

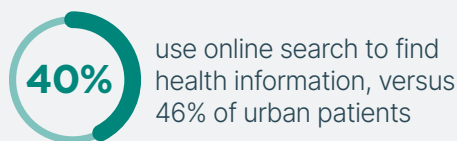
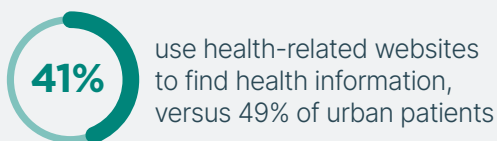
# Bridging the rural digital-health divide

Phreesia

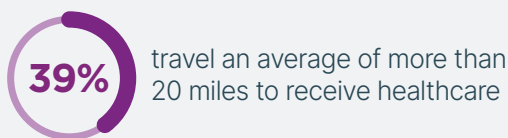
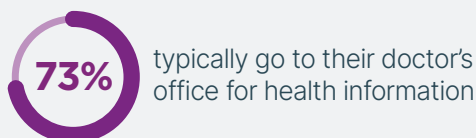
Are rural Americans living in the “digital dark?” Not according to a Phreesia survey taken by more than 4,700 patients, which showed that all patients tend to use the internet to check email or browse the web, regardless of their proximity to urban centers.

Still, there are fundamental differences in the ways patients seek healthcare information, access care and manage their health across geographies. Despite their internet use, rural patients are less likely to go online for healthcare information, and when they do, many struggle to find the information they need and to determine whether it comes from a reliable source. While the web is a key place to connect with rural patients—especially given their proximity to care—it’s important to reach them in the right ways to help bridge the rural digital-health gap.

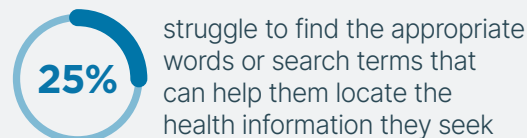
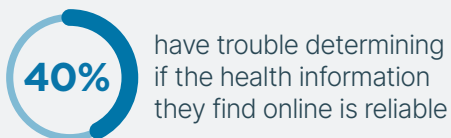
## Smaller percentages of rural patients search for health information online compared to their urban counterparts ...



## ... preferring to get health information from their doctor’s office, which is often far away.



## Reaching rural patients online is vital, but many struggle to navigate online spaces.



Providers, life sciences companies, patient advocates, payers and other key healthcare stakeholders can support rural patients by meeting them at their health-literacy level with initiatives that can improve their online experience. Technical support and education can help them find credible health information and boost their confidence in managing their care to guide their healthcare decisions.

