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# Online Behaviors of Treatment Center Researchers

Google/OTX  
U.S., September 2009

# Study Methodology

**Vendor:** OTX: Online Testing Exchange

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**Survey field dates:** April 29, 2009 – May 3, 2009

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**Number of Interviews:** 1,000 completes from of an online survey, which includes a 50/50 split of patients and caregivers.



## **In order to qualify for the survey, a respondent had to:**

- Reside in the United States
- Be 18 – 55 years old
- Checked in\* or cared for someone\*\* who has been to a treatment center within the past year or plan on checking in\* or caring for someone\*\* who checks into a treatment center within the next year for drug & alcohol addiction or an eating disorder
- Search for treatment center related information online in the past 12 months.

\* Defined as Patient, n=500. \*\* Defined as Caregiver, n=500.

# Key Findings

**1** There is a large opportunity to engage treatment center information seekers online

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**2** People are more likely to consult the Internet before turning to family, friends, or even a healthcare professional

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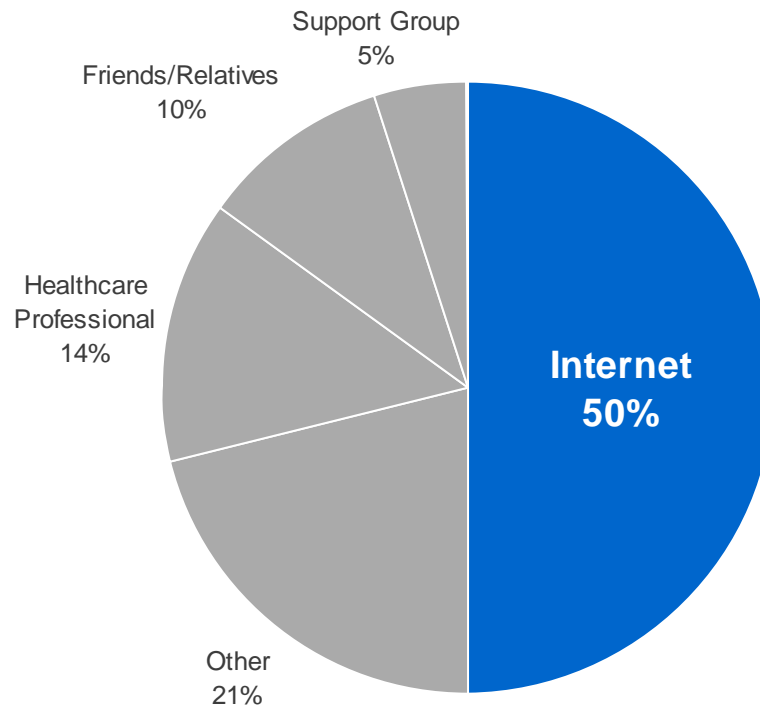
**3** Search engines are the most popular online sources for information about treatment centers, followed closely by treatment center & health websites

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**4** Online treatment center searches prompt action and the Internet has a direct impact on the health and well being of consumers

