THE DIGITAL JOURNEY TO WELLNESS: HOSPITAL SELECTION

PROSPECTIVE PATIENTS TELL US DIGITAL MATTERS

The Patient Journey

Symptoms

Diagnosis

Recovery

Treatment

Patients consult a multitude of sources throughout their journey to wellness

61% visited 2+ hospital websites before converting

48% research more than 2 weeks before scheduling an appointment

What users look for in a hospital

94% Reputation of facility
90% Accepts healthcare plan
86% Recommended by physician
85% Uses latest technology
51% Recommended by friends and family

1 in 5 patients now book through a computer or mobile app/browser

Online plays a significant role in the research process

84% of patients used both online and offline resources

SEARCH IS INispensable IN THE PATIENT JOURNEY

77% of patients used search prior to scheduling an appointment

Search empowers patients, who leverage it for:

- General information
- Evaluation of specific features
- Comparison across facilities
- Discovery of new hospitals
- Consideration of hospitals they know

3x

Search drives 3x as many visitors to hospital sites compared to non-search

Patients who scheduled appointments conducted 3x as many searches than those who didn’t

After seeing a paid search ad, patients...

- Conduct searches for more information 35%
- Begin the research process 29%
- Visit website of hospital advertised 28%
- Consider hospital that was advertised 21%
- Contact hospital that was advertised 5%

For converters, most paths begin with a non-branded term, when patients are in the early stages of research

Share of patients that started on:

- Conditions: 49%
- Symptoms/Departments: 35%
- Branded: 10%
- Treatments: 6%

38% Symptoms or Departments (e.g. sore throat, pediatrics)

37% Conditions (e.g. arthritis, cancer)

19% Branded (e.g. hospital branded term)

6% Treatment (e.g. chemotherapy, dialysis)

Nearly half of patients finish their paths with a branded term

- Branded: 48%
- Symptoms/Departments: 25%
- Conditions: 23%
- Treatments: 4%

SEARCH IS INDISPENSABLE IN THE PATIENT JOURNEY

77% of patients used search prior to scheduling an appointment

Search empowers patients, who leverage it for:

- General information: 57%
- Evaluation of specific features: 29%
- Comparison across facilities: 28%
- Discovery of new hospitals: 21%
- Consideration of hospitals they know: 16%

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Mobile IS A CONSTAnt RESEARCH COMPANION

Roughly 1 in 3 patients used mobile devices daily for hospital research and/or to schedule appointments

People use their mobile devices to research hospitals while...

- At doctor’s office: 16%
- Out of town: 20%
- At work: 27%
- At home: 23%
- Visiting friends/family at home: 61%

1 in 8 WATCHED A HOSPITAL VIDEO; OF THOSE WHO DIDN’T WATCH 53% WERE UNAWARE THEY EXISTED

What they watched

- 43% Patient testimonials
- 32% Patient-generated content

Why they watched

- 64% To obtain general information
- 56% To understand treatments or procedures

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After watching online videos about a hospital, patients...

- Contacted a hospital: 25%
- Scheduled an appointment: 21%
- Shared an online video: 5%

Patients who used a mobile device to research are more likely to make an appointment

- 44% Mobile device researchers booked an appointment
- 34% Computer only researchers booked an appointment

ONLINE VIDEO INFORMS AND CONNECTS

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