive consumer and patient behaviour change. Self Care Catalysts' innovative proprietary process to deeply understand specific health behaviours.

- Specific consumers, their conditions and their situations
- Interaction of health cognitions, emotions, motivations, behaviour change intentions
- Isolates consumer health behaviours that truly matter to them

### Validate and Isolate:

Decision Enablers  
Decision Accelerators  
Decision Stoppers



## 4-Step Quick Assess Process

### Step 1: Quantitative (Keypads)

- Administer questionnaire /show stimulus
- Gather the Emotional Response
- View data live in client room (real time)

### Step 2: Data Review (w clients)

- Quickly review the data in client room
- Select the best respondents for Qual

### Step 3: Qualitative Group (w moderator)

- Professionally moderate group

### Step 4: Immediate Reporting

- The data is instantly available;
- Top line review of qualitative is instant

## Self Care Catalysts

## Patient Intelligence Reports™

- Integrated Self Care analysis of the consumer within the patient and the patient within the consumer
- Outlines the health decision making process that drives their motivations and behaviours by health condition

### Condition-specific report that understands

Health Culture,  
health motivations, goals,  
attitudes, emotions,  
behaviour, influencers and  
supporters

## Self Care Marketing Training

- Learn the elements of successful marketing in the unique self care environment, from a consumer-centric perspective
- Become an agent for change and innovative marketing in your organization
- Gain understanding of health as a business
- Learn how marketing in the self care environment differs from traditional food or packaged goods marketing



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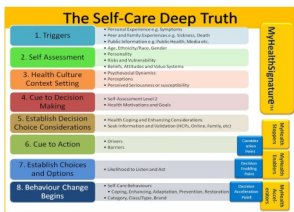
## Self Care Catalysts Innovative Proprietary Processes

Experience	Psycho-social	Quality of Life	Knowledge	Influences and Supporters	Accessibility
Types of Health Conditions (Specific Acute or Chronic)	Personality	Physical	Health Condition	Healthcare Professionals	Cost of Management Approach of Treatment
Health Condition Impact	Attitudes and Beliefs	Psycho-social	Treatment or Management Approach	Community and Peers	Cost of Combination Approach
Health Condition Progression	Emotions	Consequences of Treatment	Self-Care Behaviour	Family and Friends	Patient Advocacy and Support Programs
Health Condition Severity	Goals and Motivation	Coping	Experience of Others	Scientific Community	Insurance
Healthcare Approach/Readiness/Intention	Behaviour Change Intentions	Adaptation	External Outcomes		
Healthcare Behavioural					
	Gender	Life stage/Age	Ethnicity		

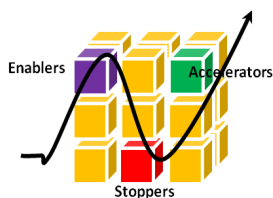
**Self Care Integrated Decision Making Process Framework™**  
Integrates the principles of health beliefs as applied to specific health conditions. Focuses on understanding consumer self care behaviours that can influence change



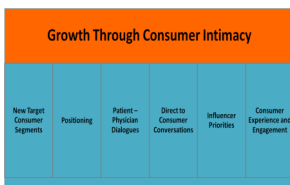
**The Self Care Opportunity Discovery Process™**  
Quantitative and Qualitative assessment of Health Culture, Expert Analysis, and Consumer Wants/Needs State



**The Self Care Deep Truth™**  
Understand the Consumer Health Experience, their Treatment and Coping Considerations, and their Decision Treatment Path



**MyHealthTicker™**  
Our powerful three-way statistical data analysis methodology validates and isolates Decision Enablers, Decision Stoppers and Decision Accelerators



**Strategic Framework Application**  
Provides the inputs essential to developing Positioning Statements, Consumer Segmentation, Targeting, Brand Value Proposition and Messaging, New Product Development, and Marketing Plans

## Self Care Catalysts Find the Consumer Within the Patient™

Who Are Most Likely To Listen  
Why They Will Want to Listen to You  
What Truly Matters to Them  
How To Communicate More Effectively  
How to Reach, Influence & Shape Their Health Behaviour  
How To Influence Consumer Compliance & Loyalty

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