



Press release

STADA Health Report 2019: Germans: Europe's check-up champions expect their doctor to lend them an ear

- 61 percent of Germans want their doctor to take their concerns seriously and to show understanding for them. In the pharmacy, every fourth person asks whether the medication could be purchased for less. Germany is the European leader in both of these areas.
- Germans know very little about medical terms such as generics or probiotics – contrary to the Spanish and Italians.
- STADA Health Report 2019*: 18,000 respondents in nine European countries on "The future of health".

Bad Vilbel, 20 October 2019 – How do Germans - in comparison to other Europeans - behave when visiting a doctor's practice or pharmacy? What do they know about prevention, medication and diseases? And how much trust do they still place in conventional medicine? These questions were looked at in the STADA Health Report 2019. The result: Germans expect their doctors to not only have medical competence but also to provide interpersonal competence. In terms of knowledge about medication, the Federal Republic often lags behind, however prevention is taken more seriously in Germany than in many other countries.

Generally speaking, 62 percent of Germans say that they still rely heavily on classic orthodox medicine. In Spain and the UK, this confidence bonus is much higher with 76 percent each. Throughout Europe, Germans are particularly demanding when it comes to interpersonal skills expected at the doctor's or when it comes to comparing prices in the pharmacy. With regard to doctors, German citizens' primary concern is that their doctor should take their own concerns seriously (61 percent / European average 41 percent) and be good listeners (48 percent / European average 35 percent). Germans often want to talk about prices in pharmacies: Here, every fourth person asks about a less expensive variant of the medication (the European average is 19 percent). On the other hand, only 30 percent of the German citizens ask pharmacists about the specific effect of the preparation or possible side effects (European average 39 percent).

Board of Directors: Peter Goldschmidt (Chairman) / Mark Keatley / Miguel Pagan Fernandez
Chairman of the Board: Dr Günter von Au



Lots of catching up to do regarding medical terminology

However, when looking at the state of knowledge, the following aspects might be useful: Only half of the Germans know what is meant when reference is made to generic medication; this rate is 63 percent in Europe and even 90 percent in Spain and Italy. Also when it comes to the importance of probiotics, German citizens are still often at a loss: 59 per cent know the meaning; in the European average, 64 percent of the population know it. 18 per cent of Germans mistakenly consider probiotics to be a technical term for yoghurts and drinks containing yoghurt. At least: In the case of biosimilars, which are becoming increasingly important for medical care, 22 percent of Germans already know what is being discussed. This places the Federal Republic just above the average of 19 percent.

Germany is the European champion when it comes to preventative medical check-ups

When compared to other countries, Germans are exemplary when it comes to preventive check-ups. Every second German citizen is aware of the importance of preventative check-ups for breast or skin cancer. Throughout Europe, only 39 percent consider preventive check-ups to be important. What is more, in Germany 17 percent have at least selected preventive check-ups performed (the European average here is 12 percent). Another 18 percent of Germans say that they do not take any precautions and only go to the doctor when they are ill or have problems. Fortunately, this makes Germany the country to rank last when it comes to displaying this behaviour. Throughout Europe, 34 percent act this way and refrain from going to preventive check-ups.



***About the STADA Health Report 2019**

The survey for the STADA Health Report 2019 was conducted on behalf of STADA Arzneimittel AG by the market research institute Kantar Health. The 18,000 respondents were comprised of approximately 2,000 people from each country: Germany, Belgium, France, Italy, Poland, Russia, Serbia, Spain and the United Kingdom. Further information on the STADA Health Report and much more can be found at: www.deinegesundheit.stada.

About STADA Arzneimittel AG

STADA Arzneimittel AG is a listed company with registered office in Bad Vilbel, Hesse. The company's strategy is based on two distinct lines consisting of generic products, including special pharmaceuticals, and prescription-free consumer health products. STADA Arzneimittel AG sells its products in about 120 countries worldwide. In the 2018 financial year, STADA achieved adjusted Group sales of EUR 2,330.8 million and adjusted earnings before interest, taxes, depreciation and amortisation (EBITDA) of EUR 503.5 million. As of 31 December 2018, STADA employed 10,416 people worldwide.

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