

Healthcare Consumer Insight & Digital Engagement Survey

Our third annual healthcare consumer survey brings insight into how patients search, evaluate and share their experiences online to make informed healthcare provider decisions.



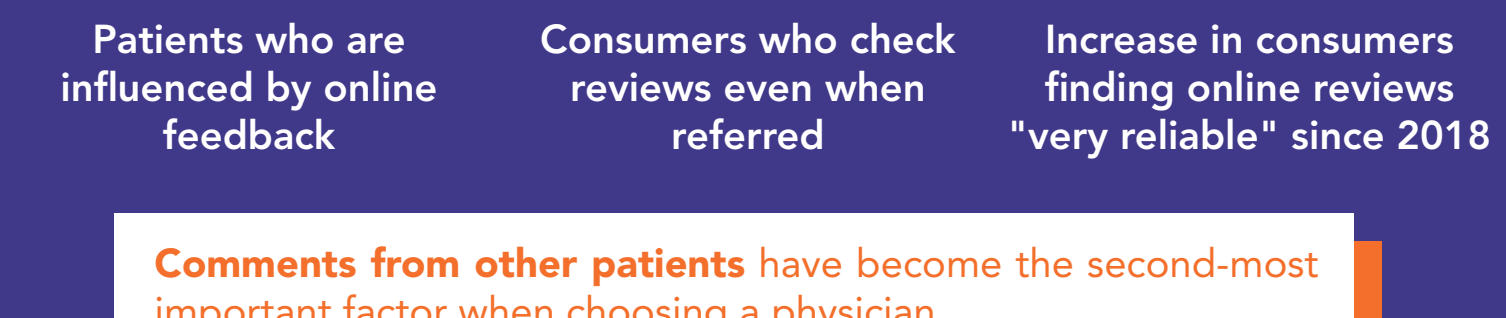
Consumer Digital Research Has Soared

Patients are taking advantage of the wide range of digital platforms available to find the right provider.



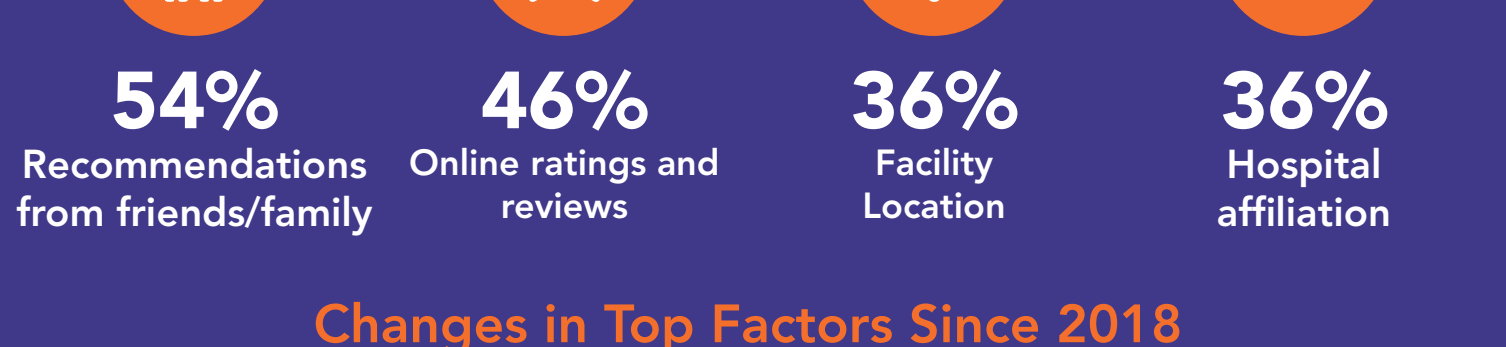
Recommendations, Ratings and Reviews Top Priority List When Choosing a Provider

Online ratings and reviews are increasingly trusted by today's consumers.



Comments from other patients have become the second-most important factor when choosing a physician.

