



ARE HIGHLY DIGITAL CONSUMERS SKEPTICAL ABOUT MEDICAL INFORMATION BIAS?

VIDEO TRANSCRIPT

JEAN-PIERRE STEPHAN
MANAGING DIRECTOR, ACCENTURE HEALTH

Digitally intense consumers are skeptical of medical information. When we look at the entire population, the entire population is skeptical of medical information. But when we look at digitally intense consumers, they're even more skeptical so they're willing to look for other sources of information to satisfy their need. The implication is that now you have multiple sources guiding the member. And for a health insurer for example, they may not be sought out as an advisor in this healthcare decision-making process.

It does open up more opportunities for payers and providers to serve these unmet needs of the patient or the member. The biggest issue that consumers have is in deciding what treatment path to take. And a payer or a provider can play a critical role in that decision. And we see third-party entrants starting to enter this space and starting to fulfill the needs of the patient.