

Fear, embarrassment, mistrust and inconvenience drive health care avoidance

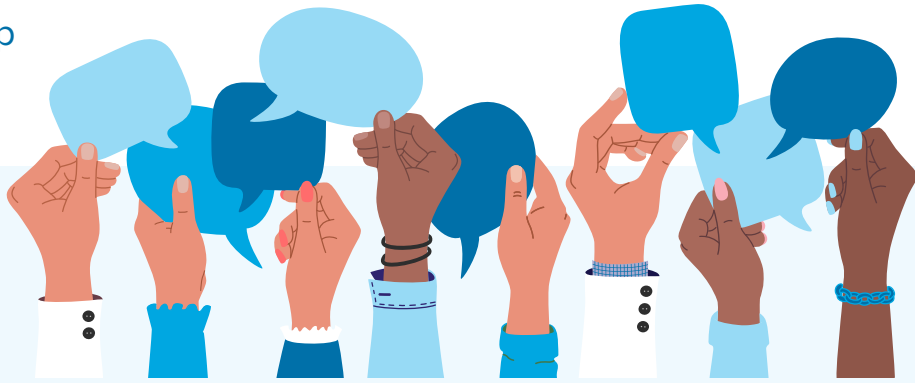
90%

of Americans

postpone recommended health checkups and screenings that could help save their lives.



Why do so many Americans avoid proactive health care?



“I don’t want to hear bad news ...”

People who fear receiving a negative diagnosis often avoid scheduling regular health care appointments. Those who believe they will get cancer are actually more likely to delay screenings (62% vs. 42%).

“I have a bad feeling about this ...”

1 in 4 Americans say they skip regular checkups because of negative feelings, like not liking going to the doctor, fear of embarrassment or difficulty trusting doctors. Younger generations tend to lean on friends and family, or social media, instead of doctors.

“This is so embarrassing ...”

Some commonly avoided health screenings include mammograms (**31%**), pap smears (**33%**), prostate exams (**32%**) and colonoscopies (**32%**). It can be awkward to be open about your health concerns, even to your doctor, but early detection is one of the best ways to help improve health outcomes and lower the costs of a diagnosis.

“I don’t have the time for a checkup ...”

Millennials and Gen Z typically cite inconvenience as a reason not to visit a doctor. A long wait time for an available appointment can also be a barrier. Nearly **40% of Americans** have canceled an appointment — or not scheduled one at all — because the wait was too long.

“But I feel fine ...”

Maybe you don’t want to take the time because you feel healthy right now. You’re not alone. Gen Z (**32%**) and millennials (**31%**) agree, particularly men (**32%** of Hispanic American men and **30%** of men overall).

Your wellness matters: Shape your health care journey

50%

of cancer diagnoses occur during regular exams, so here’s how you might be able to help steer your health care journey in the right direction.

The first step in your health care journey could be at your fingertips

Older generations most often contact their primary care physician (PCP), meanwhile many Gen Z and millennials consult friends, family and social media when they have a health concern.

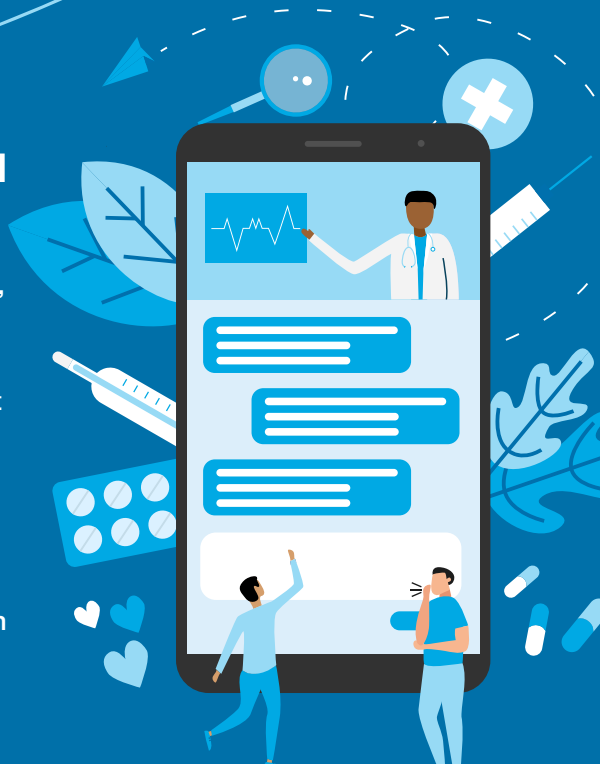
Asking questions online can be a convenient way to start, but should not be a substitute for a regularly scheduled checkup or screening.

Did you know? While Americans are still slow to adopt artificial intelligence (AI),

Gen Z women (82%) are more interested in consulting AI for their health than Gen Z men (71%).

68%

of Americans are interested in using AI when faced with a health concern.



Having your own PCP can help play an important role in your health care

Those with a PCP are more likely to have regular wellness checkups (65%) and screenings (57%) compared to those without a PCP (28% and 29%, respectively).



However, **1 in 5 Americans** don’t have a PCP

What’s more, **41%** of Americans primarily use urgent care or the emergency room for their medical needs — higher for Gen Z and millennials (54% and 51%), as well as Hispanic American and non-Hispanic males (44% and 50%).



When people are confident their loved ones prioritize their health, they are also more likely to do so

In fact, **70%** prioritize recommended screenings and tests versus **49%** who are less confident.

Gratitude is the attitude when it comes to urging your loved ones to see a doctor. Among those who had been nudged or had a nagging feeling, **73%** said they were grateful a loved one urged them to visit a doctor. African Americans (83%) and Hispanic Americans (79%) most often expressed a positive response to being thoughtfully nagged by themselves or a loved one.

Cash benefits and urging from loved ones are highly motivating to help get people to go the doctor

Eighty-seven percent of Americans (85% of Hispanic Americans and 90% of African Americans) would be very or somewhat likely to go to routine checkups if they received a cash benefit.

Sixty-nine percent (72% of Hispanic Americans and 77% of African Americans) are very or somewhat likely to go based on a friend or loved one’s encouragement to see a doctor.

Men continue to be more likely than women to see a doctor if encouraged by a loved one (**75% versus 69% of the general population**).



Pick a memorable day to schedule

More than **80% of Americans** who say they always or often book their annual checkups and screenings at a specific time each year prioritize their annual wellness visits and recommended screenings compared to only **35-40%** of those who say they don’t usually or never book checkups at a specific time.

Families who prioritize health tend to do so together

Many Americans say their spouse is their biggest health advocate after themselves. Parents usually advocate for their kids (**one-third** of African Americans and **one-third** of Hispanic Americans cite their mother as their top advocate). As kids grow up, they tend to advocate for their parents, too.