

# Strategic Health Care Marketing

## How Patients Really Search for Healthcare in the Age of AI

*An SHCM Webinar | 11/5/2025*

*Sponsored by:*



# The Impact of AI on healthcare....

Search

Results from our National Consumer Insights Study

Presented by:

- Lacey Reichwald from Aha Media
- Rob Klein from Klein & Partners



# Introduction

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## Learning Objectives:

- 1) How AI is reshaping search behavior for health content
- 2) What sources patients trust (and don't) — and why
- 3) High-level strategies to adapt to these changes

## Statistical Notes

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- Online survey among 1,000 adult healthcare decision-makers nationally
- MOE = +/-2.6% at the 90% CL
- Fielded: August 22 – 28, 2025
- Arrows (↑) and Letters (e.g., A, B, C) indicate a statistically significant difference between those two metrics or time periods at the 90% Confidence Level

Google What are the early signs of cancer? X | Microphone | Camera | Search

AI Mode All Images Short videos Videos Forums News More Tools

Search Labs | AI Overview

Early signs of cancer can be subtle and vary depending on the type and location of the cancer. However, some general warning signs include **persistent fatigue, unexplained weight loss, lumps or thickening under the skin, skin changes, changes in bowel or bladder habits, persistent cough or hoarseness, unusual bleeding or bruising, and persistent pain**. It's crucial to consult a doctor if any of these symptoms persist or worsen, especially if they are unusual for you. ⊕

Here's a more detailed look at some common early signs:

General Symptoms: Show more

People also ask :

What are the 7 major warning signs of cancer? ▼

How do the first signs of cancer start? ▼

How can I detect if I have cancer? ▼

What is a red flag for cancer? ▼

Feedback

Signs and Symptoms of Cancer | Do I Have Cancer? ⊕

Nov 6, 2020 — What are some general signs and symptoms of cancer? \* Fatigue or extreme... ⊕

American Cancer Society ⊕

Early Cancer Warning Signs: 5 Symptoms You Shouldn't Ignore | Johns Hopkins... ⊕

Johns Hopkins Medicine ⊕

Cancer symptoms

Symptoms vary widely, or they may not occur at all. Some patients have abnormal bumps, unexplained fevers, night sweats, or unintentional weight loss.

Most common types

Breast cancer ➤

Symptoms of breast cancer include a lump in the breast, bloody discharge from the nipple, and changes in the shape or texture of the nipple or breast.

# COVID-brain is here to stay and will continue to impact how we 'communicate' with people

## Memory

I am having **trouble** remembering simple things.

**35%**

30% 2024

25% 2023

27% 2022

## Patience

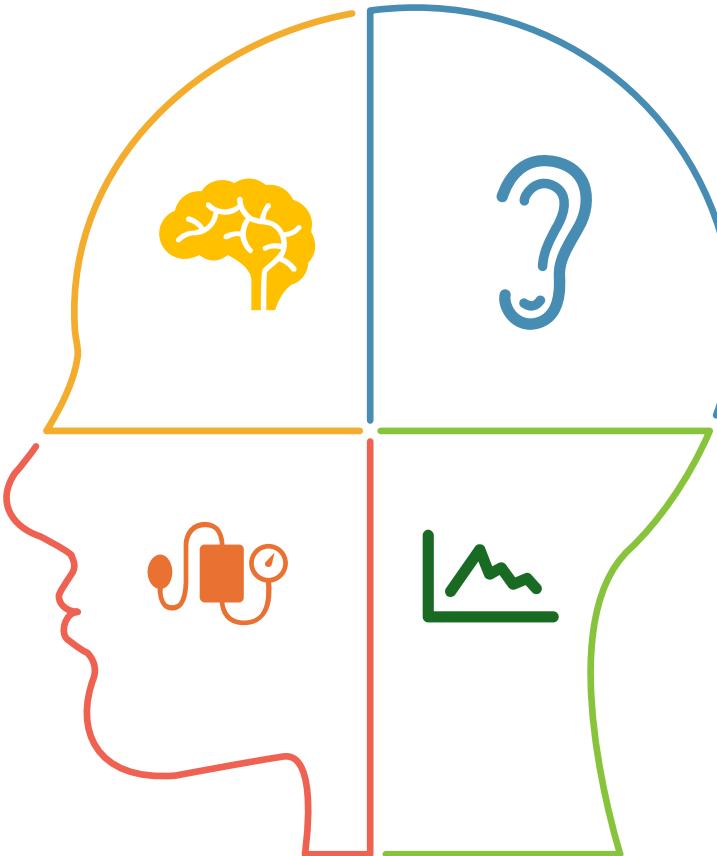
I find myself **losing** my patience easier than before.

**38%**

37% 2024

30% 2023

33% 2022



## Attention Span

I find it **harder** to concentrate and pay attention to things.

**34%**

32% 2024

29% 2023

29% 2022

## Brand Linkage

Even if I remember an advertisement, I find it **harder** to remember who the company was.

**42%**

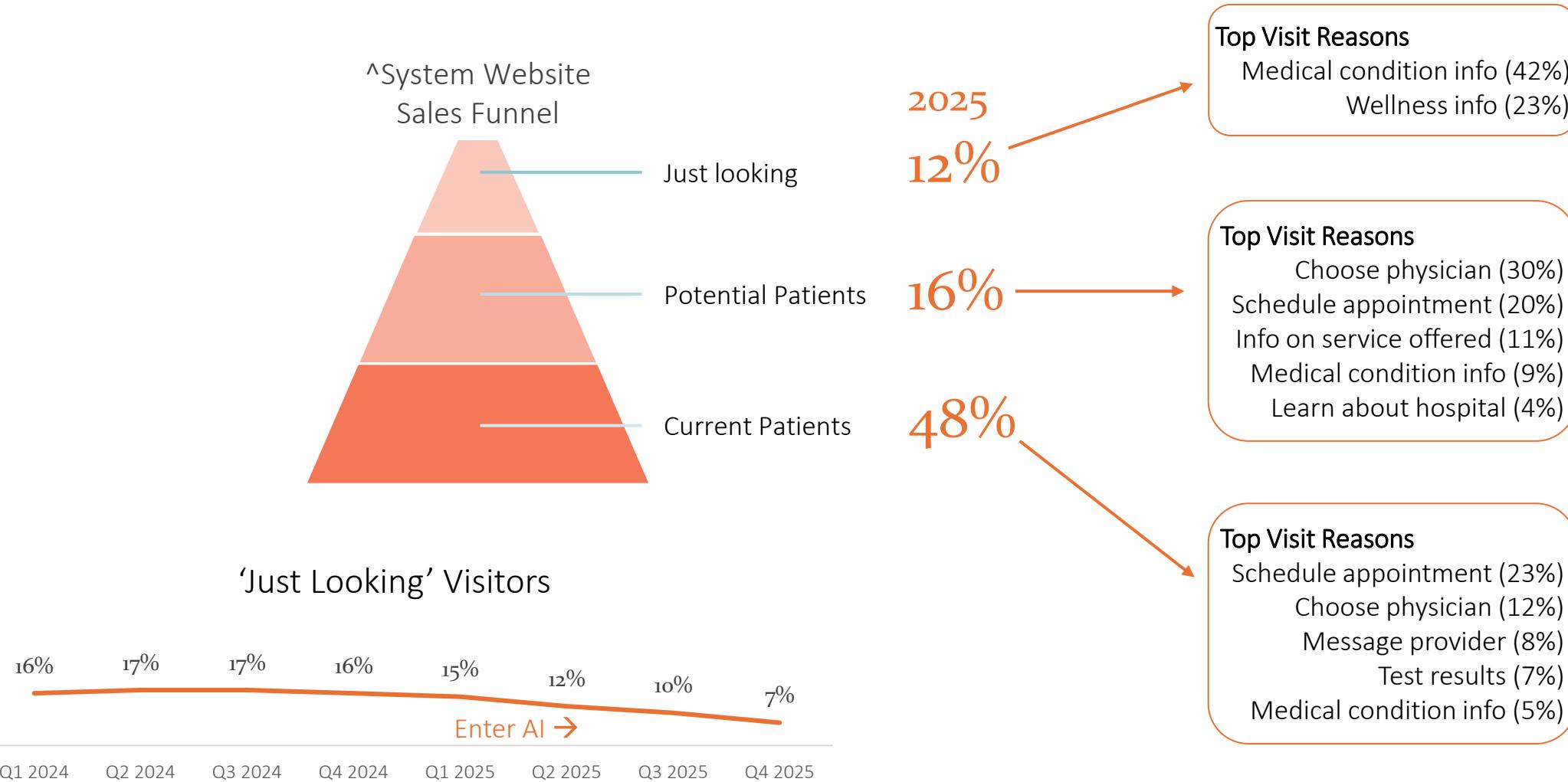
31% 2024

33% 2023

34% 2022

Q29 For the next question, please agree or disagree with each statement as it applies to how you feel now.  
% Agree/Strongly Agree scores shown.

# We are seeing a significant decline in 'just looking' visitors across the gSight<sup>SM</sup> database this year



<sup>^</sup>Source: gSight database of nearly 400,000 visitor survey responses. A Klein & Partners + Greystone.Net product.

# Do people trust these results?

Google how long does the flu last

AI Mode All Images News Short videos Shopping Videos More Tools

AI Overview

The duration of the flu typically ranges from **5 to 7 days**. However, it can vary depending on factors such as:

- **Age:** Children and older adults may experience a longer duration of symptoms.
- **Underlying health conditions:** Individuals with chronic conditions may have a more severe and prolonged illness.
- **Strain of the virus:** Some strains of the flu may cause symptoms for a shorter or longer period.
- **Treatment:** Antiviral medications can shorten the duration of the flu by up to 2 days.

Most people recover within a week, but some may experience lingering symptoms such as fatigue, cough, or congestion for up to 2 weeks.

It's important to note that these are general guidelines, and individual experiences may vary. If symptoms worsen or do not improve after 7 days, it's recommended to seek medical attention.

Dive deeper in AI Mode

This is for informational purposes only. For medical advice or diagnosis, consult a professional. AI responses may include mistakes. [Learn more](#)

Share Like Dislike

How long does the flu last? Symptoms usually appear from one to four days after exposure to the virus, and they last five t... Harvard Health

