High-level takeaways

• There is an increase in Health-related searches coming from searches on Infectious Diseases and Viruses

• Cold Sores and Infusion Pumps searches also had increased volume during the week of March 7, 2020

• We are seeing more than a 5x increase in searches for Telemedicine and Telehealth compared to 2019, all driven by a large increase in search volume for both within the last 10 days
There is a slight increase in overall Health-related searches year to date (YTD)

YTD Health searches
The increase is driven by searches on Infectious Diseases & Viruses

YTD Health searches by sub-vertical
Week over week (WoW), there was an increase in Health Conditions & Concerns searches. All other categories experienced a decline in search volume.

WoW comparison: week of 7th March compared to the week of 29th February for total volume of Health searches
At a more granular level, the top 3 in increasing search volume WoW are Infectious Diseases & Viruses, Cold Sores, and Infusion Pumps.

WoW comparison: week of 7th March compared to the week of 29th February for total volume of Health searches.
The biggest decrease in searches WoW are within Smoking & Smoking Cessation, Diets & Diet Programs, and Medical Skin Care Services.

WoW comparison: week of 7th March compared to the week of 29th February for total volume of Health searches – lowest 5 categories.
Focus Topic: Searches on Telemedicine and Telehealth
There was a major spike in telemedicine searches within the last week.
There is a similar positive trend for telehealth

Top queries

telehealth

telehealth services

telehealth telemedicine

telehealth ontario*

hipaa compliant telehealth*

telehealth consent form*

[brand] telehealth*

* New top queries in 2020 compared to 2019
While digital health has seen a higher search volume year over year (YoY) as compared to 30 days following 2/16, this is a result of isolated spikes.

Top queries:
- digital health records*
- digital Health thermometer*
- information*
- introduction*
- digital health entrepreneurship health*
- digital health breathtaking*

* New top queries in 2020 compared to 2019.