

# Trust and Health Top 10

## 01 Only 1 in 2 consume health information regularly

Only 50% of respondents say they consume health information weekly or more.

## 02 There is a steep 5-year decline in confidence to make informed health decisions

Today, 61% of respondents say they are confident in their ability to make informed healthcare decisions for themselves and their families, which is a 10-point decline since January 2017.

## 05 The majority of people are worried about science being politicized

Fifty-five percent of respondents say they worry medical science is becoming politicized or being used to support a specific political agenda.

## 08 Health authorities and “my employer” are most believable sources on healthcare issues

When served a piece of communications from either a national health authority or “my employer”, the majority of people automatically believe it to be true only after seeing it twice vs. communications from social media feeds or major corporations

## 03 Health companies must build confidence in the health ecosystem

Seventy-one percent say it is important for health sector companies build and maintain trust in our country's health system in order to earn or keep one's trust" for better flow.

## 06 The pandemic has resulted in less confidence in health system

Fifty-two percent of respondents say the pandemic has decreased their confidence that the healthcare system is well-equipped to handle major health crises.

## 09 Information on par with cost as barriers to take care of one's health

Sixty-five percent of respondents say there is a gap between “how well I am taking care of myself” vs. “how well I should be”, and of the 65% of respondents, 50% attribute the gap to costs (healthy options cost too much, cannot afford good healthcare and treatments) and 47% attribute the gap to lack of good information (contradictory expert advice, changing health recommendations).

## 04 Trust ranks among top determinants of good health behaviors

Of those who have lower trust in the health ecosystem, only 61% are fully vaccinated vs. 82% of respondents who have higher levels of trust in the ecosystem. Moreover, those with lower trust in the health ecosystem are less likely to engage in preventive care (e.g. have had routine check-ups in the last year) than those with higher trust (47% vs. 66%, respectively).

## 07 Majority of employees expect their company to play a meaningful role in good health

Seventy-eight percent say they expect their employer to play a meaningful role in ensuring they are as healthy as possible, like creating a healthy office environment (68%), implementing health policies (66%), providing health incentives and information (62%) and offering mental health support and preventing burnout (47%).

## 10 Trust defines health outcomes

To build trust and confidence in the health ecosystem, organizations must break through the information barrier, build trust across the full health ecosystem, own the employer role in health outcomes and prepare for the next public health crisis.