How long does the flu last? - Harvard Health Harvard Health

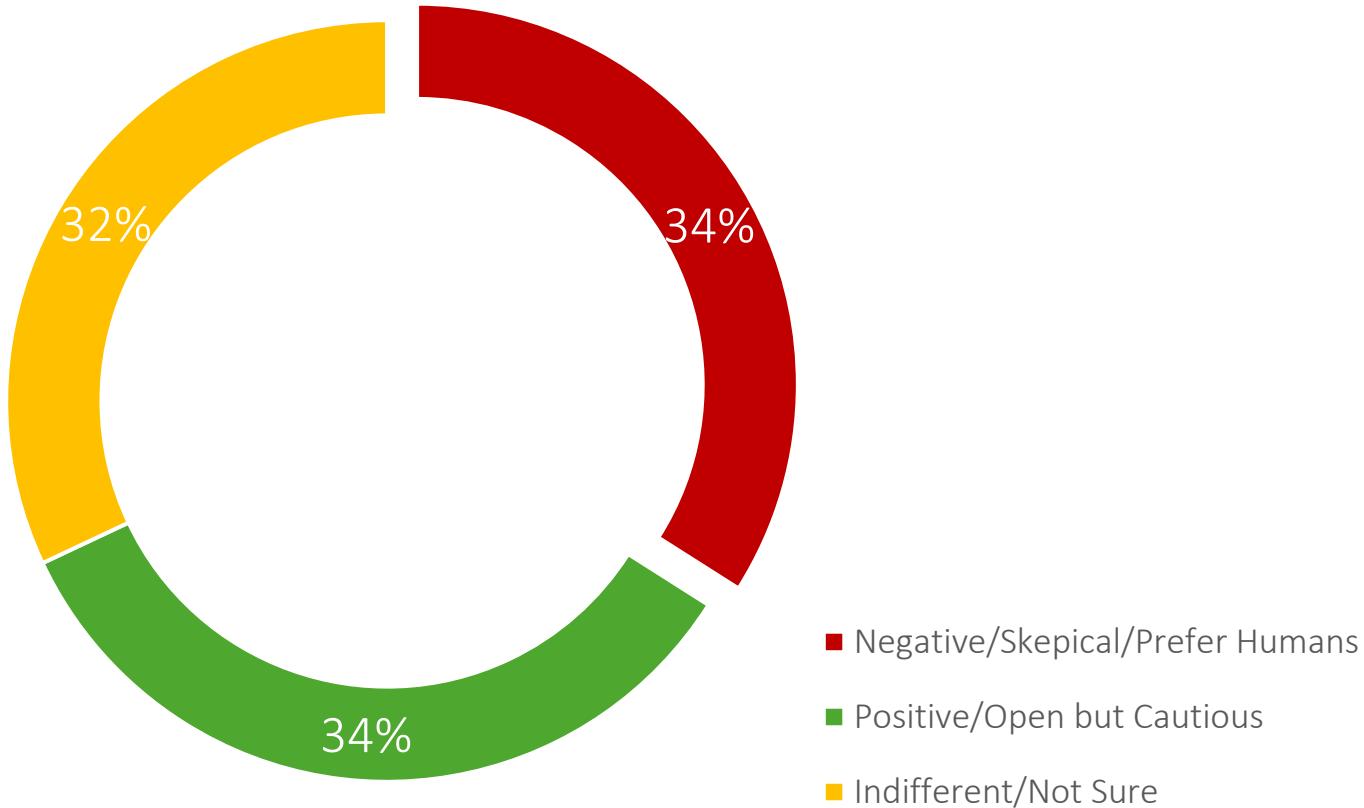
Flu (Influenza): Causes, Symptoms, Types & Treatment - Cleveland Clinic When should I see my healthcare provider? \* You have flu symptoms and an underlying... Cleveland Clinic

Show all



## Consumer mindset around AI

# There is real skepticism about using AI in healthcare searches



OEQC When you are searching for healthcare information online, how do you feel about getting an answer to your search that is created in AI?

Note: We used thematic AI to summarize respondent Verbatims to this question. Sentiment analysis presented here.

# Why skeptical?

“

- *I don't trust anything regarding AI because it's not a human.*
- *It's useless. I can read a website. If the information isn't well-organized there, they certainly aren't capable of creating a helpful bot.*
- *I don't even use tele-health; no thank you. I will never use it as long as I can use a phone.*
- *I would rather get an answer from a real person.*
- *Nope, it won't help because AI is evil. It's not good and is destroying the planet.*
- *I would definitely prefer a human to answer my healthcare questions.*
- *...It still makes too many mistakes.*
- *I don't listen to anything AI tells me. I don't believe it's accurate.*
- *I would not use AI to search for healthcare information online. I do not feel comfortable that the information would be accurate. I'm also concerned about violations of my personal privacy.*
- *I don't feel that AI really knows what is best for me when it comes to my healthcare.*

”



## Key takeaways:

- Not human
- Lack of trust
- Mistake-prone
- Not for healthcare
- Security issues

OEQC When you are searching for healthcare information online, how do you feel about getting an answer to your search that is created in AI?

Note: We used thematic AI to summarize respondent Verbatims to this question.



klein & partners  
POWERED BY THINQINSIGHTS



# Why open but cautious?

“

- *I feel like it makes it more convenient for me to learn about healthcare.*
- *It can be helpful for quick guidance. But I still want to double-check it with trusted doctor.*
- *I find the AI answers when searching anything online extremely helpful and it usually has correct information associated with it.*
- *Good mostly, AI offers a variety of ideas to help brainstorm choosing a plan. Summarizes data well-tailored to people's needs.*
- *I probably wouldn't know that it was AI. What little experience I've with AI is only in a customer service situation and I'm quite pleased with it. I'd probably trust it.*
- *I would like general information on a subject. I wouldn't want to ask it personal questions.*
- *As long as the information is accurate, I don't necessarily have a problem with AI creating a response. However, I would like to view the sources that were responsible for the response.*
- *To start, that is fine, but I want to make the final decision with a human on the phone.*

”

## Key takeaways:

- Convenient
- Helpful
- Quick guidance/summaries
- Brainstorming
- Still need human verification

OEQC When you are searching for healthcare information online, how do you feel about getting an answer to your search that is created in AI?

Note: We used thematic AI to summarize respondent Verbatims to this question.



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# Meet consumers where they are



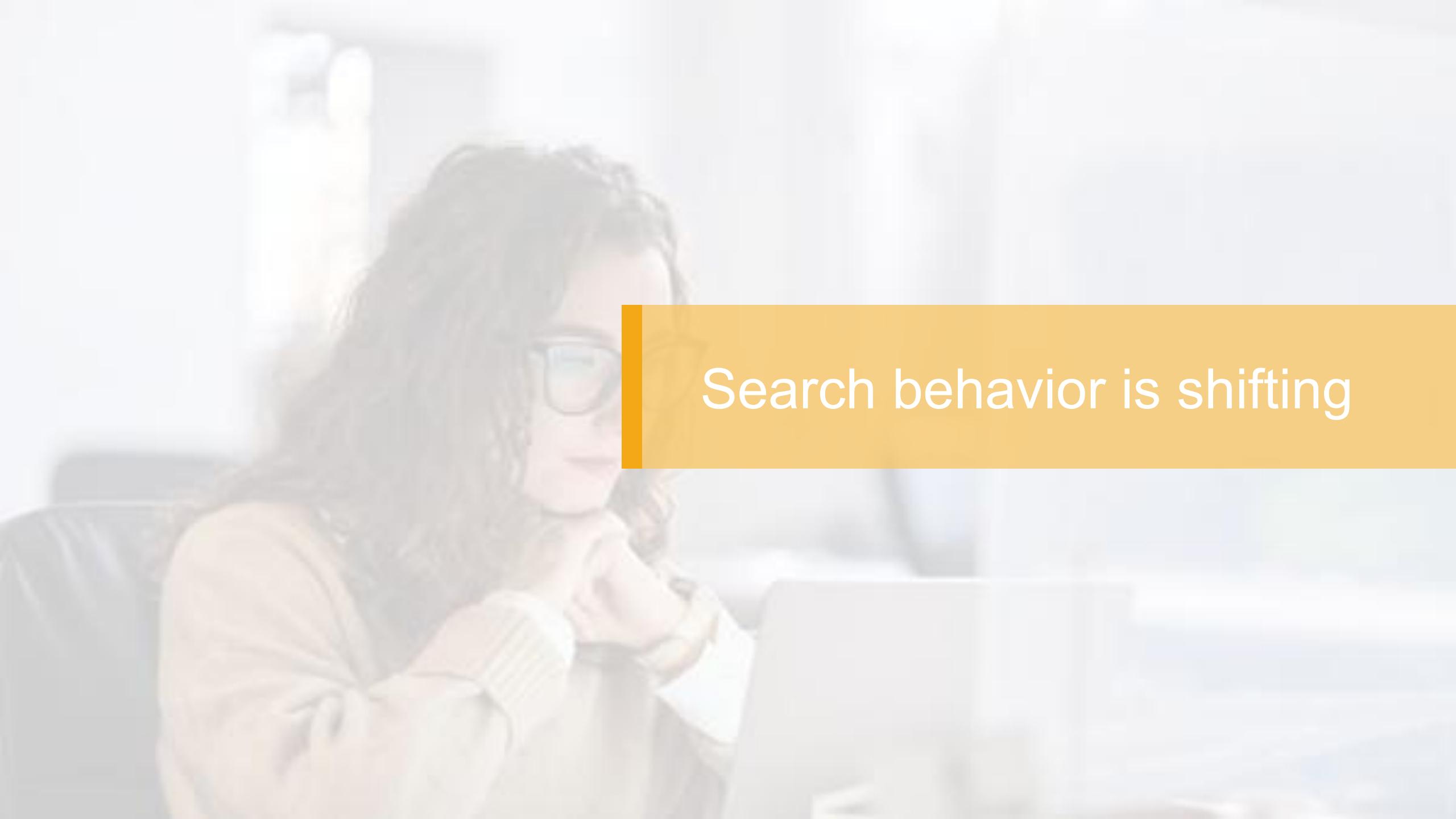
**Skeptics** need human reassurances  
("Talk to a nurse," "Verified by...")



**Pragmatists** need transparency and  
structure

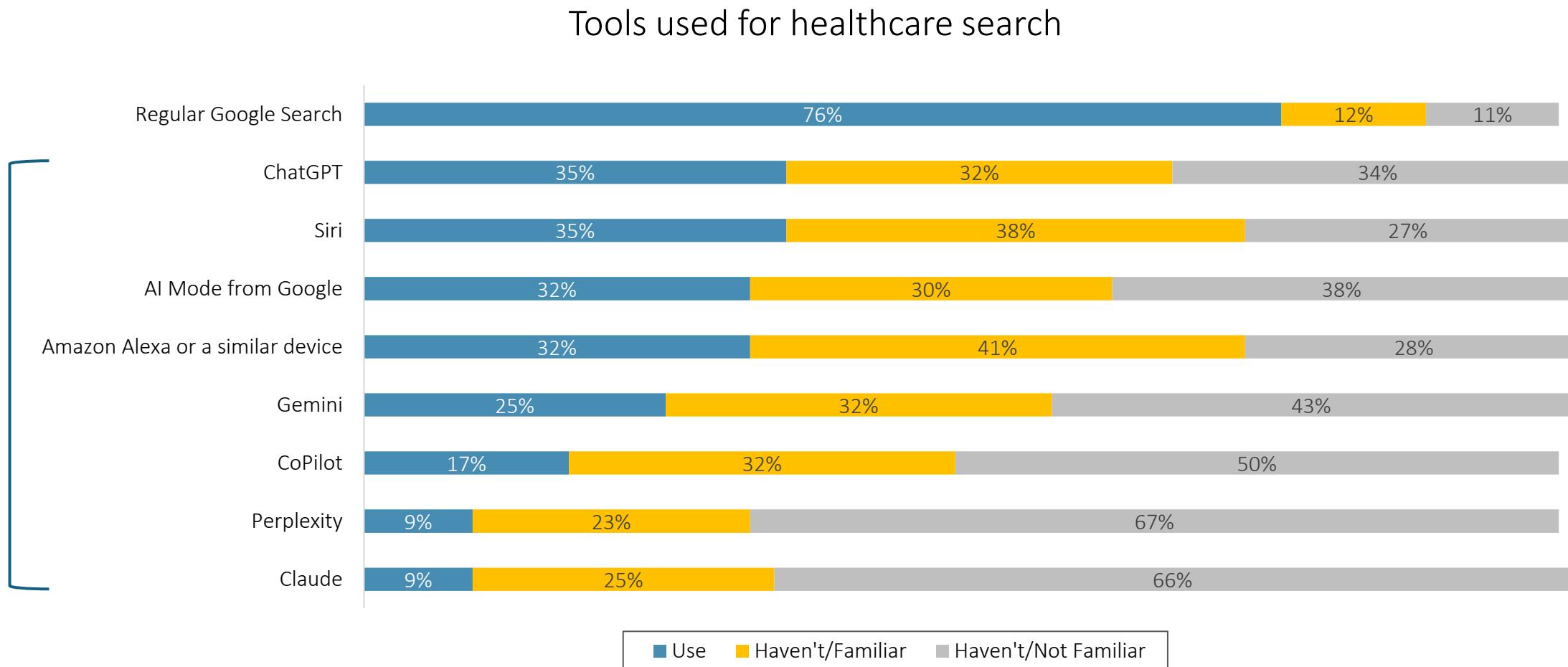


**Neutrals** want fast answers with  
little friction

A blurred background image of a person with dark hair and glasses, wearing a light-colored shirt, looking down at a smartphone held in their hands. The person is seated in a light-colored armchair. The overall tone is professional and focused.

