

WHO DO YOU TRUST?

Vaccine incentives are less likely to convince Americans to get the COVID-19 vaccine than a visit to their primary care physician, new research suggests.

A recent survey of 2,005 respondents reveals that **88%** who went to a primary care physician before getting the vaccine (1,202 respondents) said their doctor's advice was an instrumental factor in their decision.

In fact, the vast majority of those surveyed (**also 88%**) said they trust their primary care physician's advice either completely or most of the time.

Conducted by OnePoll and commissioned by the Henry Schein Cares Foundation, the survey revealed that it takes the average patient two years and nine months to establish a meaningful level of trust with their primary care physician.

Trust in pediatric medical professionals runs high too, with **94%** of parents saying they trust the advice of their child's physician either completely or most of the time, and **92%** saying the same about their child's primary care dentist.

Besides doctors, respondents cited the CDC (**49%**) as their primary source of COVID-19 information, followed by state health agencies/officials (**47%**) and their own family members (**33%**).

"The simplest way to convince people to get the vaccine is by getting a trusted medical professional involved," said Dr. Louis W. Sullivan, former head of the U.S. Department of Health and Human Services and current Co-Chair of the Henry Schein Cares Foundation's board of directors. "The data from this survey ties in with what we've found, which is that an individual's strong relationship with their primary care physician is essential for getting the right medical information and taking action to protect their health."

Speaking of families, just over **62%** of parents with children in the eligible age groups said they'll get their kids vaccinated against COVID-19.

In fact, 76% of parents polled (1,233 respondents) said they were concerned about their child contracting the virus upon their return to in-person learning.

When it comes to respondents who haven't received the COVID-19 vaccine yet, just **31%** said a guaranteed incentive would convince them to get the shot, compared to **36%** who said they would change their minds if the physician encouraged them to get it.

And **34%** of those who said they hadn't got it yet, would change their minds if the vaccine was administered by their primary care physician at their office.

The most popular incentive, not surprisingly, was cash, with **60%** saying it would be their preferred benefit — although **74%** also noted that the cash amount would have to be \$50 or more.

Other popular incentives included meal or drink vouchers (**21%**), a free meal (**20%**), and retail vouchers (**19%**).

"Incentives might work in certain instances, but it's clear that Americans are more likely to take the advice of their doctor than be swayed by free offers or monetary rewards," said Dr. Sullivan. "That's why we encourage all patients to ensure they have a physician or dentist they can trust, and who they can go to for medical advice. It's the quickest and easiest way to avoid misinformation, and to stay informed about major health matters."

TOP 5 NON-PHYSICIAN SOURCES OF VACCINE INFORMATION

CDC	50%
State health agencies	47%
Family	33%
Social Media	29%
Friends	21%

TOP 5 NON-PHYSICIAN SOURCES OF GENERAL MEDICAL INFORMATION

Online research	57%
Family	34%
Second opinion (other medical professional)	29%
Friends in the medical field	28%
Friends	27%

WHO DO YOU TRUST

WHEN IT COMES TO THE COVID-19 VACCINE?

New research suggests vaccine incentives are less likely to convince Americans to get the COVID-19 vaccine than a visit to their primary care physician

88% of respondents who went to their primary care physician for advice said it was instrumental in their decision to get vaccinated

88% also said they trust their primary care physician's advice either most of the time, or completely

Trust in pediatric medical professionals runs high too, with **94%** of parents saying they trust the advice of their child's physician either completely or most of the time

92% say the same about their child's primary care dentist

36% of unvaccinated respondents would reconsider if they could talk over their concerns about the safety and efficacy of the COVID-19 vaccines with their primary care physician

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Data from a survey conducted by OnePoll on behalf of the Henry Schein Cares Foundation in June 2021 of 2,005 Americans.