Most Important Factors When Choosing a Provider in 2019

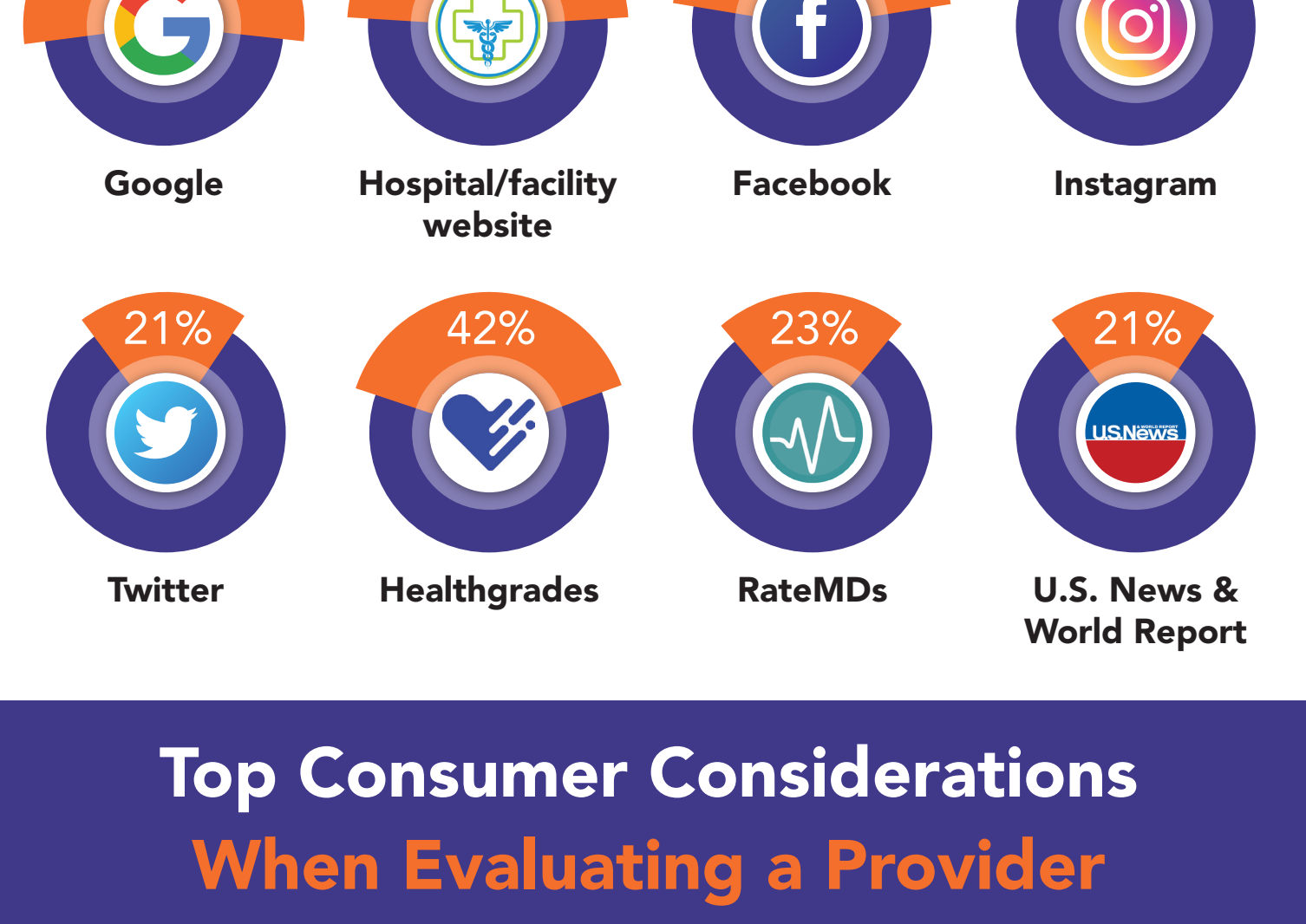


Changes in Top Factors Since 2018



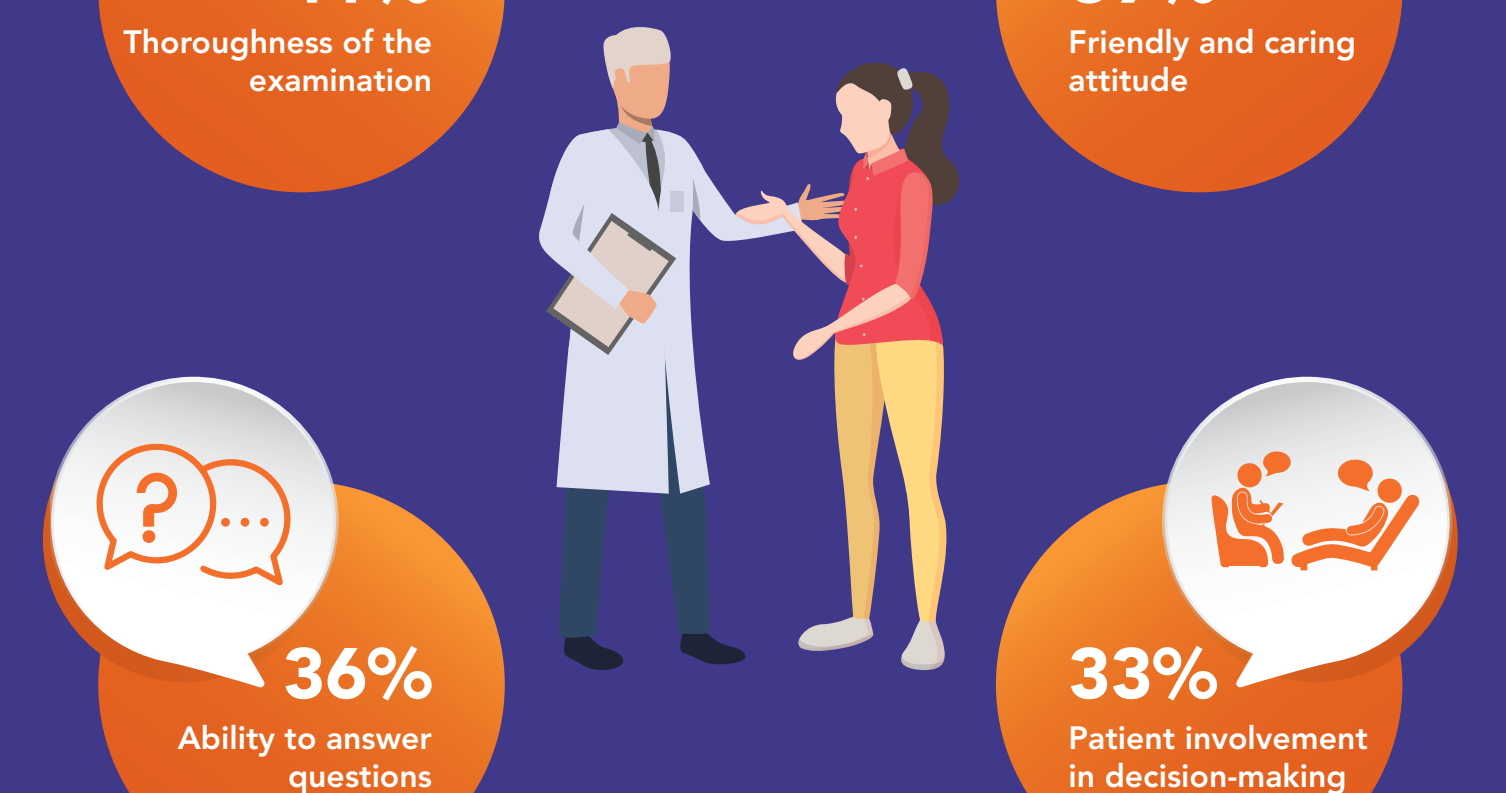
Growing Dependence on and Trust in Online Ratings and Review Sites

Search engines and health system websites still have the highest share among online platforms used by consumers for choosing a provider.



