

PROVIDER DIRECTORIES: TURNING CHALLENGES INTO OPPORTUNITIES

2025 CONSUMER SURVEY INSIGHTS

Provider directories can reduce customer service calls and deliver valuable, real-time information to members. Yet, according to a 2025 LexisNexis® Risk Solutions consumer survey, these benefits remain underrealized. While most respondents reported using a provider directory, many had not. This gap highlights an opportunity for healthcare organizations to boost awareness and engagement among both users and non-users by tackling the challenges revealed in the data.

KEY FINDINGS

DATA ACCURACY AND USABILITY



33%

of directory users have encountered **outdated or incorrect** information.



21%

said the last time they used a directory it was **difficult to use**.

To gain trust and foster engagement, organizations must ensure directories are updated, correct and easy to use.

KEY FINDINGS

AWARENESS AND ACCESS



18%

18% of respondents have never used a provider directory, either offered by a payer or a health system. Of these, **10% were unaware** a directory was available.



51%

More than half of provider directory users are accessing them on a **mobile device**.

Organizations should consider education campaigns that inform patients and members about how provider directory tools can help them find the right care, at the right place, in the right network.

KEY FINDINGS

HEALTHCARE DECISION MAKING



49%

49% of consumers rely on a provider directory to help them **find a specialist**.



46%

46% of consumers use a directory to confirm a provider is **in network**.

Having accurate information on providers, including practice specialty and demographic information, helps consumers find the right provider for their unique needs.

KEY FINDINGS

PROVIDER DIRECTORY USAGE PATTERNS



46%

Nearly half (46%) say they rely on **referrals from family and friends**.



56%

More than half of respondents say they rely on **doctor referrals**.

Personal referrals don't give patients key details like network participation found in provider directories. For organizations, this often drives costly call center use. Prioritizing education, user experience, and data accuracy improves adoption and access to care.

For more insights, read the full report.
<https://risk.lexisnexis.com/insights-resources/research/provider-data-survey>

Findings of a LexisNexis Risk Solutions survey, data collection provided by Ipsos, conducted between June 12–June 18, 2025. For this survey, a nationally representative sample of 3,014 U.S. adults aged 18 and older were surveyed online in English. The results of this research have a credibility interval of plus or minus 2.0 percentage points for all respondents.