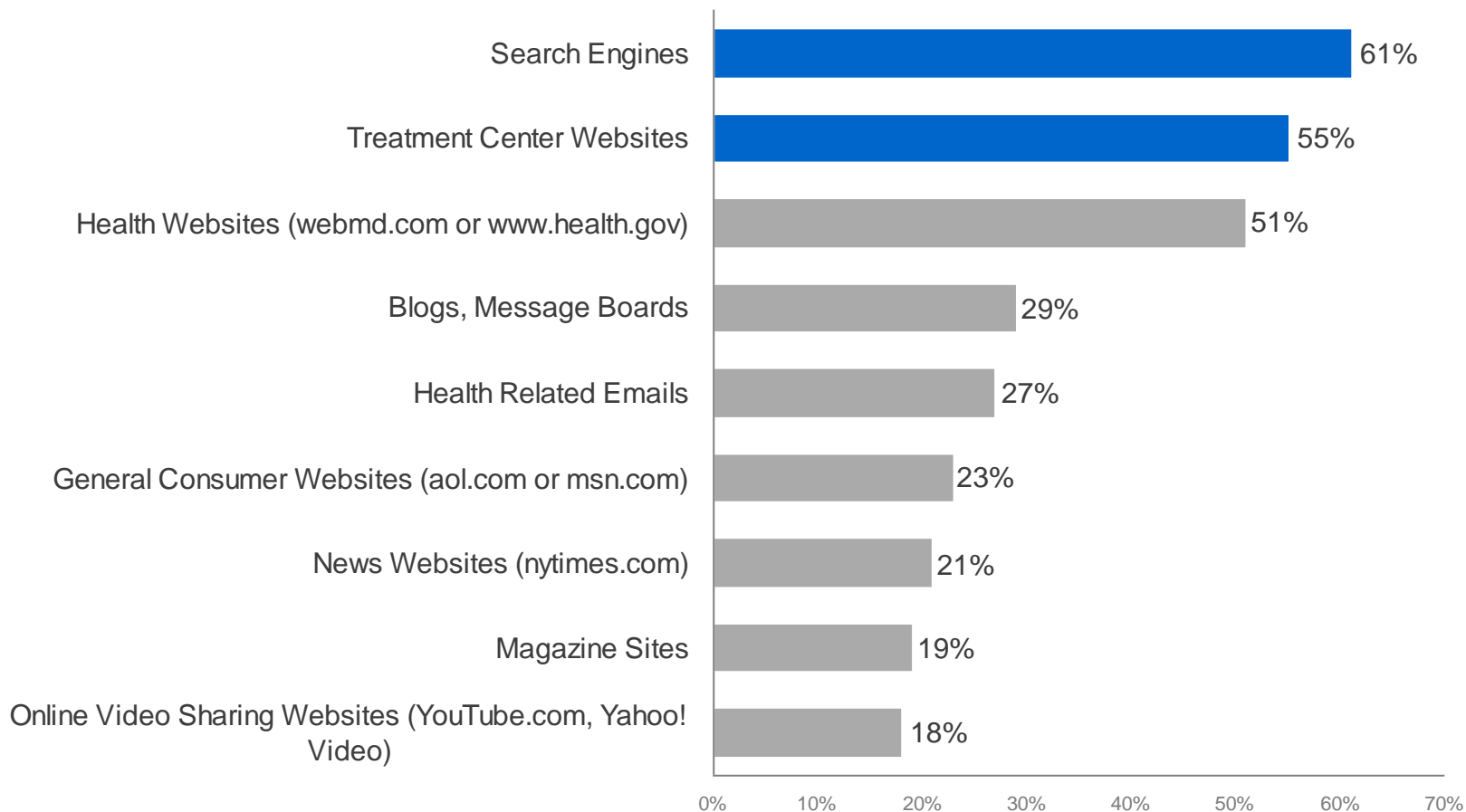
# Consumers Turn to Internet First

## First Source Used to Research Treatment Centers



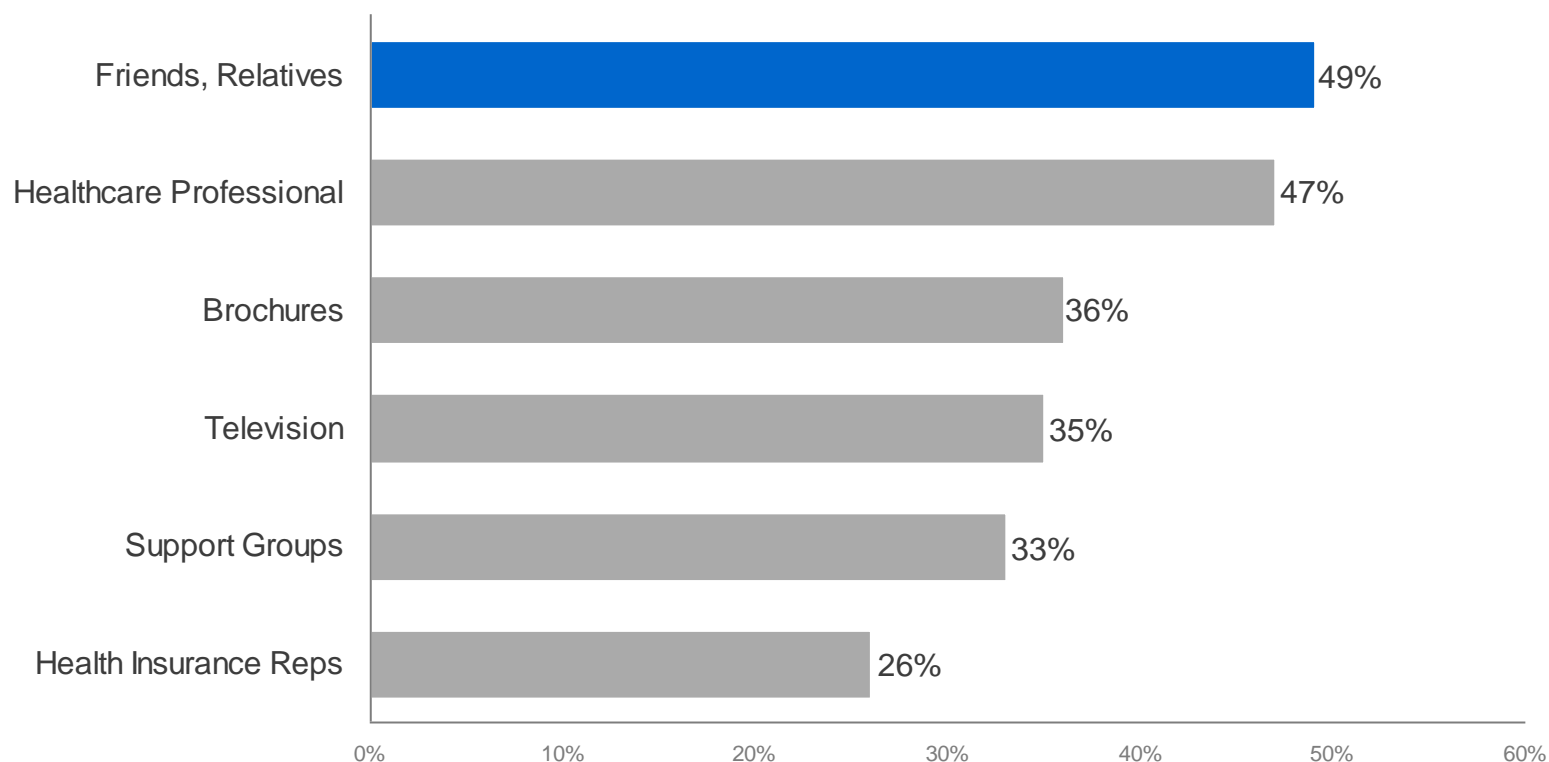
# Majority Use Search & Treatment Center Websites

