

2023 PatientPoint Patient Confidence Index

What patients want from their doctor's visit

Overview

Health, and healthcare, remain top of mind for the majority of Americans. While a primary focus, the healthcare journey still comes with great anxiety, despite nearly half of people saying they see their healthcare provider as the most trusted, reliable source of health information.

These are just some of the findings to come out the 2023 PatientPoint Patient Confidence Index. Conducted in partnership with market research leader OnePoll, we surveyed 2,000 Americans to better understand people's perceptions of health and their attitudes and behaviors around visiting the doctor. We also dug deeper to uncover demographic disparities and opportunities to improve patient population health at scale.

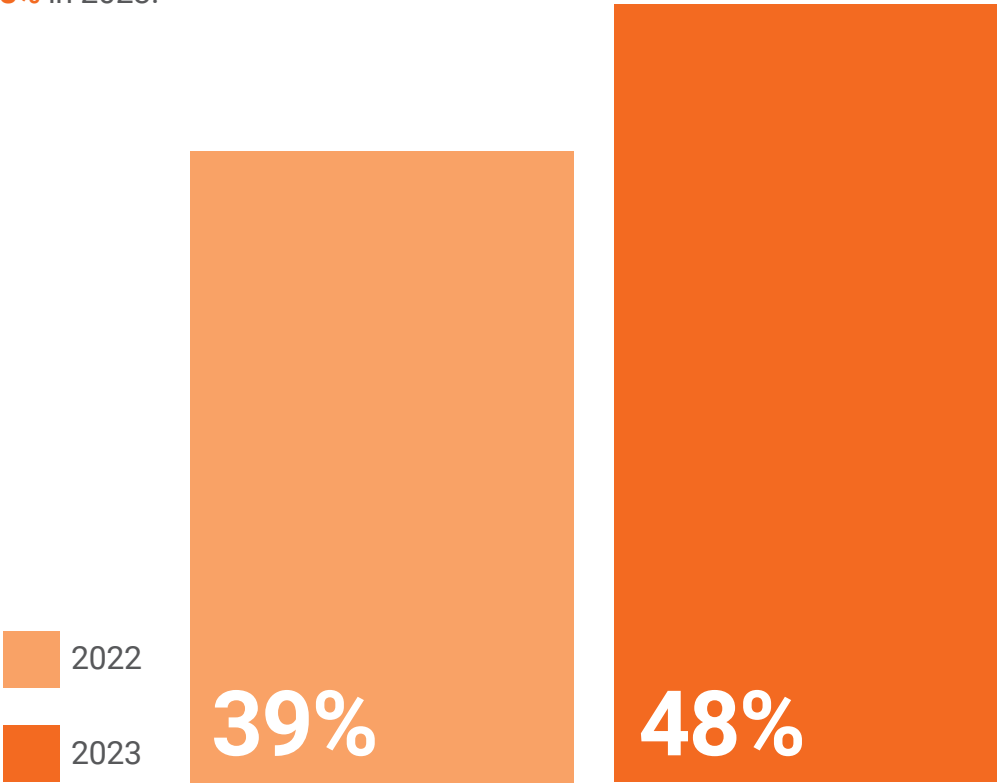
At the core, we learned **information is power** when it comes to people's health. It prepares them to talk to their doctor, motivates them to ask questions and inspires changes that lead to better health. Read on to learn more.

Examining the Doctor-Patient Relationship

The key findings in 2023 highlight that patient anxiety around the doctor's visit is increasing, including how people will pay for treatment. Trust in the doctor, along with more information across the care journey, is key to reducing anxiety.

Patients feel even more anxious than last year.

Last year, 39% of patients felt anxious before a doctor’s visit. That number increased to 48% in 2023.



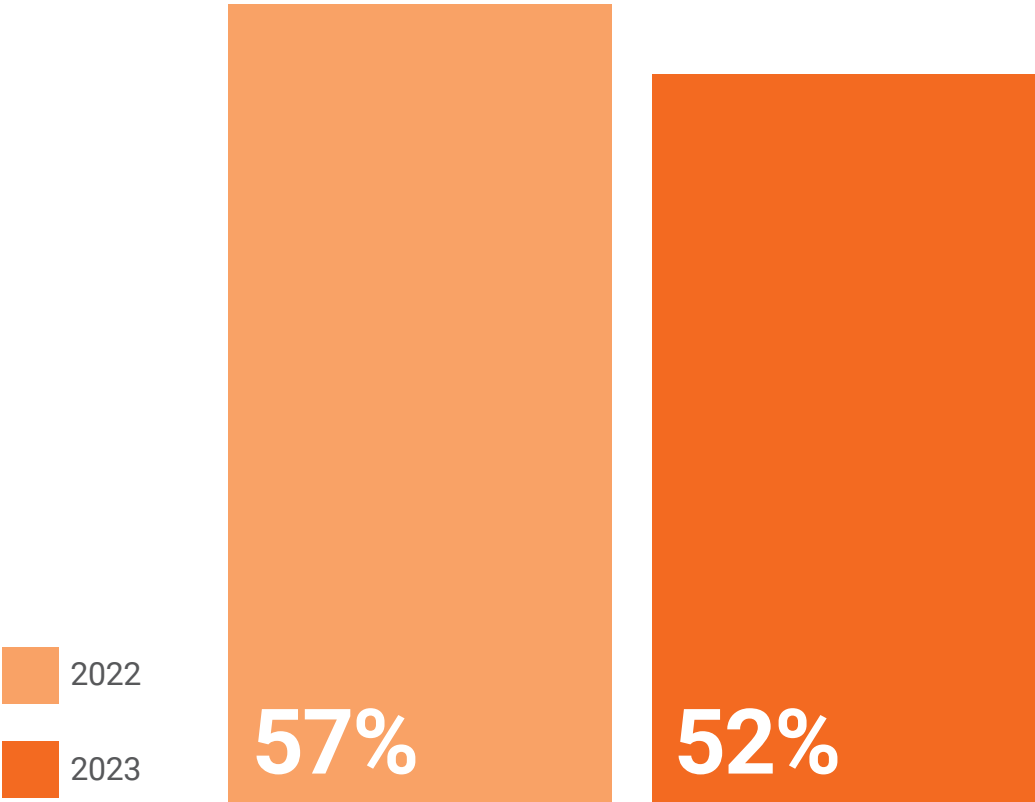
Of those who reported negative emotions,

