

Press Conference

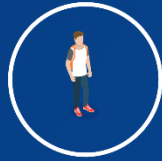
# STADA HEALTH REPORT 2022

30,000 Respondents · 15 Countries



STADA HEALTH  
REPORT 2022

Patients



Government &  
Healthcare  
Politicians



**STADAS PURPOSE**

Physicians



Press

**CARING FOR  
PEOPLE'S HEALTH  
AS A TRUSTED  
PARTNER**

Hospitals



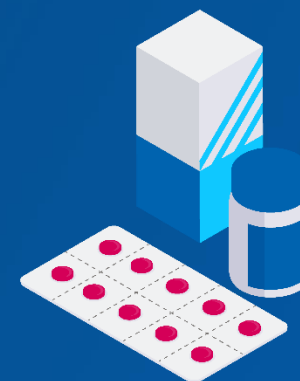
Wholesalers

Pharmacists



STADA Employees

# STADA: A Global Healthcare Company



- Culture of integrity, agility, entrepreneurship & ONE STADA
- 12,500+ employees globally
- Top-4 player in Generics and Consumer Healthcare in Europe
- 1.1bn packs supplied
- Diversified product portfolio: Generics, Consumer Healthcare & Specialty / Biosimilars
- STADA products sold in ~ 120 countries
- 21 production sites in 11 countries
- 25,000 products / forms offered

# Study Design



## Content of survey:

The questionnaire was divided into various categories:

Health Service & Actors

Preventive Health

Mental Health

Sleep, Calm, Rest

Digital & Technology

Nutrition, Diet, Digestion

Interaction with Environment



Method:  
Online interviews in  
15 countries



Field phase:  
March - April 2022



29,637  
respondents aged  
18-99



1.

**TRUST IN  
CONVENTIONAL  
MEDICINE  
REMAINS STRONG**





**65%**  
say they  
**trust**

conventional medicine.



# Who do Europeans trust in health-related matters?



How strongly do you trust these actors on matters related to health?



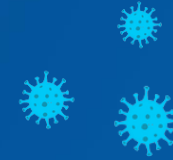
**65 %**  
Doctors



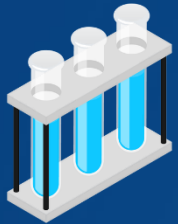
**61 %**  
Scientists



**57 %**  
Pharmacists



**54 %**  
Epidemiologists



**24 %**  
Pharma-  
companies



**24 %**  
Health Media



**12 %**  
General Media



**9 %**  
Politicians



2.

