

healthcare now | Humble Health Ambitions

#2

Humble
health ambitions
should challenge
our thinking



Bray Leino

+

SOLARIS
health



About Healthcare Now

Rooted in research and insight, essential provocation for brands and businesses in the health & wellbeing space.

We've got a long history of helping brands navigate the complex sphere of healthcare.

The main challenge used to be regulatory compliance, but today there are so many more factors to consider. It's a landscape completely changed by events of recent years and that change is constant...and happening quickly.

As two entities working across the full spectrum of health & wellbeing, from common ailments to rare diseases, Bray Leino and Solaris Health are in a unique position. In 2022 we came together to commission independent research agency QuMind to conduct

a nationwide healthcare study of 1,000 respondents across both consumer and core patient groups*. This exclusive, quantitative and qualitative research study – State of the Nation Wellness Report – unlocks previously unattainable insights to power healthcare marketing, now.

Through our programme of thought-provoking content, we'll reveal the beliefs and experiences that are shaping health attitudes and behaviours. From consumer and patient insight, we'll explore human perspectives and derive potential implications for brands and businesses navigating this space. Ultimately, we set out to see the world of healthcare through the eyes of those that matter.

*Those in primary care for with an ongoing medical condition and those with an ongoing chronic/rare medical condition.





Core insight: Audiences are asking for less than we think

How we market solutions to people's health needs doesn't align with what they actually want...

As we explored in our previous piece, 'There's no & in health & wellbeing', health is multifaceted.

Acknowledging the complex and holistic nature of this category is pivotal for success. However, so too is understanding the ambition driving our changing, increasingly invested attitudes

towards our health and our commitment to 'healthy', or at least 'healthier', behaviours. And that is actually very simple.

Our qualitative research suggests that for many people, **freedom from illness** and **mental stability** are fundamental associations with better health and wellbeing.



+ Taking a more realistic approach

There is something surprising and elegantly modest in these ambitions.

They highlight a belief that good physical and mental health are about equilibrium and status quo; 'normality' rather than achieving an optimised existence.

Perhaps, this quest for 'normality' has been accelerated by the disruption of the pandemic. We know of course that a spotlight was also shone on health during this time (from the importance of 'exercise-hour' to the vulnerability we all felt and still feel to a degree).

Nevertheless, this sense of a more realistic ambition does pose some interesting questions for brands and businesses operating in this space.

The concept important to people is freedom *from* NOT freedom *to*.

This gives brands permission to be clear, honest and factual in terms of how they solve a particular problem, without conflating communications with what this then enables a person to do.

Take pain relief, for example.

In a quest to create distinction and perceived superiority for our brands and products, we often see a problem-solution convention of equilibrium (normal life), followed by disturbance (pain) and benefit (better life). This new state always greatly surpasses the normality of before. Consider all those adverts which resolve on the newly-cured sufferer accomplishing some grandiose achievement like scaling a mountain, when all a sufferer really wants is to be able to get through the day at work, or make dinner for the kids.

“ **Being healthy, not suffering illnesses, being well physically and mentally, being active, sleeping well, obviously nutrition, and being proactive.** ”



+ Distinction through deeper understanding

Our research suggests that it would better serve brands to have a deeper understanding of life before the pain, such that their restorative claims are doused in a hefty dose of empathy and humility. And that a more innovative and successful way to carve out distinction for the brand might lie in exploring how it can be of service in maintaining the status quo, day in, day out.

Sticking with the example of pain relief, this may involve the development of products, services and tech that help us maintain equilibrium by navigating and dealing with the stressors in life before the headache strikes, as well as having the products on hand to restore us when they inevitably do.

Of course, everybody's sense of normality is different. Particularly, as our research shows, when considering the need states amongst different patient

groups. The reality of living with a rare or chronic illness, for example, will undoubtedly impact somebody's view of what's possible. So too does the way that we move through different stages in our lives. Priorities change, lifestyles evolve and shift. So, we do need to be mindful of what 'normality' looks like for one person over another.

However, despite the nuances, this sense of modest ambition when it comes to our health is universal. Therefore, brands have a renewed sense of opportunity to connect and support in more honest, relevant and potentially even more holistic ways.