48%

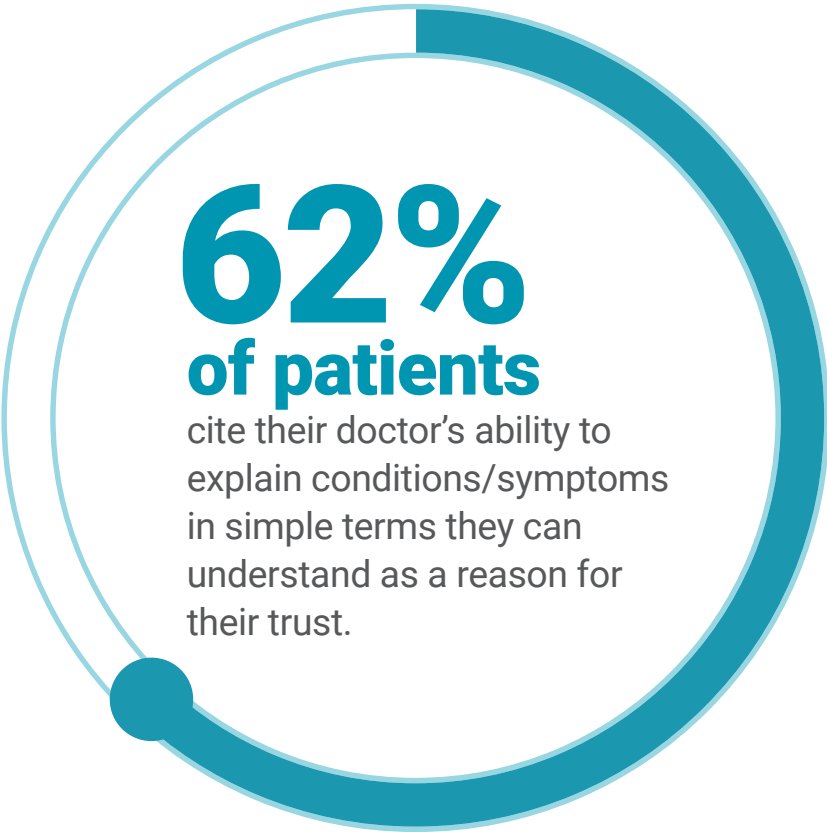
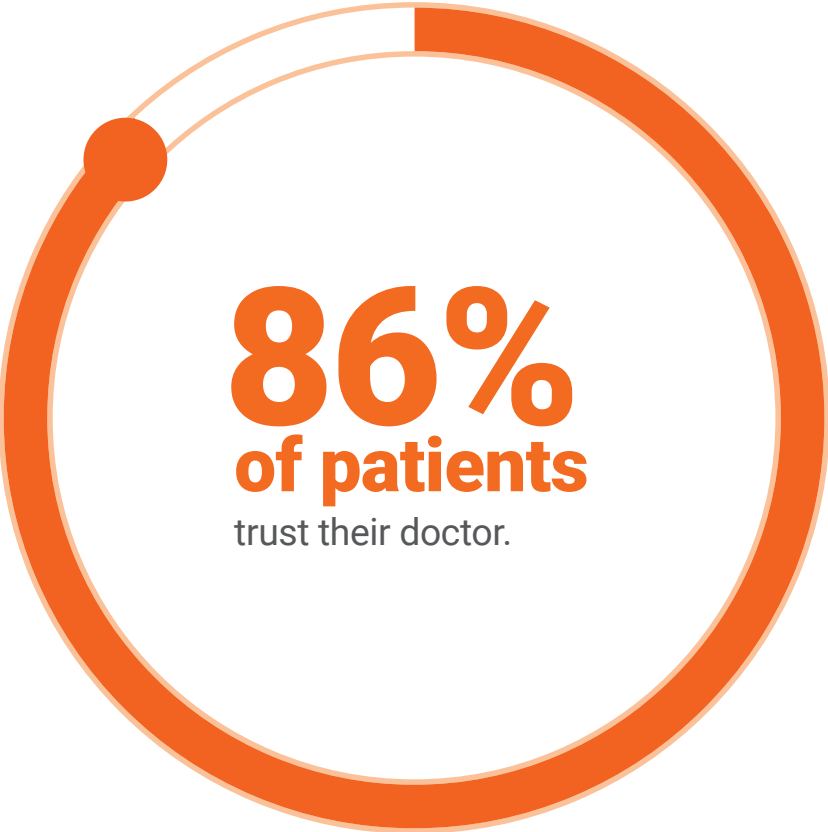
said it was because they didn’t have enough information or education to help them prepare for the visit, up 10% from last year.

57% of patients are choosing between paying for prescriptions or other expenses such as food, rent and child care.

As part of the treatment discussion, doctors must know if a patient will be able to afford their prescriptions and if it will be a financial burden. Having information on savings programs during these conversations makes it easier for patients to follow recommended treatment and improve their outcomes. These conversations require patient trust.



Knowing how to explain conditions/symptoms in simple terms builds trust.



Patients want healthcare providers they can relate to.



51% of males vs. 42% of females prefer an HCP of the **same gender**.



54% with income above \$75,000 said they prefer an HCP with the **same race/ethnicity**.



58% of Black or African Americans vs. 43% of White Americans prefer an HCP with the **same race/ethnicity**.

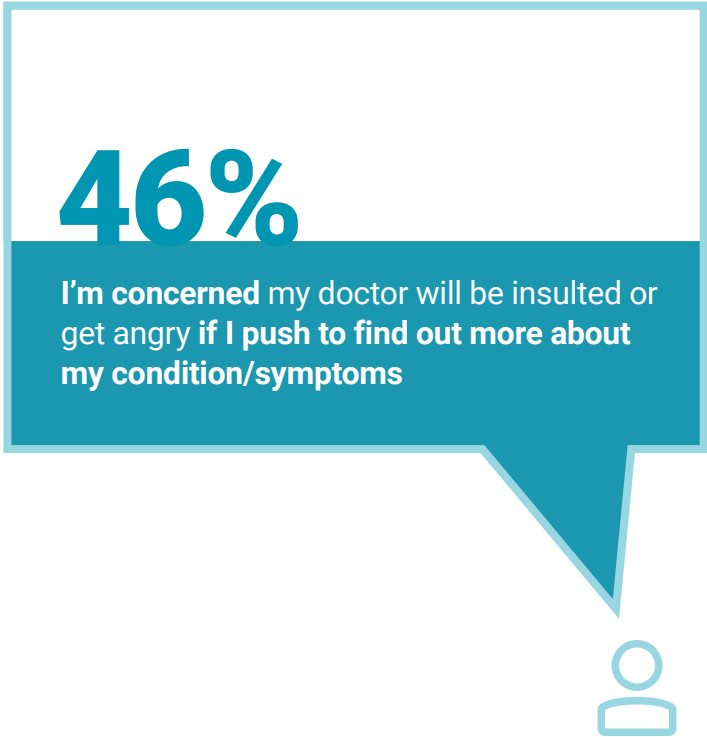
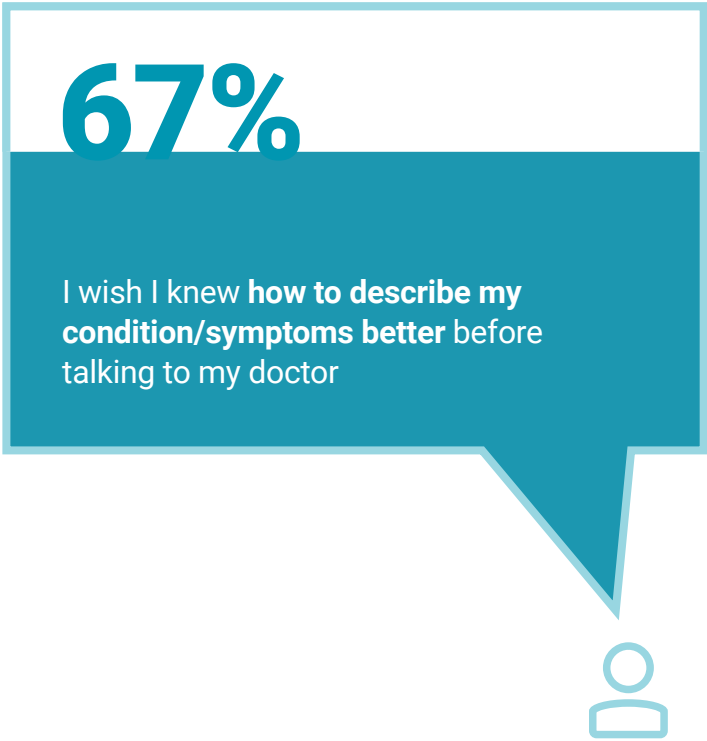


The **majority of people (81%)** didn't prefer an HCP of the **same age**.