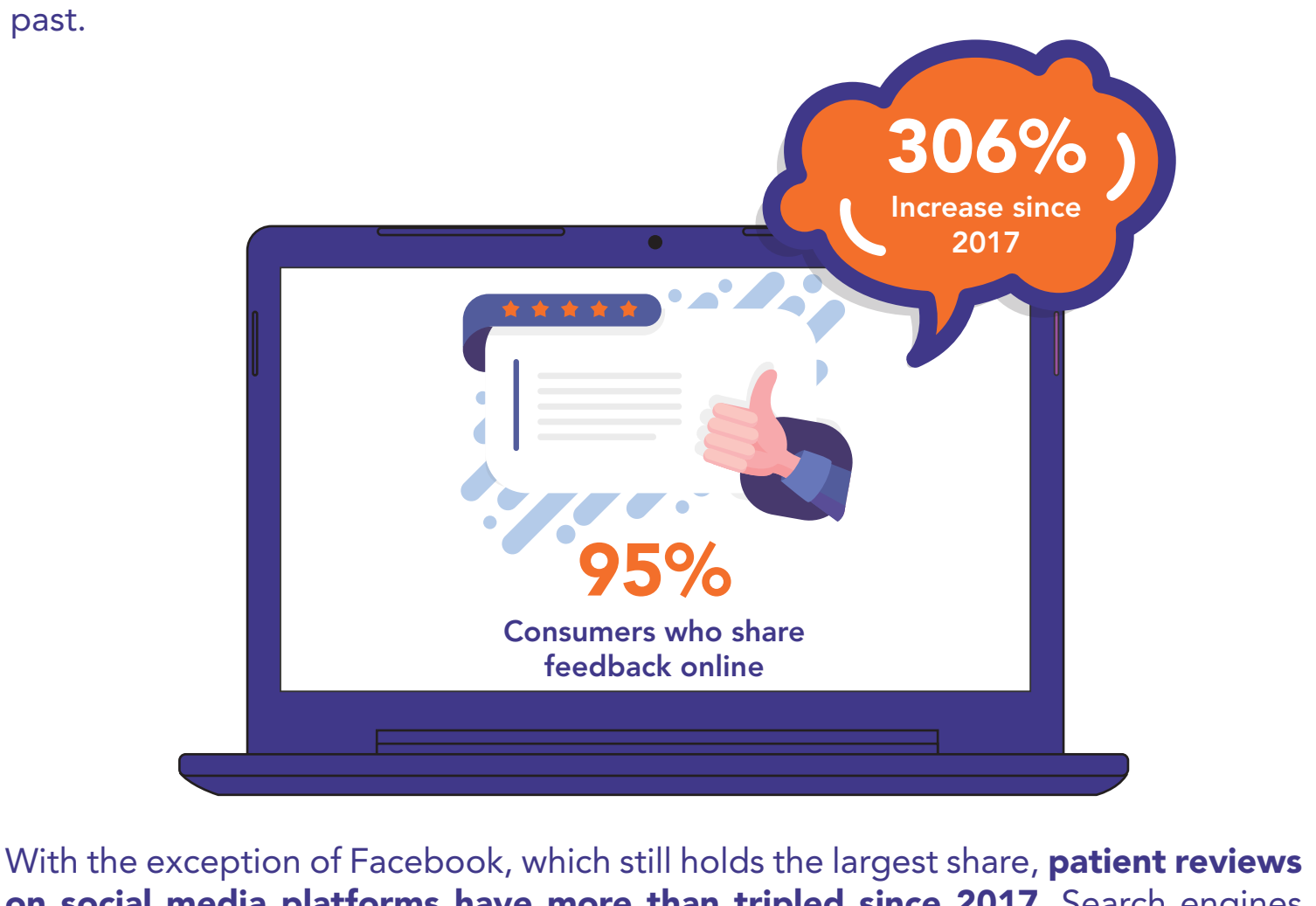
Top Consumer Considerations When Evaluating a Provider

The four most important factors in evaluating a provider in 2019 have remained the same over the past 3 years.



