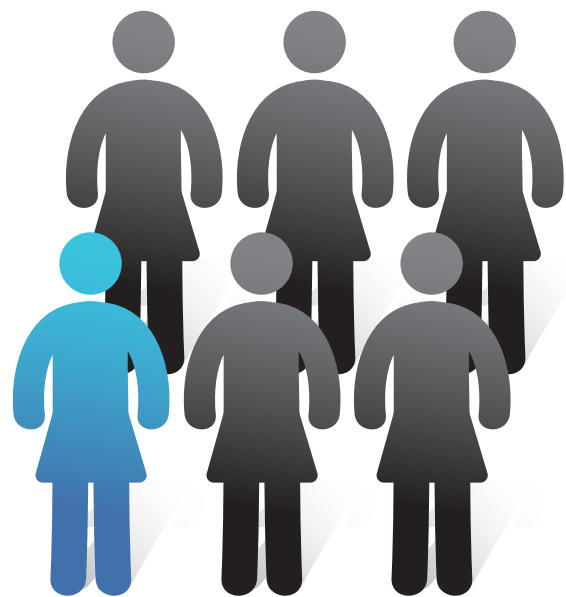




New research finds self-diagnostics could be the solution to stop consumers ignoring medical symptoms

New research from **2San**, a global supplier of high-quality innovative healthcare products and solutions, shows people in the UK are not attending to medical symptoms.

The research, which surveyed 2,000 UK adults weighted to be nationally representative, found one in six people ignored symptoms which led to their condition worsening. All in an age where early diagnosis and preventative care should be prioritised.



“ 1 in 6 people ignored symptoms which led to their **condition worsening ”**

Where are people turning for medical guidance?

30% of those surveyed avoid visiting their doctor due to long wait times or the challenge of getting an appointment. Instead, 55% of people initially research symptoms online – including Google and WebMD - whereas one quarter of 18-24 year olds use social media to self-diagnose. Additionally, 24% of people asked pharmacists for advice over their doctor in the last year.

Another valuable source of information is rapid self-diagnostic tests. In today's evolving healthcare landscape, professionals are searching for new uses for tests with promising results. In the last 12 months, just

under half of people surveyed used rapid self-diagnostic tests, with the figure jumping to 75% of 18–24-year-olds.



Due to **long wait times** or the **challenge** of getting an appointment

The benefits of self-diagnosis:

Rapid self-diagnostic tests provide quick and convenient results, enabling individuals to assess their health from home. Tests encourage proactive measures, like seeking appropriate medical attention, leading to early treatment or lifestyle changes. Recognising these benefits – one fifth of people said they would use a rapid self-diagnostic test due to their convenience.

The most popular use for tests is still for symptoms of COVID-19 (45%), however

there is a rise in people using tests for urine infections (29%), vitamin and mineral deficiencies (23%) and bowel health (20%). In all cases, early diagnosis can have benefits for patients and healthcare services, potentially leading to better treatment outcomes and recovery. Critical to realising this benefit is the use of high quality, accurate tests to reduce the risk of false positives and unnecessary burden on the health system.

*Research carried out by Opinium on behalf of 2San. Field dates: 23.06.23 - 28.06.23. Sample: 2000 UK adults Weighting: Weighted to be nationally representative.

To find out more please contact: