Combating Health Misinformation

How to build an engaged, health-savvy workforce

Build trust in healthcare communications

HR benefits leaders face an urgent challenge: prevent false health information from spreading among their workforce and connect people to the trusted information they need for better decision-making. Employers play a key role in providing accurate information and promoting healthy behaviors.

Your employees are encountering mis- and disinformation every day and recent research reinforces this sentiment:

67% of people couldn't tell whether social media health information was true or false.[1]

False claims are 70% more likely to be shared[2] and spread six times faster than facts.[3]

Employees who are unsure what to believe may be confused, leading to poor outcomes and high costs.

Employers can be sources of **clear, trustworthy information** to help employees make confident, informed health choices.

Tips for fighting healthcare misinformation

Give employees guidance and tools: Help them recognize and stop inaccuracies before they spread.

Clarify the issue: Disinformation is deliberately false, while misinformation may be shared unintentionally, like passing along unverified rumors. Explain how both can have negative effects.

Offer practical tools: Share resources on spotting false information, like sensationalized headlines, misrepresented stats, and anecdotes as facts, to encourage critical thinking and mindful sharing.

Create health champions: Leaders and managers who are empowered to share resources and information, such as encouraging time off for screenings and preventative care, will create a culture of health and trust.

Bring in the experts: Host healthcare town halls or Q&A sessions with clinicians, ensuring privacy. This helps employees engage and learn in a supportive environment.

transcarent

Is the information you share clear, accurate, and helpful?

Provide accurate, accessible health information so employees rely on you for answers.

Make it easy to understand: Avoid jargon, keep it simple for people of all backgrounds, and use visual aids whenever possible.

Keep it credible and up to date: Regularly update information, cite reputable sources, and centralize resources for easy access to accurate facts.

Encourage specific actions: Communications about health and care should be practical and outline clear steps, whether it's about primary care access or healthy choices.

Leverage technology: Share updates, promote ongoing conversations, and strengthen understanding through your intranet or mobile health apps.

Invite and answer questions: Foster an environment where employees can openly discuss health-related questions—anonymously or directly—and easily find answers.

Become a trusted resource

Employers must act swiftly to stop the spread of mis- and disinformation about healthcare. A few key steps can establish you as a trusted healthcare source and nurture an engaged, healthy workforce. **Get tips on becoming your employees' go-to health resource.**

Ready to be a health and care changemaker?
Learn more at transcarent.com/leadtheway

1. National Library of Medicine (NIH). Social media users' perceptions about health mis- and disinformation on social media. Accessed August 27, 2025. https://pmc.ncbi.nlm.nih.gov/articles/PMC10722559/
2. NIH. On Twitter, fake news spreads faster and further than real news — and bots aren't to blame. Accessed August 27, 2025. https://www.ncbi.nlm.nih.gov/search/research-news/1692/
3. Science 359. The spread of true and false news online. Accessed August 27, 2025. https://doi.org/10.1126/science.aap9559