Healthcare Consumers Turn to Social Media to Share Experiences

More healthcare consumers overall are sharing information online now than in the past.

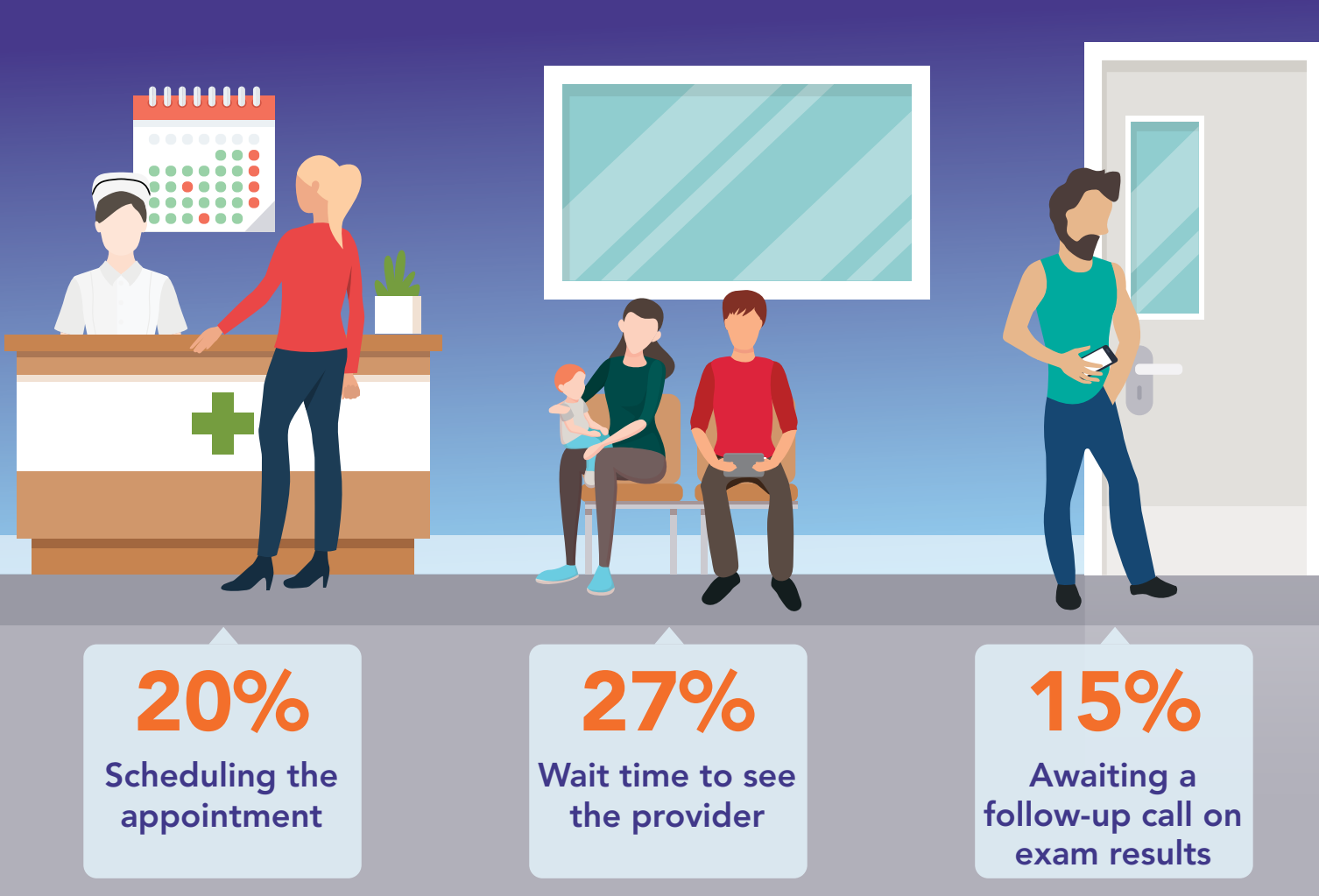


With the exception of Facebook, which still holds the largest share, patient reviews on social media platforms have more than tripled since 2017. Search engines and healthcare specific websites are also preferred outlets to post feedback.



