

# The Haleon Pain Index 2023

Insights that reveal  
the true impact of pain

Results from an online survey  
with both healthcare professionals  
and pain sufferers within the US

ENERGY  
DEPLETING  
EVER PRESENT  
**TENSE**  
SLEEP DEPRIVED  
OVERWORKED  
NERVOUS  
WORK STRESS  
**DENIAL**  
EMBARRASSED  
DON'T WANT TO SEEM WEAK  
ONE TIME THING  
**ANXIOUS**  
TOO STRESSED  
PREVIOUS BAD EXPERIENCE  
JUST PUTTING  
UP WITH IT  
**NO TIME**  
TOO BUSY TO  
ADDRESS IT  
TRIED TO  
IGNORE IT  
DIDN'T SEEM  
IMPORTANT ENOUGH  
**ONE TIME THING**



**HALEON**  
Pain Index

# About the Haleon Pain Index 5th Edition

## Building on the existing learnings and data gathered over the years, the survey:

- Assesses the evolution of the state of pain, attitudes toward pain, and its impact on people's lives, with a particular focus on understanding health inclusivity barriers
- Explores the issue of inclusion through a societal lens, investigating topics such as health literacy, access to medicine, and prejudice

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## Methodology

- A 30-minute online survey conducted by Edelman Data X Intelligence. The online survey included over 18,000 people (18-84 years of age) in 18 different countries for a comprehensive overview of pain in different populations
- A 15-minute online survey of over 600 healthcare professionals (HCPs) was also conducted in Australia, Germany, Kingdom of Saudi Arabia, and the USA to gain their insights on the topics of inclusion and medical literacy

## Key Findings

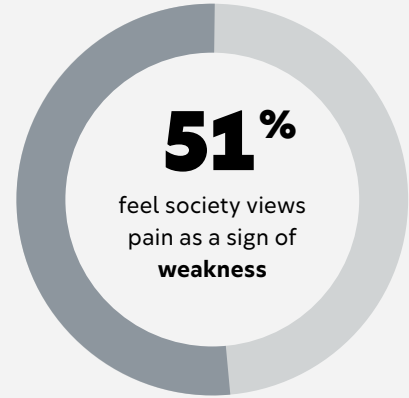
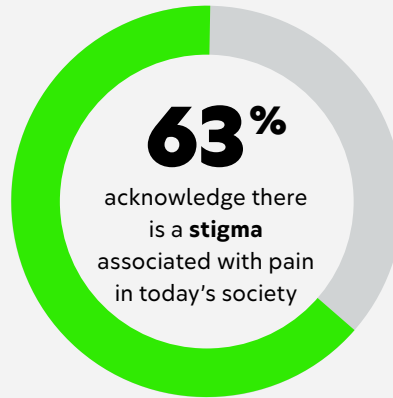
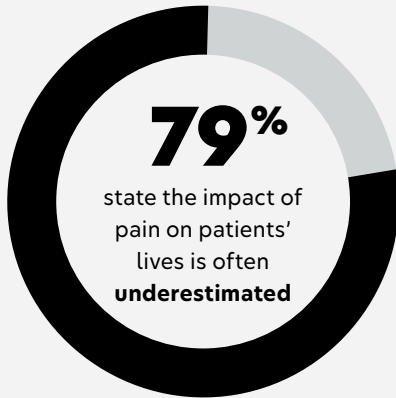
While pain remains a consistent and universal issue, the social and emotional impact of pain on people's lives is on the rise. Pain impacts people across markets, cultures, ages and genders, but women, people of color, LGBTQ+ and the Gen Z population often feel the impact disproportionately due to bias, discrimination, and exclusion in society. The next pages focus on information gathered in the United States.

**The need exists for a more personalized approach to treating pain to help enhance care and improve clinical outcomes.**

## HCP Insights

### There is a stigma associated with pain

HCPs realize pain can take a huge toll on patients' lives and the effects are far-reaching.



### HCPs feel patients do not share how they are truly feeling



**86%**

of HCPs observed that patients find it embarrassing or difficult to talk about their pain



**82%**

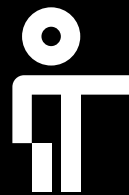
of HCPs observed that patients do not want to draw attention to being in pain

### HCPs acknowledge patients may not feel comfortable discussing pain



**83%**

conveyed that patients "fear I make assumptions about their pain"



**81%**

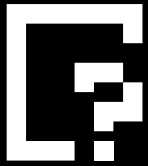
conveyed that patients "fear I may judge their pain experience"



## HCP Insights (cont.)

### HCPs face challenges when talking to patients about pain

Experts may not be trained or have the capacity to fully assess every patient's pain



**57%**

stated it is tough to accurately assess patients' pain holistically



**66%**

stated it is difficult to provide a clear answer

**35%**

of HCPs don't feel equipped to go beyond the physical symptoms during a consultation

**50%**

of experts wish they had been trained on the soft skills needed to deal with the emotional aspects of pain

Time is always of the essence, but if HCPs had 5 extra minutes...



