COVID-19 and Telemedicine/Telehealth search trends (U.S.)

May 12, 2020
Summary

Generally, there is an increase in searches – although total volume is still relatively low – for telemedicine and related keywords, with the dramatic increase in mid-March. Additional spikes tend to be news driven, and few of the searches contained COVID-19 keywords, indicating relatively few are not searching for medical services for COVID-19.
'TeleHealth' queries in 2020 have seen a dramatic increase in volume during the COVID-19 pandemic.

3/17: Trump Administration expands TeleHealth benefits for Medicare.


4,141% Lift in SRPV Volume compared to 2019
The volume of COVID-19 queries associated with 'TeleHealth' is low for 2020.

0.2% of TeleHealth searches also contained the terms 'coronavirus' or 'covid-19' in the search query.

Top Queries containing Coronavirus / COVID-19

- telehealth coronavirus
- telehealth covid
- telehealth covid behavioral health
- telehealth covid protocol infected positive patients
- telehealth covid19
- telehealth during coronavirus
- telehealth hotels relaxing hipaa requirements covid19 hotels
- telehealth nys ei covid
- telehealth optometry after covid
- telehealth services coronavirus
- telehealth services coronavirus aapc
'TeleMedicine' queries in 2020 have seen a dramatic increase in volume during the COVID-19 pandemic.

1,218%
Lift in SRPV Volume compared to 2019
The volume of COVID-19 queries associated with 'TeleMedicine' is low for 2020.

0.5% of TeleMedicine searches also contained the terms 'coronavirus' or 'covid-19' in the search query.

**Top Queries containing Coronavirus / COVID-19**

- telemedicine billing examples coronavirus
- telemedicine coronavirus
- telemedicine covid
- telemedicine hospitalist covid
- telemedicine hospitalists covid
- telemedicine payment private insurance during coronavirus
'Digital Health' queries spiked in late April 2020, but volume was low.

5/5: Possibly attributed to local conference updates focused on Digital Health.

1,060%
Lift in SRPV Volume compared to 2019
'Digital Health' and COVID-19 are not associated.

0.0% of Digital Health searches also contained the terms 'coronavirus' or 'covid-19' in the search query.
Although overall search volume for 'Online Doctor' increased in 2020, searches were flat following 3/23.

241% 
Lift in SRPV Volume compared to 2019
'Online Doctor' and COVID-19 are not associated.

0.0% of Online Doctor searches also contained the terms 'coronavirus' or 'covid-19' in the search query.
Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the Digital Advertiser’s Guide to COVID-19