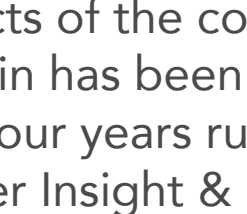


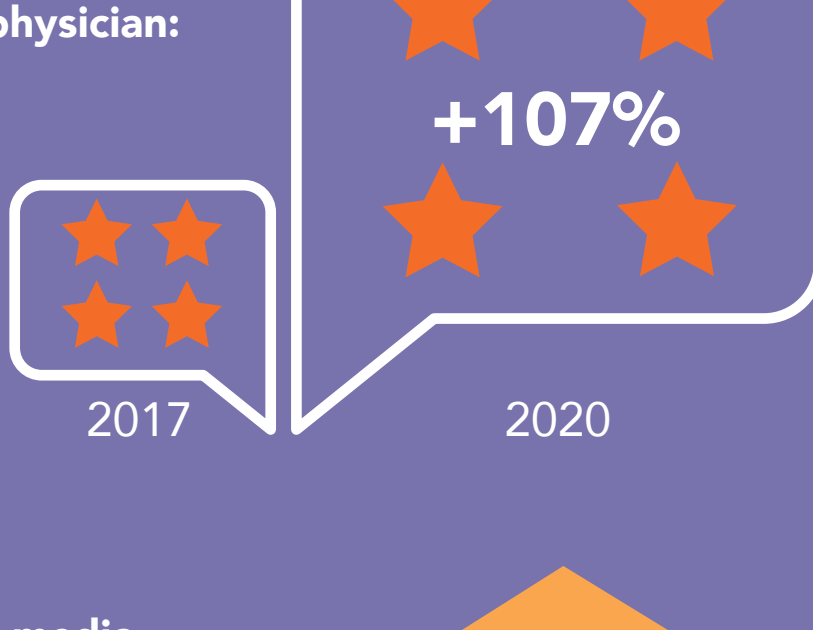
2020 Healthcare Consumer Insight & Digital Engagement Survey



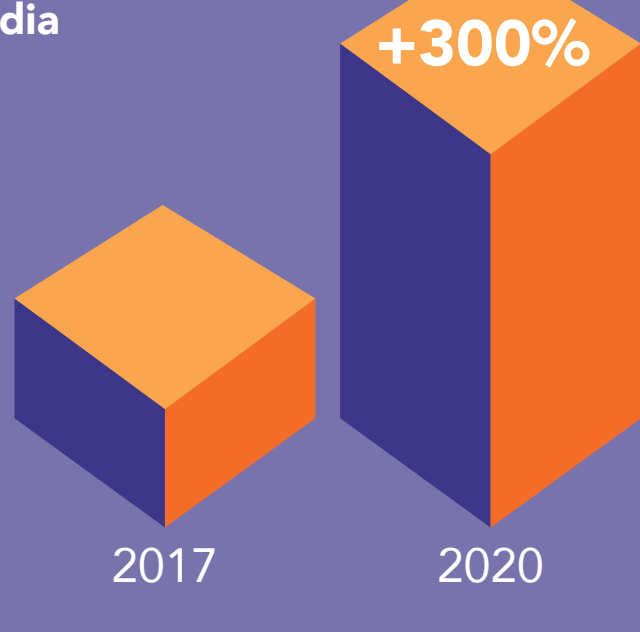
Search engines, social networks and online review platforms have become critical aspects of the constantly connected patient experience. Binary Fountain has been taking the temperature of healthcare consumers for four years running and in this, our most recent Healthcare Consumer Insight & Digital Engagement survey, we see how those networks and platforms are growing in importance to patients and healthcare providers alike.

