

Doctors Valued Most as Source of Healthcare Information



Half of all adults say they **always do what their doctors tell them to do**.



These adults are **33% more likely** to **pay extra for prescription drugs** not covered by their health insurance.

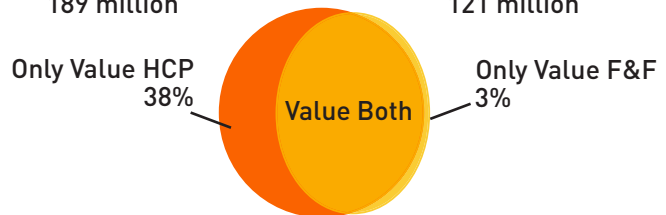


The value of nurses/physician assistants as healthcare information providers has had a steady increase over the past 5 years, from being valued by **53%** of the adult population in 2009 to **64%** in 2014.

72% of adults value doctors as a source for healthcare information, of those adults, **64%** also value their friends/spouses/other relatives as a source for healthcare information.

Value Healthcare Professionals
189 million

Value Friends & Family
121 million



All of these statistics are available in greater detail in the **2014 MARS OTC/DTC Consumer Health Study**.

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