## Online Resources Used to Obtain Information on Treatment Centers



# Additional Sources Used to Gather Information

## Sources Used in Addition to the Internet

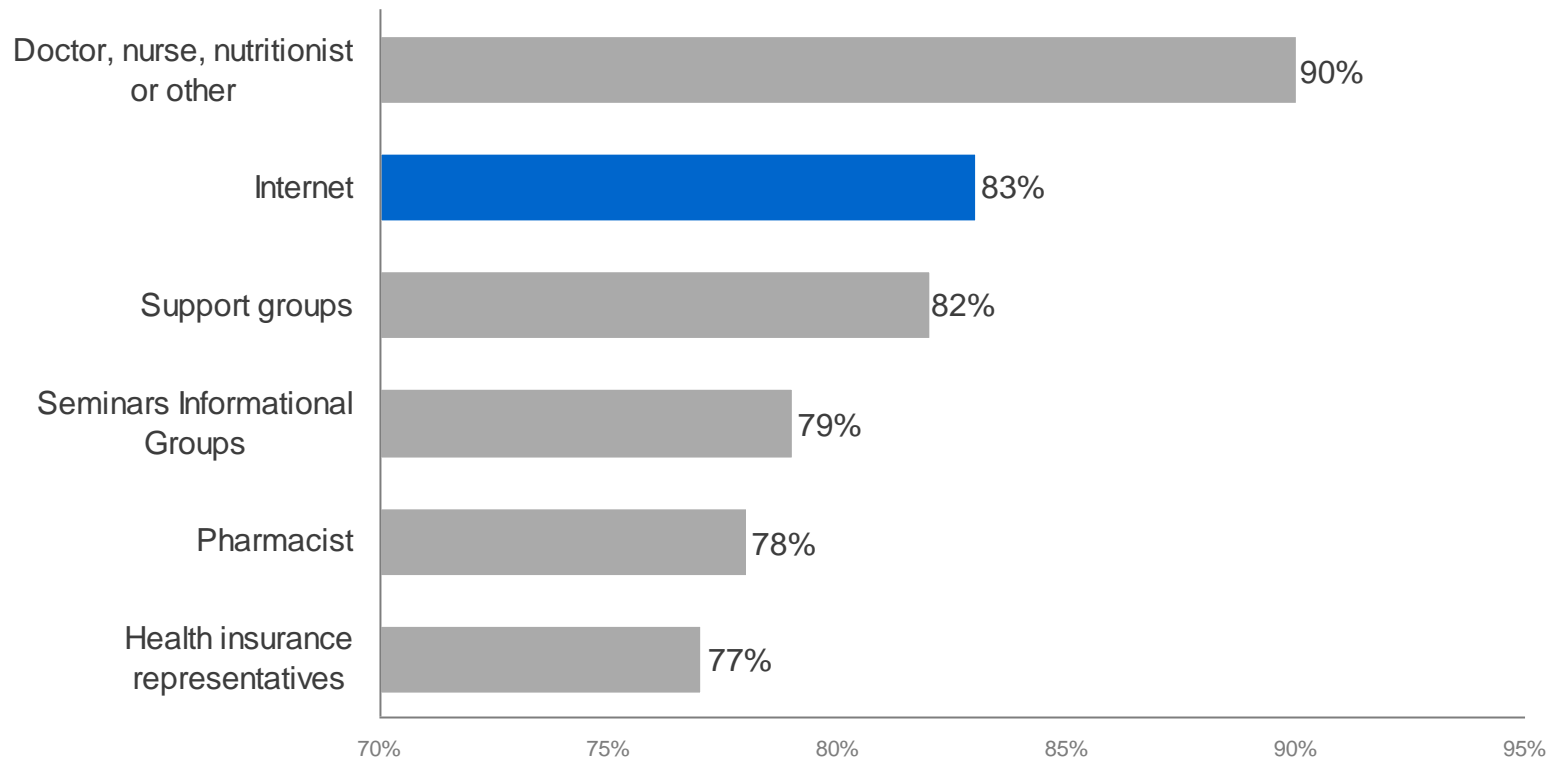


Questions: You mentioned earlier that you have used the internet to research treatment centers pertaining to yourself or someone you care for. What other sources, if any, have you used for this type of research? Which of the following sources do you refer to first when

looking for information on treatment centers? Based on total: Total (1000); Sufferers (500); Caregivers (500); Google Confidential and Proprietary Source: OTX & Google Custom Treatment Center Study, June 2009.