Finding a Doctor

Usage of ratings/review sites to find a physician:



Usage of social media to find a physician



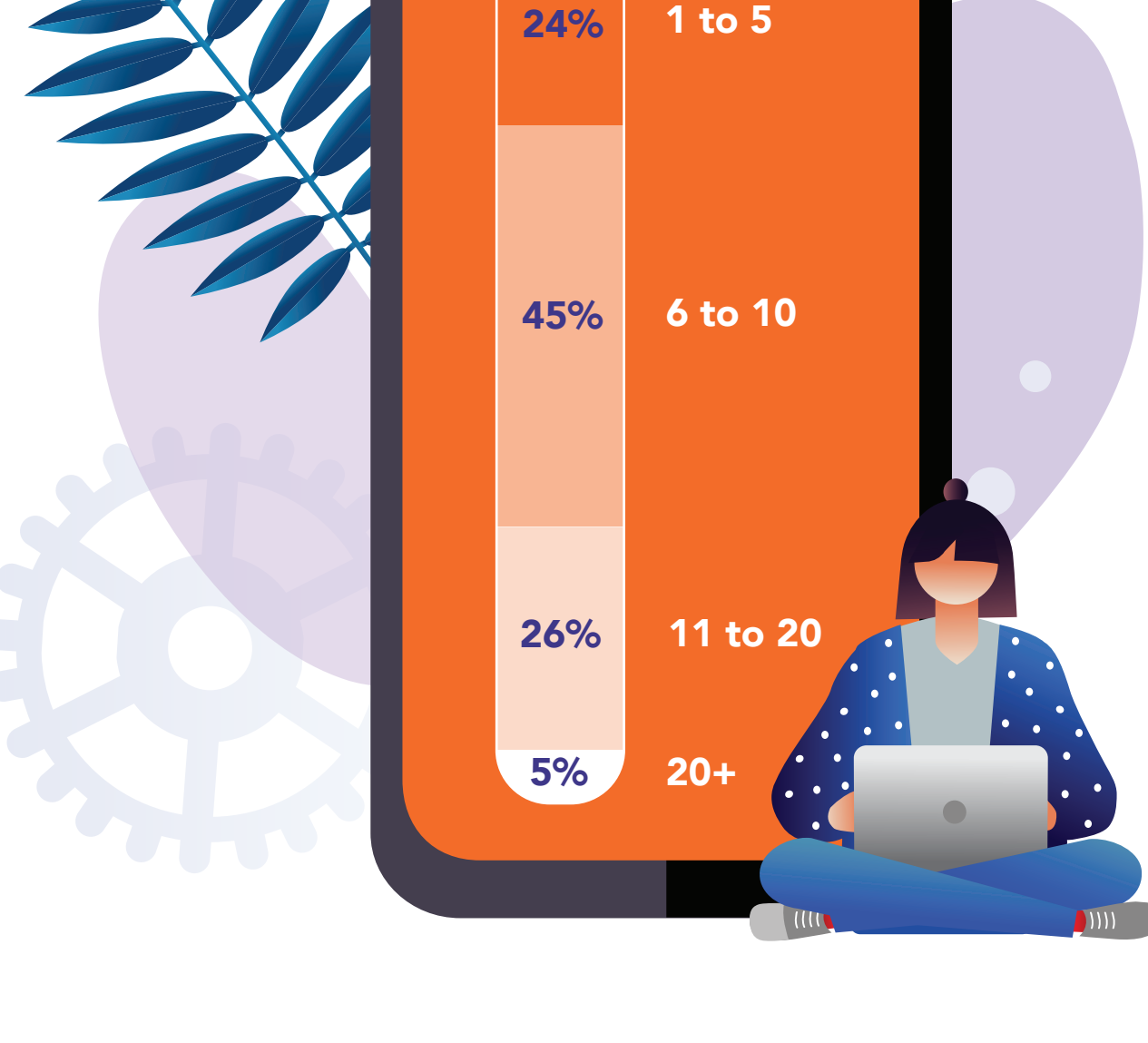
Top platforms used to help choose a doctor in 2020



