

The Power of Education

PRESENTED BY HEALTHLINE MEDIA



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**Education is the
most modifiable
social
determinant of
health**



TREND 1

Credible resources encourage consumers to act



#1

trust is the most important factor consumers consider when choosing health and wellness sites

72%

check if health and wellness information is from a trusted source before they pay attention to it

TREND 2

Consumer education is critical



78%

do their own research online about symptoms or treatments

69%

of health information visitors say they are “extremely” or “very” likely to fill their prescriptions based on what they learned

SOURCE: Healthline Media Pharmacy Segmentation study. Survey of 3,000 US adults who make decisions about prescription medications for themselves or family members; Healthline Media Consumer Drug Information Pages Visitors survey. Survey of 868 site visitors seeking drug/medication information, age 18+.

TREND 3

Consumers diversify their search



WHERE THEY GO

DOCTORS

SPECIALISTS

PHARMACY

HEALTH INFORMATION SITES

SOCIAL MEDIA

COMMUNITIES

ONLY 10%
consider brand.com as a
resource for treatment
information

THE ROLE OF DIGITAL EDUCATION

Perspectives on Guiding Consumers from Awareness to Action



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