



Healthcare Stat Pack

Of survey respondents who searched for healthcare in the last 12 months

Before making a healthcare decision

- **70.9%** consult a search engine before making a healthcare decision
- **20.8%** consult a health system website
- **73.9%** believe insurance is somewhat or very important in their decision-making process
- **65.3%** believe reviews are important or somewhat important in making a healthcare decision
- **50%** more people are searching this year without knowing what they are looking for
- **55%** of all healthcare searches are unbranded

After narrowing down healthcare options

- **75%** of patients research after receiving a referral
- **41.3%** consult search engines
- **29.5%** consult a health system website

Technologies used to find health information

- **74.4%** have searched for healthcare on a voice device
- **3.4%** are interested in using a chat bot
- **75.5%** want to use mobile to find health information
- **60%** of all Google searches are mobile
- **45%** of people want to search once they arrive on a healthcare organization's website to find information they are looking for

Learn more at yext.com.