

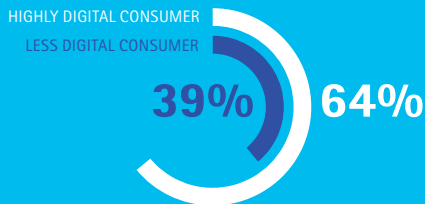
INSIGHT DRIVEN HEALTH

Highly digital consumers are much more concerned about medical information bias than their less digital counterparts.

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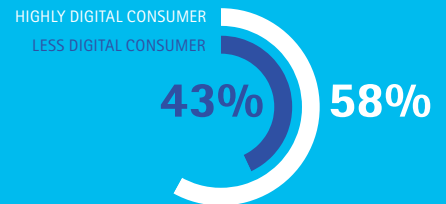
Medical information is not objective:



Information sources are steering me in a preferred direction:



It's difficult to apply information to my own situation:



Source: Accenture 2015 Healthcare Transparency Survey