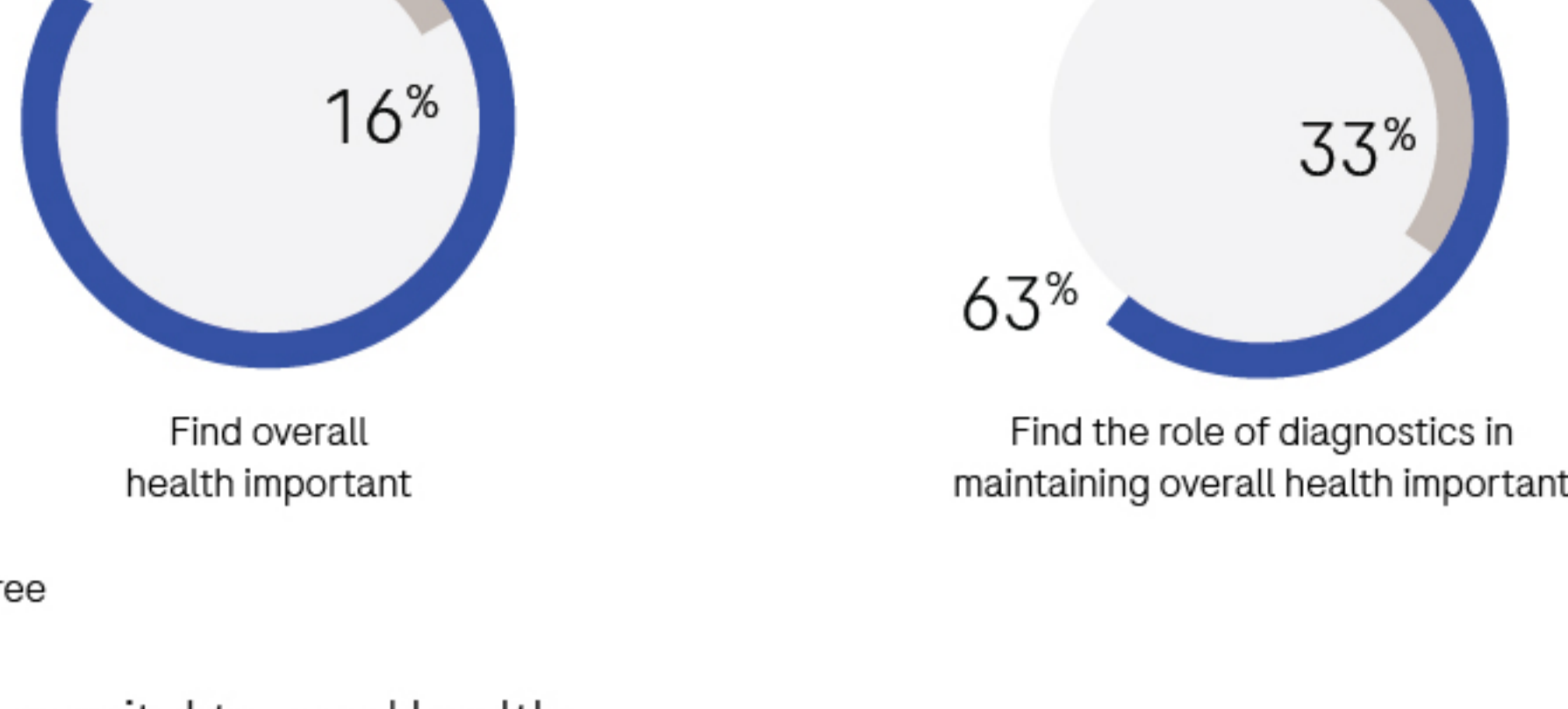


# Strengthening the value of diagnostics:

Understanding behaviours and attitudes related to diagnostics in Asia Pacific and beyond

According to a global survey\* on the value of diagnostics, health and the role of diagnostics in maintaining overall health are perceived as highly important.



