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News Release

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Global survey highlights patients' needs in connection with diagnostic procedures

- Survey shows 60% of patients felt more information would have been beneficial prior to their imaging procedure
 - Patients highlighted importance of face-to-face interaction with physicians and openness to computer-aided analysis
 - Results further increase radiology community's understanding of the diagnostic imaging patient experience
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Berlin, November 08, 2018 – Bayer AG today announced results from a new global survey investigating how patients feel before, during and after a diagnostic procedure (MRI and/or CT) and what more can be done to improve their experience. Featuring responses from 1,085 patients across seven countries, the survey is part of an ongoing initiative to better understand and meet radiology patient needs. The publication of these results coincides with the International Day of Radiology, which this year is focusing on cardiac imaging. Cardiac imaging accounts for one third of all imaging examinations worldwide.

A key finding of the survey was the need for more information with 44% of patients specifically wanting more face-to-face interaction and 26% wanting more electronic support. This is particularly important as preparing patients with information ahead of their imaging procedure has been shown to contribute to a better quality image, thereby aiding diagnosis, as patients feel better prepared and more relaxed during the procedure. Furthermore, patients provided with more information in advance experience less anxiety during their scan, an emotion felt by over half (55%) of survey participants during their procedure.

“These results provide valuable insights into how we can potentially improve patient outcomes, both medically and emotionally”, said Dr. Raymond Y. Kwong, Director Cardiac Magnetic Resonance Imaging and Associate Professor, Harvard Medical School, Boston, United States of America. “To a patient, the interpretation of a scan holds great significance, particularly when a serious medical condition is suspected. The findings of the survey add to the growing body of information helping us optimally equip patients ahead of their procedure, reassuring them and helping them to comply with the instructions they receive during their scan, ultimately leading to a better image.”

Over 80% of participants said the quality of the consultation with the referring physician, radiologist and/or radiographer/radiology technician was the most important factor during their imaging experience, further highlighting the importance of face-to-face interaction. One patient from Japan for example who participated in the survey stated “I was a little anxious before the start of the exam but I was able to calm down and complete it with some calming words from my doctor.”

“In a time where information can be accessed anywhere and at any time it is perhaps not surprising that patients also want more information about their imaging procedure”, said Dr. Thomas Balzer, Head Medical & Clinical Affairs Radiology, Bayer. “These results emphasise the role that education can play in ensuring patients feel both confident and reassured ahead of, during, and after their scan. At Bayer, we have developed support materials for both patients and radiologists with the goal of increasing this knowledge, to the benefit of all involved.”

To learn more about additional findings from the survey, please visit the [Bayer Radiology website](#). There you can also find additional information on Bayer’s commitment to the International Day of Radiology and this year’s theme of cardiac imaging.

About the survey

The 2018 international radiology patient survey was conducted by Healthcare Research Worldwide (HRW) on behalf of Bayer and surveyed 1,085 patients in the U.S., Brazil, France, Italy, Germany, Japan and South Korea. Patients were surveyed online and had undergone a CT or MRI scan within the last 12 months with or without contrast media.

About Bayer

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2017, the Group employed around 99,800 people and had sales of EUR 35.0 billion. Capital expenditures amounted to EUR 2.4 billion, R&D expenses to EUR 4.5 billion. For more information, go to www.bayer.com.

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