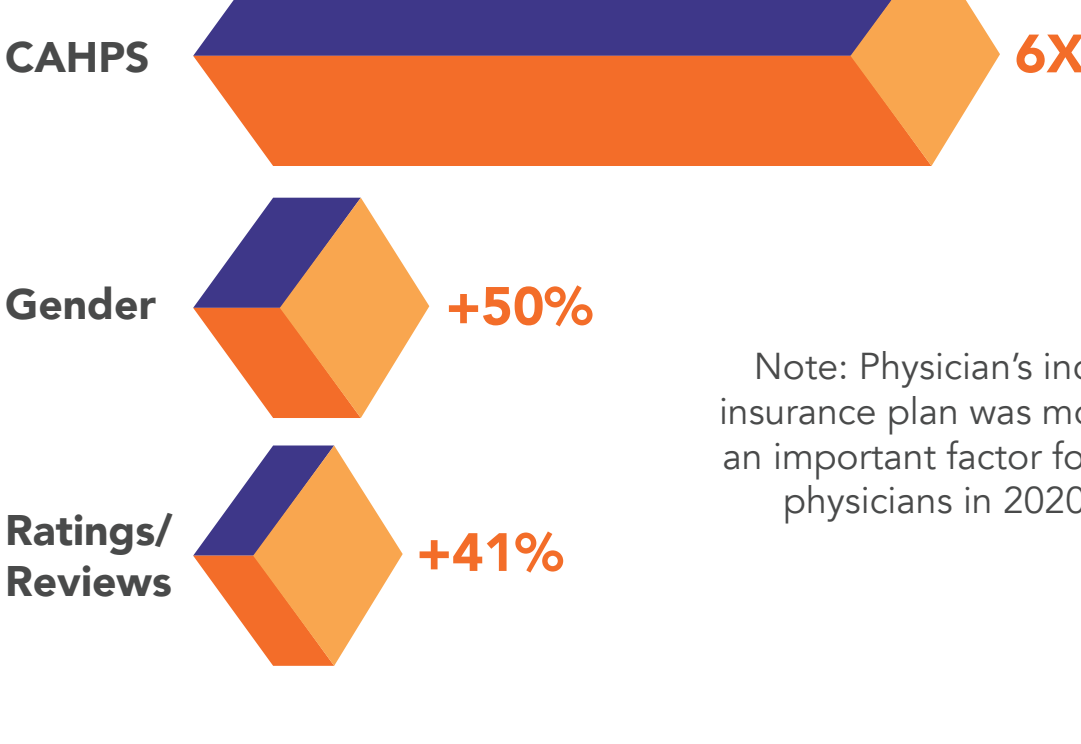
Note: Respondents were asked to select all that apply. Other platforms/websites respondents selected were Facebook (21%), Twitter (21%), Instagram (18%), RateMDs (18%), Zocdoc (17%), Yelp (15%), ShareCare (15%), U.S. News & World Report (15%), CareDash (14%), Vitals (12%), and Snapchat (12%).

