



# **Digital Media Insights Analysis Report**

2024 Edelman Trust Barometer  
– Trust and Health



# Research Overview

- Conducted by: Edelman
- Study Period: March 4-13, 2024
- Key Questions:
  - How much do people trust healthcare institutions?
  - What factors influence public trust in health information?
  - How does political polarization affect health messaging?
- Methodology: Online survey with 15,000+ respondents across 12 countries
- Key Stakeholders: General public, healthcare professionals, media, NGOs



# Declining Trust in Healthcare Institutions

## Findings:

- Trust in government health agencies, pharmaceutical companies, and global health organizations is declining.
- The U.S. moved from 'trust' to 'distrust' in 2024.

## PR Impact:

- Need for transparent, data-driven communication.
- Leverage trusted sources (doctors, influencers) instead of corporate messaging.

## Example:

- 74% of consumers trust doctors' recommendations over pharmaceutical ads (Forbes, 2023).

# Rise of Peer-Driven Health Influence

- Findings:
  - Friends, family, and user-generated content are now as trusted as experts.
  - 41% of people regret health decisions influenced by social media misinformation.

- PR Impact:
  - Shift from expert-driven communication to influencer collaborations.
  - Importance of patient testimonials and interactive health campaigns.

Example: Real patient stories generate 60% higher engagement (HBR, 2023).

# Misinformation as a Public Health Challenge

- Findings:
  - 55% of people rank health misinformation as a major concern.
  - Political polarization worsens trust issues – 41% trust only providers sharing their beliefs.

- PR Impact:
  - Need for proactive crisis communication and misinformation monitoring.
  - Collaborate with tech platforms for better content moderation.

Example: Misinformation doubles distrust in public health campaigns (Reuters, 2023).

# Discussion Questions

1. How should PR professionals adapt their strategies to rebuild trust in healthcare?
2. What role should digital platforms play in countering misinformation, and how can PR teams collaborate with tech companies?



**Thank  
You**



# References

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