**News Release**

**Contact**

Gary Gatyas

+1 215 820 6621

[gary.gatyas@kantarhealth.com](mailto:gary.gatyas@kantarhealth.com)

Kantar UNVEILS DYNAMIC hEALTH REPORT:

**"Healthcare 2020: The 10 Key Influencers of Global Health and Wellness"**

NEW YORK, Oct. 08, 2019 – Kantar today unveiled a dynamic new health report that provides a clear line of sight to the most important factors shaping the highly-complex global healthcare market. The report, *"Healthcare 2020: The 10 Key Influencers of Global Health and Wellness"*, enables key industry stakeholders to achieve a better understanding of the magnitude of diseases and the many aspects of health-related outcomes – both within and across country lines.

"With the year 2020 in view, it’s critical for healthcare decision makers to have powerful resources and tools to identify and act on the most important factors shaping the market," said Andy Stankus, General Manager, Real World Evidence, at Kantar. "Kantar’s annual *Global Health and Wellness Report* (*GHWR*), representing the voice of patients speaking on the true impact of 200 health conditions globally, has served for many years as the barometer for patient sentiment across the greater global healthcare community."

Supported by Kantar's *National Health and Wellness Survey*, the *GHWR* provides a unique and comprehensive record of global health and delivers incomparable patient insights on the most pressing health challenges for the United States, the EU5 (France, Germany, Italy, Spain and United Kingdom), Japan, and key Emerging Markets (Brazil, China and Russia). The 2019 edition of the *GHWR* identifies, and then comprehensively examines, 10 key influencers impacting global healthcare as we arrive at the year 2020 and a new decade. These 10 influencers include: one, Global Privacy Legislation; two, Linking Patient Data and Electronic Health Records; three, Oncology Innovation; four, Vaccines; five, Medicine Adherence and 'Patient Modes'; six, Medicine Affordability and Pricing; seven, Value Assessment Frameworks; eight, Artificial Intelligence; nine, Real World Evidence; and ten, Digital Health.

**Key Country Trends**

The 2019 *GHWR* also details some notable country trends. These include:

* The diagnosed prevalence of autoimmune conditions is highest in the United States (7%), EU5 (6%), and urban China (5%), and often impacts women at a higher rate than men.
* Diagnosed cardiovascular disease remains high in the United States (39%) and the EU5 (37%), affecting men and women almost equally.
* Self-reported gastrointestinal (GI) conditions are highest in the United States (45%), Brazil (46%), and the EU5 (41%).
* Often tied to high obesity rates, metabolic condition prevalence is highest in the United States (57%) and the EU5 (46%). While these rates are lower in Asia, a substantial percentage of adults in Japan (26%) and urban China (27%) have a metabolic disease.
* Ophthalmic conditions are also high in the United States (30%), Japan (24%), and the EU5 (22%), with these conditions often going untreated by almost half of the adults who experience them.
* Prevalence of pain conditions remained steady in all countries – except Brazil, whose *GHWR* rates declined from 46% in 2018 to 39% in 2019.
* Self-reported psychiatric conditions remain highest among adults in the United States (45%), Brazil (44%), and the EU5 (34%).

To obtain a copy of Kantar's *GHWR* report, please visit [www.kantar.com/health](http://www.kantarhealth.com/hero).

**About Kantar**

Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar’s 30,000 people help the world’s leading organizations succeed and grow.

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