

Deep data. Better quality of life.

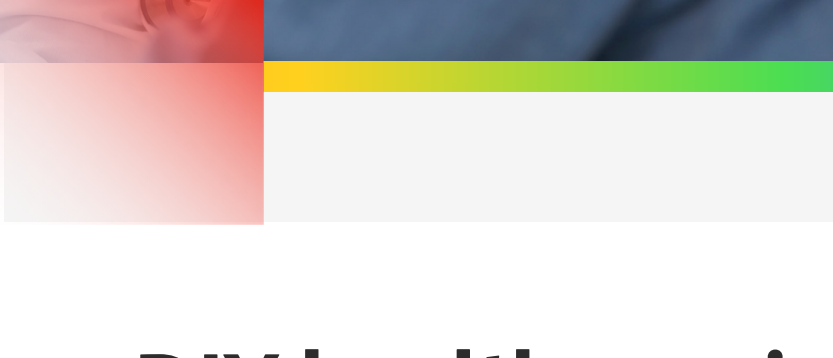
How healthcare consumers are changing their perspective on personalized care based on their data.



Consumers are taking a proactive approach to healthcare and see the value in using their data to identify conditions earlier, improve overall wellness, and have more personalized healthcare experiences online and offline.

You might be thinking “Using personal data in healthcare treads such a fine line.” And you’re right—but it might not be as fine as you think. And to stay ahead of consumer expectations, your organization needs to find safe ways to deliver these personalized experiences. Adobe surveyed 2,000 insured Americans to reveal how they want their data used—and the results were surprising.

Providers still have the edge on consumer trust. For now.



80% 80% of respondents consulted a healthcare professional in person or via televisit in the last 12 months.

60% 60% of American adults with health insurance give their primary healthcare provider a Net Promotor Score of 9 or 10, qualifying them as “promoters.”

DIY healthcare is growing.

In the last 12 months, out of those surveyed:



61% used online resources to learn about health-related information.



60% used technology to monitor their health at home—such as blood pressure, blood sugar levels, and heart rate.