**SATISFACTION WITH  
THE HEALTHCARE SYSTEM  
IS IN DECLINE**

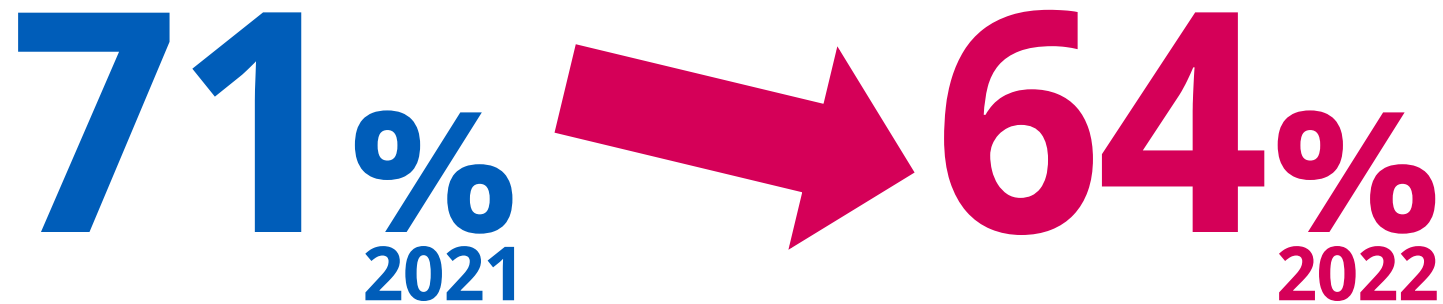


# 2 ■ SATISFACTION WITH THE HEALTHCARE SYSTEM IS IN DECLINE



**How satisfied are you with the healthcare system in your country?**

Very satisfied + satisfied



# Majority of Europeans satisfied with how their healthcare system handled Covid

# 60%

believe their healthcare system performed well during the pandemic



# Health service issues people encountered during the pandemic

**1 in 5**

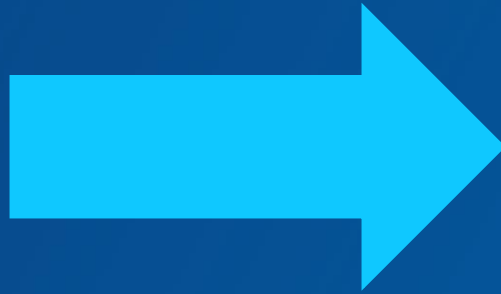
was not able to get a doctor's appointment



