



She Report

Zeno Group's Guide to Speaking Female



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Have you ever called your mom when you were sick? Or watched a friend pull a pharmacy out of her purse? If so, it should come as no surprise to you that women are major health care purchasers and decision makers in the United States. Women make **80% of all healthcare and 93% of over-the-counter pharmaceutical purchases** ⁽¹⁾. Women continue to outlive men by an average of five years and through their longevity, their health care needs compound. By 2010, there will be **10 million more women over the age of 45 than men of the same age, totaling nearly 68 million women over the age of 45**, who as they age will have increased and varied health care needs ⁽²⁾. Women are **disproportionately affected by many chronic conditions, such as asthma, obesity, arthritis, autoimmune diseases and certain cancers, which account for over 75% of total health spending** ⁽³⁾. Today's woman is more proactive about making the right health decisions and nearly **half of all women use the internet as their primary household health resource** ⁽⁴⁾. As discerning consumers in the current economic climate, many women may become even more selective with their health care purchases, and it is important to communicate with them effectively ⁽⁴⁾. **Since 66 percent of women say that health care advertisers misunderstand them**, many brands could be missing out on the opportunity to connect with this influential market ⁽⁵⁾.



Did You Know...

- **More than 55 percent of women ages 25-34 are likely to research health topics online before visiting a medical professional.** ⁽⁶⁾
- Eighty five percent of women using the internet have researched women's health issues online and 63 percent have used the internet to learn specifically about birth control options ⁽⁷⁾
- **At least 15,000 women will become infertile each year because of untreated chlamydia and gonorrhea infections. Chlamydia can infect men but the rates are three times higher for infection in women.** ⁽⁸⁾
- Nearly 17 million women are uninsured ⁽⁹⁾
- **While 28 percent of women report putting off a doctors visit when they were sick because the cost was too high, only 4 percent report putting off a visit for their child for this reason** ⁽¹⁰⁾
- In the U.S., 12 percent of women are caregivers to frail or ill relatives ⁽¹¹⁾
- **In 2007, Americans spent \$13.2 billion on cosmetic procedures and 91 percent of the procedures were performed on women** ⁽¹²⁾
- Six in 10 U.S. adult women who are primary health care decision makers indicated they find navigating the health care system for themselves and/or their families at least somewhat difficult ⁽¹³⁾
- **The global market for feminine hygiene products is expected to cross \$13 billion by 2010** ⁽¹⁴⁾
- Americans spend \$230 million an hour on health care ⁽¹⁵⁾

For Further Reading...

[Rise in STIs Poses Threat to Young Women](#)
[What's New In Health Sites](#)
[The Economy's Impact on Family Planning](#)

[Americans Skipping Out on Meds](#)
[Politics of the Pink Ribbon](#)

1. M2W, Fast Facts, 2008

2. US Census Bureau Population Projection, 2010-2050

3. US Department of Health and Human Services. Health Resources and Services Administration. Women's Health USA 2007

4. BurstMedia 2007

5. M2W Fast Facts, 2008

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7. comScore Inc., January 2008

8. Centers for Disease Control Report on STDs

9. The Henry J. Kaiser Foundation, October 2008

10. National Women's Health Resource Center 2008 Women T.A.L.K Survey

11. Henry J. Kaiser Foundation, October 2008

12. American Society for Aesthetic Plastic Surgery

13. American Academy of Family Physicians and Harris Interactive "Fixing Health Care: What Women Want", March 2008

14. Global Industry Analysts Inc, "Feminine Hygiene Products: A Global Strategic Business Report", April 2008

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