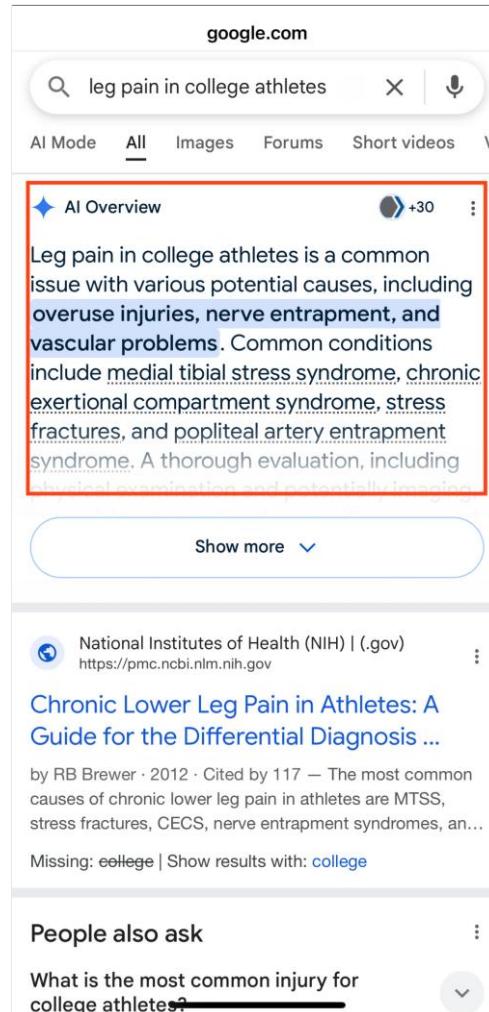
# Search behavior is shifting

# Among AI tools, ChatGPT is the top choice for healthcare search



Q1 Which of the following, if any, do you use for health-related searches?

# Awareness of AI on Google SERPs



The screenshot shows a Google search results page for the query "leg pain in college athletes". The results are displayed in "AI Mode". The top result is a summary box titled "AI Overview" which contains text about common causes of leg pain in college athletes, including overuse injuries, nerve entrapment, and vascular problems. This summary box is highlighted with a red border. Below it is a result from the National Institutes of Health (NIH) with the title "Chronic Lower Leg Pain in Athletes: A Guide for the Differential Diagnosis ...". The "People also ask" section at the bottom includes the question "What is the most common injury for college athletes?"

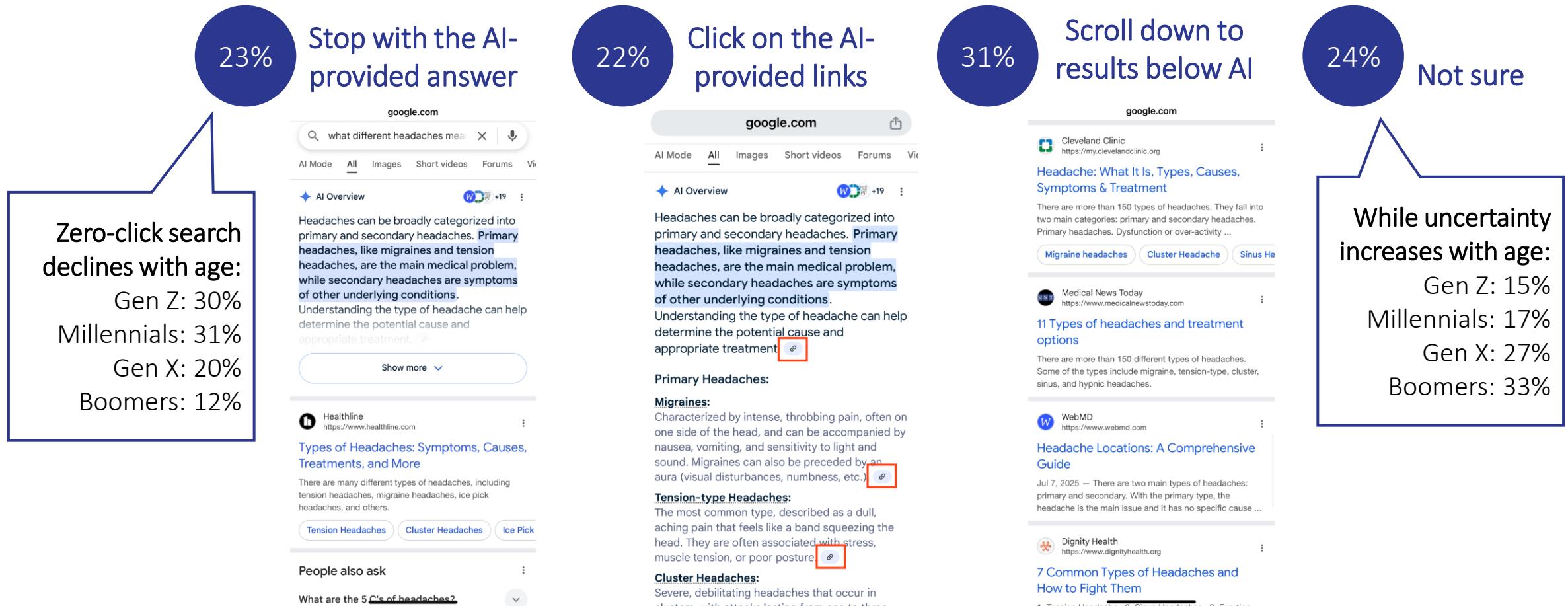
Q **73%** know the top result is often AI-generated 

Significantly higher among:

- Men
- Gen Z and Millennials
- College educated
- \$100k+ income

Q2 When you do a regular Google search, do you know that the top result is often AI-generated?

# When you get a result from your health-related search, do you typically...



Q3 When you get a result from your health-related search, do you typically...  
Note: Examples provided to respondents in the survey for context.

# 55% click source links at least “sometimes”

What do you do when AI Overview shows up with sources and links?	Total US	Significantly higher for this group
I often click on one or more of the source/links	46%	Men, Millennials, higher socio-economic status
I usually just give them a quick look on the page but don't click on any	36%	Women, Gen Z
I don't even really notice them	13%	Women, Gen X and Boomers
Not sure	5%	Lower socio-economic status

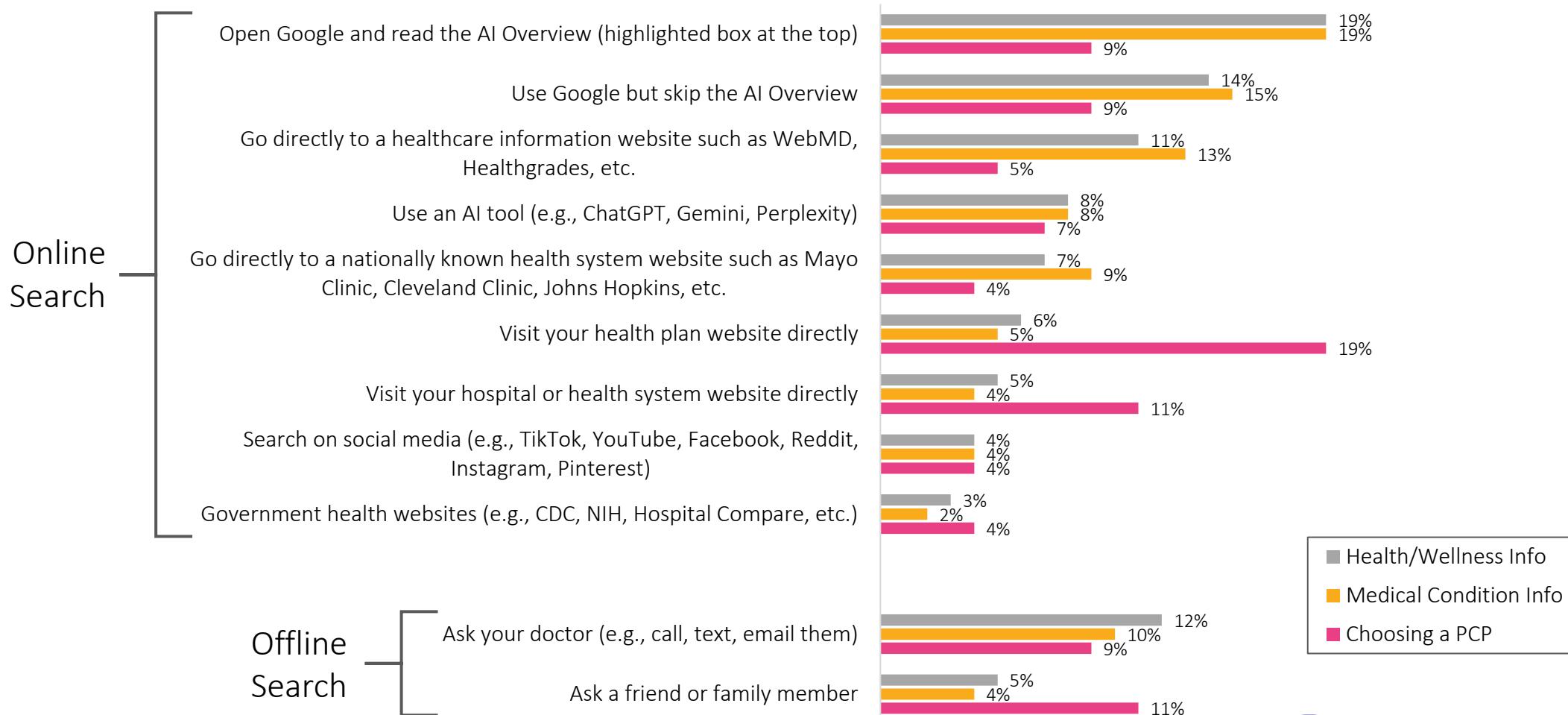
How often click on sources/links?	Total US
Every time	11%
Most times	20%
Sometimes	24%
A few times	24%
Never	15%
Not sure	7%

Q9 When you are searching for health information and Google's AI Overview shows up with the sources and links, do you look at the sources or links included in the AI Overview?

Q10 And how often would you say you click on one or more of the sources or links included in the AI Overview?

