WebMD | Insights Lab

2026 Patient Profile Study

Breast Cancer



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The In-Market Dx Breast Cancer Patient

Breast Cancer Patient Overview

Up to 45% reach

of the Dx Breast Cancer Universe

51% Have been diagnosed for **<2 years**

31% Describe the severity as **Stage 2-4**

33% Breast Cancer patients are suffering from **HER2 Negative**

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

Second Line Treatment



36% Radiation Therapy

29% Hormone Therapy

25% Chemotherapy

Effectiveness

Only 1 in 3

Say current treatment is effective with no side effects

Initial Care

73%

Had surgery as initial treatment

Information Researched on WebMD

56% Medication Details & Side Effects

40% Complications & Symptoms

40% Living With Breast Cancer

39% Latest News & Developments on Treatment

Actions Taken After Research

1 in 2

Talked to a doctor about their **condition**

1 in 2

Talked to a doctor about **treatment options**

Source: 2026 Patient Profile Study; Breast Cancer

Treatment Landscape and Frustrations

73% Had **surgery** as initial treatment for their condition

Second Line Treatment

- **39%** Radiation Therapy
- **29%** Hormone Therapy
- **25%** Chemotherapy
- **24%** Targeted Drug Therapy
- **15%** Surgery
- **7%** Immunotherapy/Biologic Therapy

Only 3 in 10 Say their current treatment is **effective with no side effects**

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

Source: 2026 Patient Profile Study; Breast Cancer

Unsatisfied Breast Cancer Patients are Actively Searching for Better Treatment Options

Treatment Desires

53%
Didn’t Cause Pain or Discomfort

35%
Worked Faster

27%
More Affordable

21%
Can Be Taken Less Often

How Breast Cancer Patients Stay Current on New Treatments



63% HCP’s



44% Health Endemics



14% Social Media



13% AI

Source: 2026 Patient Profile Study; Breast Cancer

Breast Cancer Patients Turn to WebMD for Research at Every Stage of their Care Journey

7 in 10
Research online to prepare for an appointment

Information Researched on WebMD

56%
Medication Details & Side Effects

40%
Complications & Symptoms

40%
Living With Breast Cancer

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	45%	**64%**	41%
Lifestyle Information *(Diet, nutrition, Exercise)*	24%	**64%**	45%
Prescription Drugs	18%	**67%**	50%
Side Effects or Long-Term Use of Treatment	25%	**62%**	54%

Source: 2026 Patient Profile Study; Breast Cancer

Breast Cancer 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

56%

Look up **Condition Complications & Symptom** 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

56%

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 Breast Cancer journey actively researching, preparing, and guiding care decisions at every stage

Source: 2026 Patient Profile Study; Breast Cancer

Breast Cancer Patients Start with AI but Rely Heavily on Verification for Accuracy



80% of Breast Cancer patients use AI to research their condition

AI Tools Used

- **74%** — **AI Powered Search Summaries**
- **44%** — **AI Chat Platforms** *(ChatGPT, etc.)*
- **15%** — **Virtual Assistants** *(Claude, etc.)*

86%

Verify the health information they receive from AI platforms

2 in 3

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

Source: 2026 Patient Profile Study; Breast Cancer

In a World of AI Driven Answers, Breast Cancer Patients and Caregivers Continue to Rely on WebMD

90%

Trust WebMD the most among all health sites

90%

Recommend WebMD for health information

94%

Quality of WebMD content is the best

99%

WebMD provides the most **valuable** content

ONLY 1 in 3

Trust **AI Search** results for health information

Source: 2026 Patient Profile Study; Breast Cancer



Research on WebMD Drives Doctor Conversations

Type of Dr Treating Their Breast Cancer

Oncologist: **79%**

Surgeon: **63%**

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

1 in 2
Talked to a doctor **about their condition**

1 in 2
Talked to a doctor **about treatment options**

Source: 2026 Patient Profile Study; Breast Cancer