

Snapshot: Consumer access to healthcare information

Whether it's because they have a new symptom or are due for a checkup, when people search for healthcare information, they often do additional research and leverage sources like social media sites, search engines and AI chatbots.

Let's take a look at what Epsilon's consumer research discovered about how people search for healthcare information.

How people use search engines like Google, Bing or Yahoo

63%

understand symptoms and self-diagnose

57%

information about medication side effects and interactions

54%

treatment options for a condition

Who relies on AI tools to search for healthcare information?



24%

Gen Z

16%

Millennials

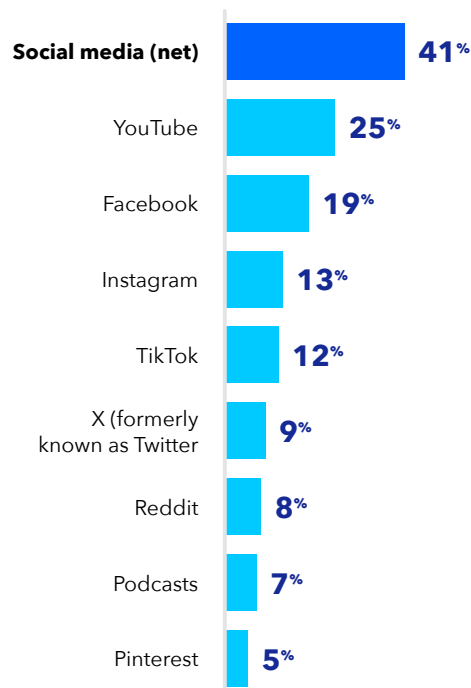
7%

Gen X

2%

Boomers

Social media used for health information



What makes people trust the health-related information they're getting online?

49%

say the source is a well-known and trusted health organization

48%

check multiple sources to compare the information

Why do people look to influencers and content creators for healthcare information?

47%

for general wellness and lifestyle tips

45%

for diet and nutrition advice

43%

for fitness and exercise recommendations

82%

across generations refer to their healthcare providers for healthcare information

2.3

the average number of visits per year to a primary care doctor

42%

rely on their family and friends for healthcare information

Want to see the full findings from the survey?
Reach out to collaborate@epsilon.com

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