# Next to Speaking to a Healthcare Professional, the Internet Is the Most Useful Source of Info

## Usefulness of Source in Treatment Center Choice Decisions





# Patients Look for Treatment, Facility and Staff Information

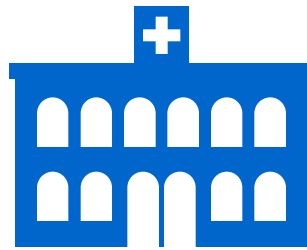
## Reasons for Conducting Online Research

### Condition Information



- To explore different treatment options
- To learn more about a condition
- To find out how you treat a condition

### Facility Information



- To find a treatment center that specializes in a condition/treatment
- To compare facilities
- To research a facility recommended by a doctor, family member or friend
- To determine the convenience of a facility
- To research a facility seen from an ad
- To read online ratings and feedback

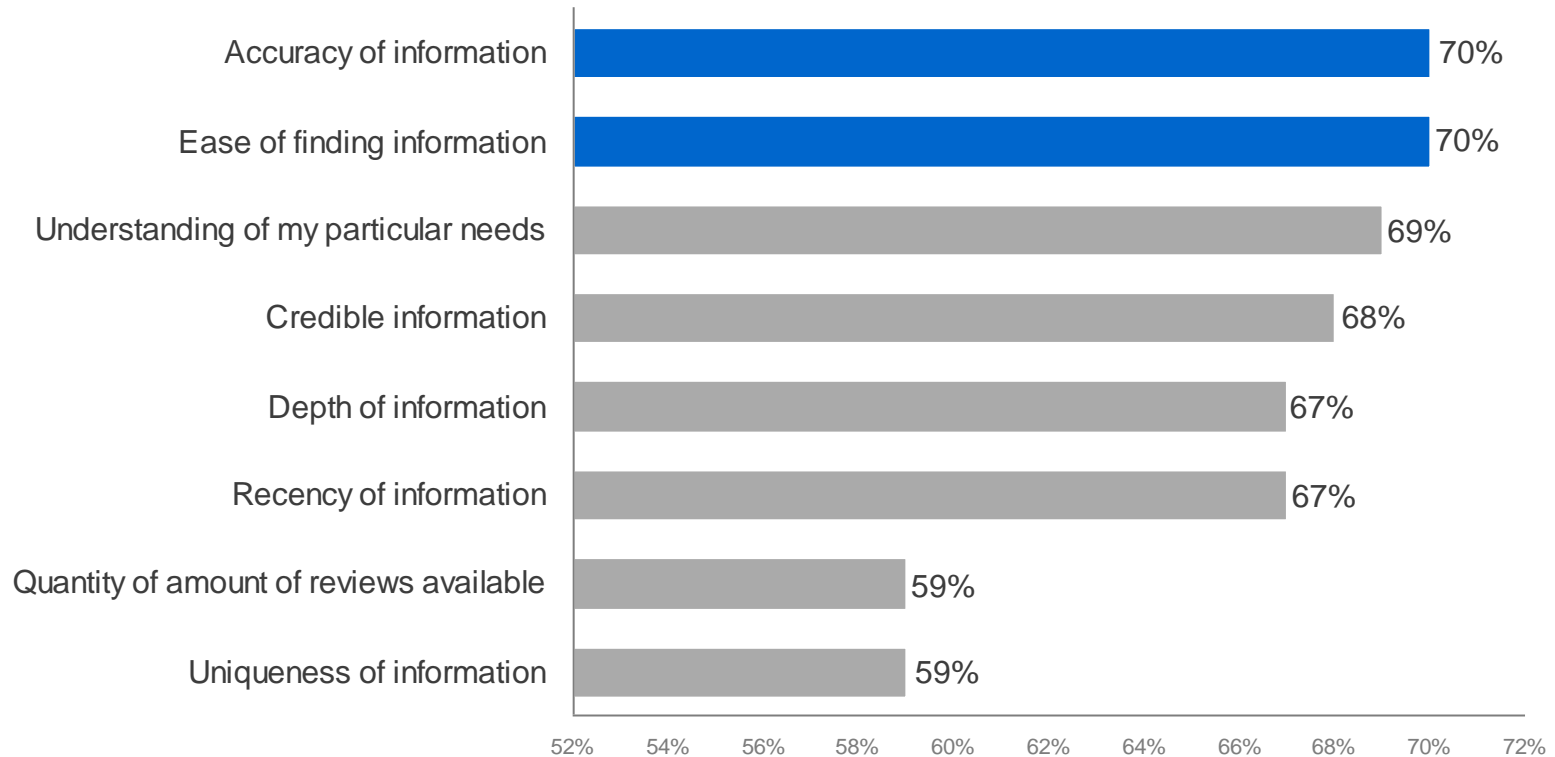
### Medical & Admin Staff Info



- To get information on a facility's staff
- To learn about a facility a physician is associated with

