WebMD | Insights Lab

2026 Patient Profile Study

Depression



WebMD | Insights Lab

The In-Market Dx Depression Patient

Depression Patient Overview

Up to 60% reach

of the Dx Depression Universe

77% Have been diagnosed for **6+ years**

60% Describe the severity as **moderate-severe**

56% Depression patients are suffering from **MDD**

44% Visited a doctor in the **past 30 days or plan to visit in the next 30 days**

Current Treatment



72% Antidepressants

35% Psychotherapy

24% Anti-Anxiety Rx

Effectiveness

1 in 4

Current treatment is moderately to not effective

Switching

65%

Switched their treatment plan after initial care

Information Researched on WebMD

64% Medication Details & Side Effects

54% Living With Depression

44% Latest News & Developments on Treatment

43% Condition Complications & Symptoms

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; Depression

Treatment Landscape and Frustrations

17% Are **not currently treating or stopped taking** their Rx

Current Treatment

- **72%** Antidepressant Drugs
- **35%** Psychotherapy or Counseling
- **24%** Anxiolytics or Anti-Anxiety Medication
- **24%** Alternative/Complimentary Treatment

2 in 3 Depression patients have switched treatment since initial care

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

Treatment Frustrations

#1	#2	#3
Did not like side effects	Treatment is not working	Just Stopped Using It
#4	**#5**	**#6**
Emotional Impact	Found Better Treatment	Cost

Source: 2026 Patient Profile Study; Depression

Unsatisfied Depression Patients are Actively Searching for Better Treatment Options

Treatment Desires

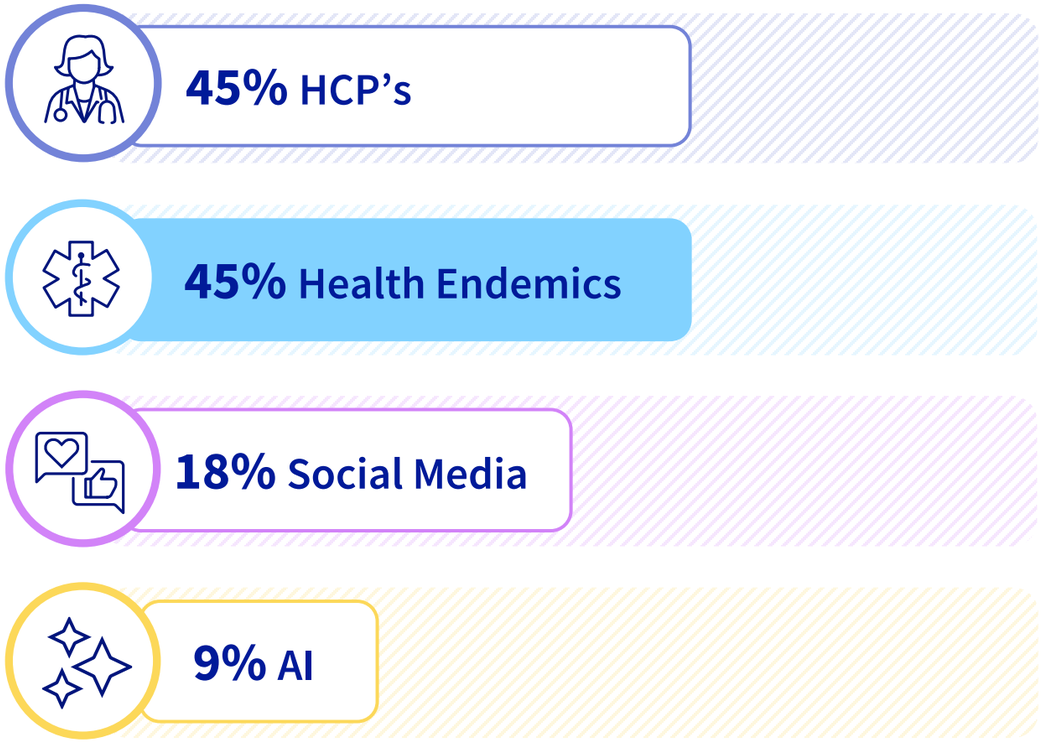
49%
Worked Faster

41%
Lasted Longer

35%
Taken Less Often

20%
More Affordable

How Depression Patients Stay Current on New Treatments



Source: 2026 Patient Profile Study; Depression

Depression Patients Turn to WebMD at Critical Care Milestones

3 in 5
Research online to prepare for an appointment

Information Researched on WebMD

64%
Medication Details & Side Effects

54%
Living With Depression

44%
Latest News & Development on Treatment

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	45%	**49%**	45%
Lifestyle Information *(Diet, nutrition, Exercise)*	27%	43%	**53%**
Prescription Drugs	25%	**63%**	49%
Side Effects or Long-Term Use of Treatment	21%	**54%**	**54%**

