HEALTH CARE INFORMATION SEARCHES

WHO | WHAT | WHEN | WHERE | HOW



abic



Adults who are living with at least ONE CHRONIC CONDITION

45%



CAREGIVERS of someone with a chronic condition or disability

39%

WHO is searching for health care information?



WHAT health care information are they searching for?





Specific diseases or conditions



Treatments or procedures



Doctors or other health professionals

WHERE are patients getting their health care information?

	77%
SEARCH ENGINES	
	70%
HEALTH CARE PROFESSIONALS	
	60%
FRIENDS & FAMILY	
	24%
OTHERS WITH SAME CONDITION	
	13%
HEALTH INFO SITES (WebMD)	
	2%
GENERAL SITES (WIKIPEDIA)	
	1%
SOCIAL MEDIA SITES	<u> </u>

WHEN are patients searching for health care information?



HOW are patients searching for health care information?

72 %		Internet
52 %		Smart phones
41%		Social media
33%		Health indicators or symptom trackers
10%	Q	Online reviews and rankings
7%	Islan (S)	Apps

Pay for access

2% (\$)