**HOW THE HEALTHCARE INDUSTRY FAILS WOMEN**

**WOMEN MAKE HEALTHCARE DECISIONS**

- 70% of global consumer purchasing decisions are controlled by women.
- 94% of women make their own healthcare decisions.
- 59% of women make healthcare decisions for others.
- 94% of working mothers make healthcare decisions for others.

And most decisions about healthcare are made by women, making them the Chief Medical Officer of the home.

**BUT WOMEN AREN’T ALWAYS CONFIDENT IN THE DECISIONS THEY MAKE. WHY?**

**LACK OF KNOWLEDGE**

- 62% of working mothers failed our health literacy quiz.
- 41% trust a pharmacist.
- 65% trust a primary healthcare provider.

**LACK OF TRUST**

- 53% of women turn to the Internet for health information.
- 22% trust their health insurance company.
- 17% trust the company that makes their medicine.
- 41% trust a pharmacist.
- 65% trust a primary healthcare provider.

**THIS AFFECTS HEALTH OUTCOMES FOR WOMEN, THEIR FAMILIES, AND THEIR FRIENDS**

- 77% of women don’t do what they think they should do to stay healthy.
- 50% of all prescriptions are not adhered to.

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1 Source: http://www.gallup.com/businessjournal/178355/having-women-leaders-good-business.aspx

All data for Power Of The Purse: Healthcare conducted in US, UK, Germany, Japan, and Brazil.