# Search starting points vary considerably depending on the task

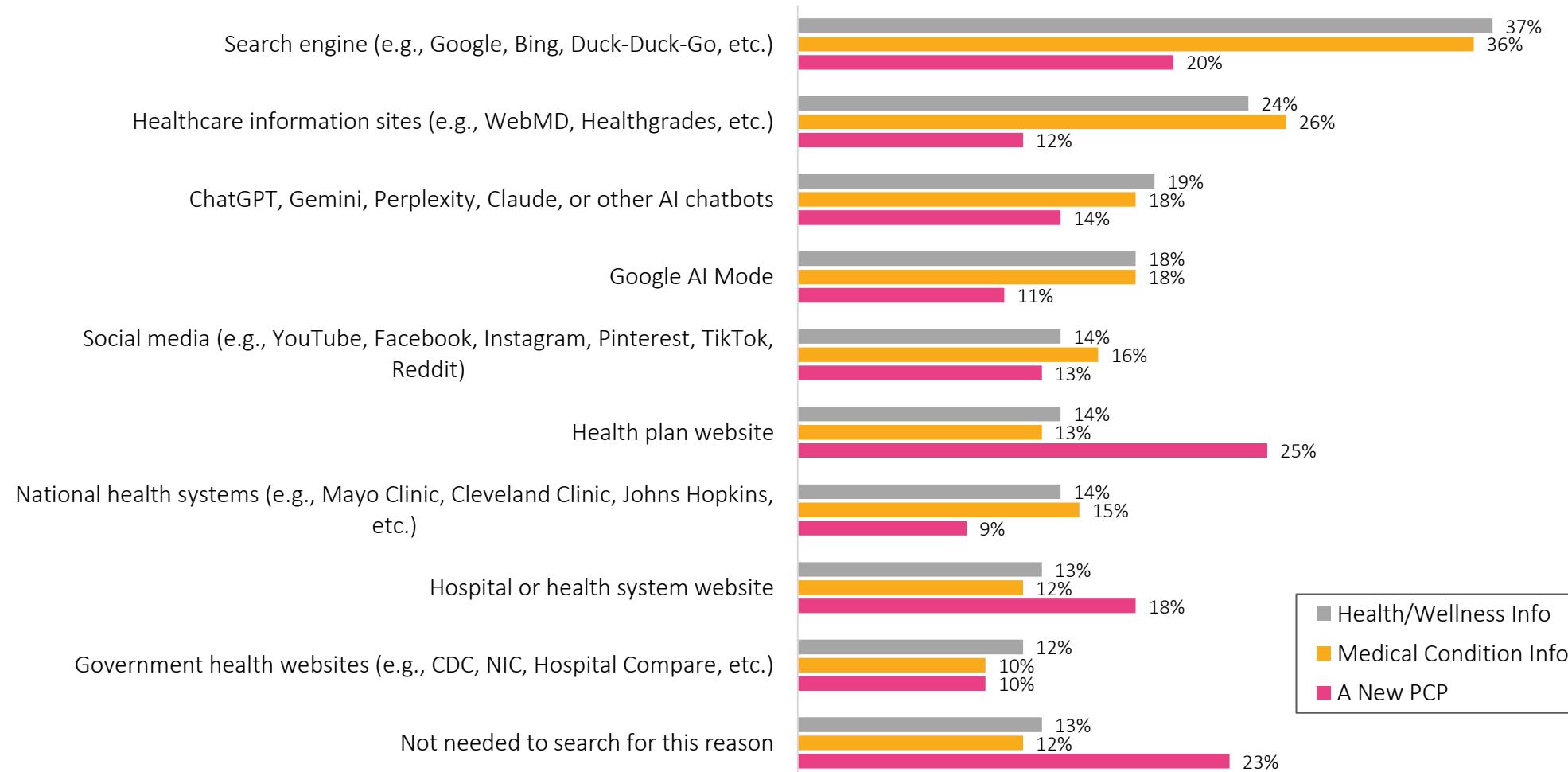
## Where does the search start? (by goal)



Q4 For the following search types, where do you typically start?

# Info searches tend to happen outside system websites while looking for a new PCP tends to end up on an insurance or system website

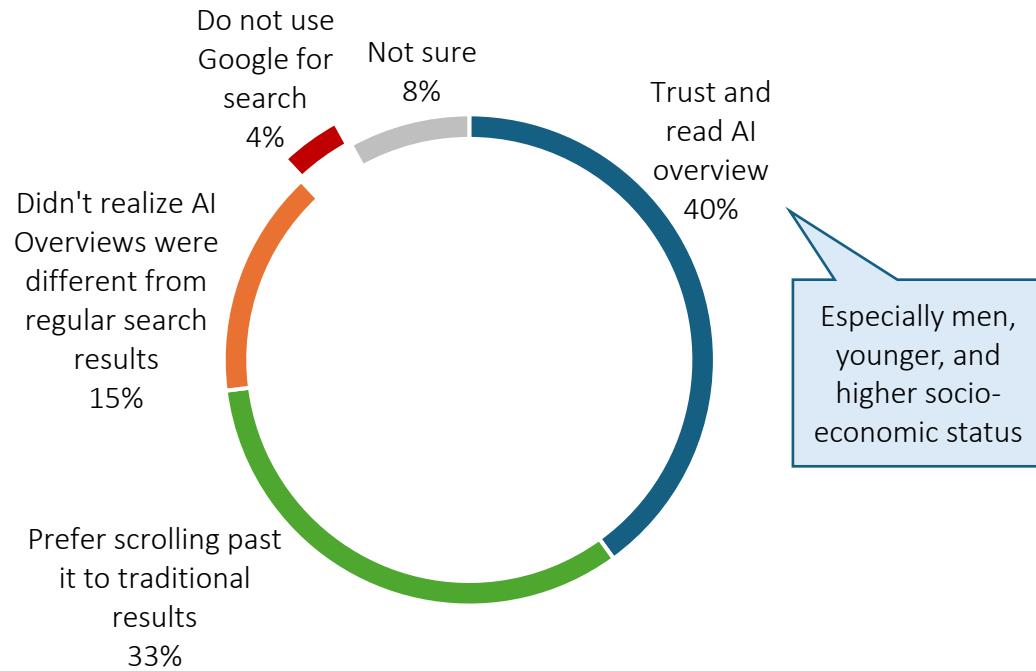
Used this online tool when looking for...



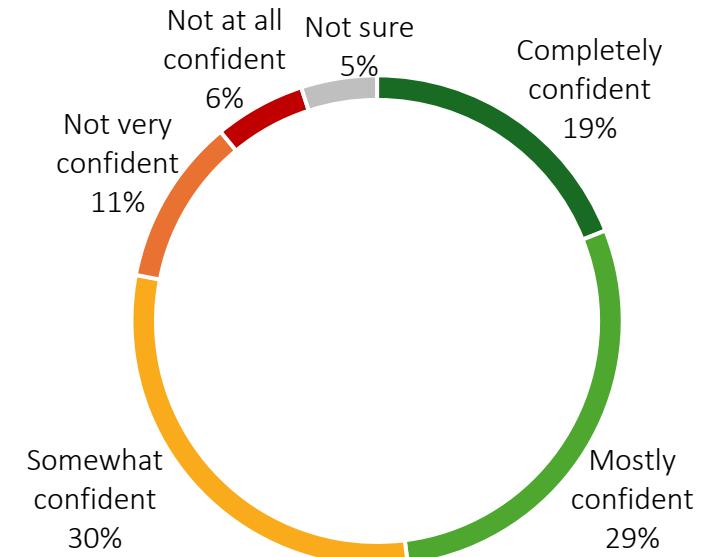
Q5 In the past 3 months, which of the following online tools, if any, have you used when...?

# Four in ten consumers are reading AI overviews but confidence in the credibility of sources is not universal

When using Google, typically...

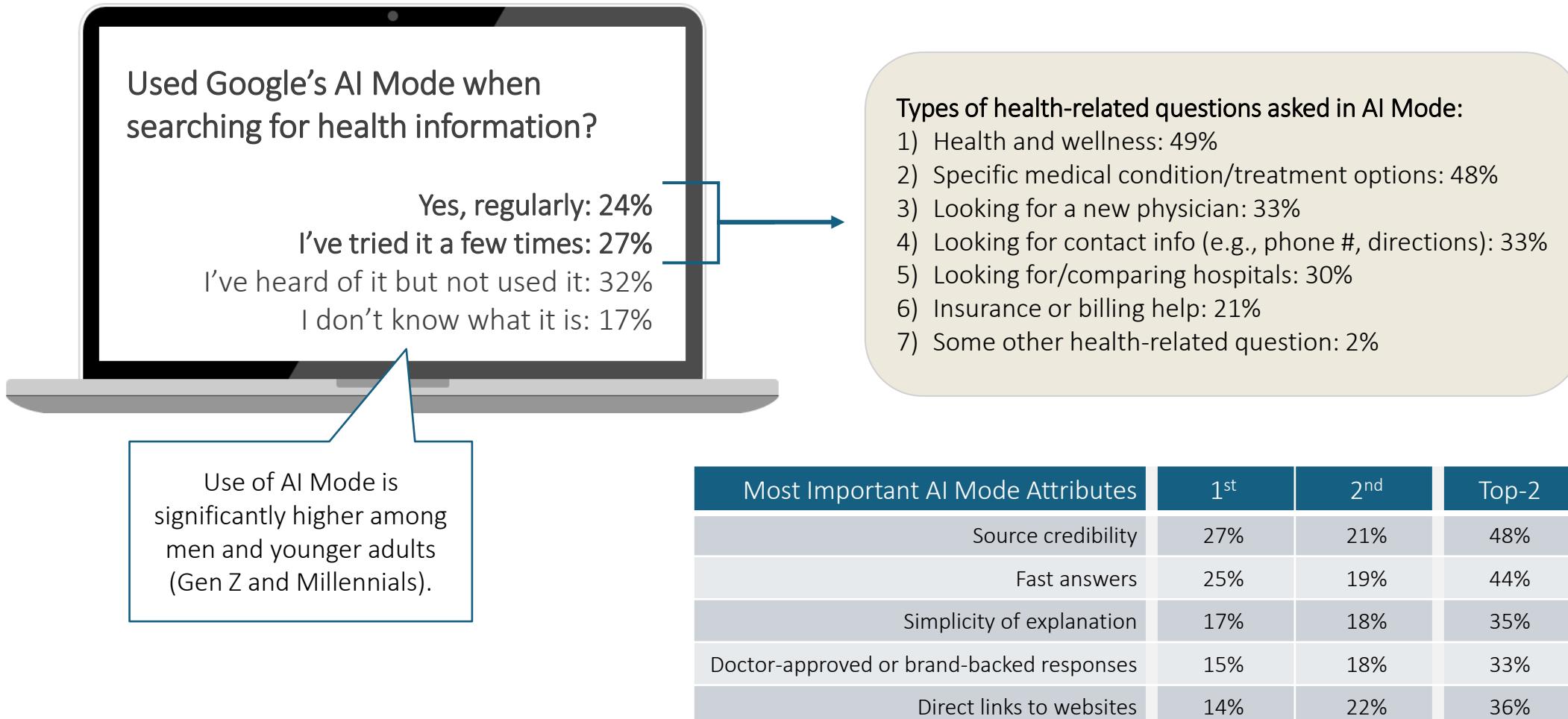


Confidence Google's AI Overview answers have credible sources



Q6 When using Google today, do you typically...

Q8 When you are searching for health information, how confident are you that Google's AI Overview answers are based on credible sources?



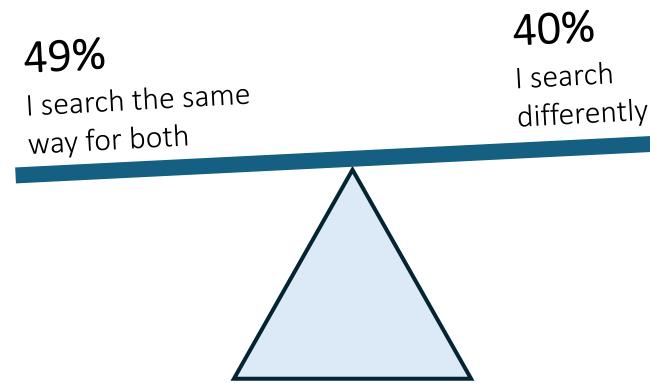
Q13 Have you used Google's AI Mode (i.e., conversational search/chat box) when searching for health information?

Q14 What type of health-related questions have you asked in AI Mode?

Q15 When using Google's AI Mode, what's most important to you? (Top-2 rankings)

# Does the goal change how people search?

Do you search differently when trying to understand symptoms versus when you are ready to find a doctor or schedule an appointment or do you search the same way for both?



For DIY health research (e.g., treating symptoms at home), which trust more?	Total US
AI-generated answers	19%
Branded health plan websites	18%
Medical journals or government sites	16%
Branded hospital websites	13%
Social media content	11%
I do not search online for treating symptoms at home I call the doctor	20%

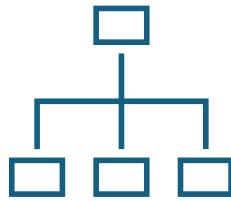
Notice where your websites rank in trust.