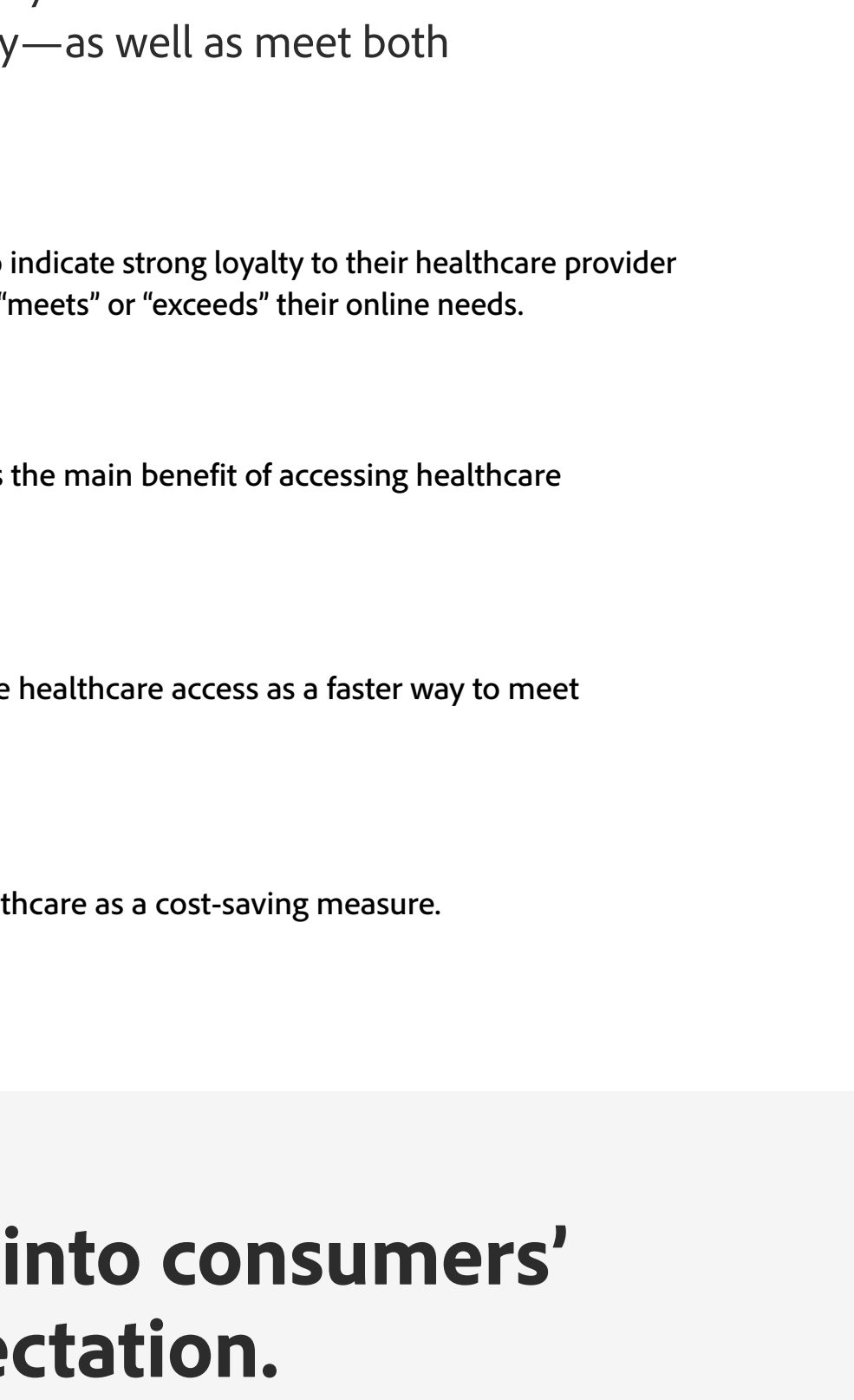


45% used apps to manage health and well-being—including mental health.

Online sources fill in the gaps.

On average, ChatGPT scored **21%** higher than physicians for the quality of responses to medical questions posed to a public online forum, and **41%** more empathetic.

Comparing Physician and Artificial Intelligence Chatbot Responses to Patient Questions Posted to a Public Social Media Forum, JAMA Internal Medicine, Ayers et al. 2023



Making healthcare a delight. Not a fright.

For providers to keep their edge, they need to connect with consumers personally and regularly—as well as meet both their digital and physical needs.

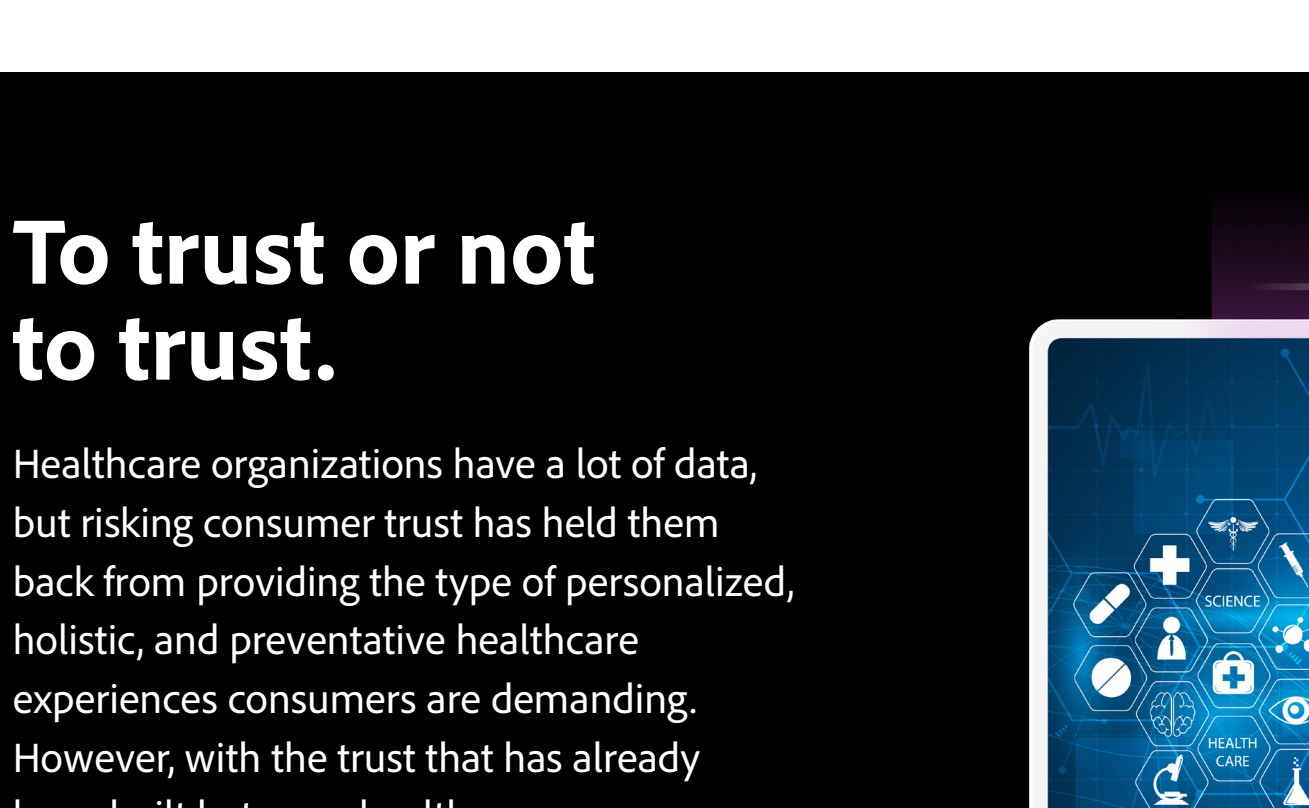
78% 78% of respondents who indicate strong loyalty to their healthcare provider say their provider either “meets” or “exceeds” their online needs.

67% 67% said convenience is the main benefit of accessing healthcare support online.

55% 55% said they see online healthcare access as a faster way to meet their needs.

