



TOO MANY

# U.S. adults are skipping the appointments that can help save their lives.



THE 2023 WELLNESS MATTERS SURVEY EXAMINES ATTITUDES, HABITS AND OPINIONS ABOUT HEALTH AND PREVENTIVE CARE.

The study, among 2,001 employed U.S. adults, highlights the importance of starting healthy habits early in life and the value of encouraging friends and loved ones to get regular checkups.



# 1 in 4 + + + +

## say they have skipped regular checkups

BECAUSE THEY ARE HEALTHY **RIGHT NOW.**

OTHER COMMON REASONS FOR POSTPONING REGULAR CHECKUPS INCLUDE:

**23%**

Conflicts with my work hours.

**22%**

I just don't think about it.

**21%**

I don't like going to the doctor.

**21%**

I've had insurance issues.

**18%**

I don't want to hear bad news about my health.

**16%**

It takes too much time.



## 1 in 2 admit to avoiding a common health screening, including:

**31%**

Pap smear

**28%**

Blood test

**26%**

Mammogram

**25%**

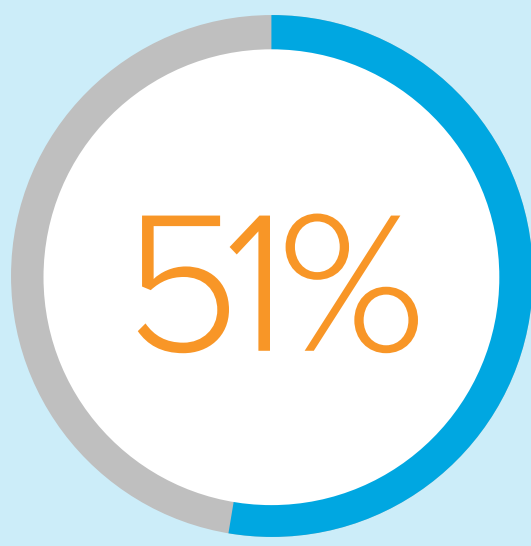
Colonoscopy

**20%**

Skin cancer exam

**18%**

STD screening



PREVENTIVE CHECKUPS CAN HELP LEAD TO BETTER OUTCOMES.

## 51% of Americans diagnosed with cancer found out at a routine medical exam or regularly scheduled screening.

### When it comes to your health, build good habits.



#### LISTEN UP.

A full 64% say they are more likely to go to the doctor because of a friend or loved one's encouragement.



#### ASK QUESTIONS (OR GET SUPPORT).

When it comes to medical needs and understanding insurance policies, 31% of Hispanic respondents say language is a barrier.



#### START EARLY.

Individuals are more likely to schedule checkups and prioritize regular wellness screenings as adults when their parents or caregivers started the habit early by scheduling childhood wellness appointments.



#### CHECK OUT YOUR FINANCIAL OPTIONS.

85% are likely to go to routine checkups if it means receiving a cash incentive to do so — for instance, \$25 or enough to cover the copay.

## Aflac offers benefits that help cover out-of-pocket costs associated with cancer.

### ABOUT THE STUDY:

The 2023 Wellness Matters Survey was conducted among a nationally representative sample of 2,001 employed U.S. adults ages 18-65 in June 2023 by Kantar Profiles on behalf of Aflac. As part of the Hispanic population report, 200 Spanish-speaking respondents were added for a total of 580 respondents to ensure a robust understanding of this population. The additional 200 are not included in the general population report in order to maintain the nationally representative sample.

LEARN MORE AT [AFLAC.COM/WELLNESSMATTERS](https://www.aflac.com/wellnessmatters).