

Bringing Self Care to Life



Health Communication Online: Connecting with Consumers

Sydney, November 2010

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ASMI 2010 Conference

Google Confidential and Proprietary



Today

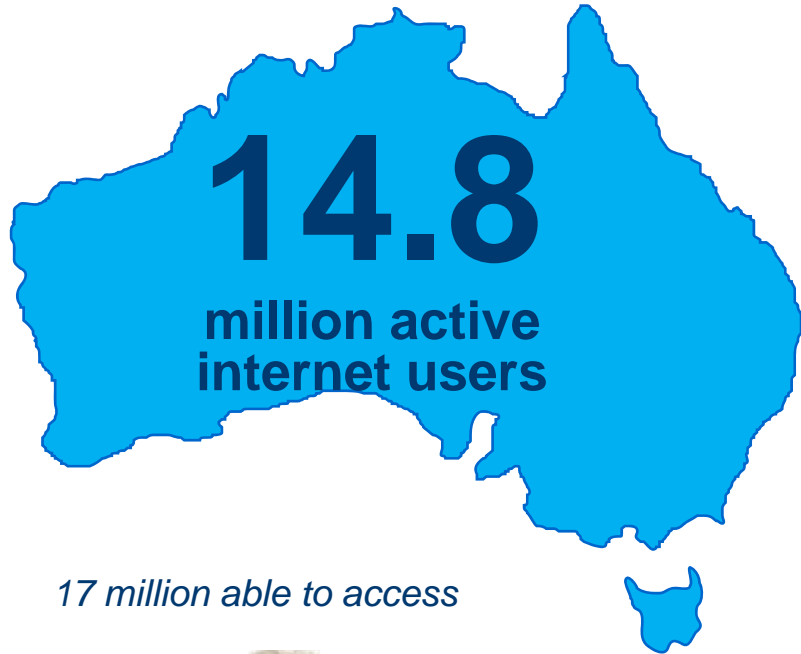


- Consumers Online: looking for information
- Opportunities to Connect: Quit Smoking