Q16 Do you search differently when you are just trying to understand symptoms versus when ready to find a doctor or schedule an appointment or do you search the same way for both?  
Q17 For DIY health research (e.g., treating symptoms at home), which do you trust more?

# AI influences behavior



Don't wait for full consumer trust  
to optimize for AI



Structure content for credibility

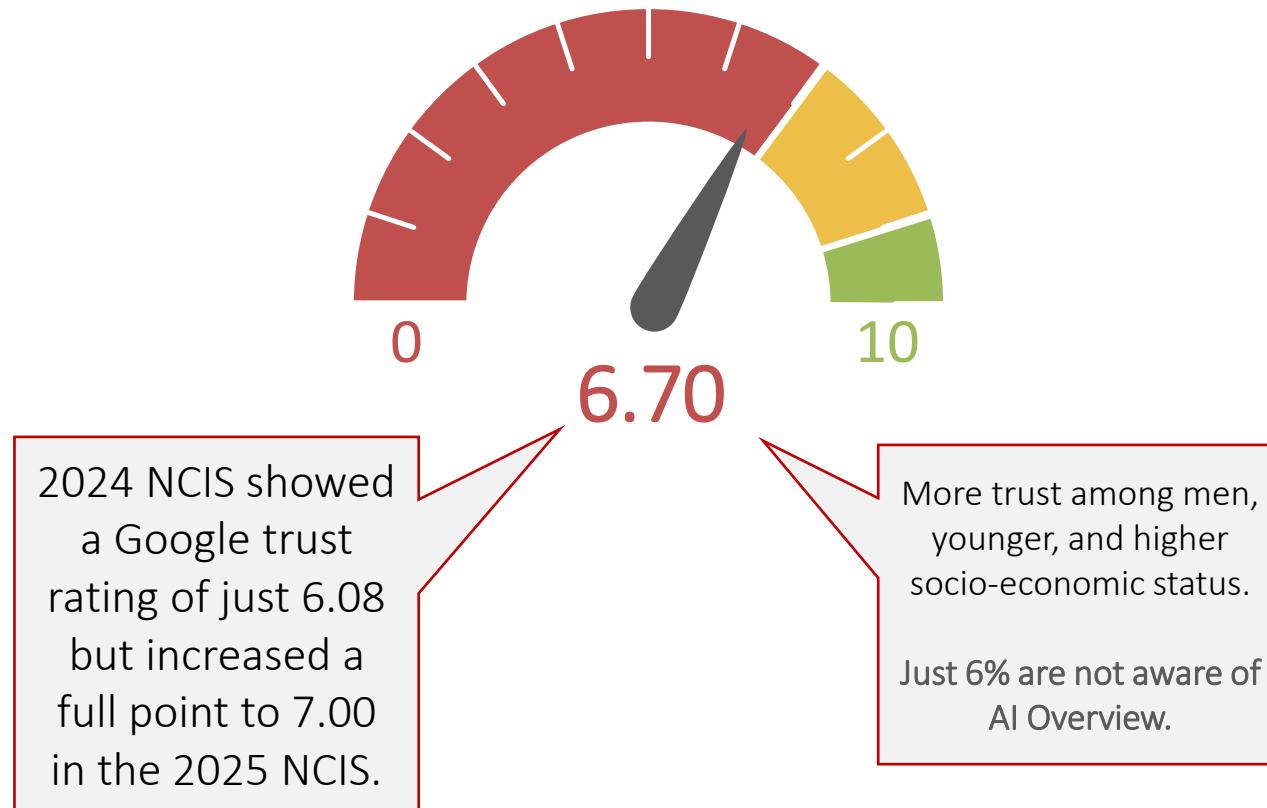


Provide fast, clear answers

A woman with dark hair tied back is sitting at a desk, looking down at a laptop with a worried expression. Her hand is resting against her forehead. The laptop is open and positioned in front of her. The background is a plain, light-colored wall.

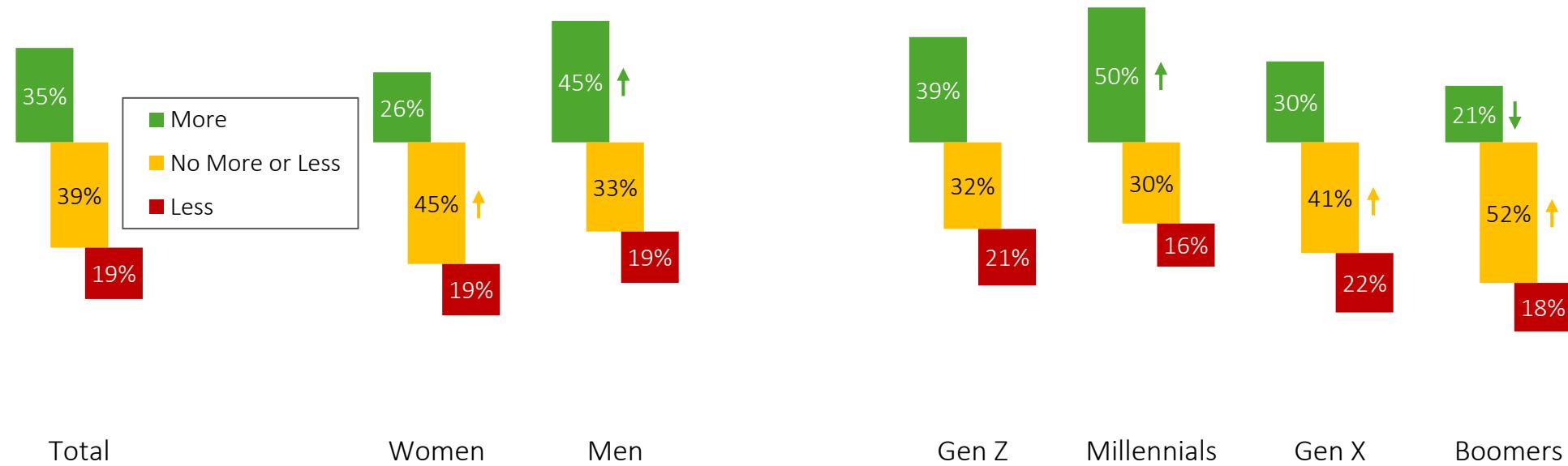
# Perceptions and trust

# Google AI Overview trust rating



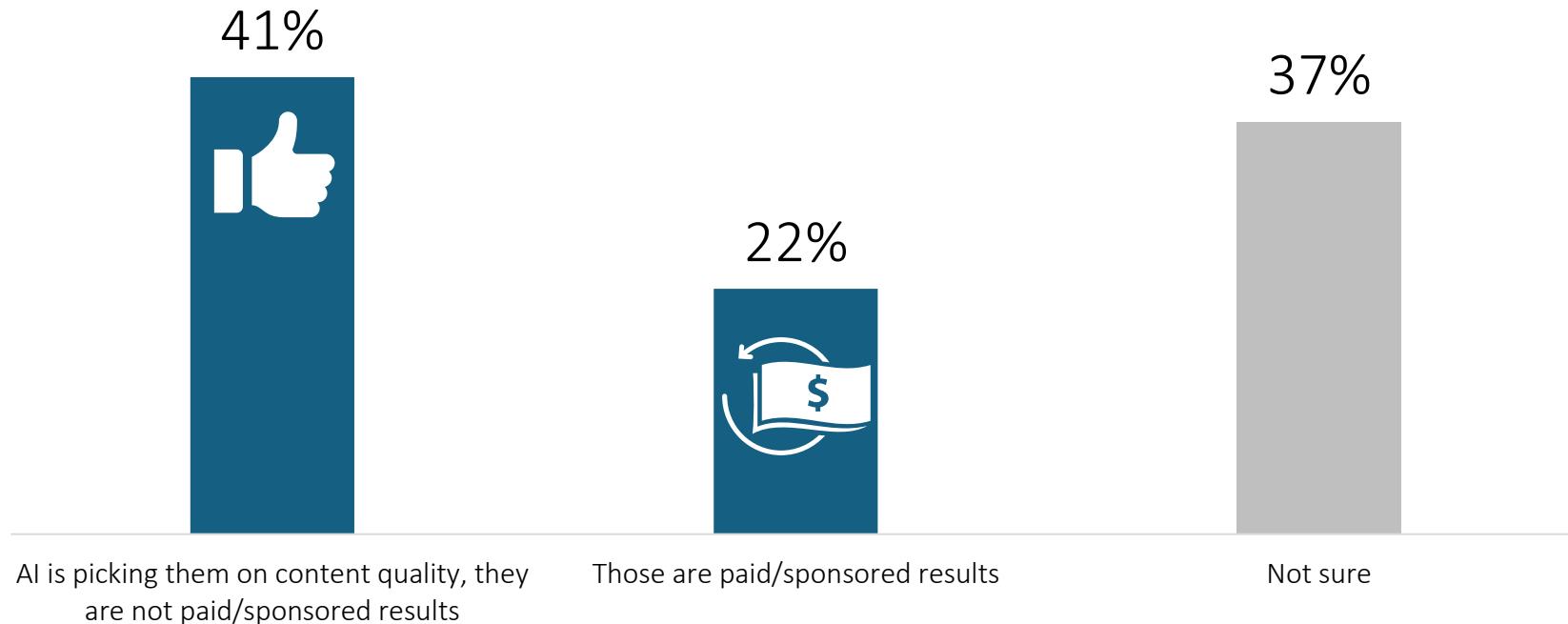
Q7 How much do you trust the information provided in Google's AI Overview? Use a scale of 0 to 10 where 0 means you 'do not trust Google's AI Overview at all' and 10 means you 'trust Google's AI Overview completely.'

# Trust earned for appearing in AI Overview versus SERP



Q11 How much more or less do you trust a hospital that appears in the AI Overview compared to one in a traditional Google result?

# Perceptions of Google AI Overview sources



Q12 Are those AI Overview sources paid/sponsored results or is AI picking them based on its criteria of the quality of information provided?

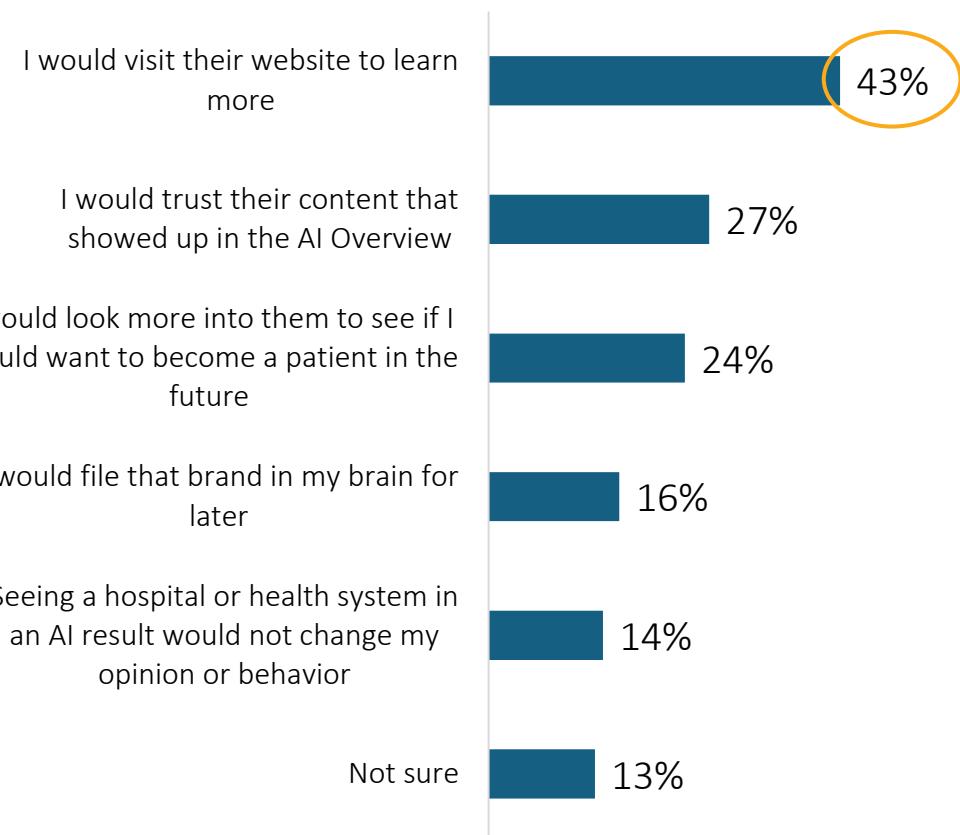
# Perceptions of Google AI Overview sources vary by sex and age

Perceptions of Google AI Overview sources	Female (A)	Male (B)	Gen Z (C)	Millennials (D)	Gen X (E)	Boomers (F)
AI is picking them on content quality they are not paid/sponsored results	38%	43%	59% DEF	47% EF	35% F	27%
Those are paid/sponsored results	16%	29% A	17%	30% CF	24% F	16%
Not sure	46% B	28%	25%	22%	41% CD	57% CDE

Q12 Are those AI Overview sources paid/sponsored results or is AI picking them based on its criteria of the quality of information provided?