**50%\***

would inquire about the emotional impact of pain with patients

A wish shared by patients, as well



**56%**

of patients wish doctors had more time to discuss their pain



**77%**

of HCPs acknowledge pain is more than a symptom



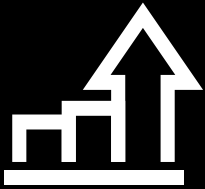
**56%**

are interested in receiving more training on empowering patients

\*Among those who do not frequently ask about the emotional impact of pain.

## Patient Insights

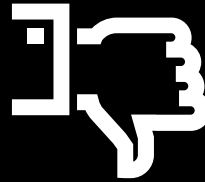
### The impact of pain on patients' lives is on the rise



The social and emotional impact of pain increased by

**30%**

### Society often fails people in pain



**56%**

of people wish pain was better accepted in society

### Patients feel lonely and isolated

**30%** experience serious loneliness due to pain

**55%** say they remove themselves from social situations when in pain

**37%** feel as if no one understands them

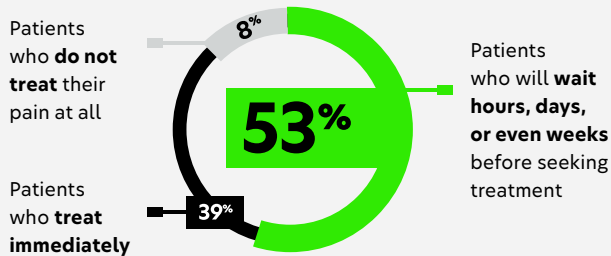
### Patients can't always express "their pain"

**50%** say, "I wish I had the words to describe my pain."



## Patient Insights (cont.)

**The road to treatment is often long,** with over half of patients delaying treatment to avoid taking medications or visiting an HCP only when the pain is too severe.

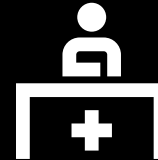


## Access and health literacy is an issue



**31%**

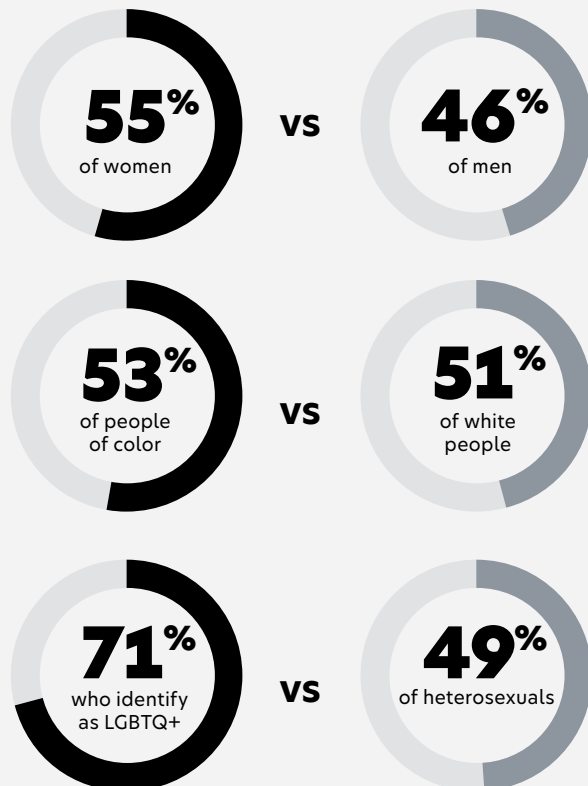
do not feel confident navigating the internet to access health-related information, especially older generations, and ethnic minorities



**37%**

of people cannot easily access in-person consultations with a doctor

**51%** of patients feel stigmatized because of their pain, including:



## Driving change through greater health inclusivity

**53%**

of people feel they had been treated differently and their pain was not taken seriously because of their identity

To help address this, real change will come from empathizing with each individual's pain journey.

**66%**

say they felt better understood and more comfortable with a doctor who has a similar experience (age, gender, ethnicity)

**62%**

wish doctors were better trained on how pain is individual and different for each patient

**54%**

ask for doctors to take their pain more seriously

**46%**

wish their doctor would be more supportive when it comes to the impact of pain on their life

**Let's start the conversation and #ListenToPain.**

Haleon is here to support you with tools and resources to help drive change and improve clinical outcomes.