Information Empowers Patients

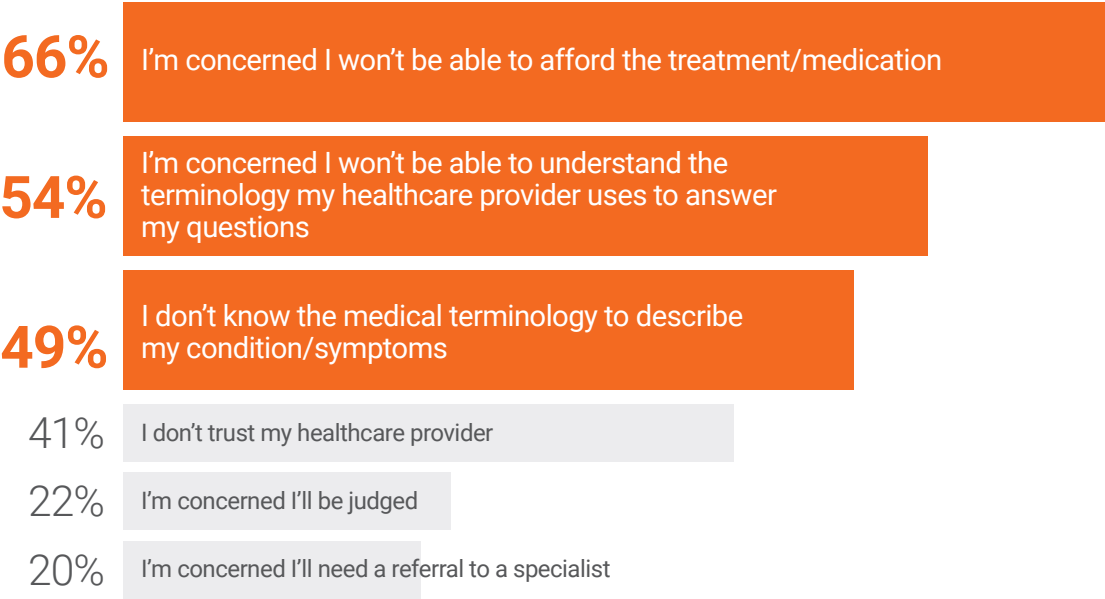
Patients say getting information from their healthcare providers across the care journey is one solution to calming their anxiety. As a result, patients say they feel more empowered to talk to their doctor, follow through with their treatment plan and take more positive actions toward improving their health.

Patients want more information, but don't feel confident asking for it.

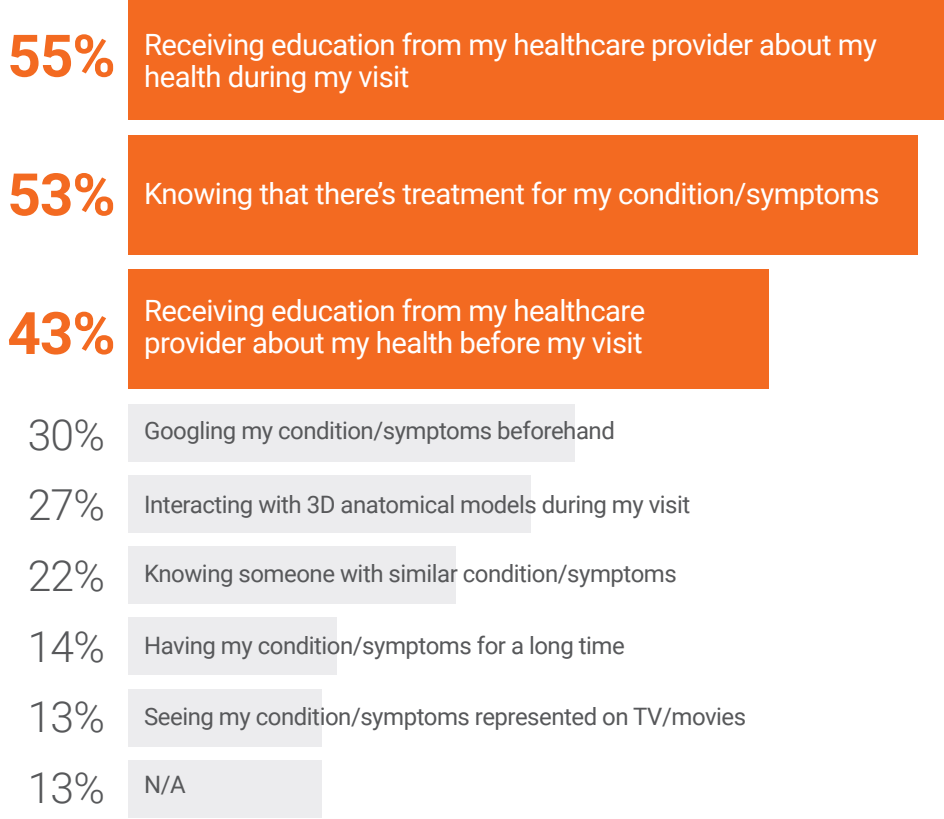


Education prepares patients to talk to their doctor.

Why, if for any reason, are you afraid to ask your healthcare provider about your health condition/symptoms?



Which of the following, if any, would make you feel more empowered to talk with your healthcare provider about your condition/symptoms?



Fewer patients leave their appointment confused in 2023.



1 out of 3 patients (33%) said they always or often leave confused.

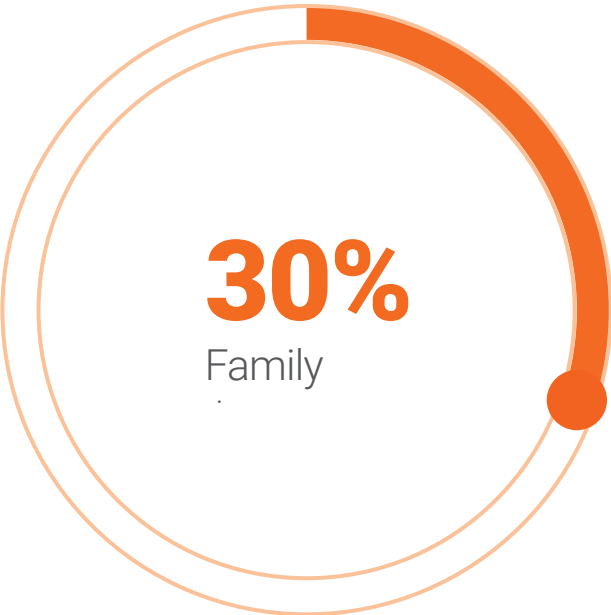
This is down from **48%** in 2022.