# Getting into the AI Overview leads to website behavior

What would you do if a hospital you know shows up in AI Overview?



38%

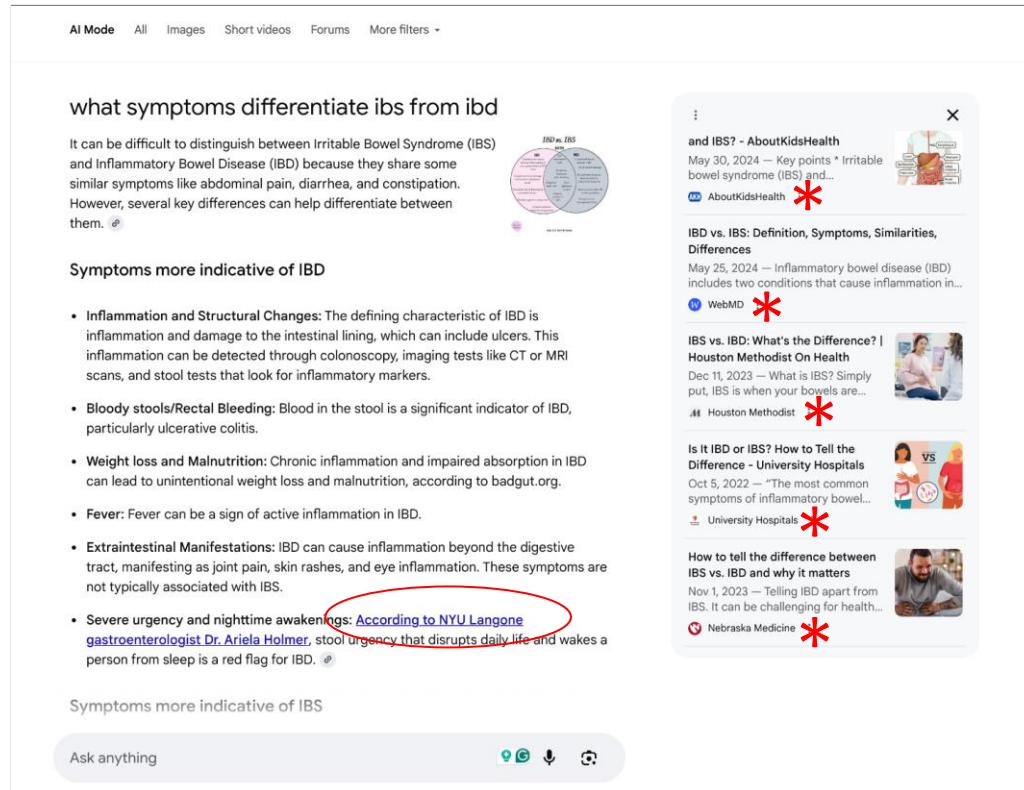
Have made a healthcare decision based on an answer from an AI tool or an AI Overview in Google

More likely men, younger, and higher socio-economic status

Q19 If you see a hospital or health system show up in the AI Overview that you are familiar with but have not used, which of the following applies to how you would react to seeing it?

Q20 Have you ever made a healthcare decision based on an answer from an AI tool or AI Overview on Google?

# Brand recognition and recall



AI Mode All Images Short videos Forums More filters +

what symptoms differentiate ibs from ibd

It can be difficult to distinguish between Irritable Bowel Syndrome (IBS) and Inflammatory Bowel Disease (IBD) because they share some similar symptoms like abdominal pain, diarrhea, and constipation. However, several key differences can help differentiate between them.

IBS vs. IBD: A Venn diagram showing overlapping symptoms of abdominal pain, diarrhea, constipation, and gas.

Symptoms more indicative of IBD

- Inflammation and Structural Changes: The defining characteristic of IBD is inflammation and damage to the intestinal lining, which can include ulcers. This inflammation can be detected through colonoscopy, imaging tests like CT or MRI scans, and stool tests that look for inflammatory markers.
- Bloody stools/Rectal Bleeding: Blood in the stool is a significant indicator of IBD, particularly ulcerative colitis.
- Weight loss and Malnutrition: Chronic inflammation and impaired absorption in IBD can lead to unintentional weight loss and malnutrition, according to badgut.org.
- Fever: Fever can be a sign of active inflammation in IBD.
- Extraintestinal Manifestations: IBD can cause inflammation beyond the digestive tract, manifesting as joint pain, skin rashes, and eye inflammation. These symptoms are not typically associated with IBS.
- Severe urgency and nighttime awakenings: According to NYU Langone gastroenterologist Dr. Ariela Holmer, stool urgency that disrupts daily life and wakes a person from sleep is a red flag for IBD.

Symptoms more indicative of IBS

Ask anything



76%

Didn't notice/couldn't remember any brands

More likely women, younger, and lower socio-economic status

## How many noticed the brands listed in the AI Mode results?

- WebMD: 3%
- Houston Methodist: 2%
- Nebraska Medicine: 1%
- University Hospitals: 1%
- AboutKidsHealth: 1%
- NYU Langone: 1%

## What other brands got 'credit' even though they were not in the search results?

- Mayo Clinic: 3%
- Cleveland Clinic: 2%
- Johns Hopkins: 2%

Q18 Did you notice any of the brands or hospitals that showed up in the AI Overview on the page we just showed you? If so, what brands or hospital names did you notice?

# Search happens more at the information stage, while decision-making happens more on the brand's website

## Top-5 Sites Consumers Have Total Confidence in Going to for Information or to Make a Transaction

Health and Wellness Information	Medical Conditions or Symptoms Info	Learning What Services a Hospital/ System Offers	Price Check (e.g., what a procedure costs upfront)	Looking for a Doctor	Scheduling an Appointment
Hosp/System website (36%)	Hosp/System website (31%)	Hosp/System website (45%)	<i>Health plan website (30%)</i>	Hosp/System website (37%)	Hosp/System website (39%)
Search engine (31%)	Search engine (31%)	<i>Health plan website (27%)</i>	<b>Hosp/System website (29%)</b>	<i>Health plan website (36%)</i>	<i>Health plan website (26%)</i>
WebMD (28%)	WebMD (29%)	Search engine (23%)	Search engine (23%)	Search engine (24%)	Search engine (16%)
<i>Health plan website (27%)</i>	<sup>^</sup> National systems (27%)	<sup>^</sup> National systems (19%)	Use AI tool (16%)	<sup>^</sup> National systems (16%)	<sup>^</sup> National systems (14%)
<sup>^</sup> National systems (26%)	<i>Health plan website (25%)</i>	Gov't websites, Google AI Mode results, use AI tool (16% each)	Gov't website (15%)	Gov't website, AI Mode (15% each)	YouTube (13%)
I never search online for this (7%)	I never search online for this (7%)	I never search online for this (10%)	I never search online for this (18%)	I never search online for this (11%)	I never search online for this (15%)

<sup>^</sup>National systems such as Mayo Clinic, Cleveland Clinic, Johns Hopkins, etc.

Q21 For \_\_\_\_\_, which of the following sites do you have total confidence in going to for that information or to make that transaction?

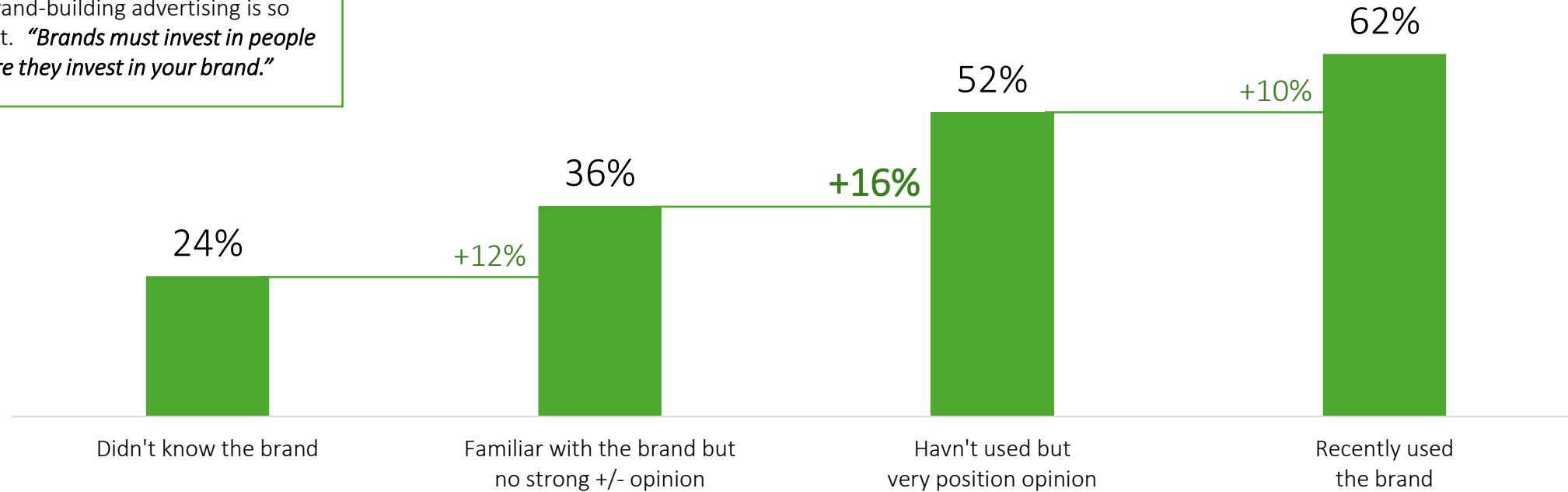


# How a person 'feels' about the brand has more influence on clicking on the ad than prior 'use'

→i.e., Affect > Behavior in impacting ad clicks

Other Klein & Partners research has shown that a brand must build an emotional relationship with non-patients before they respond to performance marketing. This is why brand-building advertising is so important. *"Brands must invest in people before they invest in your brand."*

Would click on an interesting healthcare ad if...  
(Definitely/Probably Score)



Q22 If you were searching for a health-related topic and a digital ad popped up and you found the information to be interesting would you click on that ad if...  
[Top-2 box score: Definitely + Probably % shown]