Prevention is seen as vital to good health:

*"The best way to protect and promote the health of a population is to make sure all its people can access the health services they need, where and when they need them!"*

The World Health Organization (WHO)

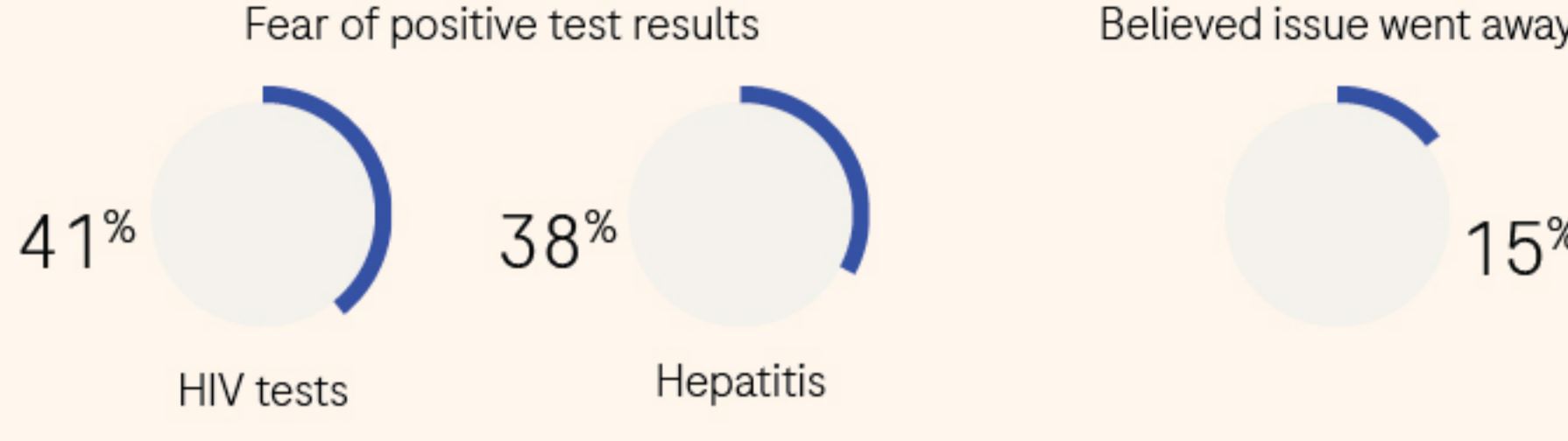
74% of public know the preventative benefits of diagnostics\*



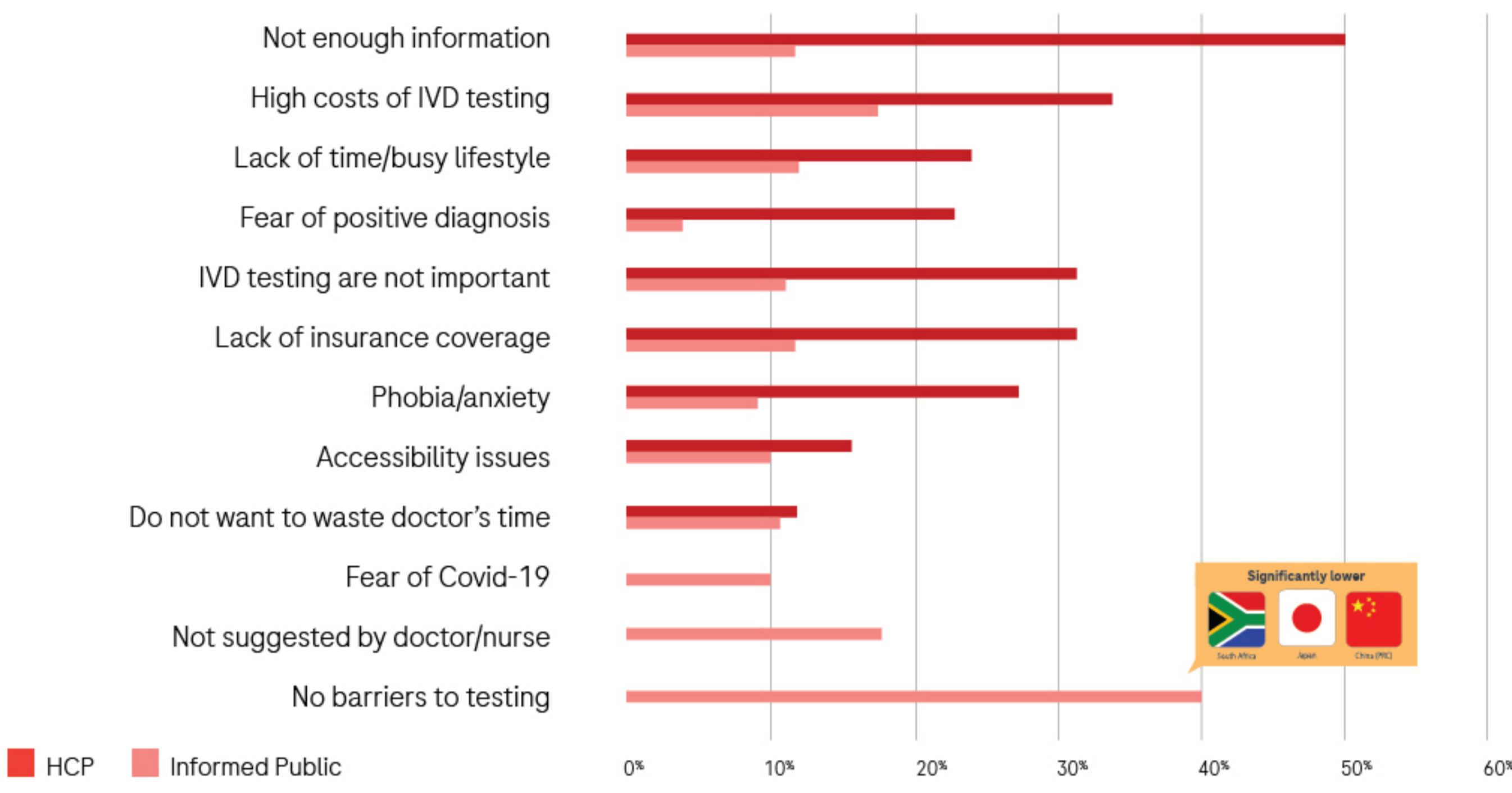
60% of public face barriers to testing\*