Source: 2026 Patient Profile Study; Depression

Depression Caregivers are Actively Researching Throughout Every Stage of Care



Initial Diagnosis

44%

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



Condition Education

1 in 2

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



Appointment Preparation

75%

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



Taking Action

3 in 5

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

Source: 2026 Patient Profile Study; Depression

Depression Patients Start with AI but Rely Heavily on Verification for Accuracy



71% Of Depression patients use AI to research their condition

AI Tools Used

- **64%** AI Powered Search Summaries
- **56%** AI Chat Platforms *(ChatGPT, etc.)*
- **24%** Virtual Assistants *(Claude, etc.)*

69%

Verify the health information they receive from AI platforms

3 in 4

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

Source: 2026 Patient Profile Study; Depression

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

84%

Trust WebMD the most among all health sites

88%

Recommend WebMD for health information

89%

Quality of WebMD content is the best

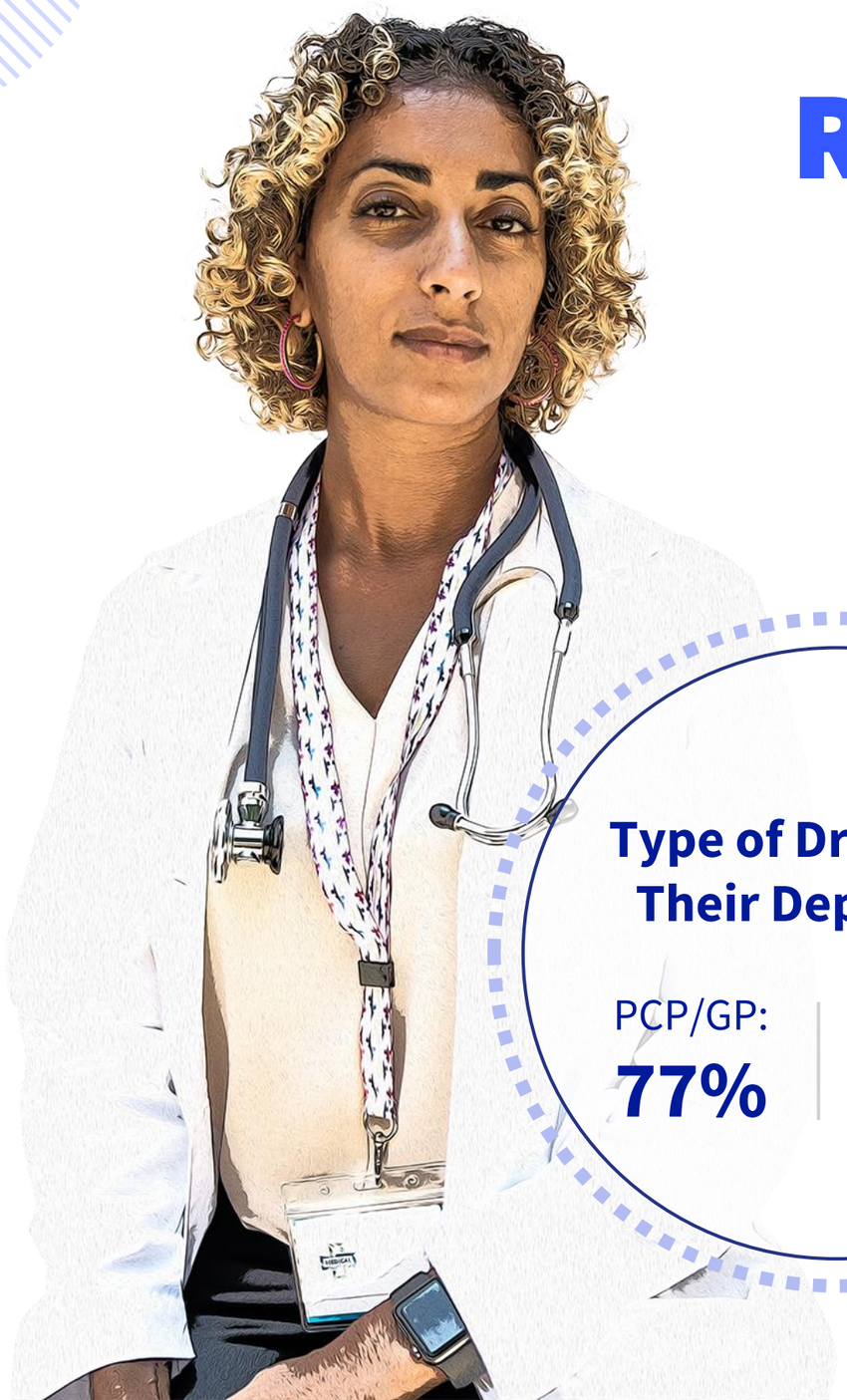
99%

WebMD provides the most **valuable** content

ONLY 1 in 7

Trust **AI Search** results for health information

Source: 2026 Patient Profile Study; Depression



Research on WebMD Drives Doctor Conversations

Type of Dr Treating Their Depression

PCP/GP: **77%**

Psychiatrist: **54%**

Active Patients Visiting Their HCP

44% 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; Depression