

OPTIC

+ A Quarterly Analysis of Healthcare Data with Insights from Healthgrades Strategists.

Revealing the Digital Consumer.

Perception is everything — especially when it comes to information. If you are able to accurately perceive information, insights are born and strategy becomes clear. With OPTIC and the sharp minds of the **Hg Fusion** team, you won't see data — **you'll see OPPORTUNITY.**

+

Digital healthcare consumers:



Appreciate personalized content



Are socially responsible shoppers



Tend to be mostly female



Form fillers

Younger responders

Commercially insured

VS.

Commonalities

Paid search

Females



Callers

Older responders

Medicare/Medicaid

Digital healthcare consumers drive:



More **patients per household** than the average.



More **service lines utilized** than the average household.



More **visits per household** than average.

Reach out to your Healthgrades Account Manager for a full review of all OPTIC Insights on Digital Consumers.

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Data summary: A number of Healthgrades executed campaigns were analyzed on behalf of health system partners. © Copyright 2020 Healthgrades Operating Company, Inc. All rights reserved.

