

THE MYTH OF AVERAGE

Understanding which health care treatments or preventive care will work best for you is important.

Individual Patient Differences Matter

Often, health care is designed assuming patients look like this:



But in the real world patients look more like this:



Why?

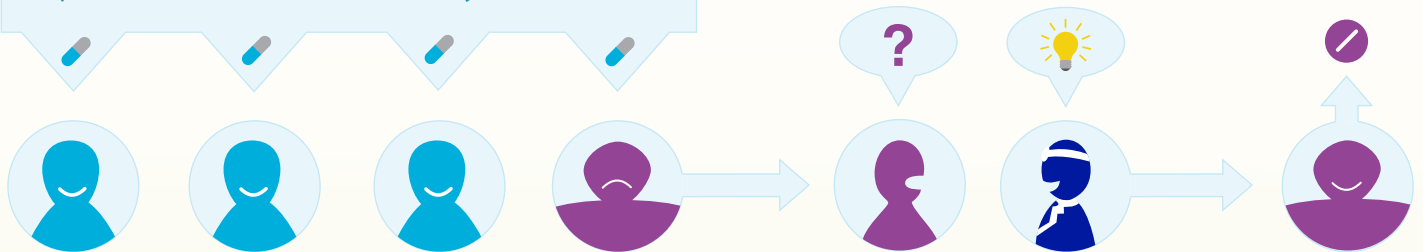
There are many different factors that affect how patients will respond to treatment:

Age **Race** **Gender** **Other Conditions**
Personal Preferences **Risk Profile** **Genetics**
Care Setting **Social Support** **Medication Interaction**

The Average vs. the Individual Patient

That might mean the same treatment may work effectively for one person but differently for others. Some people may experience side effects, while others may not.

Those patients need the flexibility to explore other treatment options with their care provider.



Talk to Your Health Care Provider

Different responses to treatments are common, but not always considered. How can you get the care that's right for you and not the "average" person?

- ✓ What are my treatment options?
- ✓ What are the recommended guidelines for treating my condition?
- ✓ What are the benefits and risks?
- ✓ Do I have personal characteristics that could affect my outcome?
- ✓ What happens if I don't respond well? What's next?

Understand Your Insurance Coverage

- ✓ How much flexibility does my plan offer?
- ✓ Will I be required to try several treatments before getting one that works for me?
- ✓ Will I need "prior authorization" to try a different treatment?
- ✓ What's the appeals process if I need a different treatment and it's not covered?

EXPLANATION OF BENEFITS

Want More Information?

Learn more about individual treatment effects and how they can impact your ability to find and access the care that's right for you. Visit npcnow.org for more information.

Source: "The Myth of Average: Why Individual Patient Differences Matter." National Pharmaceutical Council. 2013.