AMERICANS UNITED IN PREFERENCE FOR PHYSICIANS
The knowledge and experience of a family physician is more important than ever.

AMERICANS AGREE:
81% OF OPINION LEADERS + 72% OF ADULTS prefer to see a physician for their medical care.

9 OUT OF 10 adults want a physician to lead their medical team.

AMERICANS BELIEVE PHYSICIANS POSSESS THE QUALITIES THAT MATTER MOST
Americans most want their provider to be knowledgeable, experienced, someone they trust and up-to-date.

AND THEY BELIEVE PHYSICIANS EXEMPLIFY THESE TRAITS by more than 2:1 compared to non-physician counterparts.

80% Up-to-date on the latest medical advances and treatments
77% Experienced
77% Knowledgeable
72% Someone they trust

SURVEY CONDUCTED ONLINE NOV. 8-15, 2013, REACHING A TOTAL OF 1,000 U.S. ADULTS, 363 OPINION LEADERS*

*Opinion Leaders are defined as individuals who are registered to vote; have at least a college degree; are over age 25; make more than $75,000 annually unless they are between the ages of 25 and 29; are heavy news consumers; and are politically and/or socially engaged.