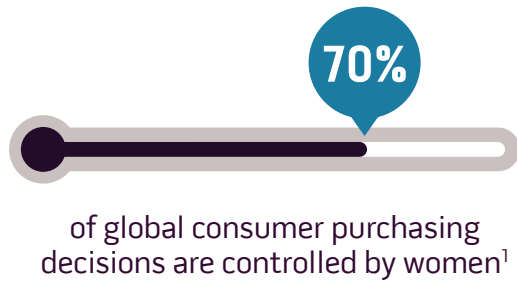


HOW THE HEALTHCARE INDUSTRY FAILS WOMEN



WOMEN MAKE HEALTHCARE DECISIONS



And most decisions about healthcare are made by women, making them the Chief Medical Officer of the home

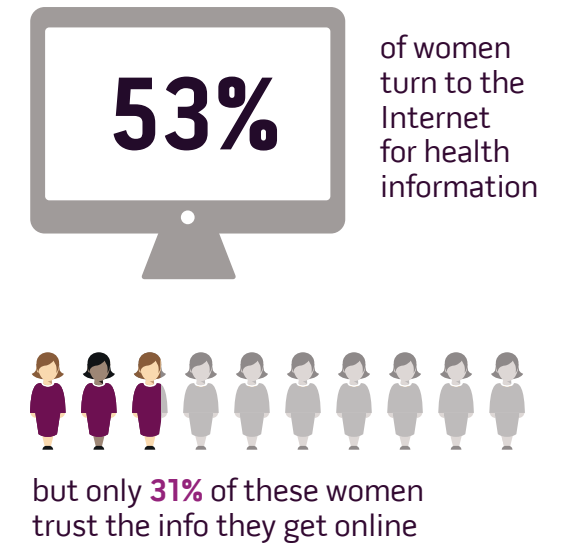
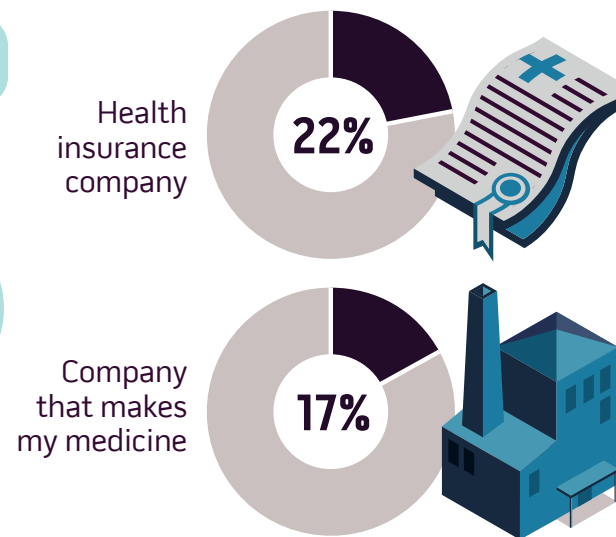
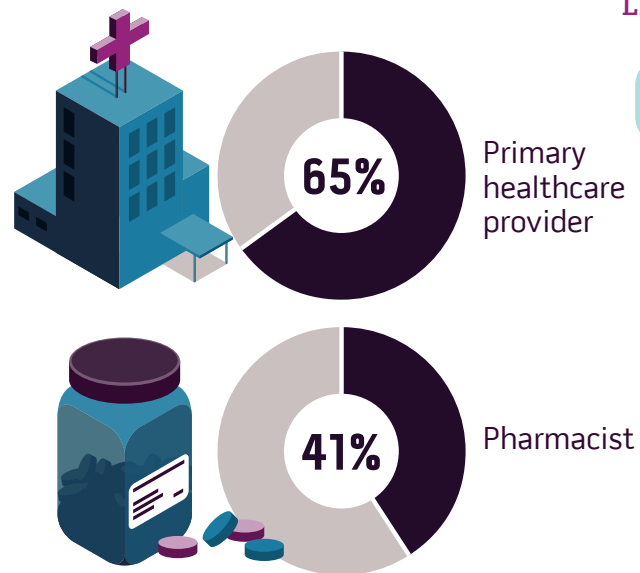


BUT WOMEN AREN'T ALWAYS CONFIDENT IN THE DECISIONS THEY MAKE. WHY?

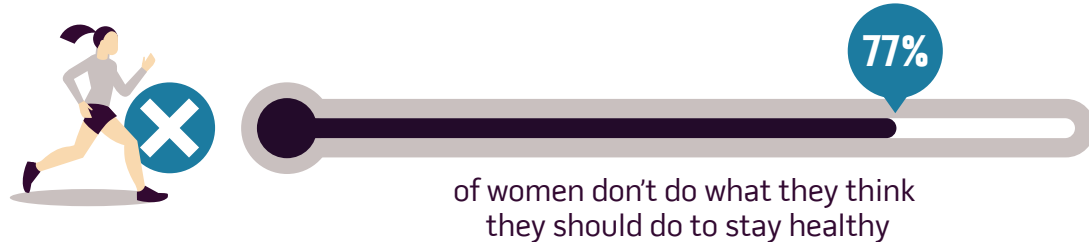
LACK OF KNOWLEDGE



LACK OF TRUST



THIS AFFECTS HEALTH OUTCOMES FOR WOMEN, THEIR FAMILIES, AND THEIR FRIENDS



¹ Source: <http://www.gallup.com/businessjournal/178355/having-women-leaders-good-business.aspx#>, ² Source: Brown, M.T. and Bussell, J.K. (2011). Medication Adherence: WHO Cares?. Mayo Clinic Proceedings, 86(4), 304-314

All data for Power Of The Purse: Healthcare conducted in US, UK, Germany, Japan, and Brazil.