



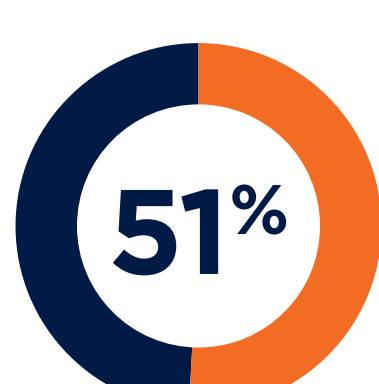
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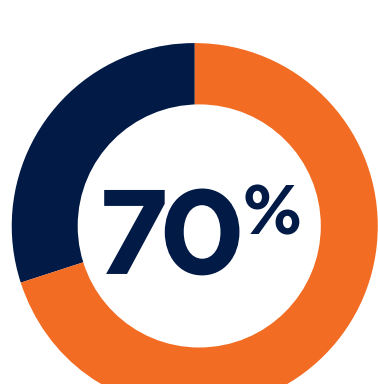
## “Healthcare Consumer Insight & Digital Engagement” Survey

With the goal of getting an updated view into how patients search, evaluate and share their experiences with their physicians, our annual survey shows an increase in patients' dependence and reliance on online ratings and review sites to make informed healthcare decisions.

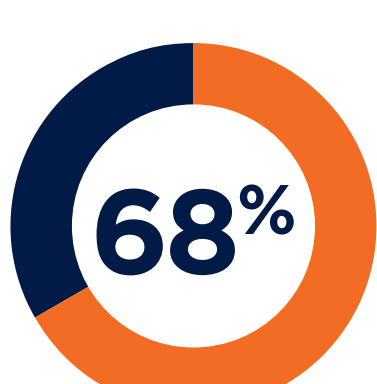
### Americans Are More Comfortable Sharing their Healthcare Experiences Online



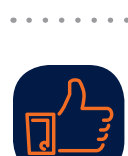
**51%** share their personal healthcare experiences via social media, online ratings and review sites - **a 20 percent increase from the 2017 survey.**



**70%** of millennials have **shared their physician or hospital experiences online.**



**68%** of “younger millennials” between the ages of 18-24 said they have shared their healthcare experience online - **a 33% increase from last year.**



**Facebook is the most used channel** to share healthcare experiences **for ages 25-54.**



Google is the **preferred online platform for younger millennials ages 18-24** to share their healthcare experiences.

### Growing Dependence on Online Ratings and Review Sites

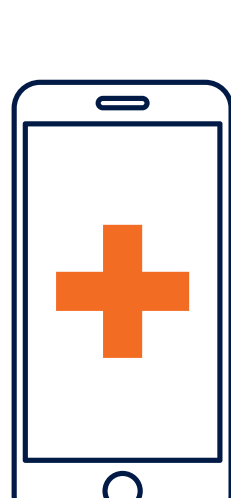
**95%** 95% of respondents find online ratings and reviews “somewhat” to “very” reliable.

**100%** Of the **95%**, **100%** between the ages of 18-24 find online ratings and reviews “somewhat” to “very” reliable and **97%** of respondents between the ages of 25-34 do as well.

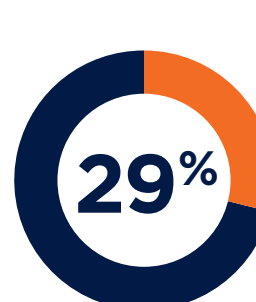
**70%** **70%** say online ratings and review sites have influenced their decision when selecting a physician.

**41%** When referred by another doctor, **41%** of consumers still check online ratings and reviews of doctors/specialists.

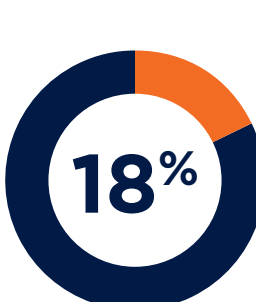
### Top Websites/Platforms for Choosing a Physician



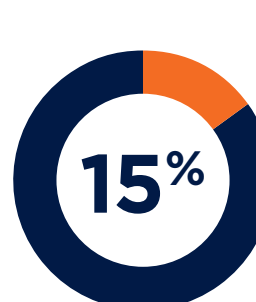
**34%** selected hospital and/or clinic’s website as a primary source



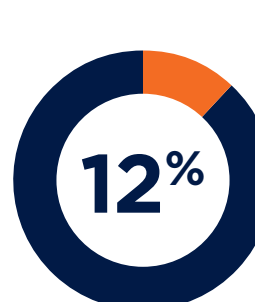
Google



WebMD



Healthgrades



Facebook

### Expectations Remain High for Patient Care



**48%**

of Americans selected “a friendly and caring attitude” as the most important factor.



**47%**

selected “ability to answer all my questions.”



**45%**

selected “thoroughness of the examination” as the most important factor.

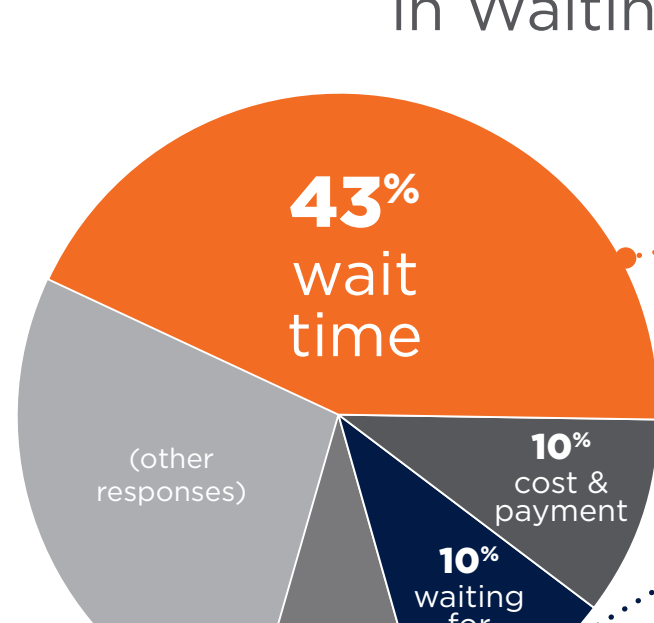


**52%** of women believe “a friendly and caring attitude” is the most important factor.



**45%** of men believe “ability to answer all my questions” is the most important factor.

### Patients are Losing Patience in Waiting Rooms



**43%** selected “wait time” as the most frustrating part of visiting the doctor.

**10%** of consumers selected “cost and payment” followed by “awaiting exam results” (**10%**) and “scheduling” (**9%**).



Young millennials (**ages of 18-24**) are the most likely to be frustrated with “having to schedule an appointment”.

To discover more findings from the second annual “Healthcare Consumer Insight & Digital Engagement” survey, download the free eBook at [www.binaryfountain.com](http://www.binaryfountain.com)

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Source: Survey conducted by OnePoll and commissioned by Binary Fountain

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