43% 43% viewed online healthcare as a cost-saving measure.

Fitting healthcare into consumers’ lifestyle is an expectation.



The value associated with online healthcare support differs generationally, with Millennials seeing it most beneficial, followed by Gen X, Gen Z, and baby boomers.

Data is the key.

Most Americans with health insurance understand that, handled correctly and with their permission, their data holds the key to a better quality of care and communication.

66% 66% said it was acceptable to get alerts by text or email to remind them to re-order medication or make an annual appointment.

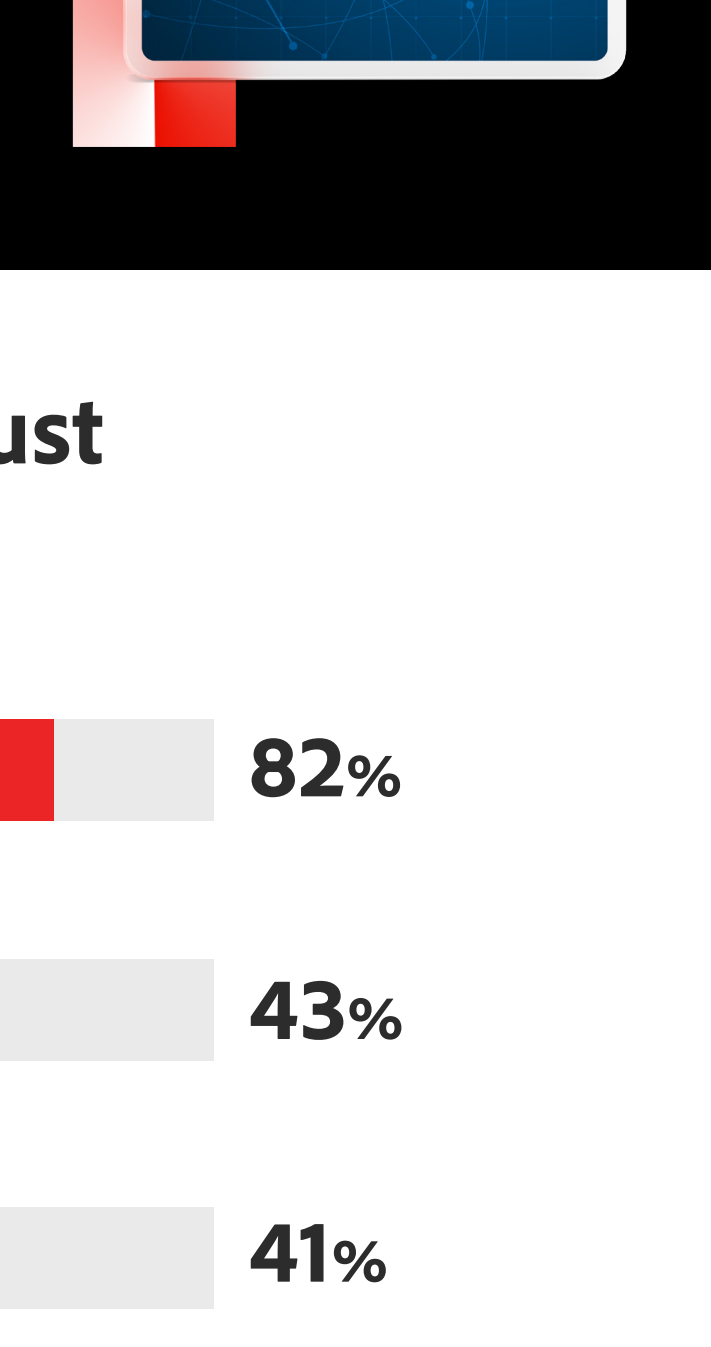
48% 48% said it was acceptable to be recognized on all their devices when they log onto a website or app, with a broad log-in prompt.

47% 47% said it was acceptable to get personalized information on wellness based on their broad age group, gender, and ethnicity.

52% 52% said it was acceptable to get personalized emails about treatment programs they may be eligible for and address them by their name.

To trust or not to trust.

Healthcare organizations have a lot of data, but risking consumer trust has held them back from providing the type of personalized, holistic, and preventative healthcare experiences consumers are demanding. However, with the trust that has already been built between healthcare groups and consumers, there is a good chance they’ll have the support needed to move in that direction.



Who do consumers trust to use their data?

Primary care providers **82%**

Hospital groups **43%**

Healthcare insurers **41%**

Walk in clinics **28%**

Tech brands with health and well-being track record **25%**



The numbers have spoken.

People want data-driven healthcare—and they seem comfortable with the idea of personal and medical data being used to tailor communications.

55% 55% of respondents want to see an analysis of their data to identify potential issues and recommend preventative screening.

This is just a glance at the many insights about data use in healthcare.

[View the full industry report.](#)



Healthcare is going digital.

Digital innovation has reached the healthcare sector, as it has in every other industry—and most consumers are welcoming it with open arms. Digital data collection and personalized content is the answer to better quality of care, and people get that.

Learn how Adobe can help you create one-to-one personalized experiences that deepen consumer engagement.

[Learn more](#)