

Women may be the 'Chief Medical Officers' in their homes—but do they TRUST you?

Did you know that women make 80% of healthcare decisions in the United States?

That's a lot of power and a lot of pressure! In a recent SmartLAB study, Bellomy uncovered some key differences between how men and women manage healthcare that are all the more important given that women make the majority of these decisions.

While the majority of men and women equally trust their individual healthcare providers (doctors, nurses, PAs, etc.) to act in their best interests, significantly fewer women trust hospitals and healthcare systems to do the same. Women want to build a strong, trusting relationship with their healthcare provider and that is easier to do on an individual basis than with a larger healthcare institution. Nonetheless, as the healthcare market continues to become more consumer-centric, and women continue to make the majority of healthcare decisions, earning the trust of these key decision makers is crucial for health systems and hospitals. These organizations have to understand how to build relationships with women and identify the key satisfaction points in the various interactions they have with women.

In addition to lacking trust for hospitals and healthcare systems, women are also more likely than men to use the internet for healthcare research. They use the internet to self-diagnose health concerns, explore preventative measures, and research nutrition. Women are also more likely than men to use online reviews when selecting providers, which aligns with their greater concern about who they choose and trust for their healthcare.

How can your organization use this information to earn the trust of the nation's Chief Medical Officers? Contact Bellomy to learn more.