A woman in a white leotard is captured in mid-air, jumping over the ocean. Her hair is blowing in the wind, and her arms are extended forward. The background shows a vast blue sea under a clear sky, with distant hills and a few sailboats on the horizon.

Spontaneous associations
with being **'healthy'** are
centred around **'freedom'**
from illness



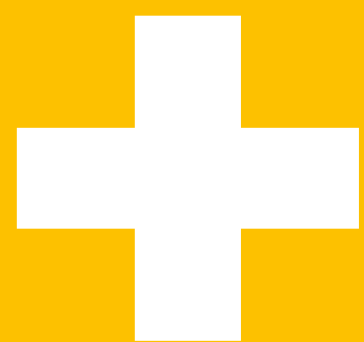
Summary

Core Insight:

Audiences are asking for less than we think

What this challenges:

Overclaim and inflated promises



Nuggets and numbers

Key stats and verbatim from our qualitative and quantitative research.

Proactivity in health isn't just about a physical benefit.

The biggest desired outcome for taking a proactive role in managing your health and wellbeing is to **feel calm and relaxed (73%)**.

For physical health specifically, **'to feel fit and strong'** is the core desired outcome of any actions taken **(54%)**. **A lack of energy (47%)**, **time (39%)** and **expense (36%)** are the biggest challenges to taking a proactive role in health and wellbeing.

Older people are more proactive with their health and wellbeing, with two primary concerns:

“ How can I ensure that I live for as long as I can with a good quality of life? ”

“ How can I ensure I remain happy and comfortable? ”

State of the Nation Wellness Report
QuMind, June 2022

The biggest triggers for proactivity in health & wellbeing is a feeling of fatigue

Consumer: Feeling of fatigue **(35%)**, Appearance **(33%)**, Always been this way' **(29%)**

Patient Group A (Patients with severe and rare illnesses with unmet medical needs): Feeling of fatigue **(42%)**, Pain **(38%)**, The Pandemic **(29%)**

Patient Group B (Patients with less severe illnesses): Feeling of fatigue **(42%)**, Appearance **(33%)**, Pain **(28%)**

Points of view

Unique perspectives on the core insight



Strategy perspective Anna Donaghey

Strategy Director - Bray Leino

'Normality' is the goal. Brands don't need to promise above and beyond this ambition. Brand relevance can be spun from demonstrating some brand humility; Grounded, honest, and straightforward communications, underpinned with trust and confidence.

This doesn't stop brands from having a higher purpose. If normality and equilibrium is the goal, brands can extend their role in people's lives through products and services that help maintain this.

This is a unique space that brands can occupy, that own label simply can't contest. Being crystal clear on the problem that your product can solve and the benefit it can bring to restoring that sense of 'status-quo' is critical – from both a symptomatic and wider 'life' perspective.



Brand perspective Lizzie Hardy

Marketing & Innovations Director - Lanes Health

Being and feeling fit and healthy is a privilege not always accessible to everyone. And when someone falls ill, they quickly forget what it means to be well; when in good health, the memory of illness fades away. As healthcare industry professionals, it's our responsibility to assist and empower consumers in finding their own personal equilibrium, whatever stage of health they are in.

Reassuringly, this research sheds light on the fact that communicating healthcare solutions does not need to be overly complex. It aligns with my own experience, emphasising that simple and relevant messaging, delivered at the right time, is important when illustrating how a particular product or service can potentially benefit an individual's quality of life.



Creative perspective Nicola Roberts

Executive Creative Director - Bray Leino

There's a real tension in this insight that challenges creatives to make work that people find accessible and relevant but isn't dull and ordinary. Because we also know that people don't engage when we just hold a mirror up to their lives. I think the answer has to be in that thing that connects the idea to people's lives in some way. So even if you take flights of fancy that exaggerate the problem, having elements that are grounded in people's lives or in very relatable truths stops people feeling alienated by the concept. That's something we've often done as an agency, but with this insight we'll definitely be putting it in our thinking more prominently.



Contact us

For more information on how we can help drive growth for your health and wellbeing brand, contact Sam Crocker – scrocker@brayleino.co.uk