71% of patients leave the doctor’s office only to realize they **forgot to bring up or mention something about their condition/symptoms.**

Patients Want Better Health

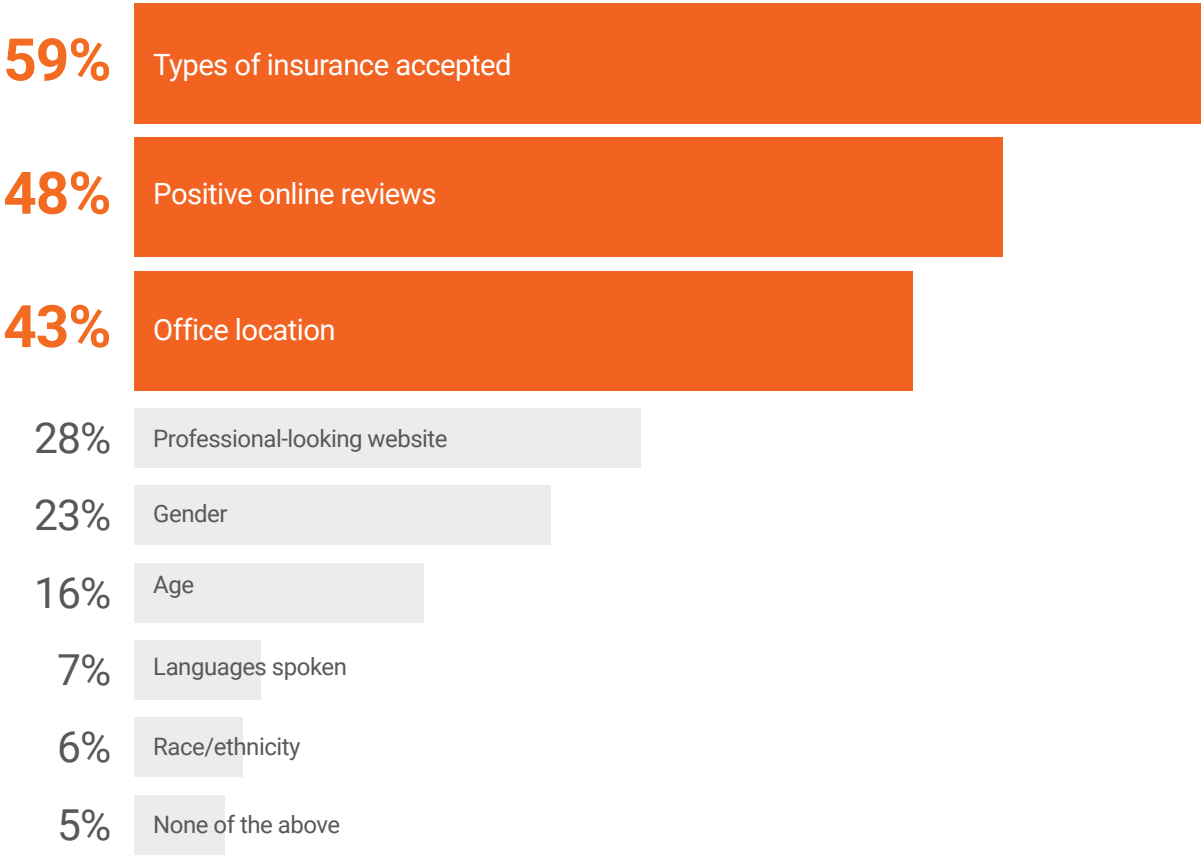
The survey reveals that patients are motivated by choosing a doctor who is like them and also offers similar conveniences they get from consumer experiences.

Motivation to improve their health comes from family, friends and healthcare providers.

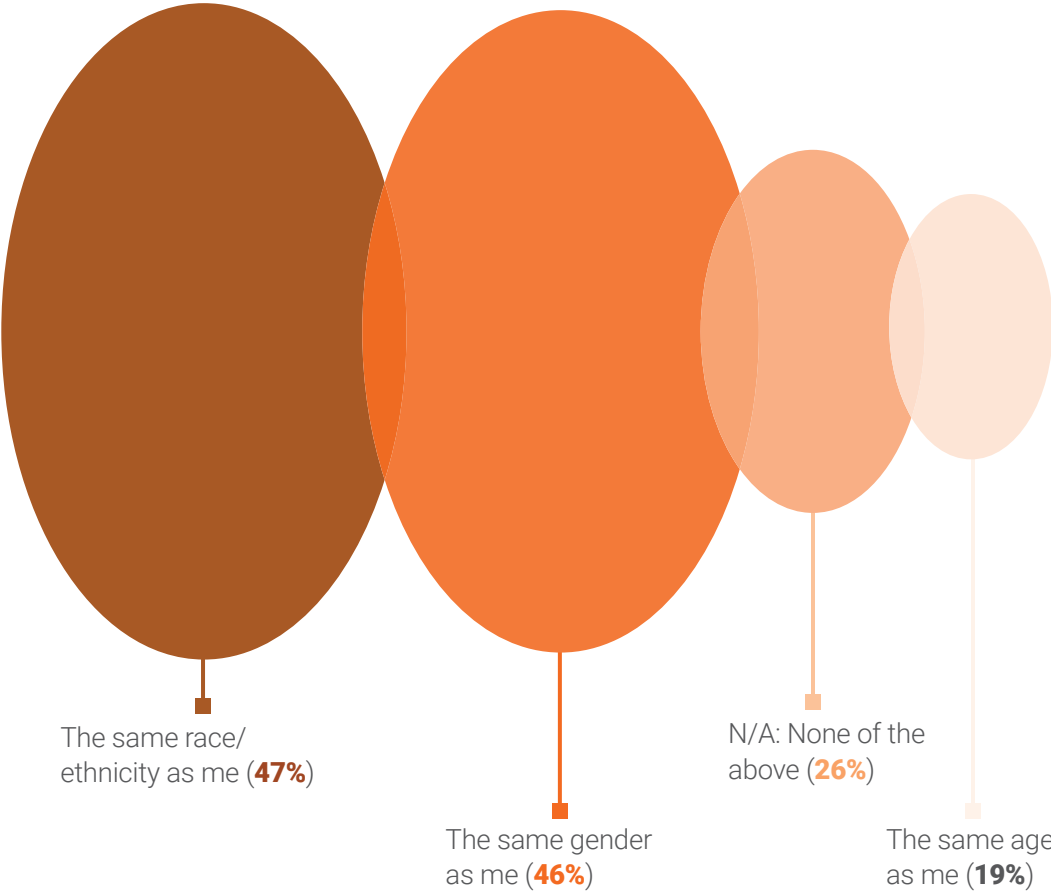


Types of insurance and shared ethnicity impact patient decisions.

Which, if any, of the following are the most important factors for you when choosing a healthcare provider?



Please finish this sentence: “I would prefer a healthcare provider who is _____.”

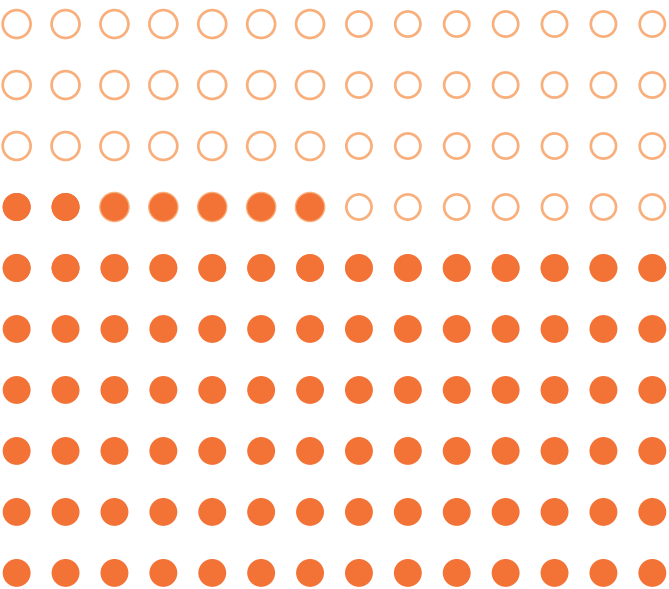


Barriers to Better Health

Rising costs are causing patients to delay visiting their doctors because they're concerned they won't be able to afford the visit or treatment. Educating patients and improving access to healthcare can help encourage people to seek medical attention when necessary, ultimately improving their health outcomes.

