



Who Do Your Employees Trust for Health Info?

There's a Trust Gap Happening Globally

A shift is happening. The sources people trust for health information are changing—they're looking in new places for guidance. The 2025 Edelman Trust Barometer shines a light on the evolving trend of people losing trust in established institutions when it comes to their health and care¹.

While employees still trust their employers for health information—more than the media, government, or healthcare companies—this trust is fading¹. From 2024 to 2025, the percentage of employees who trust their employer dropped five points in the U.S². This declining trust can create a challenge for employers who are working to connect their people to accurate health information.



What's Influencing Trust in Employers?

PEOPLE TRUST THOSE THEY KNOW

69%

say **friends and family** have influenced their health decisions¹.

SKEPTICISM IS COMMON

59%

think business leaders **exaggerate** or **mislead** people on health matters¹.

MOST WANT TO BE IN CHARGE

2 in 3

people say **they feel in control** of their health — and they act like it¹.

TRUST IS LOCAL

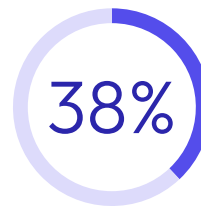
82%

of people trust their **personal doctor**, while only **49%** trust **government leaders**¹.

Influencers Are Rising

If you don't fill your employees' healthcare knowledge gap with high-quality, trusted information, there's a good chance someone else will.

People are looking in non-traditional places for health information and relying on uncredentialed sources like friends, family, and influencers they trust to fill gaps left by traditional sources. Unfortunately, these influencers can easily share misinformation that spreads rapidly and shapes opinions—often without scientific evidence.



of people age 18-34 have followed **social media advice** rather than their medical provider¹.

Employers Have an Advantage

While you may not be able to out-shout influencers, you may be able to out-trust them. Instead of competing with their volume, leverage your own credibility by providing a regular cadence of accurate, well-sourced, and accessible health information that's available to employees at their moment of need.

Remember: **employees still see you as a trusted source**. They trust what is local to them. Foster this trust through transparency and personalization. Position yourself as a reliable alternative to unregulated voices with these tips:



Engage directly with employees on a regular basis



Offer trusted health guidance



Address individual concerns



Be empathetic, personal, and accessible

Cut through the noise

The right approach can deepen trust with employees to better engage them with their health. Check out [5 ways to become a healthcare voice your employees trust](#).



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