# Brand familiarity matters



Don't mistake low recall  
for low impact



Prioritize recognition  
cues

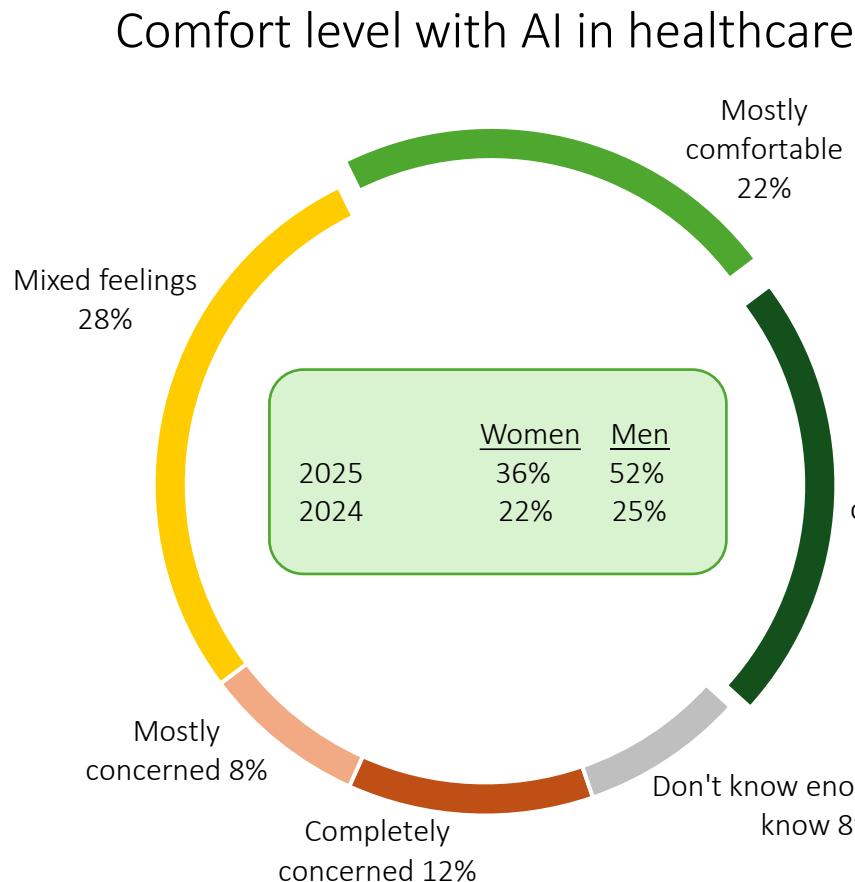


Build emotional  
familiarity

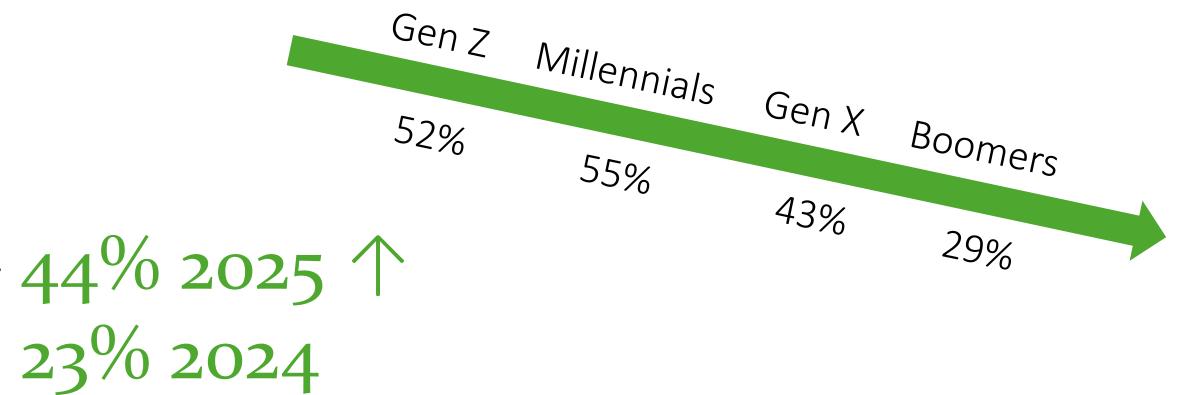
A doctor in a white coat is holding a smartphone. The background is blurred, showing colorful lights, possibly from a city at night or a medical facility. A vertical dark teal bar is positioned to the left of the text.

Comfort level with AI in healthcare

# Look how quickly comfort is growing with AI

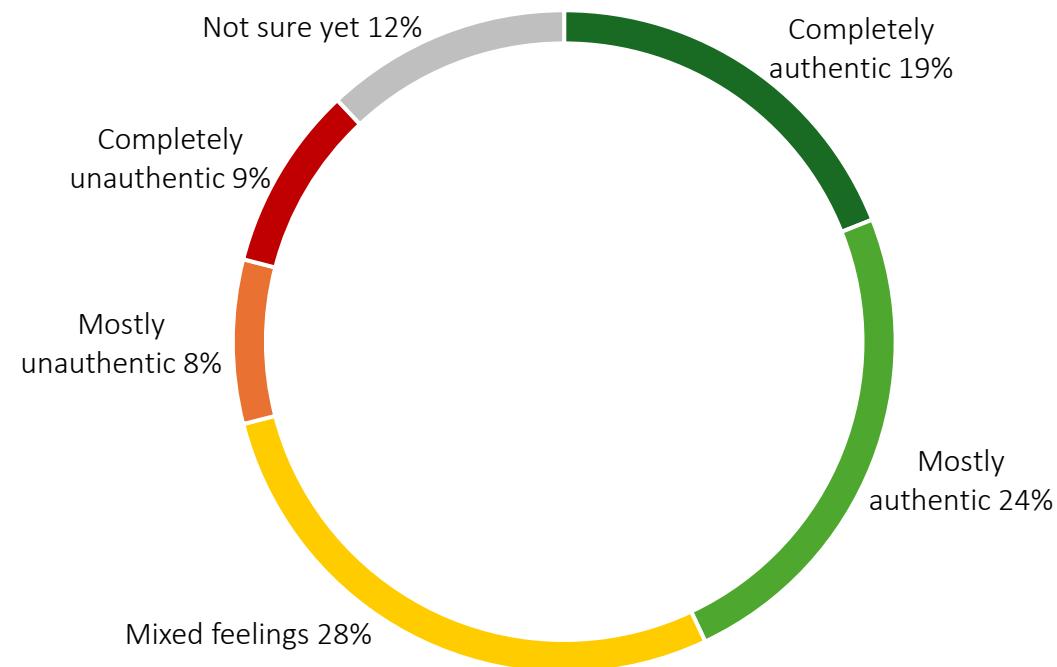


Comfort level with AI in healthcare declines with age



# Comfort with using AI in general is a prerequisite to authenticity

How authentic is a health system that uses AI to fine-tune its communications with patients in advertising or on its website?



But these are almost all adults who are already comfortable using AI for healthcare search and are comfortable with AI's involvement in healthcare in general.

43%

Men, younger adults, and those with a higher socio-economic status are significantly more likely to find AI-assisted marketing efforts still 'authentic.'

Q26 How authentic do you feel a hospital or health system is that uses AI to fine-tune its communications with patients whether on the website or in its advertising?

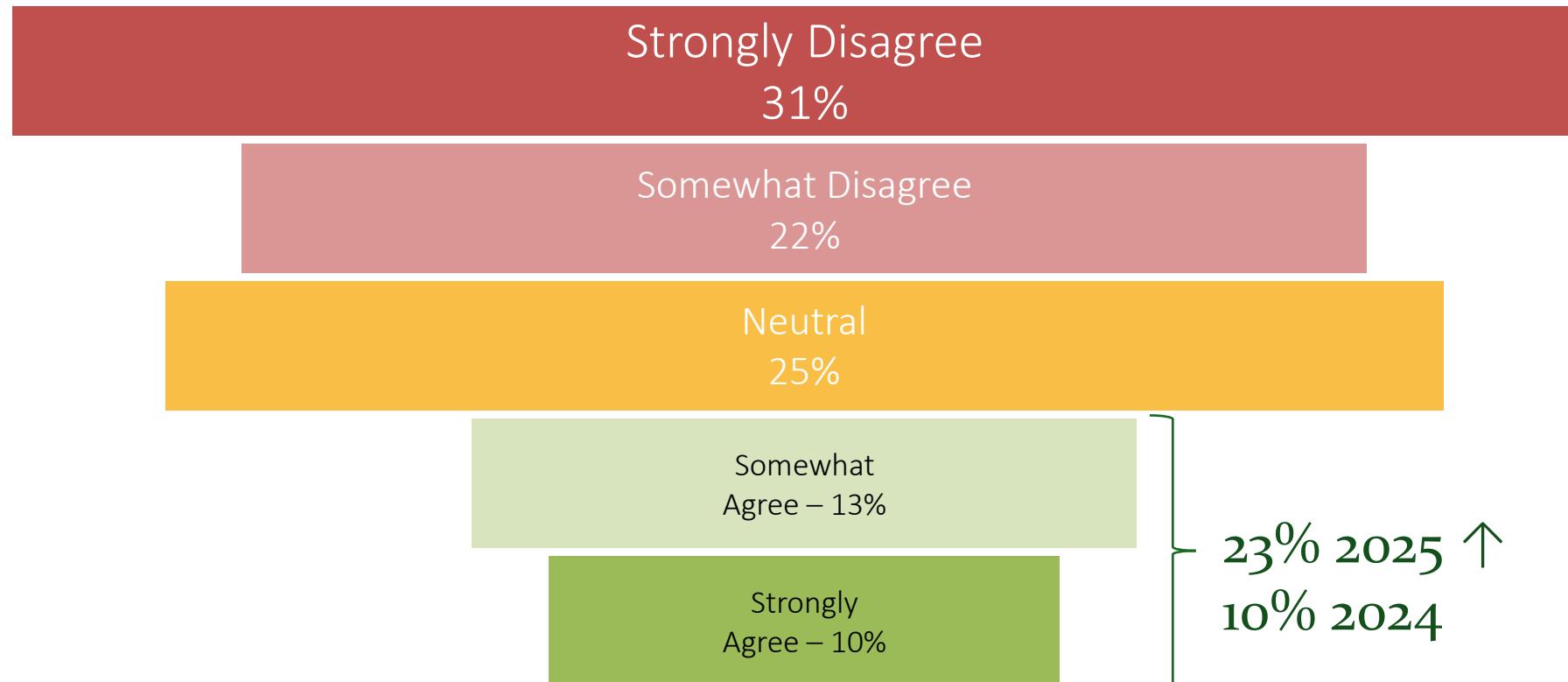
# AI acceptability is growing quickly

AI is fully acceptable for this use...	2024	2025
Sending reminders for screenings/ prescription refills	45%	43%
Call center routing	35%	36%
Website answering non-clinical questions	35%	38%
Creating advertising	33%	37%↑
Website content on medical conditions	25%	32%↑
Searching for a physician online that's best for you	24%	31%↑
Transcriptions of physician's notes	23%	28%↑
Website explanations for tests, procedures, surgeries, etc.	23%	28%↑
Website answering clinical questions	18%	26%↑
Interpreting a self-assessment that you filled out	15%	25%↑
Interpreting test results	12%	21%↑
Customizing treatments based on health and genetics	10%	20%↑
Diagnosing a routine illness	9%	22%↑
Diagnosing a serious or complex illness	9%	19%↑

Again, it is men, younger adults, and those with a higher socio-economic status who are more comfortable with AI's use across these interactions (and in general).

# In just one year, more than twice as many adults now feel AI is more accurate in diagnosing a disease than a human

*“AI is more accurate in diagnosing a disease than a doctor.”*



Q28 Assume that the AI program and the physician are both provided with the same information and test results about the patient's symptoms. How much do you agree or disagree with the following statement?



## Strategic shifts

# Optimize for AI visibility

Make your content easy for AI systems to find, understand, and surface in responses.

## How:

- Use structured content formats (like FAQs, bulleted lists, and headings) that match how AI parses and presents answers.
- Include source citations, schema markup, and clinician attributions to boost your credibility in generative search.



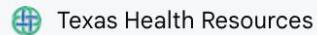
## Colon Cancer Symptoms | Johns Hopkins Medicine

Blood in the Stool. You may notice obvious blood in the stool, or darker colored bowel movements, which...



### Knowing The Silent Signs of Colorectal Cancer Could Save ...

Feb 22, 2024 — In this post, we'll delve into these subtle indications...