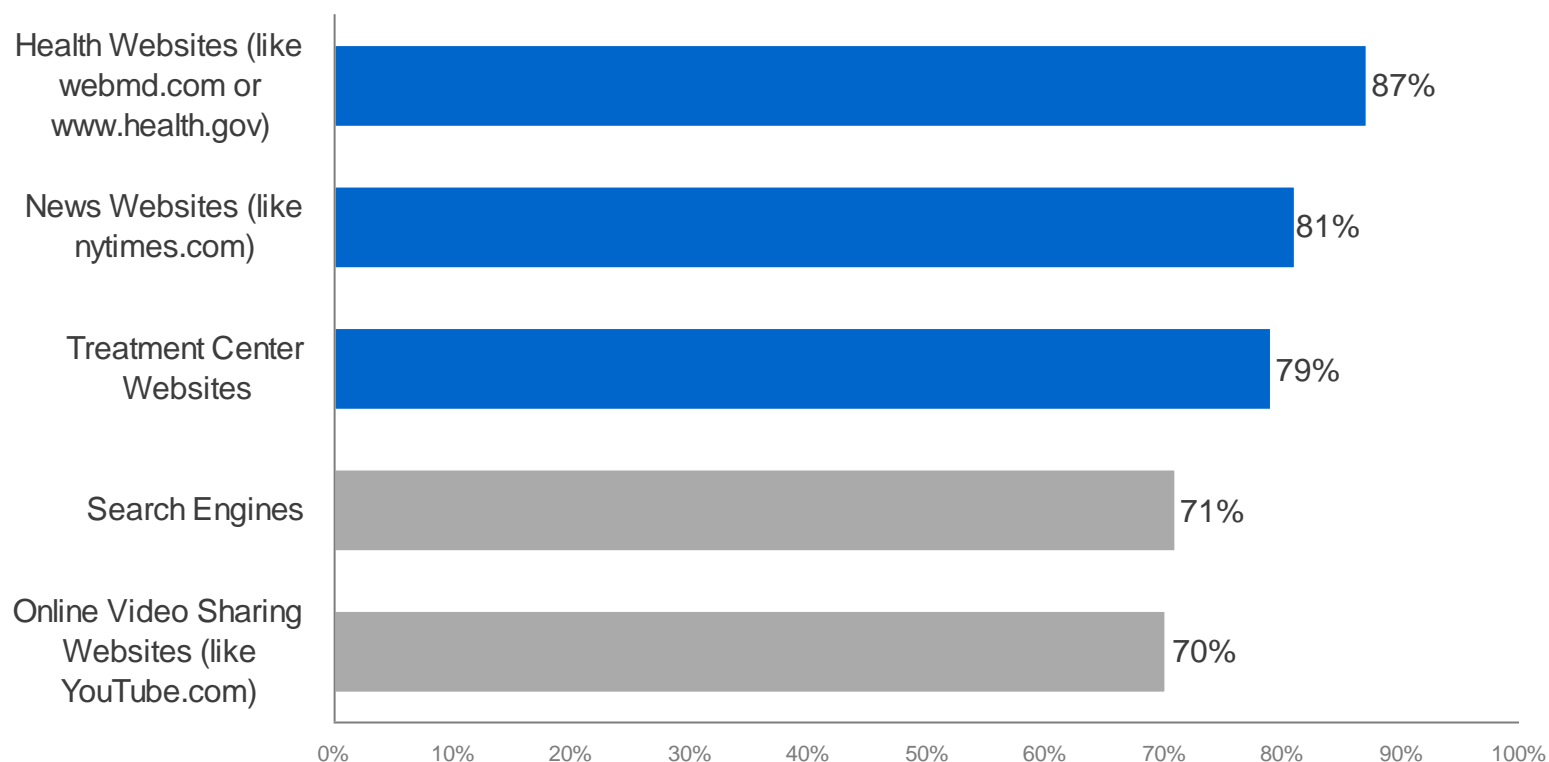
# Treatment Center Info Seekers Are Most Satisfied with Accuracy & Ease

