

Overview

Consumers are increasingly going online for hospital information.

Hospital info seekers are more likely to consult the Internet before turning to family, friends, or even a healthcare professional.

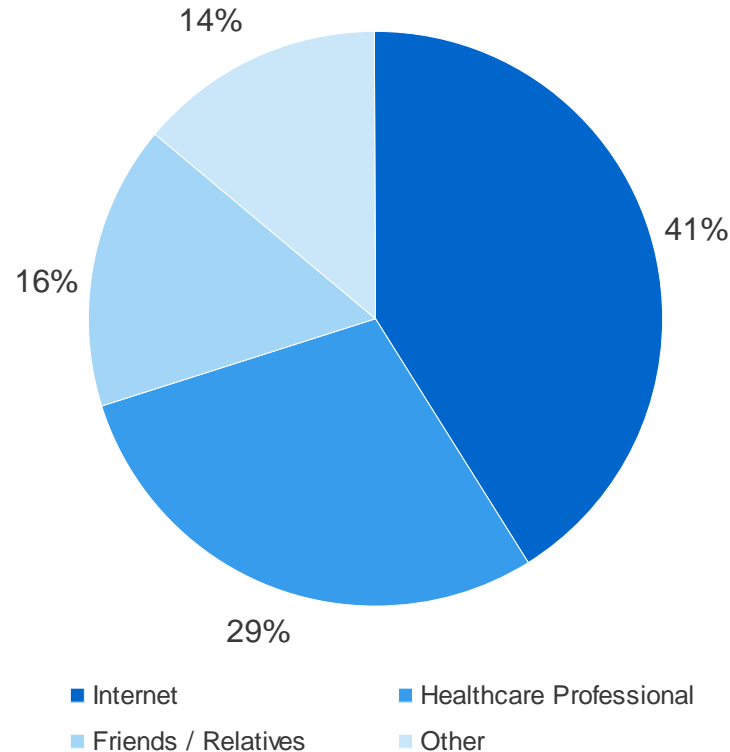
Research has shown that advertising directly impact actions taken by consumers in the hospital category.

The Internet has a direct impact on the health and well being of consumers.

Hospitals should utilize search and the web in their marketing programs.

People Turn to the Internet First

First Source Used to Research Hospitals



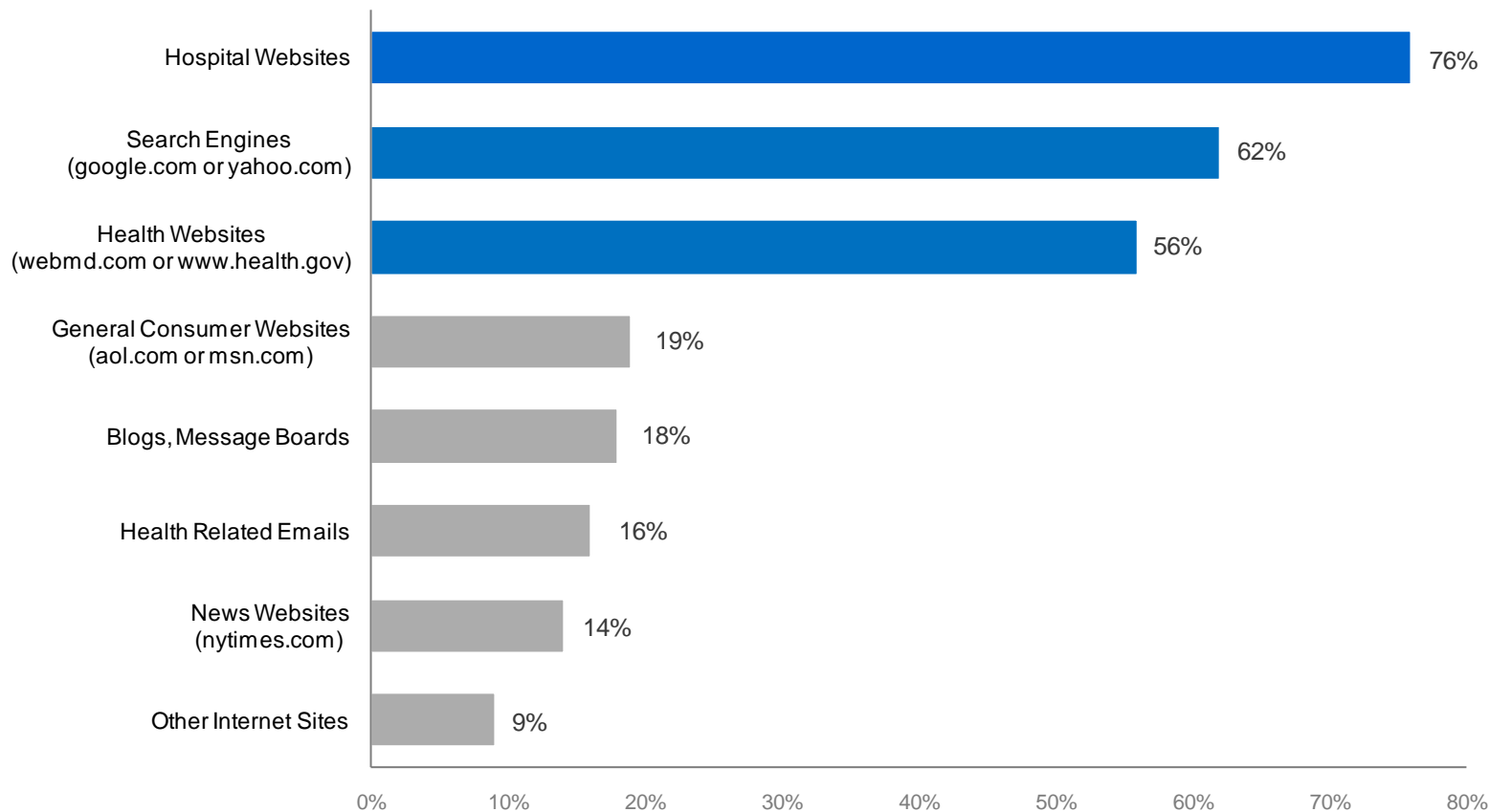
23% used the Internet research hospitals in the past year.