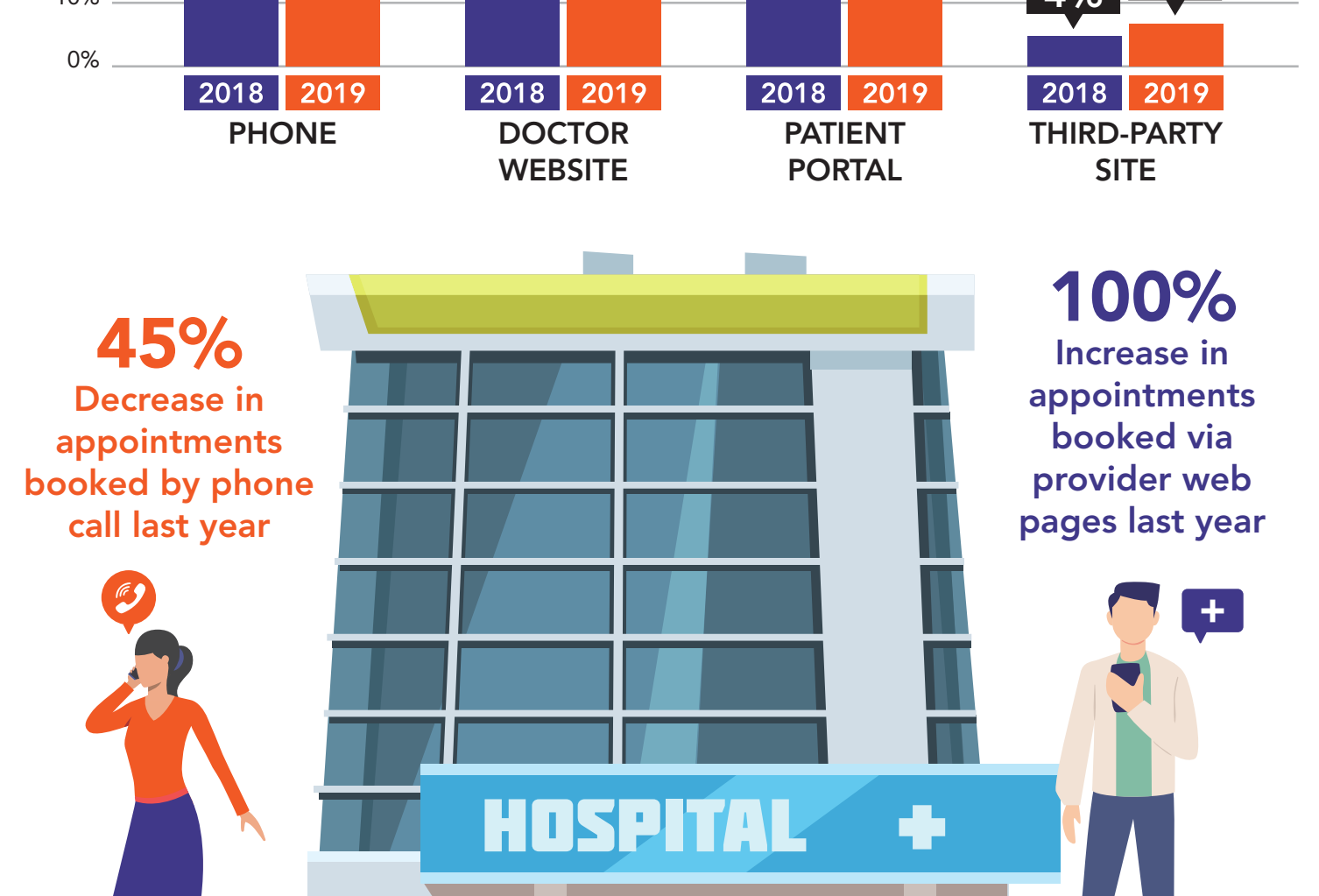
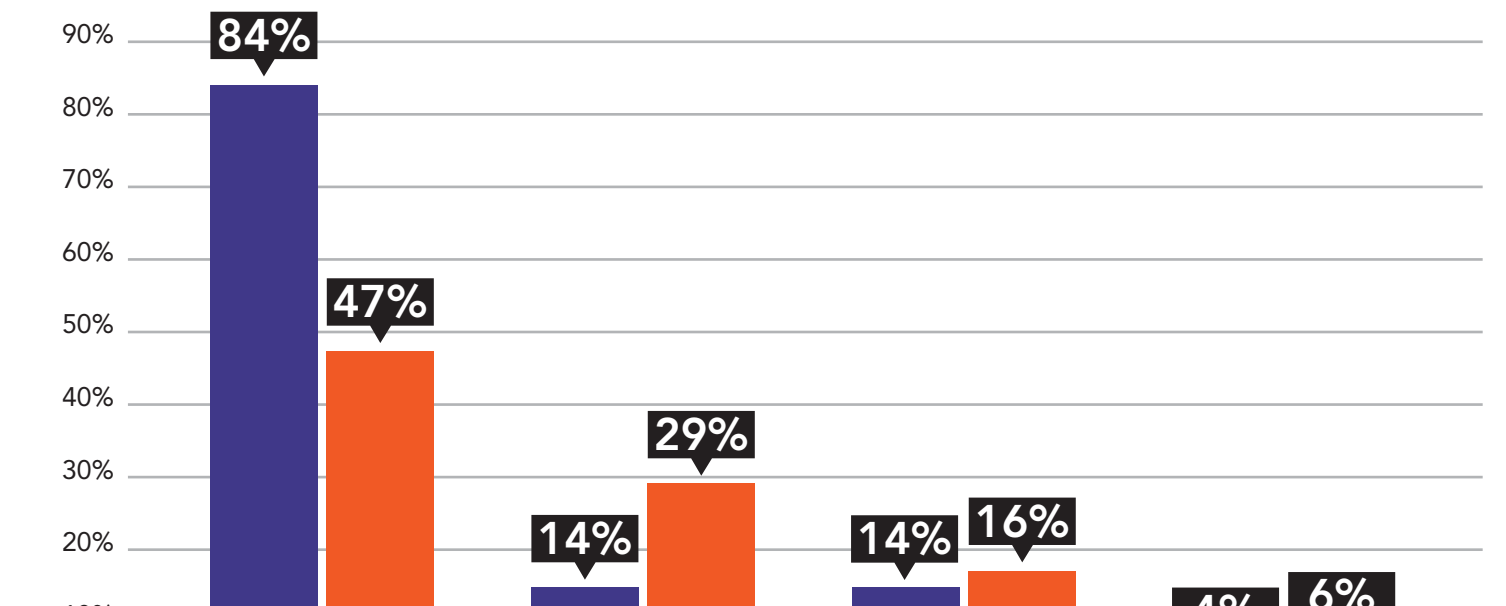
Ease of Scheduling and Short Wait Times Are Critical to Winning Business

Patient satisfaction depends on various factors, among which include experiences outside the exam room.



Healthcare Consumers Seek Digital Options for Booking

The amount of people making appointments by phone has nearly halved, while those scheduling visits through the provider's website has doubled.



To discover more findings from the survey, download the free eBook at www.binaryfountain.com

