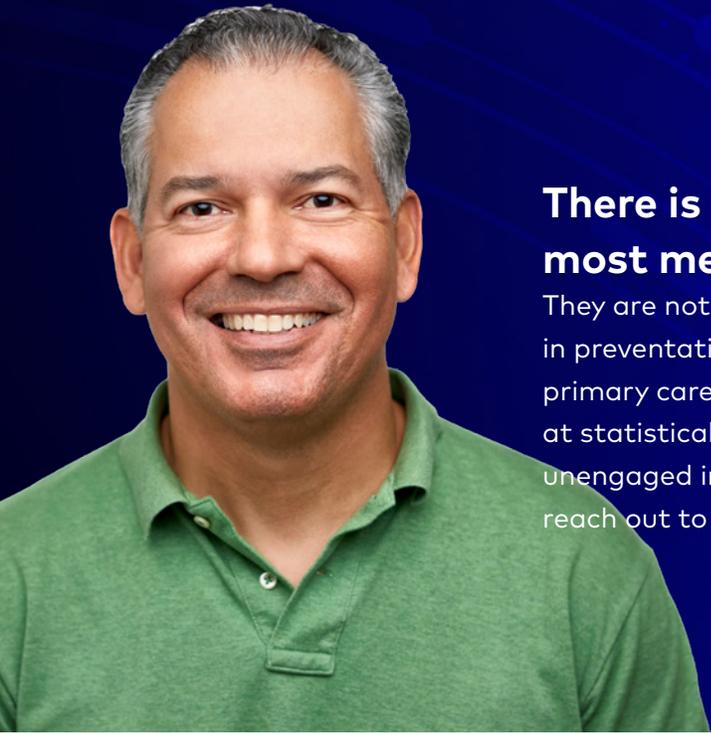




5 WAYS TO GET MEN TO PROACTIVELY ENGAGE IN THEIR HEALTH.

The time has come for hospitals and health systems to understand the men in their lives.





There is a long-standing perception that most men are uncomfortable with healthcare.

They are notoriously bad at health self-checks, they fail to engage in preventative care, and 28% of men in the U.S. do not have a primary care physician. Studies show that men drink and smoke at statistically higher levels than women. Because men are often unengaged in their own health, there is tremendous opportunity to reach out to them and begin to change some of these behaviors.

Engaging men in their healthcare decisions is especially important now, because men with specific underlying conditions or lifestyle habits have a higher risk for complications or mortality from various procedures or conditions treated than women:



Atrial Fibrillation: Not only is Atrial Fibrillation (AFib) one of the most common risk factors for men, it also leads to increased negative outcomes in men vs. women. For example, male patients being treated for COPD, who also suffer from AFib, are 11% more likely to have a negative outcome than women being treated for the same condition with the same AFib risk factor.



Diabetes: Diabetes increases the complexity of care for patients. Analysis from Healthgrades shows that in many procedures and conditions — e.g., heart failure, spinal fusion, knee replacement, pneumonia, and others — diabetes increases the risk of negative outcomes for men more than women. The rate of mortality or complications is *more* than 10% higher for male, diabetic patients in heart failure, COPD, spinal fusion, pancreatitis, and gallbladder removal surgery, compared to women with diabetes being treated for those same conditions or undergoing the same procedures.



Elevated Body Mass Index: With [national obesity rates increasing](#), it's important to note the increased risk men face with an elevated Body Mass Index (BMI). In prostate removal procedures, it can increase the likelihood of a complication by 22% to 46%. Across a broader selection of procedures and conditions, men with an elevated BMI see negative outcomes 10.2% to 15.9% more frequently than women with similarly elevated BMIs.



Hypertension: Many men across the country are managing hypertension and it's important to understand the impact on outcomes across procedures. For the most common procedures and conditions, male patients with hypertension experience negative outcomes 22% to 24% more frequently than women with the same hypertension risk factor.



Tobacco Use: While overall tobacco use is trending down, tobacco usage among men remains roughly 25% higher than for women and has many negative impacts on overall health. Across the most common conditions and procedures, male tobacco smokers have a 7.5% to 22% higher rate of negative outcomes than female smokers treated for the same condition. Specifically, in common elective procedures like knee and hip replacements, male patients who smoke saw negative outcomes of 11.5% and 17.3% (respectively) more frequently than women who smoke and had the same procedures.



