

LET'S TALK SH\*T

# Digestive health, denial, and the cost of staying quiet

A new survey commissioned by **Oshi Health** and conducted by The Harris Poll exposes the stigma around digestive issues, revealing that embarrassment, misinformation, and silence could be keeping millions from getting care.

**Here are the findings:**



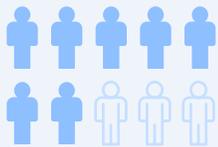
**1 in 2 Americans** have either...



- been diagnosed with a GI condition (29%)
- suspect they have a GI condition, even though they don't have a diagnosis (44%)



**More than half** (52%) of Americans believe digestive symptoms like abdominal pain, bloating, constipation, diarrhea, and reflux are just a normal part of life.



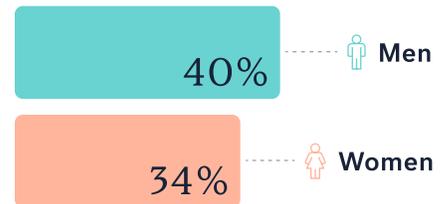
Despite widespread digestive symptoms, **about 7 in 10 Americans (71%)** would rather do something unpleasant than discuss their poop habits in a social setting.

**45%**  
would rather sit in traffic than talk about their poop socially

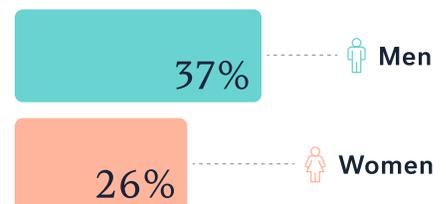
**35%**  
would rather do their taxes than talk about their poop socially

Men are more likely than women to be very comfortable discussing their poop in certain situations, despite a higher prevalence of GI conditions like IBS among women.<sup>1</sup>

Very comfortable discussing their poop with a romantic partner.



Very comfortable discussing their poop with AI tools.





Some Americans may be turning away from providers due to embarrassment.



**1 in 3 (35%) of Americans often rely on the internet or social media to learn about how to manage GI symptoms because they're too embarrassed to talk about poop with their healthcare provider.**

## The takeaway

Millions of Americans could be suffering in silence, or assuming they have to 'just live with it,' instead of seeking help.

Knowing [what healthy poop looks like](#), what's normal for you, and discussing any changes with your doctor can help you get back to life without GI issues. Through compassionate and thorough GI care, **Oshi breaks the taboo around digestive concerns**—and takes patients from surviving in silence to thriving.

*This survey was conducted online within the United States by The Harris Poll on behalf of Oshi Health from January 22-26, 2026 among 2,091 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.*

1. <https://www.inmjournals.org/journal/view.html?uid=1423&vmd=Full&>



Nothing is embarrassing to us. And you will not shock your provider. GI symptoms are deeply personal, but they are also extremely common—and they are our job. Talking openly about stool, gas, urgency, accidents, bloating, pain, or food fears is essential. If something affects your daily life, your confidence, your relationship with food, or your quality of life, it deserves to be discussed."



**MEGAN KOISTINEN**  
Registered Dietitian at  
Oshi Health

### ABOUT OSHI HEALTH

Oshi Health is the only nationwide multidisciplinary gastrointestinal (GI) medical clinic combining specialized medical, dietary, and gut-brain care proven to get patients better, faster. Available to adults in all 50 states with the convenience of telehealth and in-network with most insurance providers, Oshi's care accelerates the speed to diagnosis and symptom control—significantly improving people's quality of life.

To learn more visit

[www.oshihealth.com](http://www.oshihealth.com)