



AMERICANS UNITED IN PREFERENCE FOR PHYSICIANS

The knowledge and experience of a family physician is more important than ever.



AMERICANS AGREE:

81% + **72%**
OF OPINION LEADERS 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.