### Colon cancer - Symptoms and causes - Mayo Clinic

Dec 19, 2024 — Symptoms. Many people with colon cancer don't have...



### When to worry about blood in your stool (rectal bleeding)

Dec 15, 2022 — Pay attention to what the blood looks like. Blood in the stool...



### 5 Colon Cancer Symptoms that are Easy to Overlook

5 Colon Cancer Symptoms that are



# Symptoms

Many people with colon cancer don't have symptoms at first. When symptoms appear, they'll likely depend on the cancer's size and where it is in the large intestine.

### Symptoms of colon cancer can include:

- A change in bowel habits, such as more frequent diarrhea or constipation.
- Rectal bleeding or blood in the stool.
- Ongoing discomfort in the belly area, such as cramps, gas or pain.
- A feeling that the bowel doesn't empty all the way during a bowel movement.
- Weakness or tiredness.
- Losing weight without trying.

### When to see a doctor

If you notice lasting symptoms that worry you, make an appointment with a health care professional.

Request an appointment



# Build for recognition, not recall

Focus on repeated cues that build brand familiarity, even if users don't consciously remember your name.

## How:

- Use consistent phrasing, tone, and branded language across all platforms and content types.
- Add local trust signals — like “answers from [City] specialists” — to stand out in AI summaries that skew national.

Google perinatal and postpartum depression care near columbus ohio

AI Mode All Short videos Forums Images Maps Shopping More Tools

Results for Columbus, OH · Choose area

AI Overview

**The Ohio State Wexner Medical Center** offers perinatal and postpartum mental health services, including specialized care for perinatal and postpartum depression. To find care, contact your healthcare provider to discuss your symptoms and get a referral, or reach out directly to a Wexner Medical Center obstetrics or psychiatry department to schedule an appointment.

**How to get care**

- Talk to your healthcare provider:** If you are experiencing symptoms, contact your doctor, obstetrician, midwife, or primary care provider to discuss your feelings. They can provide an initial assessment and refer you to specialized care.

Show more

**Postpartum Depression: Causes, Symptoms & Treatment** Cleveland Clinic

**Postpartum depression - Diagnosis and treatment - Mayo Clinic**

**Perinatal and Postpartum Depression and Anxiety**

Perinatal depression and anxiety can develop at any point during or after pregnancy. Learn more about postpartum depression symptoms and treatment.

**Women's Mental and Behavioral Health | Ohio ...**

Ohio State's women's wellness offerings include mental health care for perinatal and postpartum depression, infertility, menopause, and more. Learn more.

## Perinatal and Postpartum Depression and Anxiety

These serious conditions affect many Americans who are pregnant or have just given birth, but effective treatment is available from Ohio State's mental health experts.

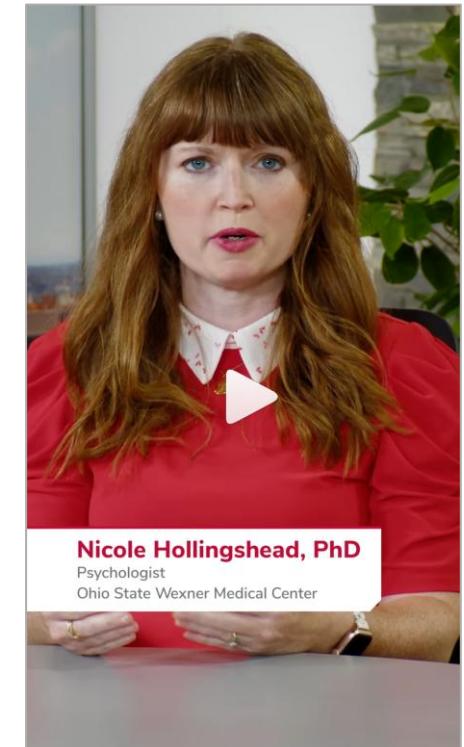
APPOINTMENTS: 614-293-9600

Being pregnant and having a baby can be an exciting time, but it's important to recognize all the varying emotions that can come with a newborn. The perinatal (having to do with childbirth) time in a woman's life is a sensitive one.

It's normal and common for women who are new mothers to feel apprehension, have some mood swings and be overwhelmed in the days following childbirth, but sometimes those symptoms become too much and begin impacting their ability to take care of the baby, function in daily living or enjoy life.

If you or a loved one might be experiencing a perinatal mood or anxiety disorder, such as postpartum depression or postpartum anxiety, the [Women's Behavioral Health](#) experts at The Ohio State University Wexner Medical Center in Columbus, Ohio, want you to know you don't have to suffer alone and that there are effective, evidence-based treatments to help you feel better.

We're a leader in not only identifying and treating perinatal mental health conditions, but we're one of the only academic health centers in the country actively researching better ways to serve pregnant and postpartum women. You'll be in good hands with our maternal behavioral health specialists.



osuwexmed If you think you may be experiencing postpartum depression, it's important to know you're not alone. Nicole Hollingshead, psychologist at #OSUWexMed, explains the importance of asking for help, considering therapy or counseling and shares some of the resources available to provide support.

1w

osuwexmed #OSUWexMed #OhioState #depression #PPD #PostpartumDepression #PostpartumAnxiety #pregnancy #NewParent #NewMom #MentalHealth #health

1w Reply

# Design dual pathways

Serve both fast AI-driven queries and deeper human-led journeys with layered content experiences.

## How:

- Start with summaries that deliver quick answers to common questions.
- Link to human-driven content (like provider bios, testimonials, or longer guides) for people seeking reassurance or depth.

# Breast Cancer Treatment



Roswell Park's [breast cancer team](#) takes a multidisciplinary approach to cancer care. This means a team of breast cancer experts from different medical specialties — surgical, medical and radiation oncologists, diagnostic radiologists, pathologists, nurses and experts in genetics, nutrition, rehabilitation medicine and more — are involved in your treatment.

You may not meet everyone personally, but the entire team works together to provide comprehensive and integrated cancer care. The breast treatment team meets weekly to evaluate patient cases and discuss advances in breast cancer treatment.

We encourage our patients to learn more about breast cancer treatment. A good place to start is the information from the **National Comprehensive Cancer Network (NCCN)**. You may access and download the [NCCN Patient Guidelines for Breast Cancer](#) free of charge. Several Roswell Park breast care physicians serve on the expert panels that assess the latest scientific data and develop these guidelines, which are used by cancer physicians around the world.

## Treatments for breast cancer

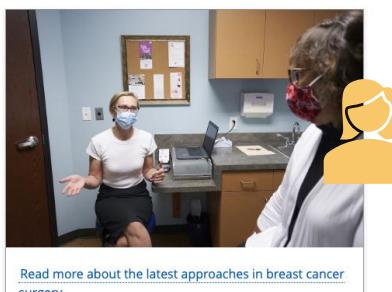
Breast cancer treatment often involves more than one type of therapy and care from providers of different specialties. At Roswell Park, all these experts and therapies are available under one roof. Your personalized treatment plan may include one or more of the following approaches:

- [Surgery](#) to remove the cancerous tissue and any affected lymph nodes.
- [Radiation therapy](#) to kill any remaining cancer cells in the breast, chest wall or lymph nodes.
- [Medicines](#) such as chemotherapy, anti-estrogen hormone therapy and targeted drugs to kill remaining cancer cells and/or prevent their growth.
- [Clinical trials](#) of the latest treatment advances.

For ALL women with breast cancer, treatment must address two separate issues:

- **Treat the breast lump itself.** This local therapy approach, typically involving [surgery](#) and possibly [radiation therapy](#), treats the cancer in the breast.
- **Treating microscopic cancer cells that may have spread.** If there is a significant likelihood that your cancer could have spread beyond the breast to other organs or structures, your treatment will likely include [medical treatments](#) such as anti-estrogen hormone drugs and/or intravenous chemotherapy.

[Make an appointment](#)



## In this section

[BACK TO ALL: CANCER](#)

Breast

Why Roswell Park?

What is Breast Cancer?

Getting a Second Opinion

Types of Breast Cancer

Prevention & Screening

High Risk Breast Cancer Program

Get a Mammogram

Diagnosis

Treatment

Surgery

Radiation

Medical Therapy

Clinical Trials

Breast Cancer in Young Adults

Metastatic Breast Cancer

Breast Reconstruction Surgery

Survival Rates

Living with Breast Cancer

Meet the Team

## Request an appointment

Make an appointment by calling **1-800-ROSWELL** (1-800-767-9355).

[Request appointment](#)



# The adoption curve for AI in healthcare is steep

Adults are quickly becoming comfortable with AI in healthcare, not just for marketing but also for clinical interactions. But not all...

- Women, older adults, and those with a lower socio-economic status will need more education and coaching on the merits and safety of AI in healthcare.
- These groups will turn to trusted sources and human connections.
  - Articles by and about providers
  - Patient stories
  - Reviews

ANY  
QUESTIONS?

For more information contact:

**Lacey Reichwald**

[lacey@ahamediagroup.com](mailto:lacey@ahamediagroup.com)



**Rob Klein**

[rob@kleinandpartners.com](mailto:rob@kleinandpartners.com)

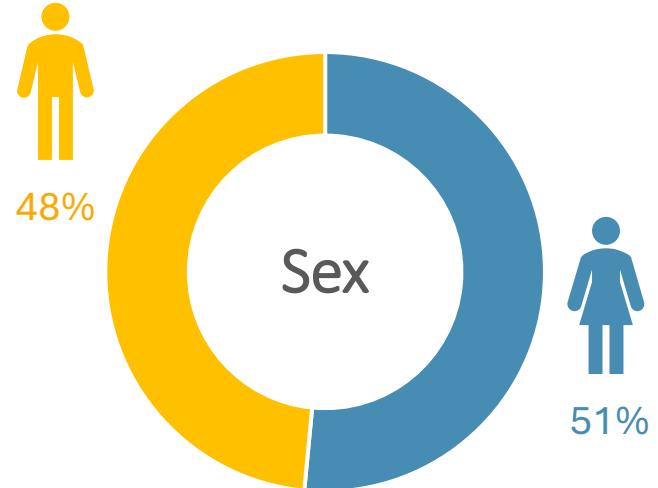
klein & partners  
POWERED BY THINQINSIGHTS



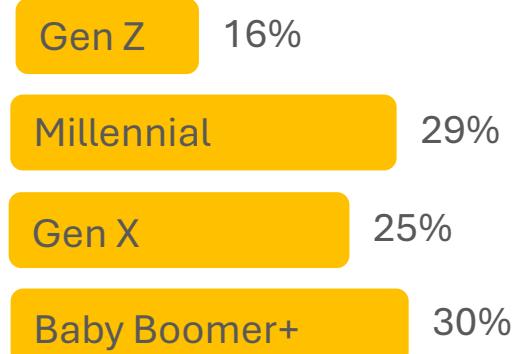
# Appendix

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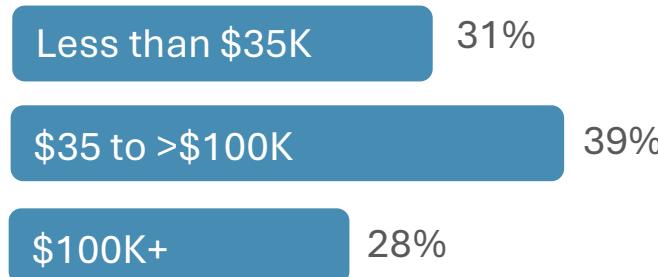
# Demographic profile



Age [Average age = 47]



Income [Median income = \$51,397]



## Ethnicity/ Race

(Multi-response)

68% Caucasian

16% Hispanic

15% African American

5% Asian

6% Other

## Health Insurance

- Group: 29%
- Ind/Exchange: 14%
- Medicare: 29%
- Medicaid: 15%
- VA/Tricare: 1%
- No insurance: 6%