Healthgrades introduces its first-ever Men's Health Special Report

If a health system excels at a particular procedure, it can have a profound effect on the patient and any potential complications. Prostate surgery is one example. For the 2021 Men's Health Special Report, Healthgrades compared Specialty Excellence Award recipients for prostate surgery as a group, to all other hospitals, and found:



- Men treated at hospitals receiving the Prostate Surgery Specialty Excellence Award have, on average, a 57.1% lower risk of experiencing a complication than if they were treated in hospitals that did not receive the award.*
- Men treated at hospitals which did *not* receive the Prostate Surgery Specialty Excellence Award are, on average, 2.3 times more likely to experience a complication than if they were treated at hospitals that did receive the award.*

Common risk factors increase the likelihood of a complication for men undergoing prostate surgery compared to men without those same risk factors:

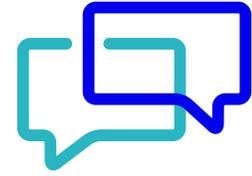
Men with chronic heart disease are 67% to 73% more likely to experience a complication.

Men with elevated BMIs are 22% to 46% more likely to experience a complication.

Men with chronic bronchitis are 2.5 to 4.2 times more likely to experience a complication.

Men with diabetes are 23.9% to 30.3% more likely to experience a complication.

5 ways to find and talk to men (and get them to listen)



Many of the most common diseases for men are detectable and manageable if found early and treated. Ongoing maintenance can keep disease at bay for a lifetime. So it's necessary to engage and inform men, and encourage participation in relevant prevention programs — everything from annual physicals to colon screenings.

But how do you begin the conversation? Here are five methods to consider:

- 1. Talk to men like they talk to each other.** In other words, create conversational messaging that resonates. Humor goes a long way in diffusing the uncomfortableness that can exist with medical information. A dry and fact-filled missive on the dangers of testicular cancer is likely to be avoided at all costs by your audience. However, a playful infographic on the importance of "protecting the family jewels" will likely get both noticed and appreciated — the first step to changing behaviors.
- 2. Get inspired by best practices.** The Cleveland Clinic created a [national men's health campaign](#), *MENTion It*, to encourage men to be more proactive about their health. The campaign featured funny videos appearing on social media, driving home the fact that many health risks aren't as obvious as those portrayed in the spots.
- 3. Reach out to their partners.** Consider engaging men's partners and spouses in your messaging. They can often have a great deal of positive influence in changing bad behaviors. Women, especially, are the major coordinators of care and the link to the healthcare system for their families. They play the key role in coordinating and ensuring access to health care.
- 4. Go where the men are.** When you have crafted your campaign, make sure you put the social media, signage, video spots, and whatever else where men are most likely to be (and be attentive). Sporting events and sports websites are obvious examples. So is messaging placed above urinals, where you'll always have a captive audience — at least for a moment. Consider a wellness event at the gym, tennis courts, or golf course. The men will be there, and likely more receptive to your messaging in a comfortable environment.
- 5. Share your hospital's successes.** Use all the weapons at your disposal (quality awards, a healthcare CRM, healthgrades.com) to let men know how successful your organization is at the healthcare procedures that might affect them. If you have a new technology for treatment or surgery (robotic, etc), highlight this as well, as men react positively to technological advances. This is no time for modesty. Confidence promotes peace of mind among men. It's how you'll motivate them to take that first step and engage with your health system.

For detailed information regarding our methodology, data sources, inclusion and exclusion criteria, risk-adjustment models, model statistics, and odds ratios, read [Healthgrades Mortality and Complications Outcomes 2021 Methodology](#).

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About Healthgrades

Healthgrades is dedicated to empowering stronger and more meaningful connections between patients and their healthcare providers. At Healthgrades, we help millions of consumers each month find and schedule appointments with their provider of choice. With our scheduling solutions and advanced analytics applications, we help our health system and life sciences clients cultivate new patient relationships, improve patient access, and build customer loyalty.

At Healthgrades, better health gets a head start.