More people are delaying doctor's visits.

67% put off going to the doctor.



Why, if for any reason, do you put off/avoid seeing your healthcare provider?



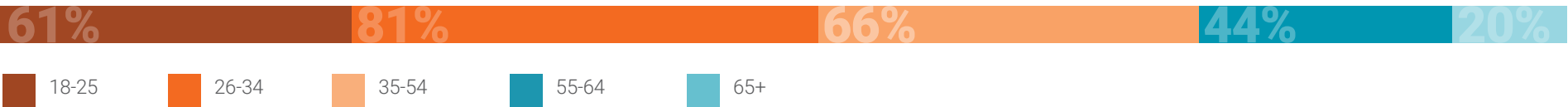
The impact of inflation across demographics.

To what extent do you agree with the following statement?
“Inflation is making me choose between paying for my prescriptions and other necessities.”

Ethnicity



Age



Income



More than half of people choose to pay for groceries and education over prescriptions.

From respondents who said they had to pay for prescriptions or other necessities, what necessities were they choosing to pay for instead?



Patients will follow through with prescribed treatments if they know how it works to help their condition.

What, if anything, would make you feel empowered to follow through with your prescribed treatment?



The Power of the Doctor's Recommendation



We asked respondents, "How likely or unlikely would you be to purchase a brand name medication rather than a generic if your doctor recommended it?"

75% of people said they'd likely purchase a brand name medication rather than a generic.

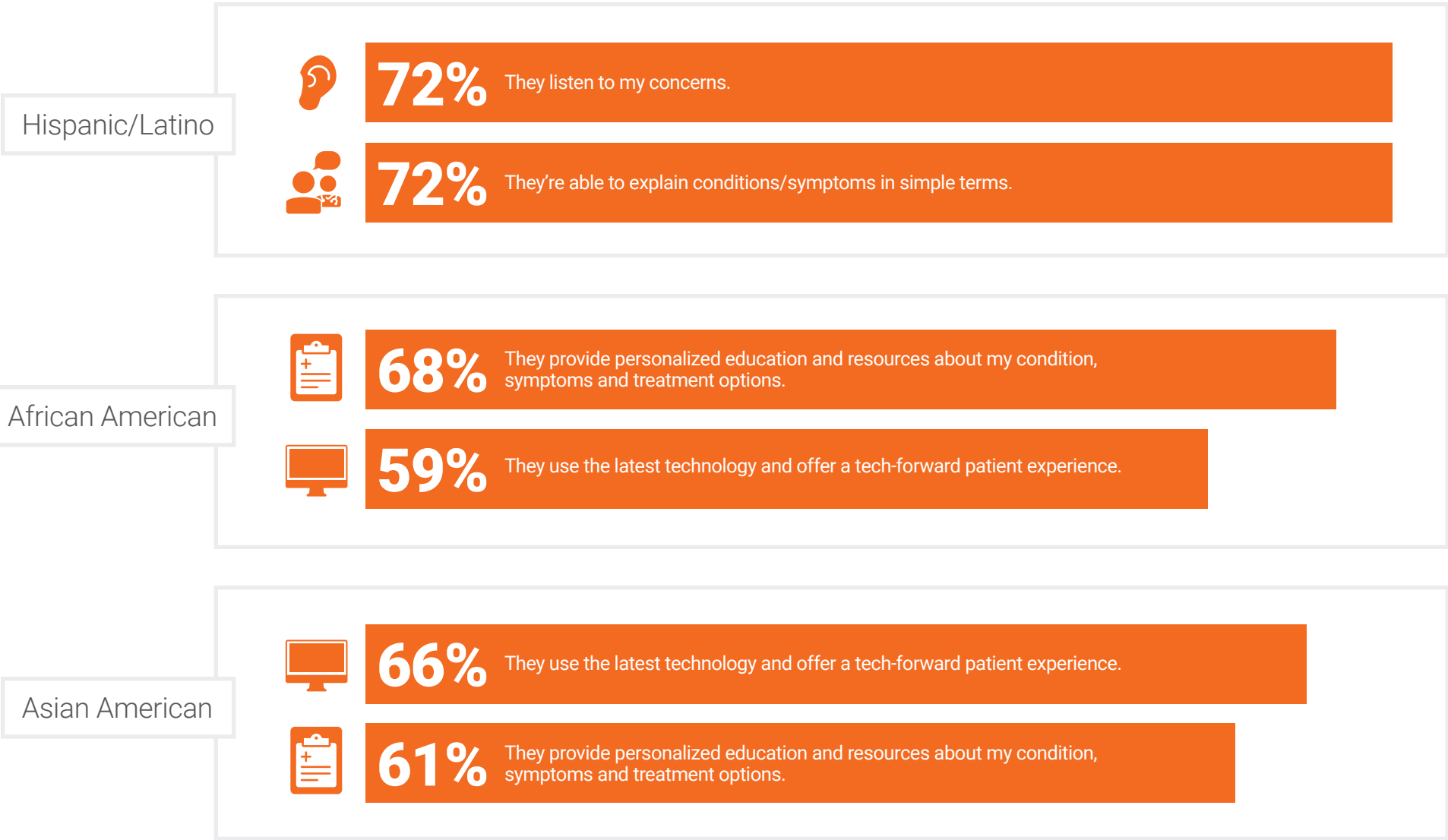
Views of the Doctor Visit through the Lens of Ethnicity

Viewing the data through the lens of race and ethnicity revealed that Hispanic/Latino Americans were much more likely than white respondents to feel anxious (63% vs 48%), stressed (47% vs. 22%) or overwhelmed (34% vs. 19%) before visiting the doctor.

Asian Americans surveyed were much more likely than white respondents to feel confused (36% vs. 20%), overwhelmed (37% vs. 19%) or intimidated (30% vs. 16%) before a doctor's appointment. Black (63%) and Asian Americans (67%) polled were more likely to say they did not have enough information to prepare for their appointment, compared to white respondents (44%).

Patients want a doctor who listens and offers convenience.

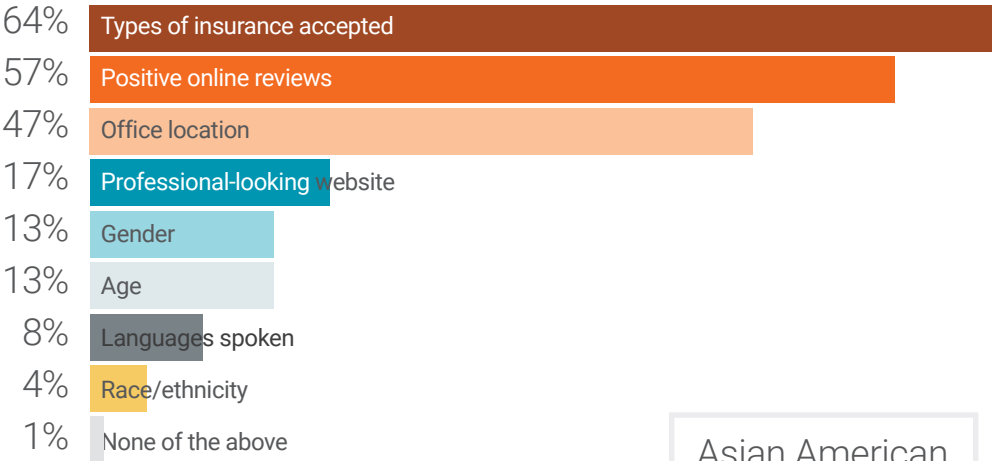
What makes your doctor trustworthy? (Top two answers)



