

How stigma hinders healing and care

According to new U.S. research¹, patients with health conditions including those living with a stoma or wound, managing diabetes, urinary retention, cancer and more are faced with stigma at every turn. This impairs their wellbeing and healing. While these patients crave more time, information and emotional support from their medical teams, their healthcare teams also need more support, contributing to an ever-widening “care gap.”

Where to turn for support?

Only **25%** of patients report receiving the most emotional support from their caregiver when compared with emotional support provided by friends or family (**70%**), medical teams (**44%**), and advocacy groups or online forums (**34%**). In addition:

- 56%** of patients would like more time with their medical team
- 45%** would like better dialogue and/or to communicate more openly with their medical team
- 39%** would like the opportunity to talk with more patients with the same health condition

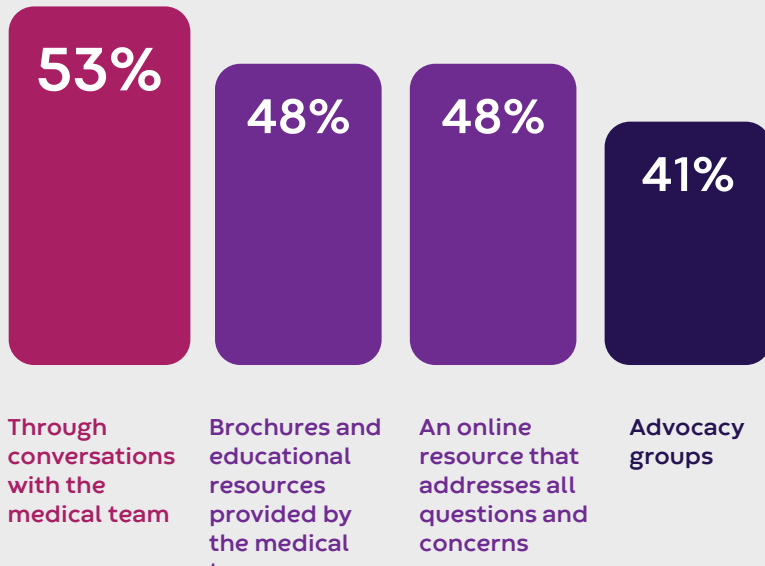


Communication breakdown

60% of nurses feel less than completely comfortable talking to their patients about the everyday challenges related to their health condition. Of those who are less than completely comfortable, **47%** say it’s because they lack the quality time to do so.

Combatting stigma with information

While **82%** of patients feel informed enough about their condition, the majority (**96%**) of patients and caregivers surveyed would still like to receive more information about their or the person in their care’s current health condition in varying forms, including:



99%

of patients and their caregivers say that stigma can negatively impact or slow the perceived healing of a patient with a current health condition — and **96%** of nurses agree that a patient’s physical healing can be impacted by stigma.

What happens when caregivers lack time and resources?

Almost all (**96%**) nurses feel they need more to fully care for and support their patients living with current health conditions, while almost half (**47%**) say that they lack the quality time to do so.

Greater access to resources is also needed for better patient care and support.

- 55%** say that lack of information and education prevents patients from getting the best possible care available
- 51%** of nurses feel they are lacking resources to share directly with patients
- 46%** would like more education about their patient’s current health conditions



Forever caring

“In what has historically been a very product-focused industry, ‘forever caring’ is a commitment to the people we serve - and these very patients, caregivers and nurses who participated in this survey. As we continue to bring to life our vision of pioneering trusted medical solutions to improve the lives we touch, we know that the needs of our patients and healthcare providers continue to change, and we must change with them.”

—Karim Bitar, Chief Executive Officer, Convatec

... Stigma takes over.

While the two things patients would like to receive more of are the two things that their nurses report they are especially lacking, they both agreed on what is impacting healing and care most negatively: stigma.

The majority (**87%**) of patients or their caregivers feel some level of stigma associated with their or the person in their care’s current health condition.

44%

feel embarrassed to talk about it



43%

feel the health condition is rarely talked about and is **rarely represented in the media**

43%

feel they **can’t go places** they used to be able to enjoy

42%

believe people are **ignorant of their condition** and don’t understand it

At Convatec, we recognize that no matter what medical challenge patients are facing, everyone is on a journey and everyone’s journey is different.

That’s why we’re committed to **forever caring** for our patients, their caregivers and the healthcare professionals who care for them — it’s our promise to giving patients and healthcare providers the support they need. For more information about Convatec, visit www.convatec.com.

¹About the survey: The Convatec Patients and Caregivers Survey, conducted by Wakefield Research in the U.S. and commissioned by Convatec, was fielded between April 5 - 17, 2022, using an email invitation and an online survey. It reflects the responses of 200 patients or their caregivers and 200 nurses. Those surveyed were patients receiving wound care, continence care, stoma care or infusion therapy; their caregivers; and nurses treating patients for wound care, continence care, stoma care or infusion therapy.