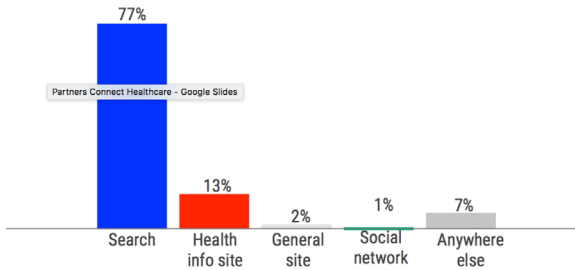


As we've gone online and realized we have all of the information available at our fingertips, we've started to take a different approach to our health. 1 in 20 searches are now health-care related.

**43%** say that internet-based resources are their go-to source for health & wellness information

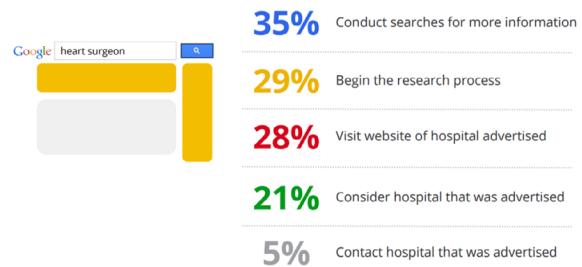
Source: Google Consumer Surveys

### Where do online health inquiries start?



Source: Pew Research "Health Research Online"

### When patients see an ad, they take action



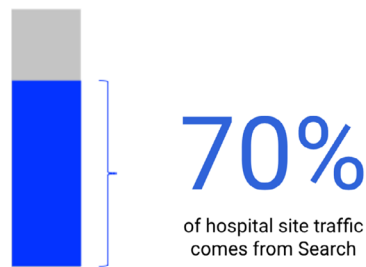
Source: Google/Compete Hospital Study

### Traffic to behavioral health/treatment center sites



Source: Google/Millward Brown Digital "Path to Treatment" study

### Traffic to hospital sites



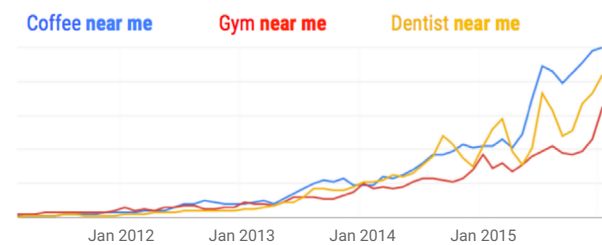
Source: Google/Millward Brown Digital "Path to Treatment" study

### Mobile is a constant research companion



Source: Google/Compete Hospital Study

### Mobile is driving near me searches



Source: Google Trends; US only

Our research shows that content on websites helped drive the decision making process for those who booked appointments/consultations. And we know that this matters, because for those who converted and booked appointments, digital content proved to be key to decision-making. Researchers are looking to healthcare websites to educate themselves—and they use these sites early, and throughout the entire research process—they rely on them for content before they're ready to engage and convert.