Question: Which of the following sources do you refer to first when looking for information on hospitals? Based on total: Total (1000); Sufferers (500); Caregivers (500)

Source: OTX & Google Custom Research, June 2009.

Majority Use Hospital Websites and Search

Online Resources Used to Obtain Information on Hospitals



Question: Now thinking specifically about **online** sources, which of the following have you used to obtain information on hospitals? Based on total: Total (1000); Sufferers (500); Caregivers (500)

Source: OTX & Google Custom Research, June 2009.

Actions Taken as a Result of an Online Search

Overall Actions Taken

Took action online	59%
Asked about a hospital	59%
Thought more favorably about a hospital	37%
Called a hospital	36%
Recommended a website to someone else	28%
Considered using a hospital based on the info gathered	24%
Toured or visited a hospital	17%

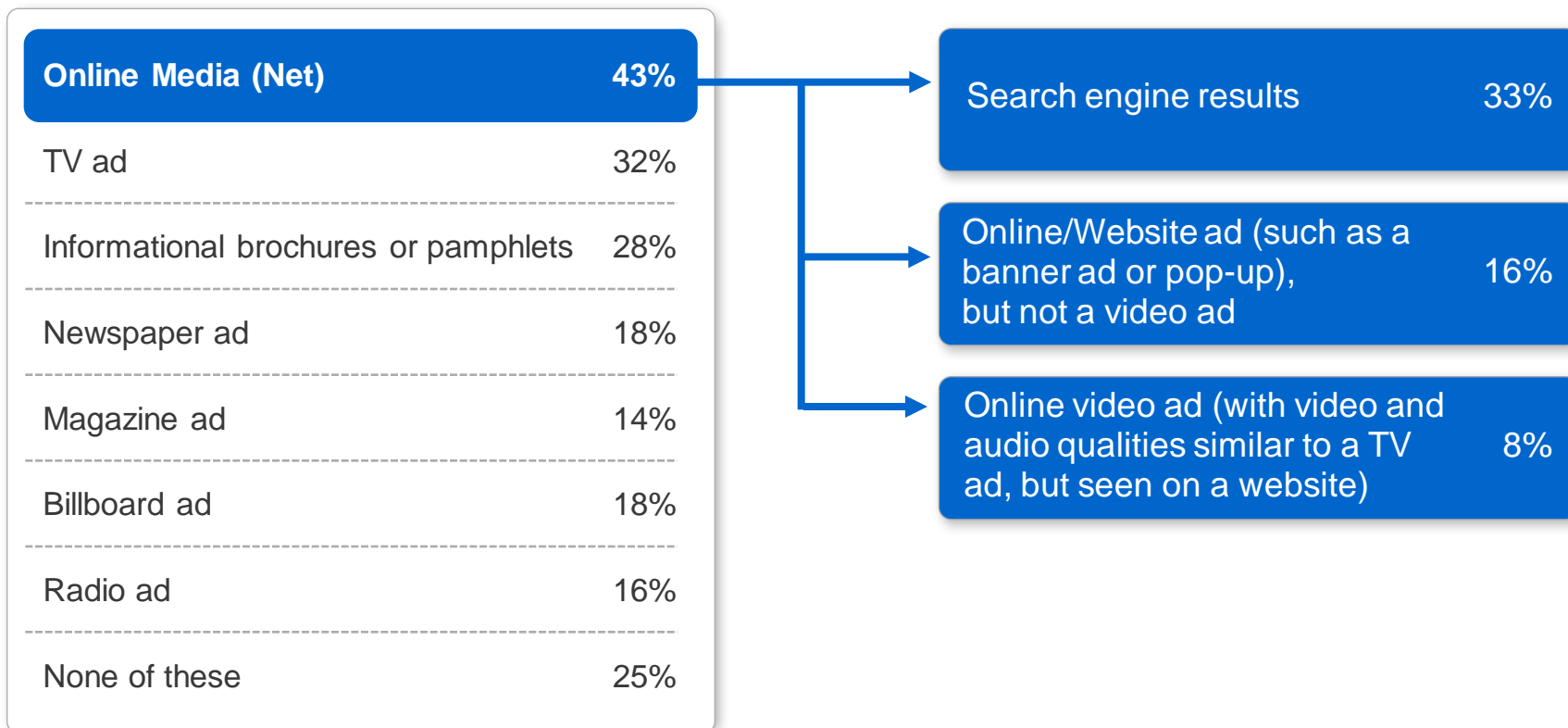
Online Action

Specific Online Actions

Looked online for more information about a hospital	46%
Clicked on an ad (e.g., for a specific facility, treatment option)	16%
Forwarded link or video to someone	14%
Booked appointment or stay online	10%

Online Searches for Hospitals Have Higher Recall Rates than all Other Mediums

Advertising Recall



Question: In addition to all of the research that you did to learn about , which of the following advertisements do you recall seeing or hearing, if any? (Please select all that apply) Base: Total = 1000 (Sufferers = 500; Caregivers = 500).

Source: OTX & Google Custom Research, June 2009.

Advertising Recall Leads Consumers to Take Actions

Actions Taken Based on Advertising Recall