**1 in 4**

postponed or cancelled a doctor's appointment

# Approval for remote treatment increases after slight dip during first year of COVID



**57%** were receptive to remote treatment in 2021

**64%** are willing to embrace it in 2022

# 3.

## STRESS LEVELS ARE ON THE RISE





# 3 STRESS LEVELS ARE ON THE RISE



## How have your stress levels been impacted?

My stress levels ..... during the pandemic

**GOT BETTER**

**8%**

**STAYED THE SAME**

**52%**

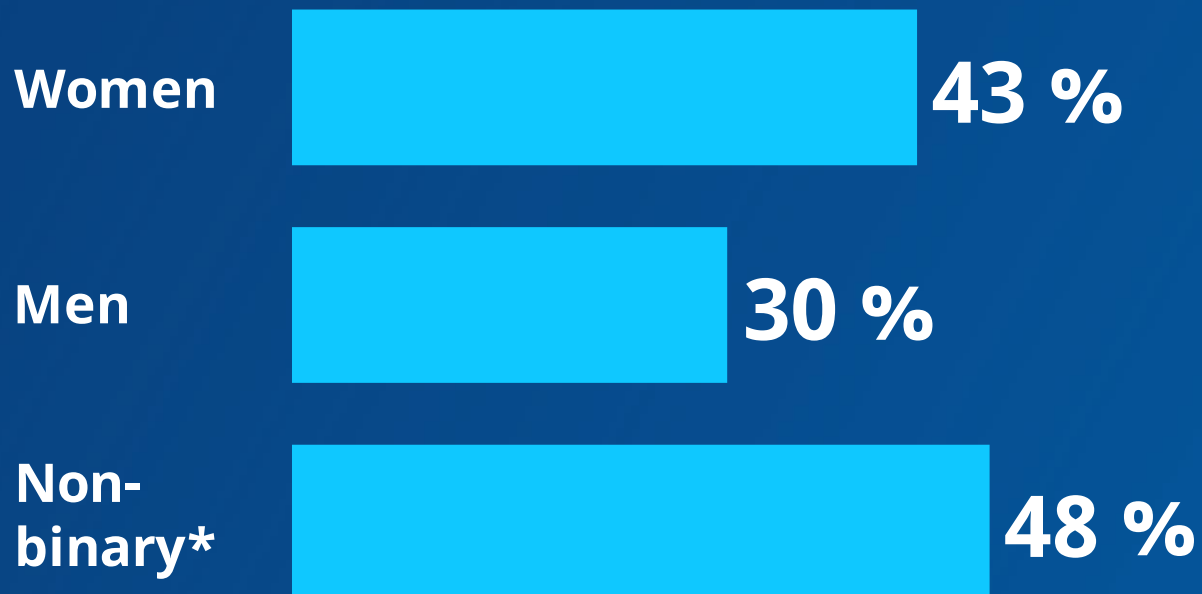
**GOT WORSE**

**37%**

3% NOT APPLICABLE

# Women particularly affected by increased stress

*Self-assessed increase in stress levels since the pandemic by gender:*



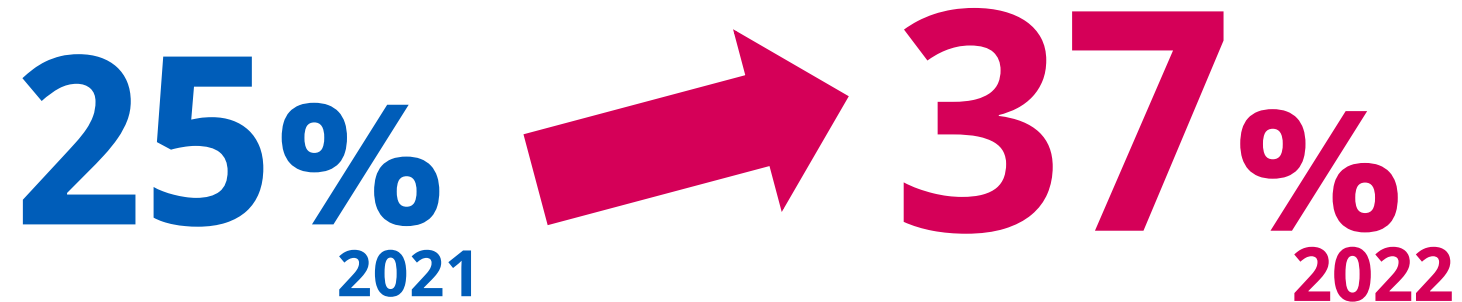
\* people who do not (exclusively) identify as female or male

# 3 STRESS LEVELS ARE ON THE RISE



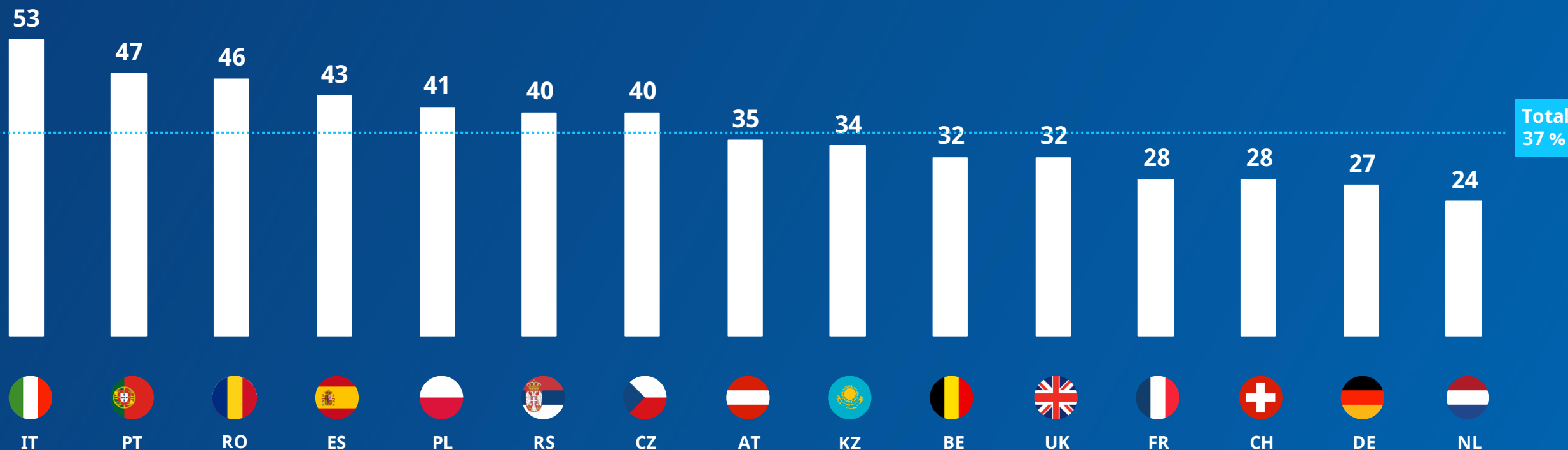
## How have your stress levels been impacted?

