

# Taking Charge: How Consumers Are Navigating Their Healthcare Decisions in 2024

While there are myriad (true) stories of rampant healthcare misinformation online, it turns out that the vast majority of consumers trust and seek information from traditional sources—their doctors. Our new research disputes the idea that consumers are solely discerning their medical advice from TikTok—and that’s good news! What’s more, when looking at digital sources only, digital content from the medical community is the most trusted source of information, at 52%. Wellness influencers are far behind—at 8%—and media sources come in last, at 5%.

The importance of community is another significant theme—consumers really care that providers engage with and support the local community. It’s one way that providers can stand out—cutting through the noise with hard-working creative and brand presence that resonates, is another.



## CONSUMERS SEEK AUTHORITY

*in a World of Misinformation*



**Doctors** are the most trusted sources of information



- 83%** trust their doctors
- 52%** trust family & friends (in person or via social media)
- 37%** trust health & lifestyle websites or apps
- 32%** trust provider websites
- 30%** trust online reviews
- 10%** trust social media

## WHAT MATTERS

*When Making a Healthcare Decision?*



**Community contribution:** it’s the underlying driver. Convenience and credibility matter, too—but:

- 93%** agree that a healthcare system or network that engages with the community is important
- 84%** would go to a doctor that engages with and supports the local community over one that doesn’t

## KEEPING IT CLOSE

The majority, **44%**, would **look first** for a general practitioner at a **family practice** if they needed to select a new provider from scratch



**27%**, said they would choose a **healthcare system** because they can provide options and influence on different specialties

## TAKE ACTION!



**65%** strongly agree that they like taking charge of their healthcare



**89%** agree that they listen to what their doctor recommends first—but then do their own research before making decisions



**71%** feel, to some extent, like just another number in the healthcare system—an emotion likely stirring a need for control

## THERE’S GROWING CONCERN

*Over Access to Care*



Only **30%** of respondents agree that access is better now than it was five years ago—a **7-point drop** from last year

## CAN PROVIDERS STAND OUT?

**39%**, the majority, said they have seen healthcare provider ads—but that they feel the same as they did before the ad

**Creative and brand presence need to work very hard** to stand out and resonate in healthcare!