	Total
Looked online for more information about a hospital	43%
Asked a medical professional about a hospital	38%
Asked a friend or family member about a hospital	38%
Thought more favorably about a hospital	30%
Called a hospital	26%
Visited a hospital	23%
Requested more information be mailed to you	21%
Recommended a website to someone else	18%
Called a toll-free or 800 number	15%
Considered using a hospital based on the search result	15%
Booked an appointment or stay online	10%
Switched hospitals	10%

Question: And, which of the following, if any, have you taken as a result of seeing or hearing advertising for hospitals? Based on those who recall seeing advertising for hospitals: Total (746); Sufferers (377); Caregivers (369)

Source: OTX & Google Custom Research, June 2009.

Conclusions & Recommendations

Conclusions

The Internet is often the primary source to find information on hospitals

Next to speaking to someone, the Internet is seen as the most useful source of hospital info

Hospital info seekers generally begin their research by going to a hospital website, search engine, or health website

Online research and ad recall leads to hospital info seekers to take action and impacts hospital decision making

Recommendations

Syndicate and distribute messages and ads across the web to reach hospital info seekers as they search for and/or browse for information

Ensure your campaigns are set up to capture your target audience

Utilize the Keyword Tool and Google Analytics to help you to choose keywords, capture all of the relevant audience, and understand your return-on-investment

Diversify your marketing mix through multiple channels