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

Medical information is not objective:

- Highly digital consumer: 39%
- Less digital consumer: 64%

Information sources are steering me in a preferred direction:

- Highly digital consumer: 55%
- Less digital consumer: 71%

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

- Highly digital consumer: 43%
- Less digital consumer: 58%

Source: Accenture 2015 Healthcare Transparency Survey