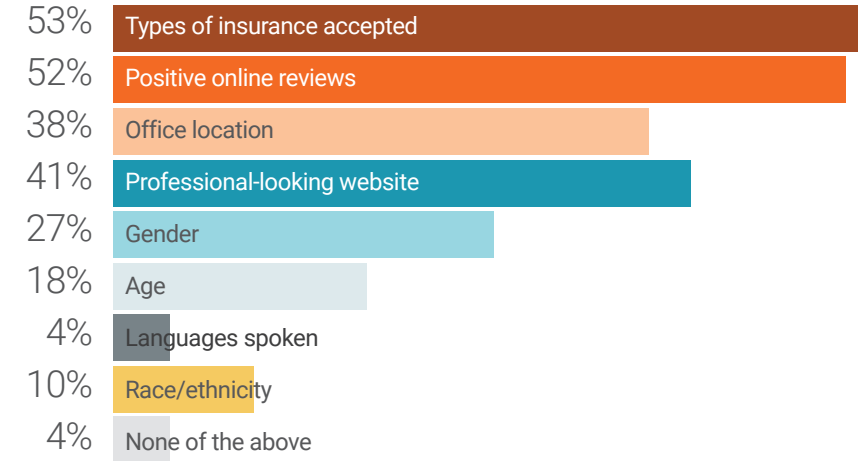
VIEWS OF THE DOCTOR VISIT THROUGH THE LENS OF ETHNICITY

Which, if any, of the following are the most important factors for you when choosing a healthcare provider?
 (Select up to three)