My stress levels got worse during the pandemic.



# Southern and Eastern Europeans report highest increase in stress since COVID

My stress level got worse during the pandemic.



# More than 1 in 3 Europeans report poor quality of sleep – for numerous reasons:

**26%**  
Anxiety

**33%**  
Everyday  
problems

**19%**  
Financial  
worries





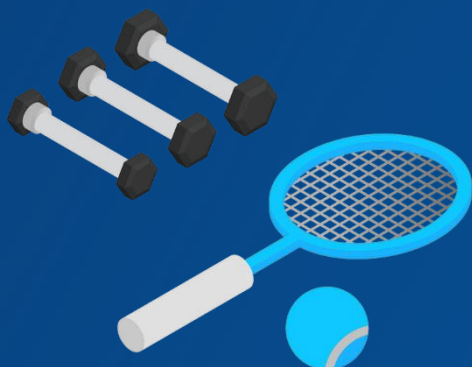
# Various coping strategies to improve mental health



**53%**  
Healthy diet



**42%**  
Sleep routine



**32%**  
Physical exercise



**31%**  
Nutritional supplements



4.

# MENTAL HEALTH DETERIORATED

**How has your mental health been impacted?**

My mental health ..... during the pandemic.

**GOT  
BETTER**

**9%**

**STAYED THE  
SAME**

**59%**

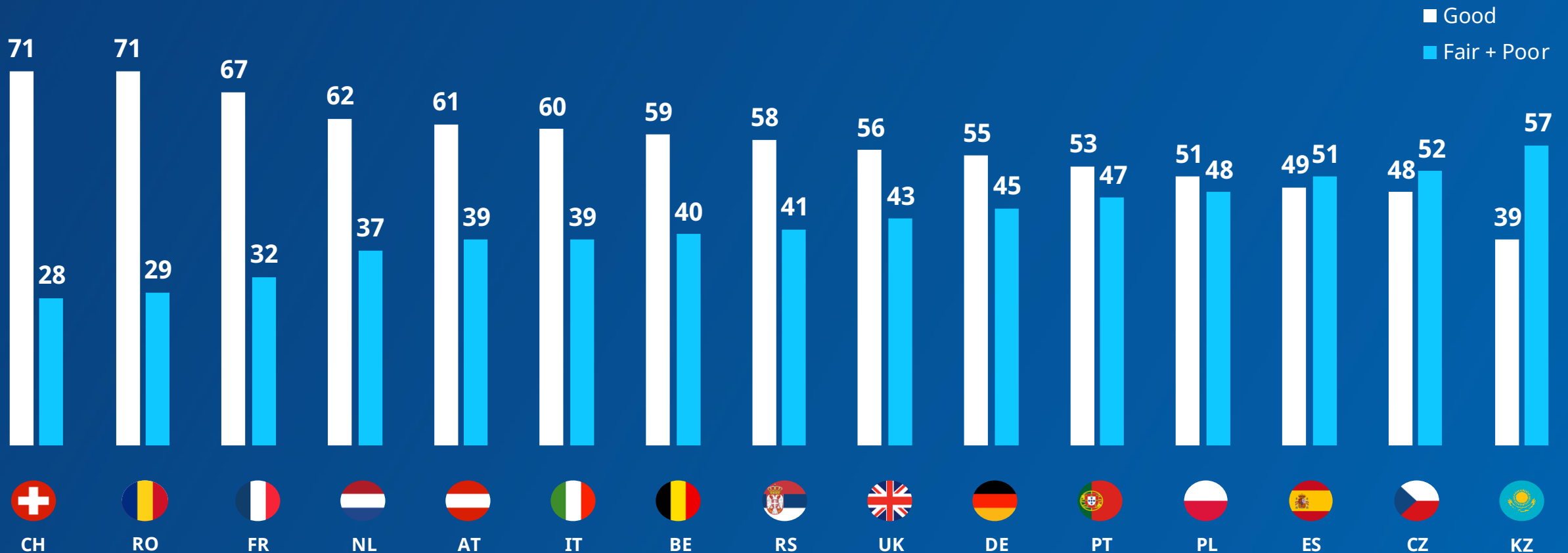
**GOT  
WORSE**

**29%**

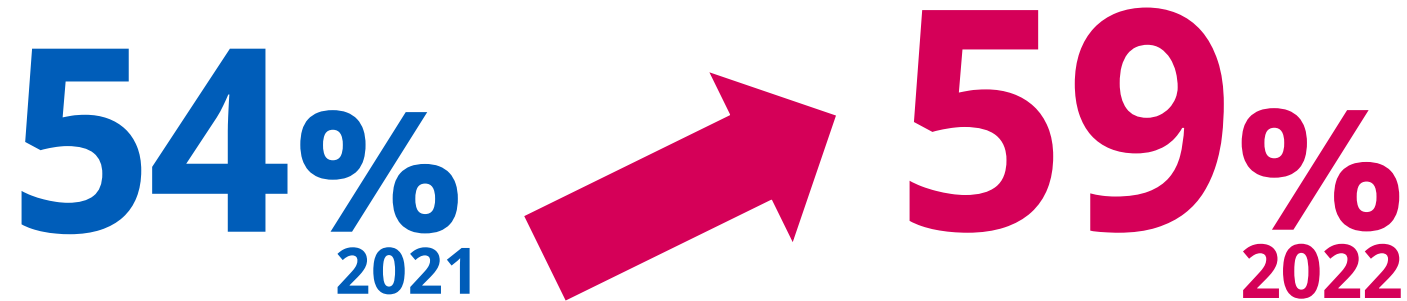
**3% NOT APPLICABLE**

# Fewer than 3 in 5 Europeans feel like they are in good mental health

How would you assess your own mental health?



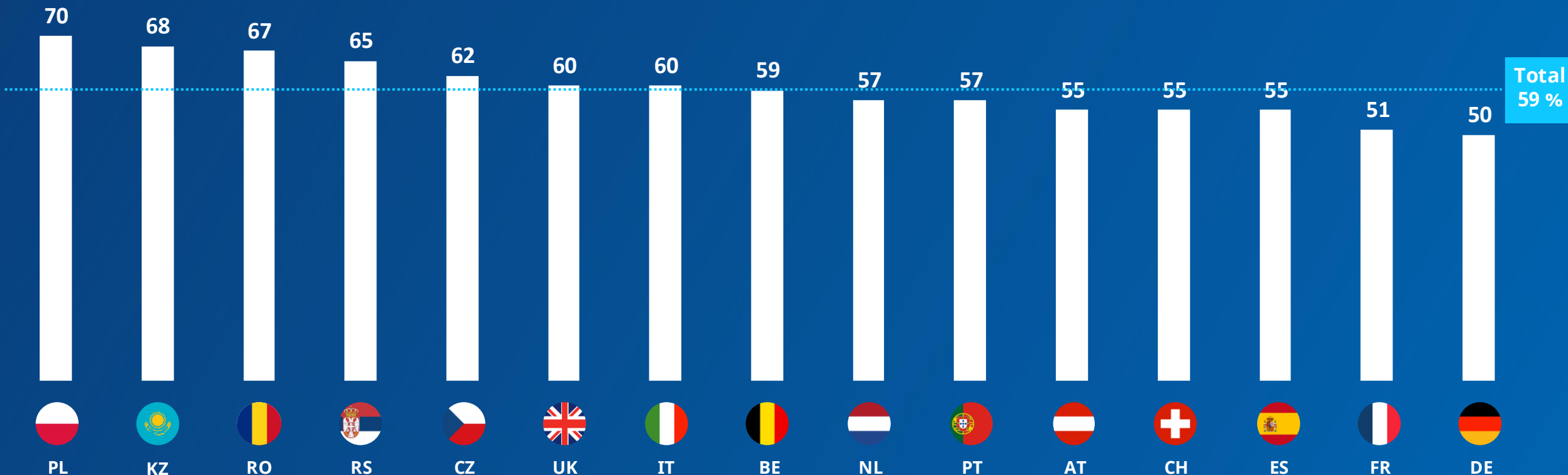
**Did you ever experience / feel close to a burnout?**





# Eastern Europeans most likely to experience feelings of burnout

Did you ever feel like you were close to experiencing a burnout?



