

Weave-Commissioned Survey Reveals How Patients Use Online Resources in Healthcare Decisions

LEHI, Utah--(BUSINESS WIRE)-- A survey commissioned by [Weave](#) (NYSE: WEAV) reveals how patients across different generations depend on the internet for health research and how it influences their interactions with healthcare providers. From self-diagnosing symptoms to leveraging digital tools for decision-making, the study of 1,000 U.S.-based consumers underscores the growing role of the internet in shaping the healthcare journey.

Key Findings Include:

- **Generational Trends:** Millennials are the most proactive, with 43% researching symptoms before booking appointments. Gen Z uses online information as a filter, with nearly half (45%) making appointments only if symptoms appear serious. Baby Boomers, by contrast, largely trust their doctors over online advice.
- **Self-Diagnosis:** Younger generations often arrive at appointments with preconceived expectations based on online findings, but 30% of Gen Z patients feel hesitant to share these self-diagnoses.
- **Building Trust:** Doctors' responses to online findings matter—62% of Gen Z patients feel upset if their concerns are dismissed. Open conversations about research can improve trust and engagement.
- **Preferred Resources:** Patients gravitate toward reputable sites like WebMD (63%) and Mayo Clinic (47%). Gen Z cross-verifies information from a variety of sources for added confidence.
- **Accessibility Expectations:** Digital tools like online chat (39%) and 24/7 access (37%) are among the top services patients seek from healthcare providers.

As patients increasingly blend online research with professional care, healthcare providers must adapt to meet these changing expectations. Practices that build trust with patients, embrace digital communication tools and foster open conversations about online research can enhance patient satisfaction and engagement. Learn more at: getweave.com/dr-google-patient-healthcare-decisions-study/

About the Study:

The May 2024 survey was conducted online by Dynata and included responses from 1,000 U.S. consumers aged 18–77.

About Weave

Weave is the leading all-in-one customer experience and payments software platform for small and medium-sized healthcare businesses. From the first phone call to the final invoice and every touchpoint in between, Weave connects the entire patient journey. Weave's software solutions transform how healthcare practices attract, communicate with, and

engage patients and clients to grow their business. Weave seamlessly integrates billing and payment requests into communication workflows, streamlining payment timelines, reducing accounts receivable, and supporting practice profitability. In the past year, Weave has been named an Inc. Power Partner, a G2 leader in Patient Relationship Management software and a Top 50 Product for Small Business. To learn more, visit getweave.com/newsroom/.

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