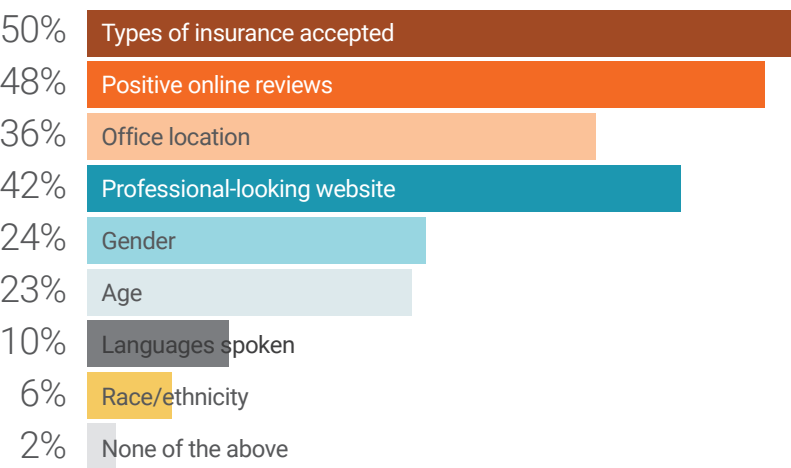
Hispanic/Latino



Black and African American

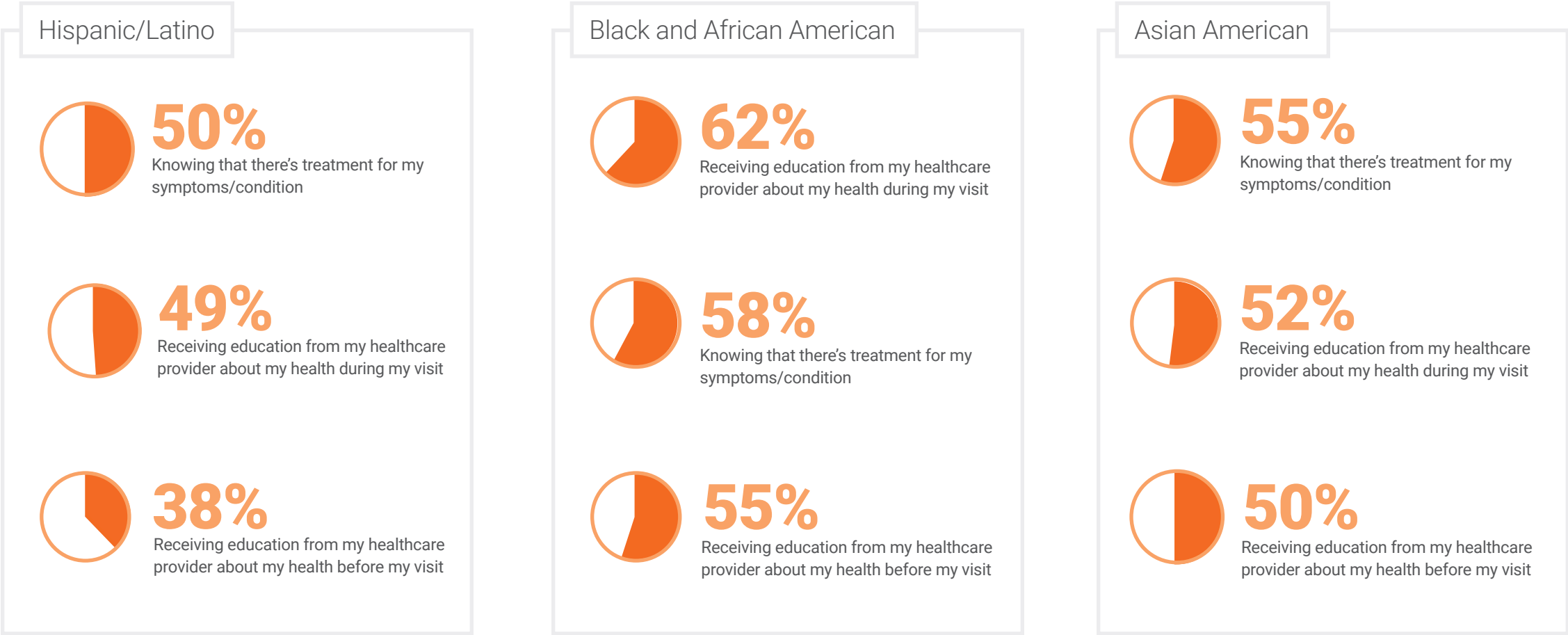


Asian American



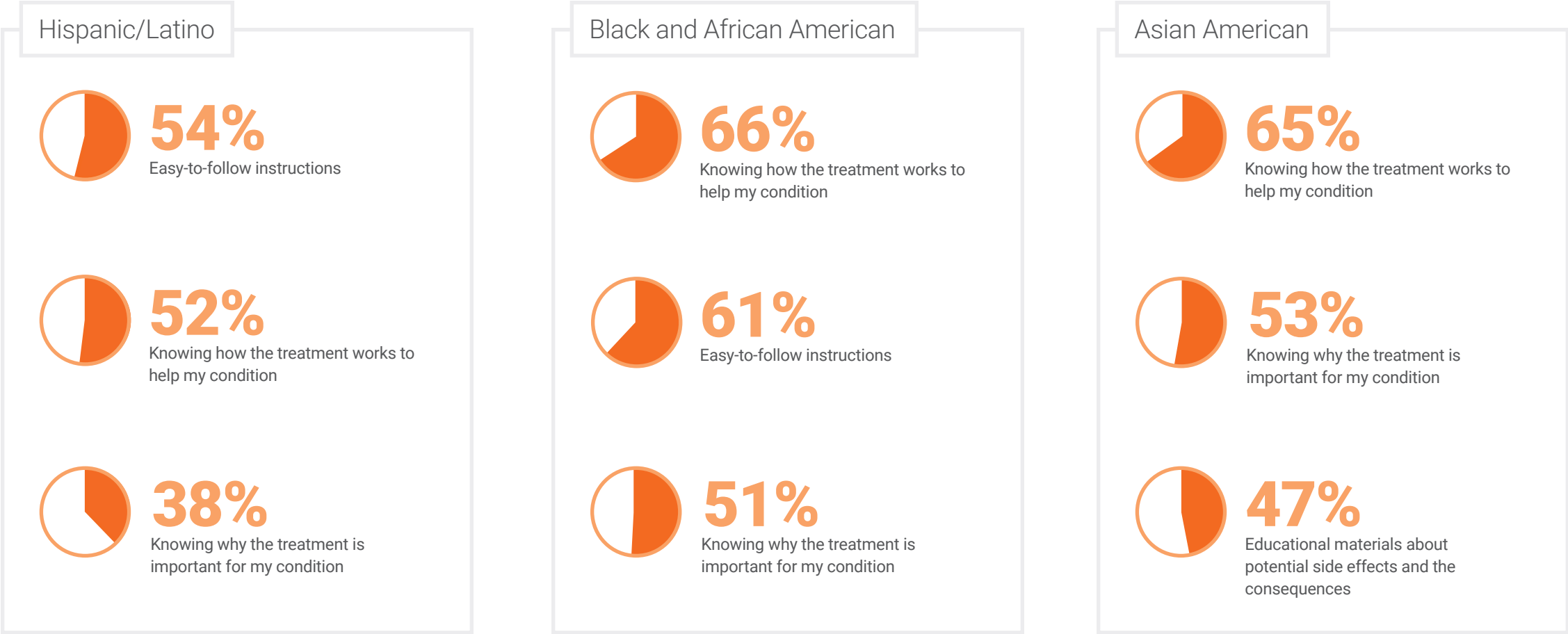
Information empowers patients to talk to their doctor and stay on treatment.

What would make you feel more empowered to talk to your doctor about your symptoms?

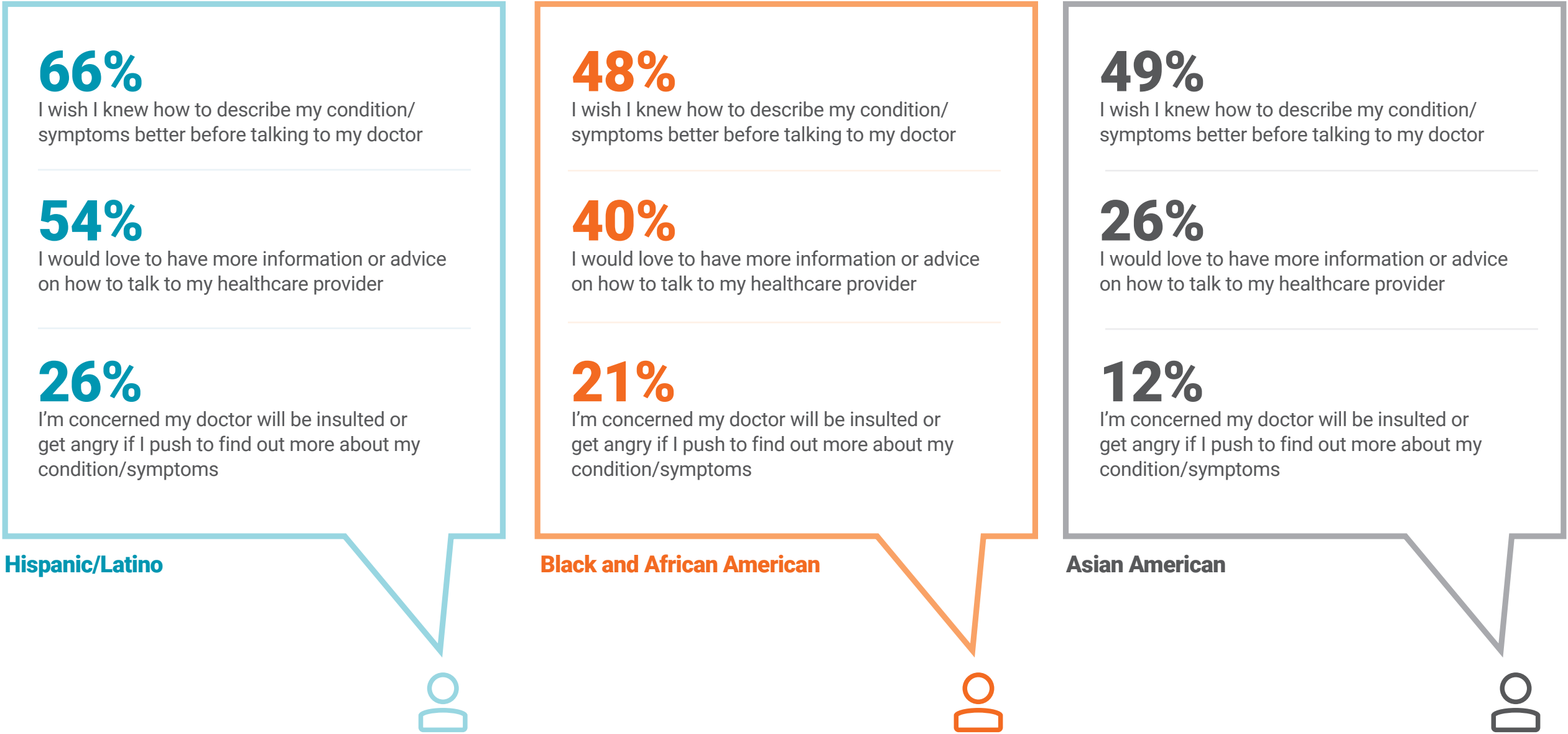


Information empowers patients to talk to their doctor and stay on treatment.

What, if anything, would make you feel empowered to follow through with your prescribed treatment?



Patients want more information, but don't feel confident in asking for it.



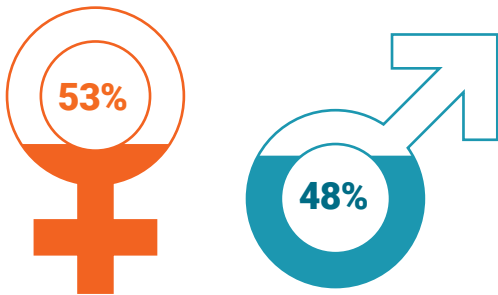
Methodology

This random double-opt-in survey of 2,000 nationally representative Americans was commissioned by PatientPoint between Aug. 2 and Aug. 11, 2023. It was conducted by market research company OnePoll, whose team members are members of the Market Research Society and have corporate membership to the American Association for Public Opinion Research (AAPOR) and the European Society for Opinion and Marketing Research (ESOMAR).

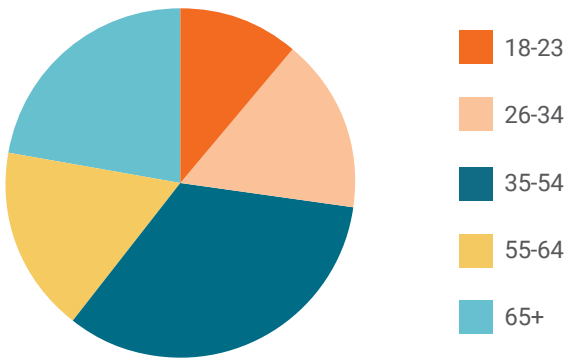
Demographic Data

The 2023 Annual Patient Confidence Index gathered responses from 2,000 nationally representative Americans across varying demographics, including age, gender, region, income and ethnicity.

