

FROM PATIENTS TO EMPOWERED CONSUMERS: TRUST, SUPPORT, AND HEALTHCARE NAVIGATION IN FERTILITY OHCS

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This research investigates the unique dynamics of fertility-focused online health communities (OHCs), examining their role in supporting individuals navigating infertility treatments. The study explores how these communities foster emotional and informational exchanges, empower participants as informed healthcare consumers, and reshape patient-provider interactions. By integrating ideologies of Consumer-Centric Healthcare and Patient Sovereignty, this research highlights the triadic relationships between patients, healthcare professionals, and peer networks, investigating trust dynamics, co-creation of knowledge, and the implications for digital healthcare service design and reproductive justice.

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