## Satisfaction with Online Content



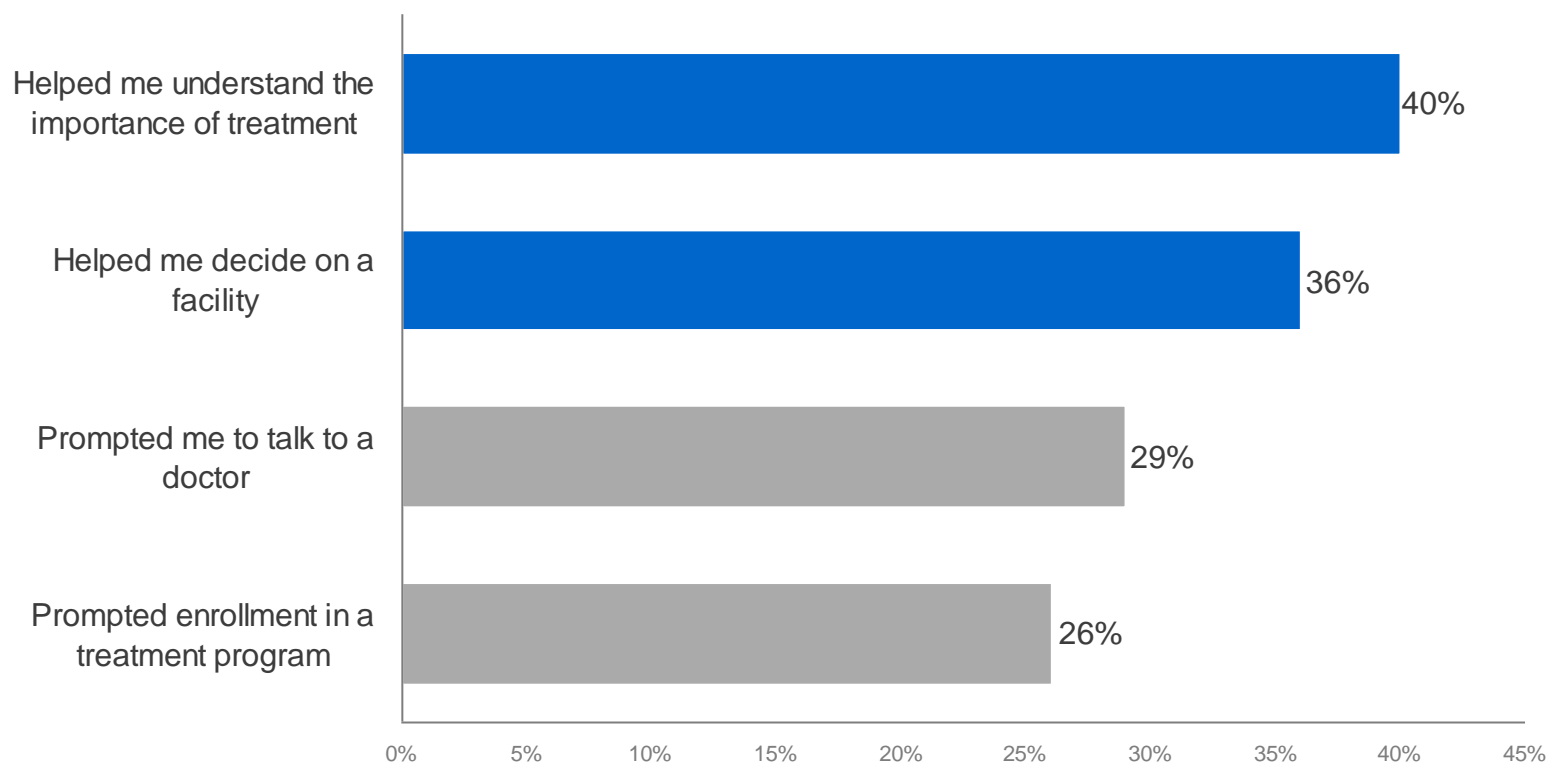
# Search Engines Are Highly Trusted by Over Two-Thirds of Treatment Center Info Seekers

