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#### EXECUTIVE SUMMARY

\$174 billion is spent annually on diabetes care. Yet 60% of people living with diabetes don't adhere to the treatment plan recommended by their doctor. The reasons why are complex, rooted in a disconnect between daily choices and long-term health.

Remedy can show you how to engage diabetic patients in a way that motivates them to better manage their health, and turn to your brand in doing so. It starts by understanding [the grey area](#).

If health decisions were black and white, reaching diabetics with your message would be a lot easier—and more effective.

Grey Matters™ is a synthesis of primary and secondary research that gets to the heart of what influences people with diabetes to make the health-related decisions they do, and don't. Our research was informed by a number of sources, including an advisory board of prestigious public health and clinical experts assembled expressly for this project. Our panel members include:

- Katherine Milkman, PhD candidate at Harvard Business School, whose research interests include behavioral economics and decision theory
- Abdul R. Shaikh, PhD, MHSc, program director for the health communication and informatics research branch of the Behavioral Research Program of National Institutes of Health
- Peggy Tsevis, MPH, RD, LDN, clinical dietitian

Grey Matters began with a quantitative survey of more than 100 diabetics to understand how they manage their condition. From this foundation, we conducted ethnographic research inside the homes of diabetics of different ages and socioeconomic backgrounds. Our objective was to better understand the difference between the behavioral decisions diabetics know they should make, versus those they wind up making in the heat of their daily lives. The result of it all: rich insight into the complex psychology between “shoulds” and “wants.”

#### WHY GREY MATTERS MATTERS TO YOU

With Grey Matters, you'll walk away with a better understanding of:

- The daily challenges diabetics face in managing their health
- What motivates diabetics to learn about certain treatment methods but not others
- What new treatments and tools diabetics will and won't adhere to and why
- Who diabetics look to for trusted information and why
- The connection diabetics make (and don't) between daily treatments and long-term health

#### HOW TO GET GREY MATTERS

We begin with a phone interview to gather background information and learn about the grey areas that are of particular interest to your communications team. This helps us customize Grey Matters to focus on the findings most relevant to your organization. With this insight, we'll prepare your tailored report, which we'll present in a face-to-face meeting that will last about 60 minutes.

Grey Matters will help you learn how to engage diabetics in a way that will move them from awareness of the importance of managing their condition to actually doing it—and choosing your organization for help. Call 312-422-0264 to schedule your customized Grey Matters presentation.

#### About Remedy

Remedy is a brand strategy and communications agency that works exclusively with clients in the health and wellness space. We translate unique audience insights into breakthrough communications that build brands.

**REMEDY**

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