Individuals also missed their diagnostic tests due to\*:



## Barriers to regular testing



## Gender differences:

7% of men more likely to seek medical attention earlier compared to women\*  
 6% of females more likely to delay care for one more month or more.

35% of males sought medical care within few days  
 30% of females seeking medical care within a few days

Data shows that barriers to diagnostics negatively impact women more\*

## Some factors that can create greater barriers:

- Unavailability of tests specific to women in health systems e.g., HPV tests.
  - 90% of cervical cancer deaths happen in low-and middle-income countries (LMICs), because of low quality cervical cancer screening.
- Stigma around diagnosis:
  - 40% of women in India were uncertain if their spouses would support them after a positive tuberculosis diagnosis.
  - Up to 25% of women had phobia or anxiety to attend health screenings.

## Diagnostics remain a challenge in LMICs.

47% of the global population have little to no access to diagnostics  
 Only 19% of LMICs have access to the simplest of diagnostic tests in primary healthcare.  
 1.1 million of premature deaths in LMICs could be prevented annually by increasing access to diagnostics.

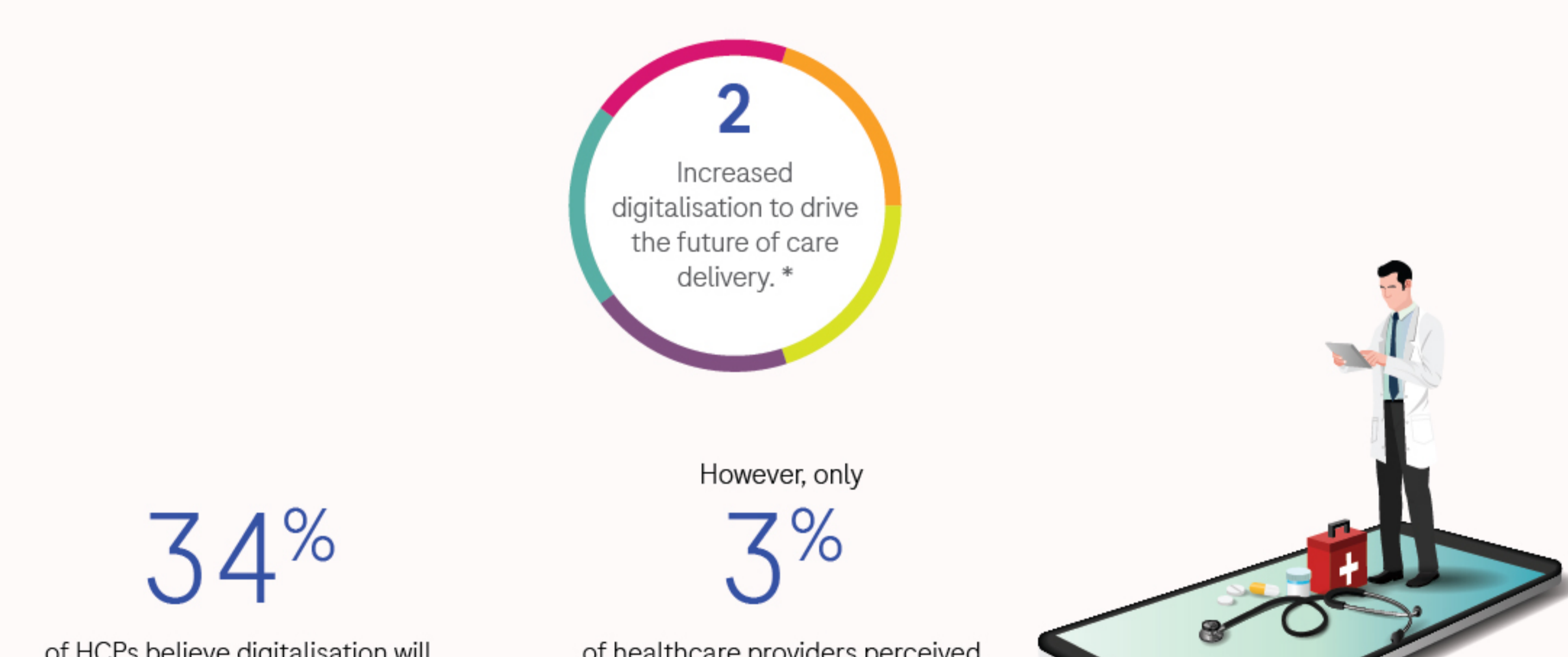
## Factors that contribute to a gap in diagnostics in LMICs

- Low visibility and prioritisation of diagnostics in national healthcare plans.
- Insufficient data.
- Insufficient financial infrastructure, which translates to low quality diagnostics.
- Insufficient quality and safety assurance.

## How can health systems improve access and awareness to diagnostics?



Standardized regional frameworks for diagnostics approval and usage, as well as knowledge, resource and capability sharing among countries, can support a robust diagnostics strategy at a regional level:



While the value of digitalisation in diagnostics is highly understood, customised approaches for each country should be considered, depending on their needs and priorities:

- Developed Countries**  
Stronger focus on diagnostic development, digitalisation and adoption of latest technology, such as artificial intelligence.
- Developing Countries**  
Ensure adequate access to currently available diagnostics, while addressing logistical and financial barriers.



1. World Health Organization. (2021). WHO Director-General's panel remarks - Trends for a Changing World: COVID-19 - the importance of universal health coverage and primary health care. [Online]. Available from: <https://www.who.int/director-general/speeches/detail/who-director-general-s-panel-remarks-trends-for-a-changing-world-covid-19-the-importance-of-universal-health-coverage-and-primary-health-care>

2. The Foundation for Innovative New Diagnostics (FIND) & Women in Global Health. Health in Their Hands: Testing & Women's Empowerment Means Better Health For All. 2020. [Online]. Available from: [https://www.finddx.org/wp-content/uploads/2021/05/Health-in-their-hands\\_FULL\\_Nov-2020.pdf](https://www.finddx.org/wp-content/uploads/2021/05/Health-in-their-hands_FULL_Nov-2020.pdf)

3. Asia-Pacific Economic Cooperation. APEC Roadmap to Promote Sustainable Economic Advancement for Women Through Cervical Cancer Prevention and Control 2021-2025. 2021. [Online]. Available from: [http://mddb.apec.org/Documents/2021/MM/HLM-HE/21\\_hlm-he\\_004.pdf](http://mddb.apec.org/Documents/2021/MM/HLM-HE/21_hlm-he_004.pdf)

4. Fleming KA, Horton S, Wilson ML, et al. The Lancet Commission on diagnostics: transforming access to diagnostics. Lancet. 2021;398:1997-2050.

\*Global survey conducted by Roche across 11 markets, including China and Japan in Asia Pacific, with over 9,000 respondents across informed publics, healthcare providers and policy makers.