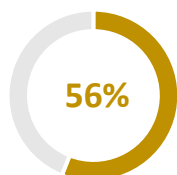


# CONSUMER DIGITAL HEALTH: TELEMEDICINE USERS

**52 million** U.S. adults report receiving **telemedicine** services in the last year.

## Telemedicine users take advantage of online tools for health:



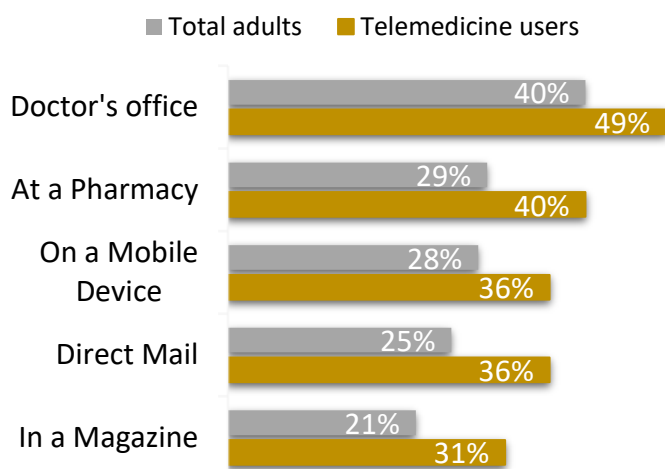
go online for health information at least once a week

**63%** searched online for condition or treatment related information in the last 30 days

**47%** used a patient portal to access electronic medical records (EMR) in the last 30 days

## Patients who use telemedicine notice ads and take action

### Where saw/heard ads (last 12 months)



### They don't just notice more ads. After seeing/hearing ads, telemedicine users are...

**55% more likely** to have visited a pharma company website

**49% more likely** to have discussed an ad with their doctor

**44% more likely** to have asked their doctor to prescribe a specific drug

*Compared to total adults*

## Point of Care is an important touch point for this group

**1 in 4** agree a lot I often discuss new prescription medicines with my doctor

**67%** value very much/somewhat Digital education materials provided by a doctor or hospital

Learn more at [info.kantarmedia.com](https://info.kantarmedia.com) or contact us at [MARS.Support@kantar.com](mailto:MARS.Support@kantar.com)