WebMD | Insights Lab

2026 Patient Profile Study

Alzheimer's



WebMD | Insights Lab

The In-Market Dx Alzheimer's Patient

Alzheimer's Patient Overview

Up to 45% reach

of the Dx Alzheimer's Universe

57% Have been diagnosed for **3+ years**

71% Describe the severity as **moderate-severe**

29% Alzheimer's patients are suffering from **early onset**

48% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Current Treatment



24% Cholinesterase Inhibitors

20% Glutamate Regulator

20% OTC Meds/Supplements

Effectiveness

78%

Current treatment is moderately to not effective

Switching

29%

Switched their treatment plan after initial care

Information Researched on WebMD

68% Living With Alzheimer's

59% Latest News & Developments on Treatment

52% Condition Complications

52% Medication Details & Side Effects

Actions Taken After Research

3 in 5

Talked to a doctor about their **condition**

2 in 3

Talked to a doctor about **treatment options**

Source: 2026 Patient Profile Study; Alzheimer's

Treatment Landscape and Frustrations

39% Are **not currently treating or stopped taking** their Rx

Current Treatment

- **33%** Lifestyle Changes Only
- **24%** Cholinesterase Inhibitors
- **20%** Glutamate Regulator
- **20%** OTC Meds/Supplements
- **18%** Antipsychotic Medication
- **9%** Anti-Amyloid Biologics

3 in 10 Alzheimer's patients have switched treatment since initial care

3 in 4 Current treatment is **moderately to not effective**

Treatment Frustrations

#1	#2	#3
Just Stopped Using It	Treatment is not working	Did Not Like Side Effects
#4	**#5**	**#6**
Emotional Impact	Cost	Found Better Treatment

Source: 2026 Patient Profile Study; Alzheimer's

Unsatisfied Alzheimer's Patients are Actively Searching for Better Treatment Options

Treatment Desires

53%
Lasted Longer

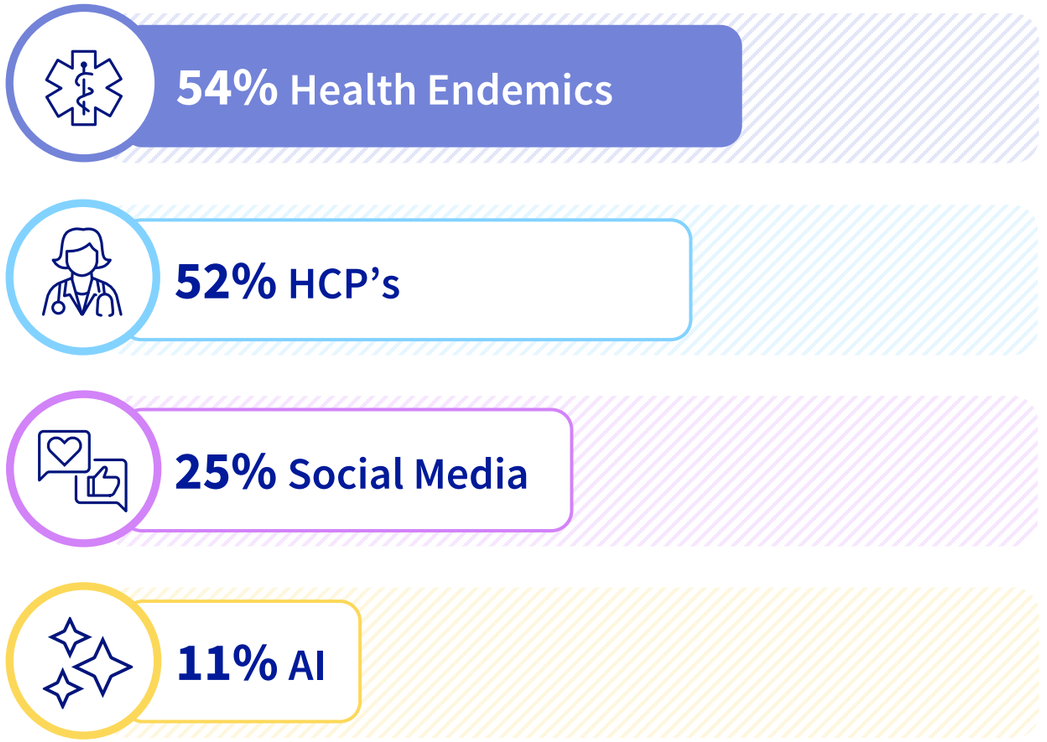
53%
Worked Faster

28%
More Affordable

24%
Can Be Taken Less Often

1 in 3 Are not knowledgeable about biologics and biosimilars, but **would like more information**

How Alzheimer's Patients Stay Current on New Treatments



Source: 2026 Patient Profile Study; Alzheimer's

Alzheimer’s Patients Turn to WebMD at Critical Care Milestones

3 in 4

Research online to prepare for an appointment

Information Researched on WebMD

68%
Living With Alzheimer’s

59%
Latest News & Developments on Treatment

52%
Medication Details & Side Effects

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	**59%**	54%	37%
Lifestyle Information *(Diet, nutrition, Exercise)*	43%	**55%**	36%
Prescription Drugs	36%	**67%**	34%
Side Effects or Long-Term Use of Treatment	33%	**58%**	40%

Source: 2026 Patient Profile Study; Alzheimer’s

Alzheimer’s Caregivers are Actively Researching Throughout Every Stage of Care

Initial Diagnosis

1 in 2

Research condition and symptom information on WebMD **after a loved one’s initial diagnosis**

Condition Education

67%

Look up **Living With Alzheimer’s** information on WebMD to stay informed on managing a loved one's condition

Appointment Preparation

3 in 4

Do research online before a **loved one’s HCP appointment** to prepare for effective conversations

Taking Action

67%

Talk to their loved one’s care team about treatment options after research on WebMD

Caregivers play a pivotal role across their loved one’s Alzheimer’s journey actively researching, preparing, and guiding care decisions at every stage

Source: 2026 Patient Profile Study; Alzheimer’s

Alzheimer’s Patients Start with AI but Rely Heavily on Verification for Accuracy



74% Of Alzheimer’s patients use AI to research their condition

AI Tools Used

- **64%** AI Powered Search Summaries
- **40%** AI Chat Platforms *(ChatGPT, etc.)*
- **33%** Virtual Assistants *(Claude, etc.)*

80%

Verify the health information they receive from AI platforms

4 in 5

Verify the information using a trusted health site **like WebMD**

Source: 2026 Patient Profile Study; Alzheimer’s

In a World Of AI Driven Answers, Alzheimer's Patients and Caregivers Continue to Rely on WebMD

81%

Trust WebMD the most among all health sites

90%

Recommend WebMD for health information

91%

Quality of WebMD content is the best

98%

WebMD provides the most **valuable** content

ONLY **1 in 5**

Trust **AI Search** results for health information

Source: 2026 Patient Profile Study; Alzheimer's



Research on WebMD Drives Doctor Conversations

Type Of Dr Treating Their Alzheimer's

PCP/GP: **72%**

Neurologist: **57%**

Active Patients Visiting Their HCP

48% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Actions Taken After Research on WebMD

3 in 5

Talked to a doctor **about their condition**

2 in 3

Talked to a doctor **about treatment options**

Source: 2026 Patient Profile Study; Alzheimer's