WebMD | Insights Lab

2026 Patient Profile Study

Fatty Liver Disease (MASH/MASLD)



WebMD | Insights Lab

The In-Market Dx MASH/MASLD Patient

MASH/MASLD Patient Overview

Up to 60% reach

of the Dx MASH/MASLD Universe

65% Have been diagnosed for **<5 years**

66% Describe the severity as **mild**

65% Fatty liver disease patients are suffering from **MASH**

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

Current Treatment



82% Lifestyle modification

32% Lipids or insulin resistance Rx

22% GLP-1/GIP receptor agonists

Effectiveness

52%

Current treatment is moderately to not effective

Information Researched on WebMD

58% Living With MASH/MASLD

55% Complications & Symptoms

35% Medication Details & Side Effects

35% Treatment options

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; MASH/MASLD

Treatment Landscape and Frustrations

50% Are **not currently treating or stopped taking** their Rx

Current Treatment

- **82%** Lifestyle modification
- **32%** Lipids or insulin resistance Rx
- **22%** GLP-1/GIP receptor agonists

1 in 2 Current treatment is **moderately to not effective**

Treatment Frustrations

#1	#2	#3
Did not like side effects	Just Stopped Using it	Cost

#4	#5	#6
Treatment is not working	Emotional Impact	Found better treatment

Source: 2026 Patient Profile Study; MASH/MASLD

Unsatisfied MASH/MASLD Patients are Actively Searching for Better Treatment Options

Treatment Desires

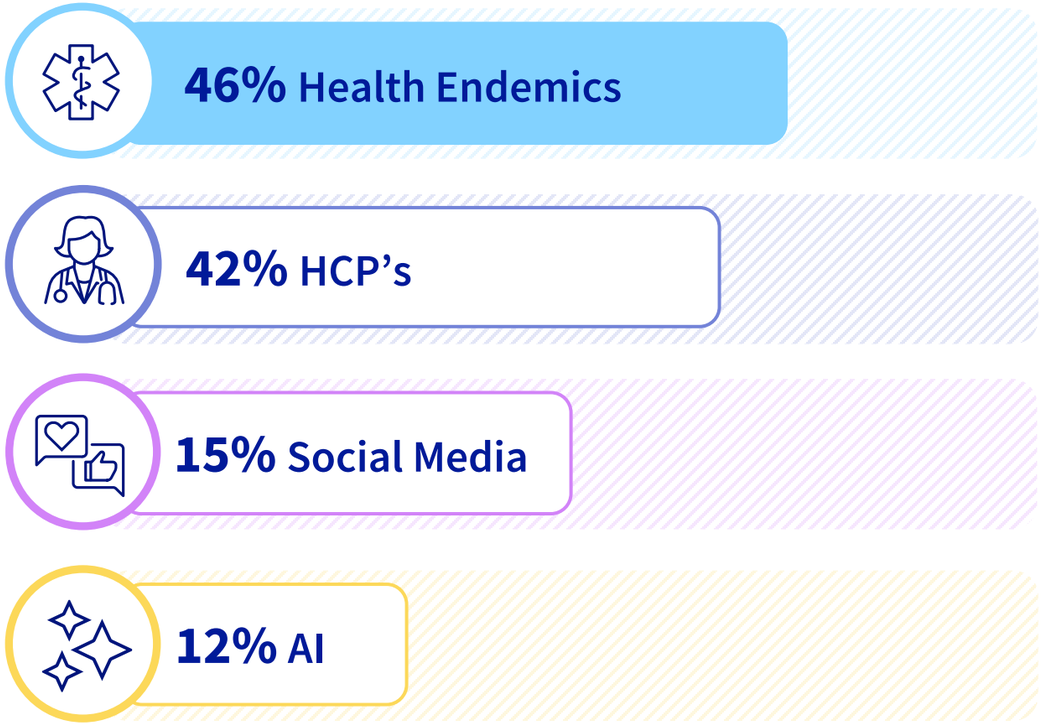
26%
Worked Faster

14%
More affordable

13%
Didn’t Cause Side Effects

10%
Can Be Taken Less Often

How MASH/MASLD Patients Stay Current on New Treatments



Source: 2026 Patient Profile Study; MASH/MASLD

MASH/MASLD Patients Turn to WebMD for Research at Every Stage of their Care Journey

3 in 5
Research online to prepare for an appointment

Information Researched on WebMD

58%
Living With MASH/MASLD

55%
MASH/MASLD Complications & Symptoms

35%
Medication details & side effects

When Research Was Conducted	Before Diagnosis	After Diagnosis	While Managing
Symptom & Condition Information	25%	**78%**	25%
Lifestyle Information *(Diet, nutrition, Exercise)*	14%	**82%**	23%
Prescription Drugs	14%	**79%**	29%
Side Effects or Long-Term Use of Treatment	14%	**67%**	36%

Source: 2026 Patient Profile Study; MASH/MASLD

MASH/MASLD Patients Start with AI but Rely Heavily on Verification for Accuracy



70% of MASH/MASLD patients use AI to research their condition

AI Tools Used

- **77%** — **AI Powered Search Summaries**
- **30%** — **AI Chat Platforms** *(ChatGPT, etc.)*
- **26%** — **Virtual Assistants** *(Claude, etc.)*

74%

Verify the health information they receive from AI platforms

9 in 10

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

Source: 2026 Patient Profile Study; MASH/MASLD

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

82%

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; MASH/MASLD



Research on WebMD Drives Doctor Conversations

Type of Dr Treating Their MASH/MASLD

PCP/GP: **74%**

Gastro: **36%**

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; MASH/MASLD