Using Reviews to Make Care Decisions

Consumers read an average of 9 reviews before choosing a physician



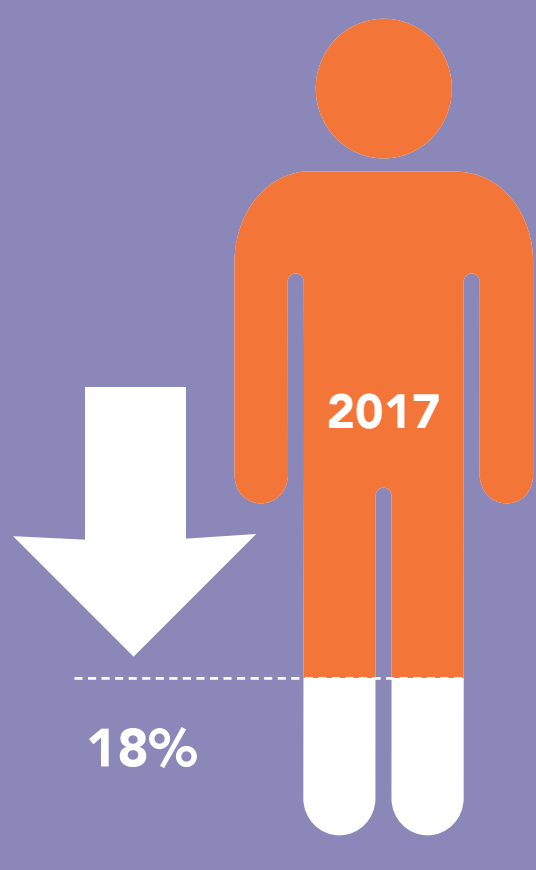
Most important factors when choosing a physician – highest growth since 2017



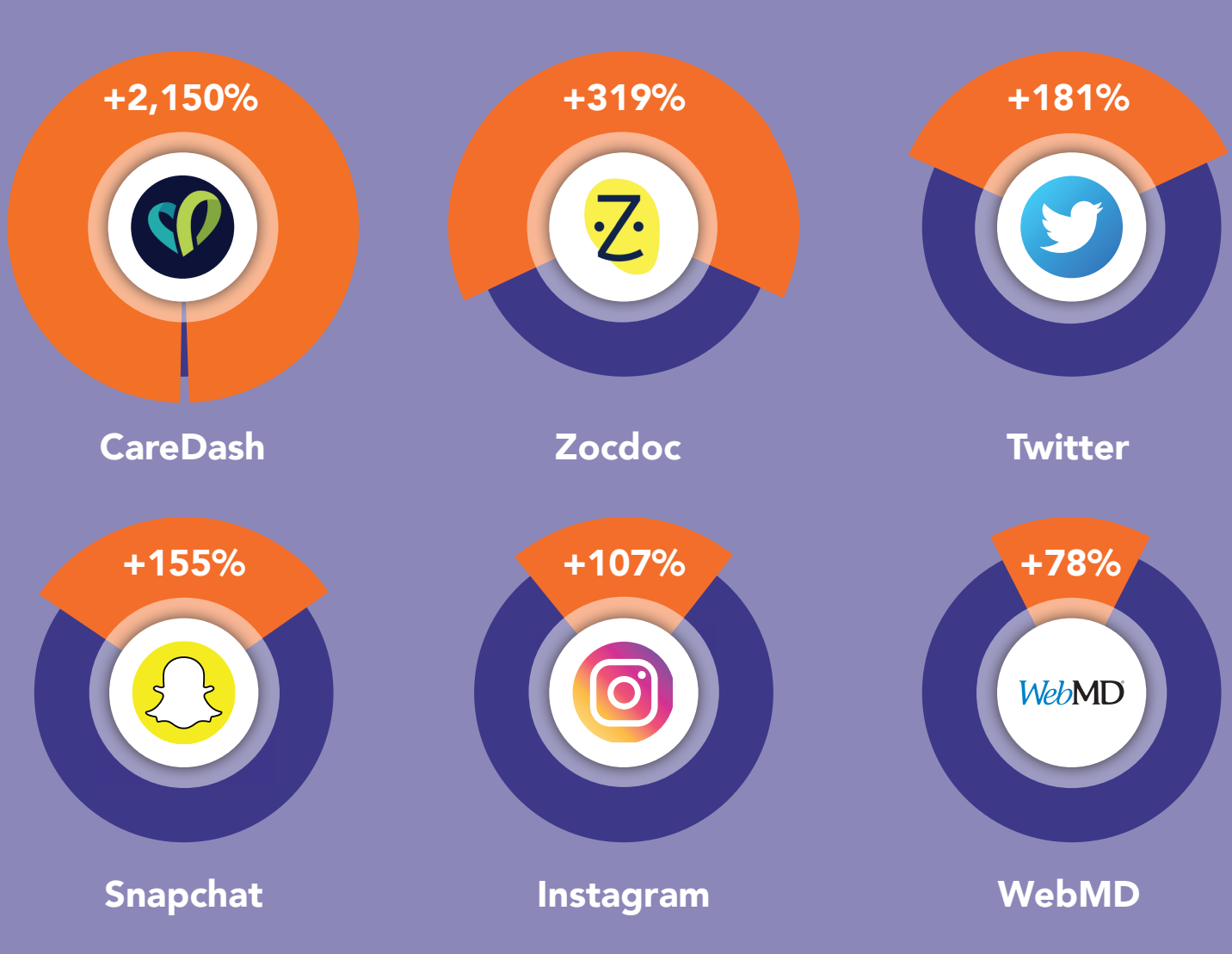
Note: Physician's inclusion in insurance plan was most cited as an important factor for choosing physicians in 2020 (56%).

