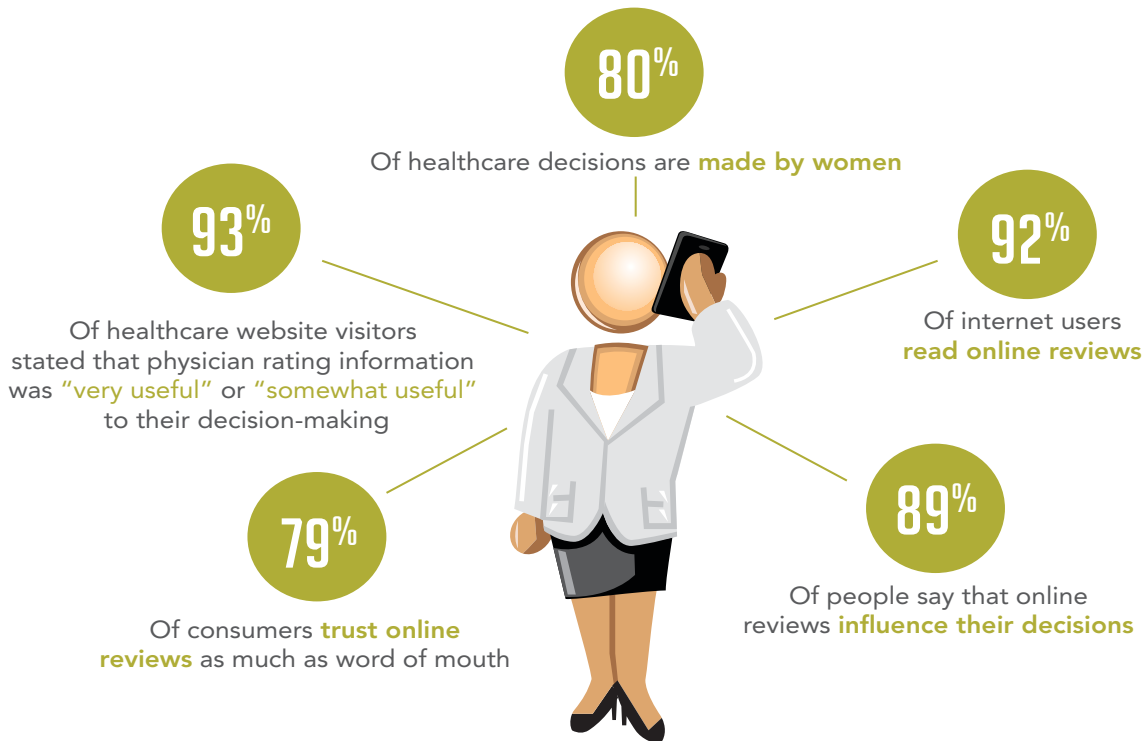


# PROFILE OF THE ONLINE HEALTHCARE CONSUMER

## ENGAGE!

TODAY'S ONLINE CONSUMER IS USING THE INTERNET TO SHOP FOR HEALTHCARE SERVICES

The good news for USPI physicians is the online consumer is a lucrative growth opportunity for your practice. Here is a profile of the online consumer:



## ONLINE PATIENT DECISION MAKING PROCESS

1



### AWARENESS/NEED

"Oh! My ankle!"  
The healthcare consumer researches their need online.

2



### CONSIDERATION

The healthcare consumer shops around online for the right physician.

3



### CALL/OFFICE

81% of online consumers prefer online appointment scheduling over making a phone call.

4



### APPOINTMENT

The healthcare consumer shares their experience on rating and review sites.



**Patient Engagement.** Online consumers want their healthcare providers to connect with them on their terms, in the ways they find most efficient.

Learn more about how Physician Strategy Group can help you reach your online goals with:

- Online Appointment Scheduling,
- Reputation Monitoring,
- Search Engine Marketing,
- Website Development, and More