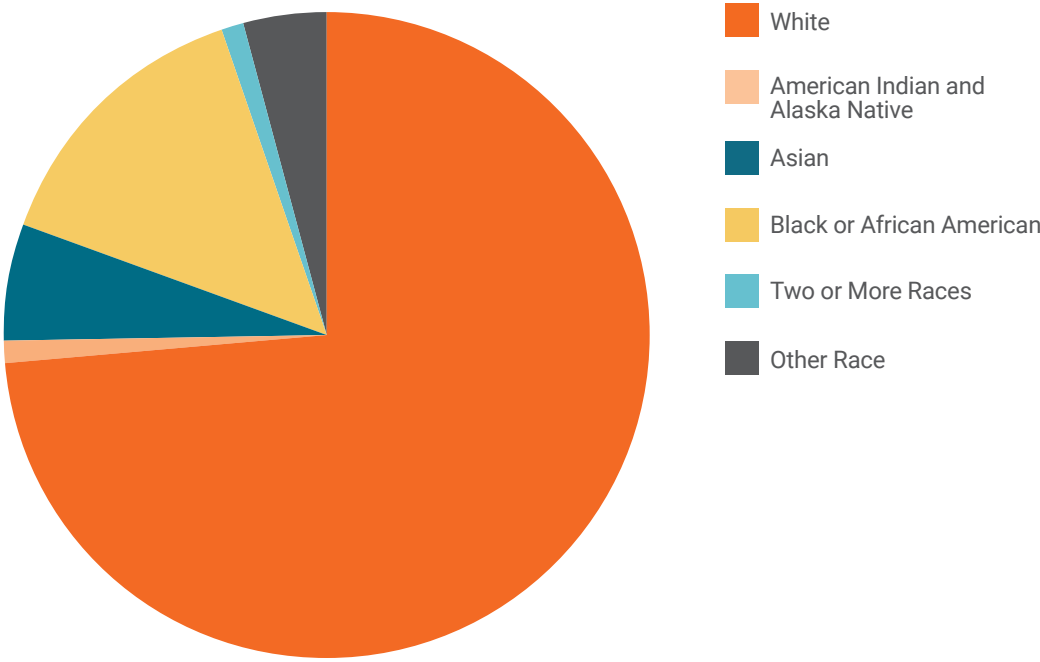
Gender



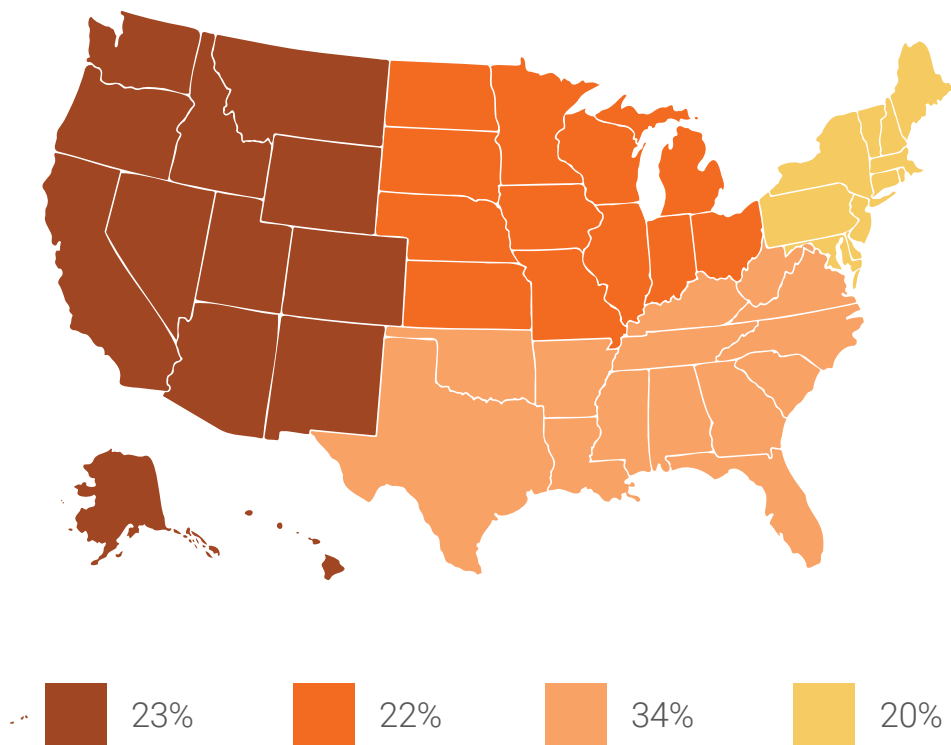
Age



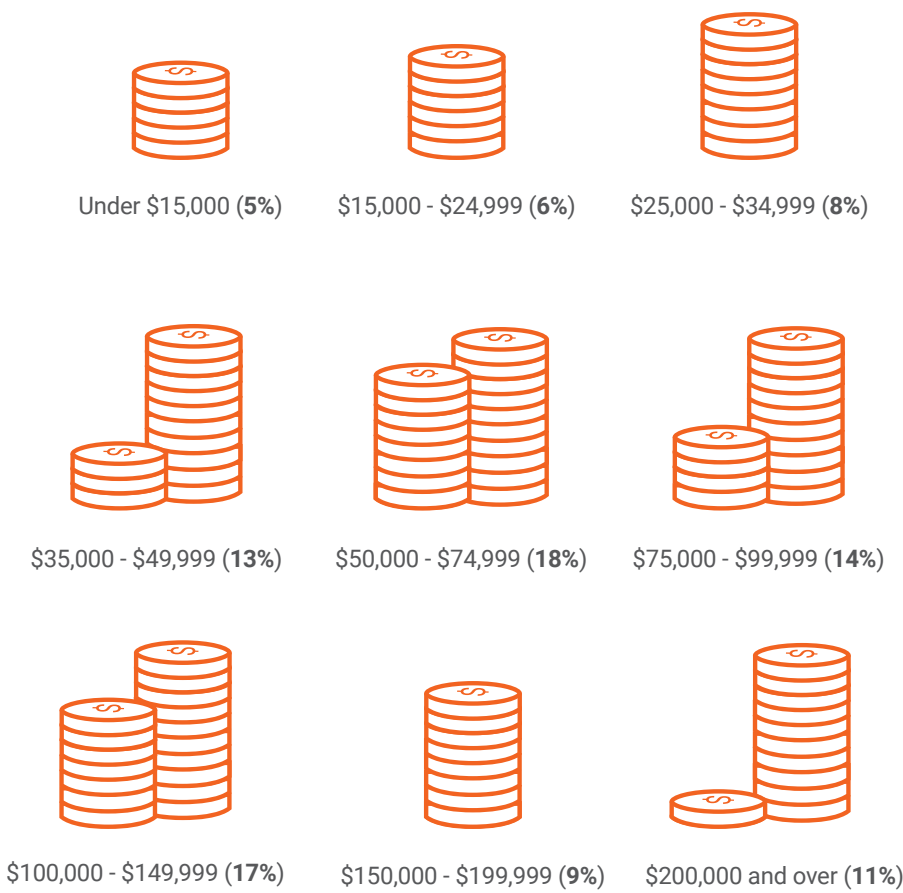
Ethnicity



Region



Income



About PatientPoint

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