Sharing Healthcare Experiences

Only 18% of consumers have never shared healthcare feedback on online platforms. That's down 75% from 2017.

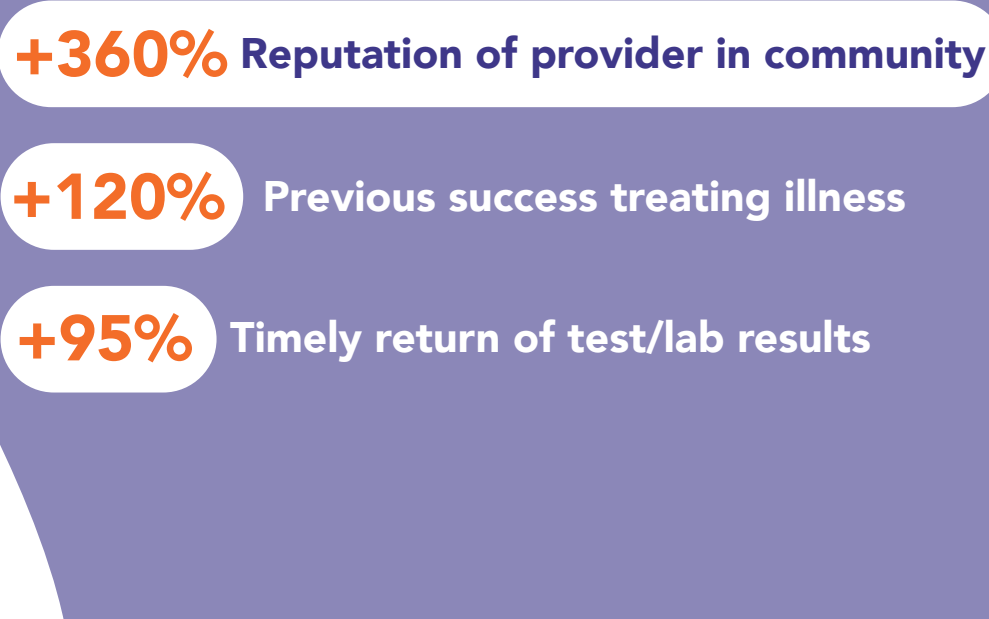


Where they're sharing HC experiences (growth since 2018):



Note: Respondents were asked to select all that apply. Other platforms/websites respondents selected were U.S. News & World Report (+388%), Vitals (+312%), ShareCare (+122%), Yelp (+98%), Healthgrades (+56%), RateMDs (+32%), Google (+27%), Hospital and/or clinic's website (+9%), and Facebook (+14%).

What they're saying: factors mattering most when evaluating physician – growth since 2017



Methodology: The "Healthcare Consumer Insight & Digital Engagement" survey was conducted between Sept. 16-17, 2020. Feedback was obtained from more than 1,000 U.S. adults who have visited a doctor in the last year.

Read the full ebook at BinaryFountain.com