## Most Trusted Online Sources of Treatment Center Info



# Internet Educates and Helps in Decision Choice

## How the Internet Helped in Decision Choice



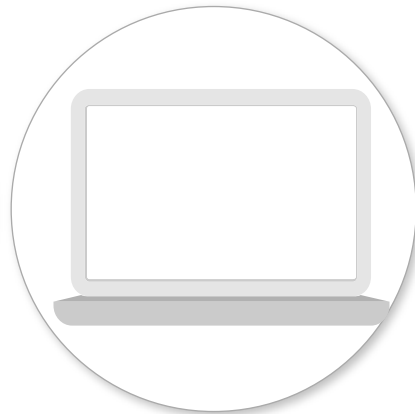
# Internet Helps in Facility Choice

## Sources That Helped Guide Facility Choice



**41%**

Doctor, nurse,  
nutritionist or  
other healthcare  
professional



**36%**

Internet



**35%**

Informational  
brochures or  
pamphlets



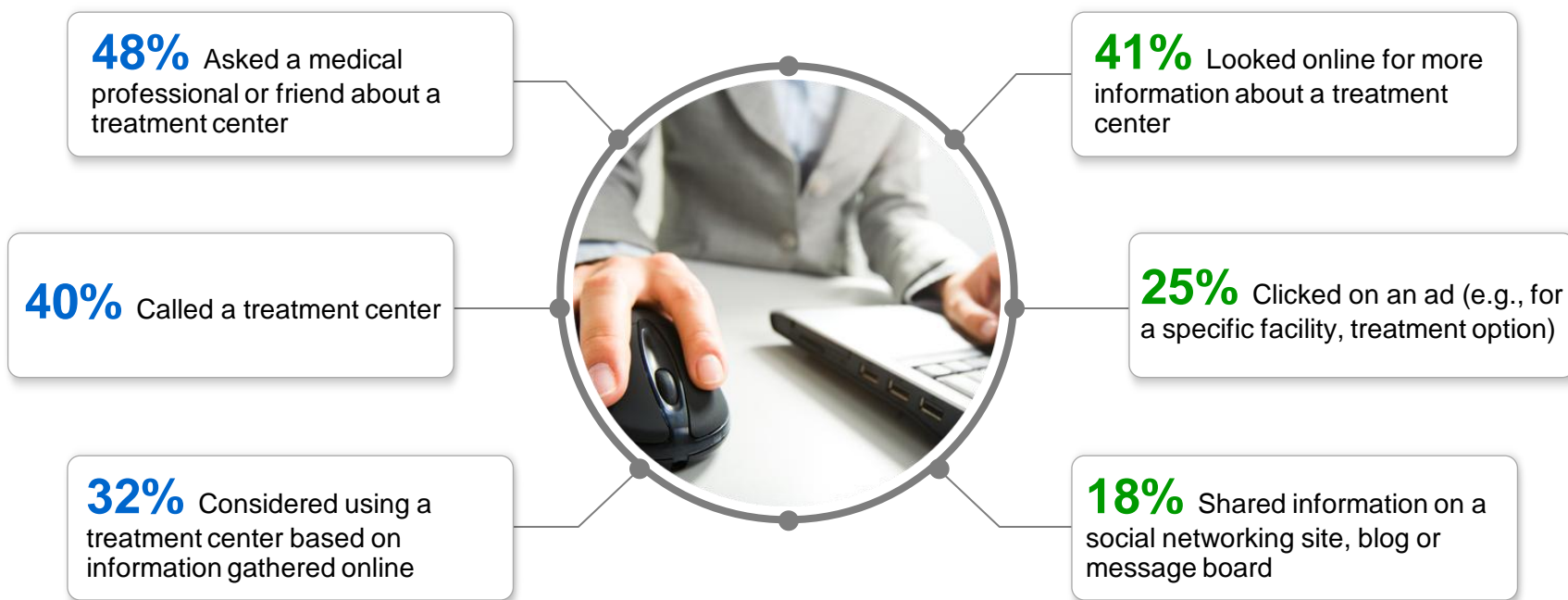
**34%**

Friend, relative,  
colleague or  
spouse

# Majority of People Take Action Offline as a Result of an Online Search

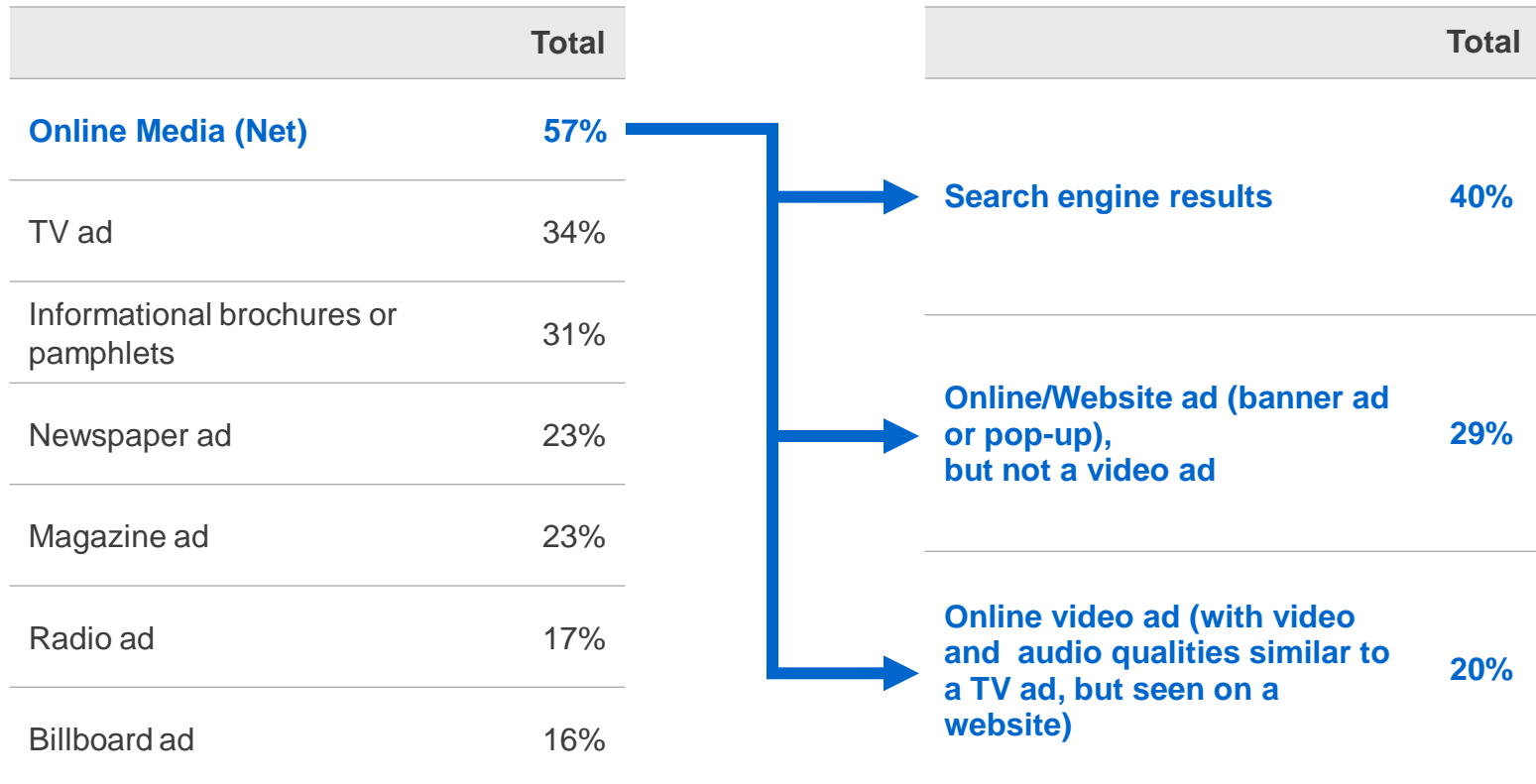
85% of People Take Action Offline

66% of People Take Action Online



# Online Searches for Treatment Centers Have Higher Recall Rates than all Other Mediums

## Advertising Recall



# Advertising Recall Leads Consumers to Take Action

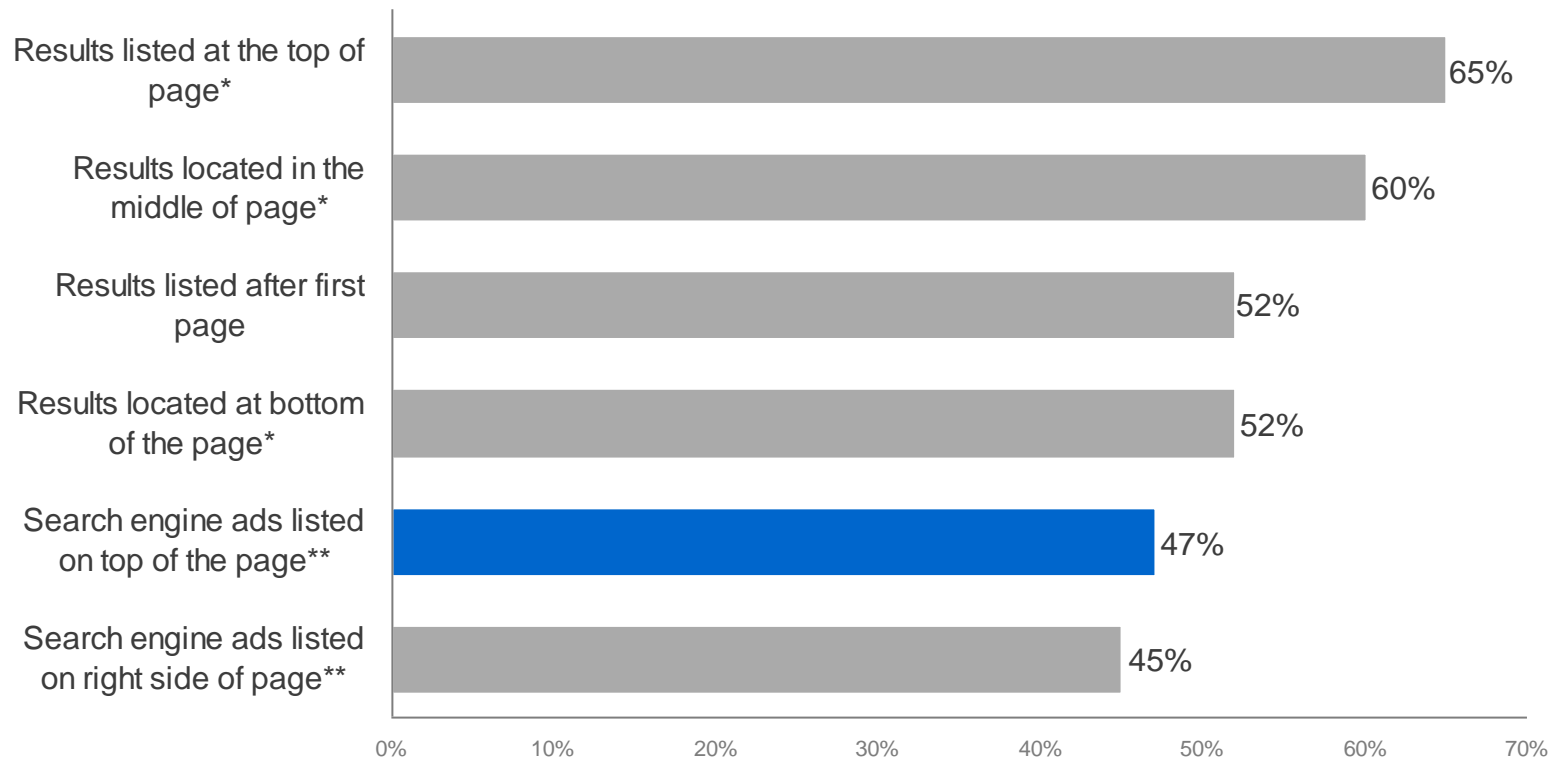
## Actions Taken Based on Advertising Recall

	Total
<b>Looked online for more information about a treatment center</b>	<b>40%</b>
<b>Called a treatment center</b>	<b>36%</b>
<b>Asked a medical professional about a treatment center</b>	<b>32%</b>
<b>Thought more favorably about a treatment center</b>	<b>30%</b>
Asked a friend or family member about a treatment center	29%
Requested more information be mailed to you	29%
Called a toll-free or 800 number	28%
<b>Visit a treatment center</b>	<b>27%</b>
Considered using a treatment center based on the search result	20%
Shared information on a social networking site, blog or message board	18%
Clicked on an ad for a specific facility, treatment option, etc	17%
Joined an online support group	17%
Booked an appointment or stay online	16%
<b>Switched treatment centers</b>	<b>12%</b>



# Nearly One-Half of Treatment Center Info Seekers Click on Ads to Get More Info

## Likelihood to Click on Search Engine Results



# Conclusions & Recommendations

## Conclusions

The Internet is often the primary and most useful source to find information on treatment centers

Treatment center info seekers begin their research using search and surfing the web

Online research leads to higher ad recall and impacts health decisions

## Recommendations

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

Ensure your campaigns are set up to capture your target audience

Diversify your marketing mix through multiple channels

Like what you learned?  
Find more studies and data at

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