

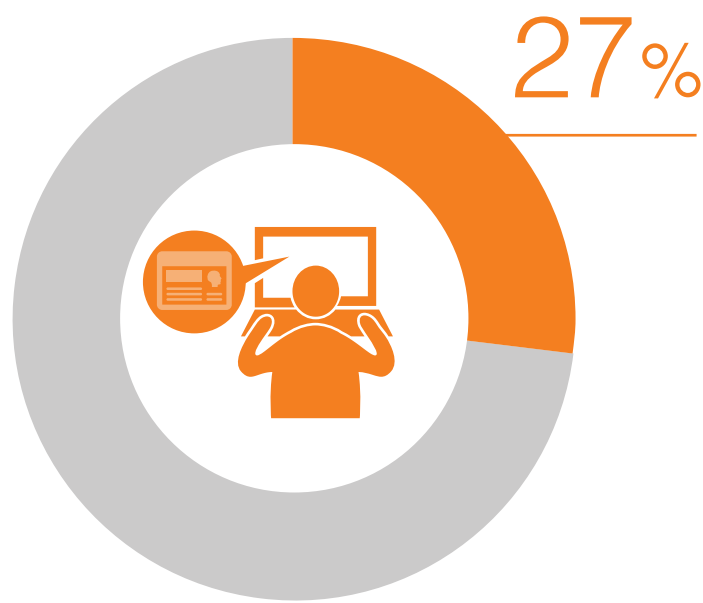
# Patients' White Lies: How Doctors Can Uncover the Truth

In a recent survey, digital health platform ZocDoc found that Americans – especially women and young people – are not always honest with their doctors about health concerns. This may not come as a surprise, but what can you do to change the balance?

## Before

### PROVIDE ONLINE CHECK-IN FORMS

This allows patients to contemplate what they'd like to share before meeting you – and to disclose things in writing that might be embarrassing to say out loud.

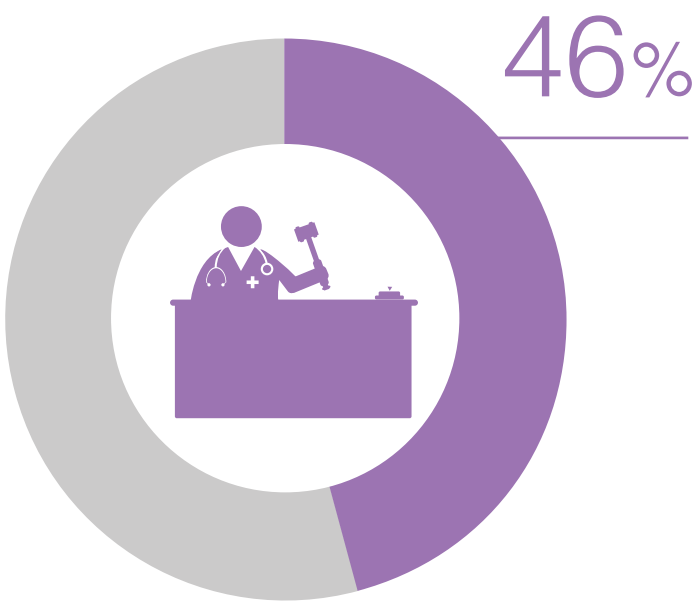


of patients withheld details due to lack of time or the right opportunity

## During

### BE AFFIRMING

Let patients know that you're not going to judge them and remind them to be as honest as possible.

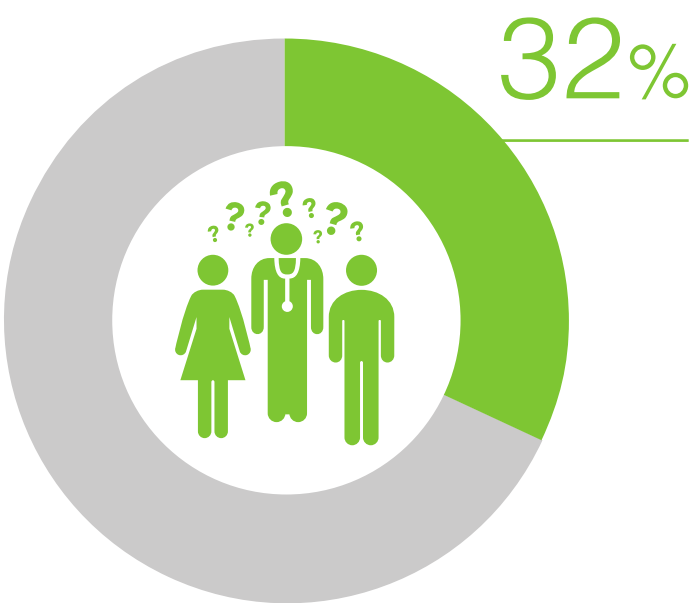


of Americans avoided sharing in the exam room because they were afraid of being judged or felt embarrassed

## After

### ALLOW TIME FOR Q&A

Try to build time into each visit for open-ended questions and answers.



of patients said the doctor didn't ask questions or if something was a bother

### BONUS TIP

Establishing an online presence can help patients get to know you. Create an online profile with ZocDoc that shares your background and qualifications, pictures of your office, and a professional statement.

To learn more, please visit [www.zocdoc.com/join](http://www.zocdoc.com/join) or call (866) 962-3621

About the Survey: The ZocDoc Survey was conducted by Kelton Global among nationally representative Americans ages 18 and over using an email invitation and an online survey. Survey questions were fielded in two parts: May 13 – 26, 2015 to 2,183 nationally representative respondents. Margin of error for this study is +/- 2.1 percentage points at the 95 percent confidence level. September 22 – September 28, 2015 to 1,021 nationally representative respondents. Margin of error for this study is +/- 3.1 percentage points at the 95 percent confidence level. Please note the margin of error for any subgroups will be slightly higher.