European youth  
especially susceptible  
to burnout:

**68%**

of under 25-year-olds say they have  
felt like being on the verge of it at least  
once. **European average: 59 %.**



# 4 ■ MENTAL HEALTH DETERIORATED

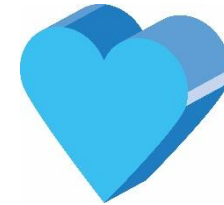
## Who would you talk to about your mental health?



**40 %**  
General practitioner



**40 %**  
Psychologist/  
psychiatrist



**40 %**  
Partner



**38 %**  
Close friend/  
family



**8 %**  
Colleague



**5 %**  
Helpline



**12 %**  
Nobody



# 5.

## HEALTH AWARENESS HAS INCREASED, AND SO DID ACTION



**5** HEALTH AWARENESS  
HAS INCREASED,  
AND SO HAS ACTION



**Do you pay more attention to health since the pandemic?**

Compared to before COVID my attention to health has .....

**DECREASED**

**11%**

**STAYED THE  
SAME**

**59%**

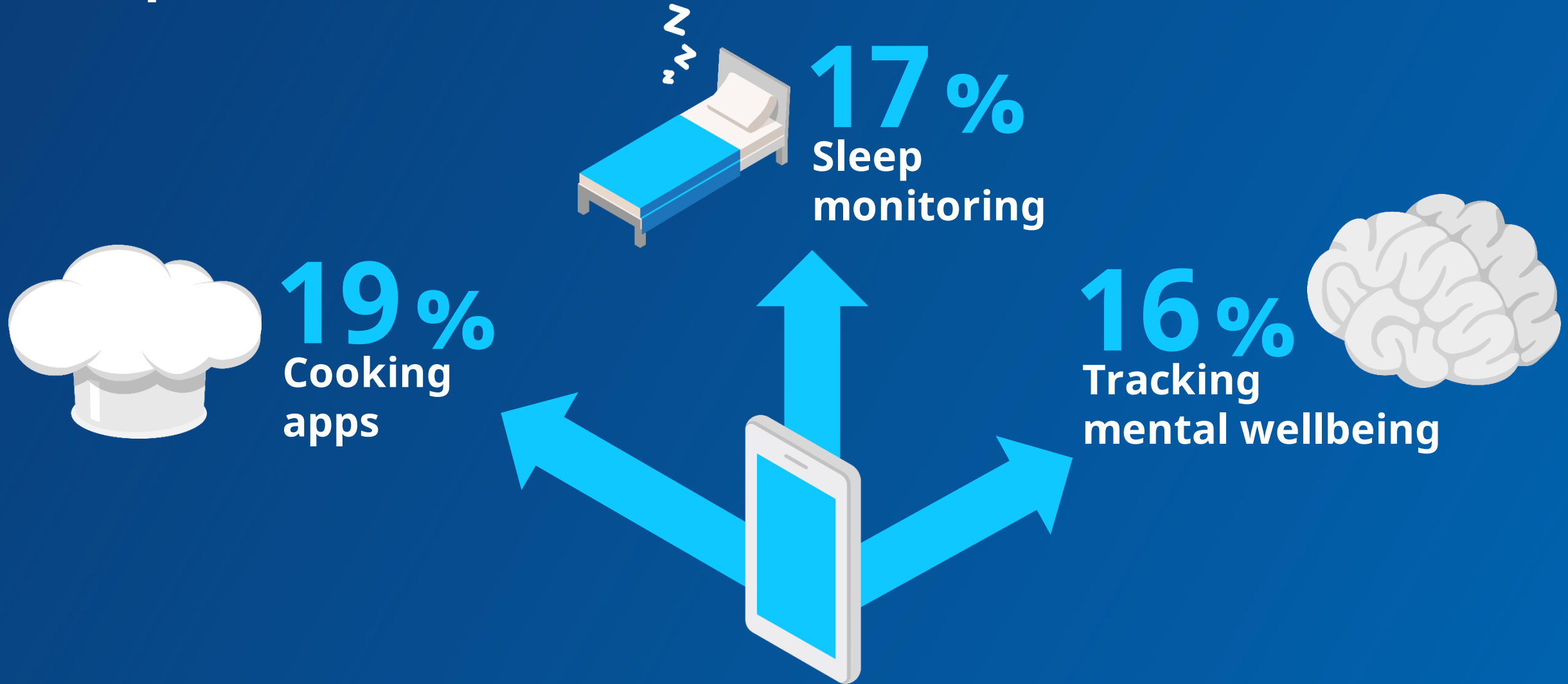
**INCREASED**

**28%**

**2% NOT APPLICABLE**



# What types of health apps are popular among Europeans?

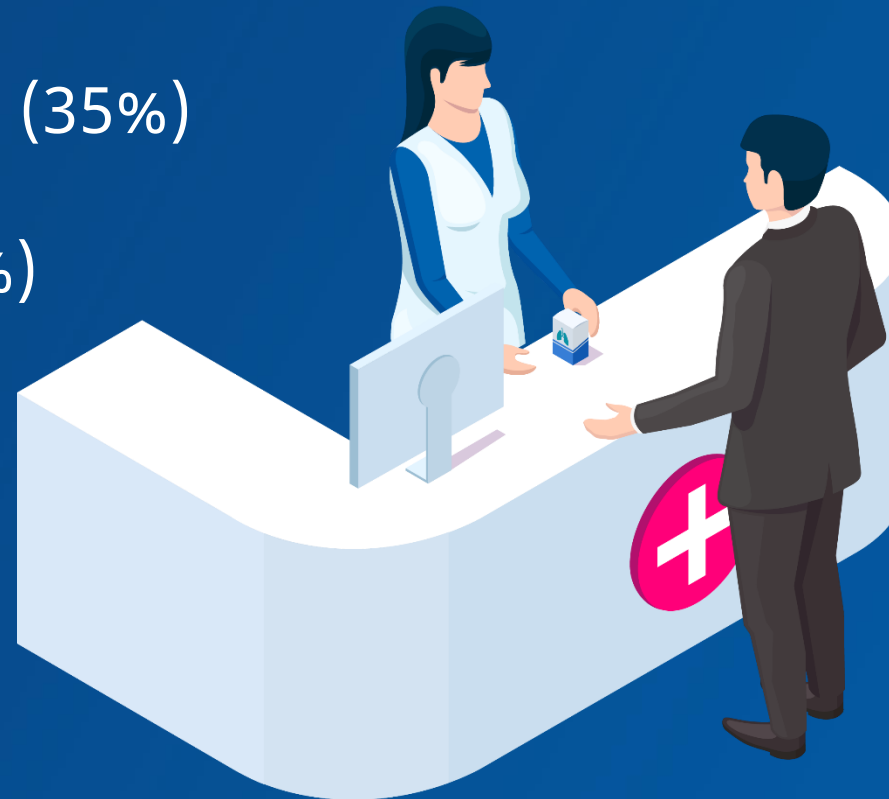


# What services do Europeans demand from their local pharmacy going forward?

**Covid testing (38%)**

**Individual counselling (35%)**

**Online purchases (33%)**



**Home deliveries (26%)**

**Health check-ups (25%)**

**Ordering via apps (24%)**

**Vaccinations (20%)**

**Thank you!**

Press Conference

# STADA HEALTH REPORT 2022

30,000 Respondents · 15 Countries



**STADA HEALTH**  
**REPORT 2022**