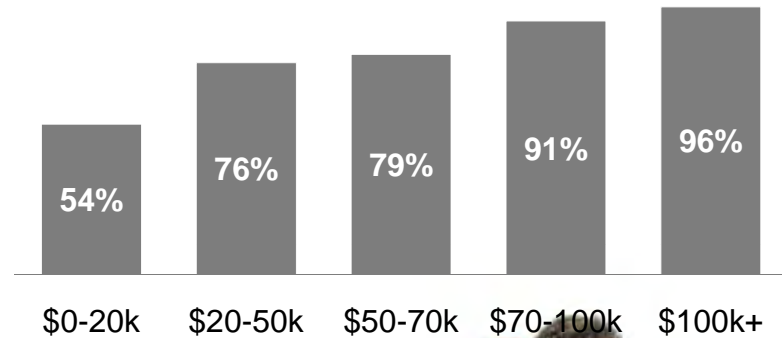
Consumers Online

Empowered, Everywhere

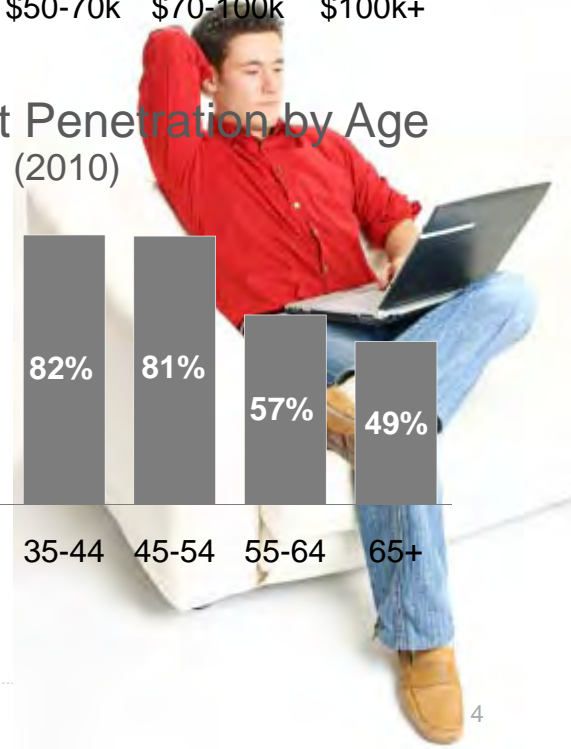
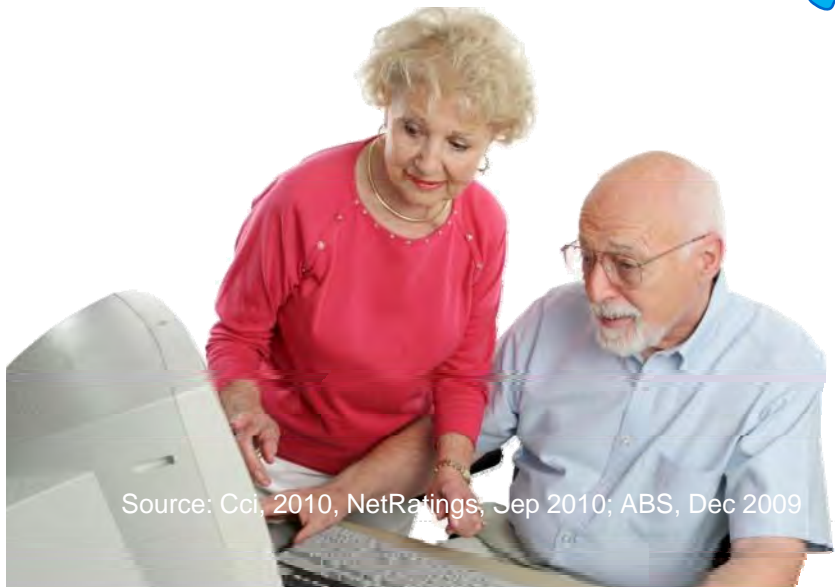
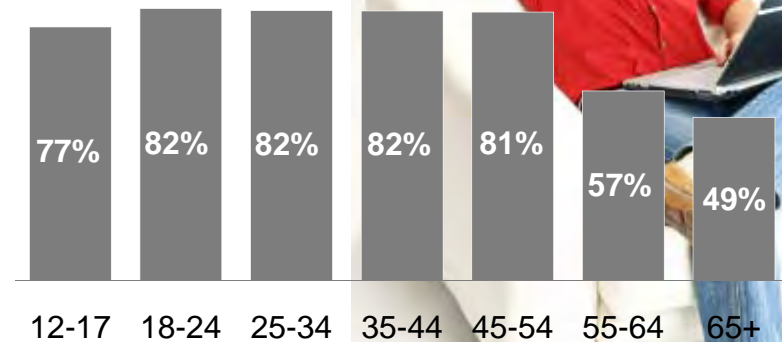
Everybody in Australia is online



Internet Penetration by Income (2009)



Active Internet Penetration by Age (2010)

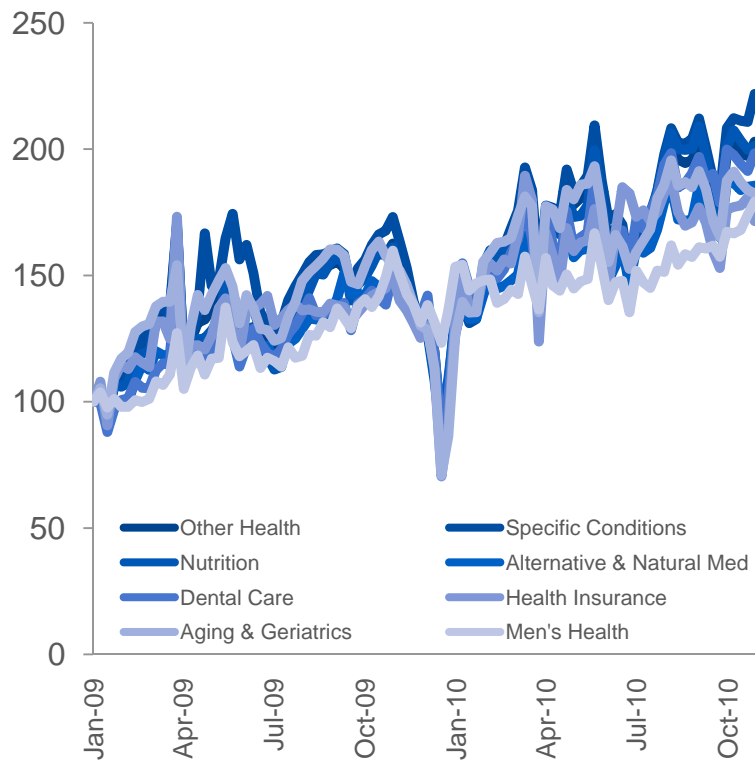


Source: Cci, 2010, NetRatings, Sep 2010; ABS, Dec 2009

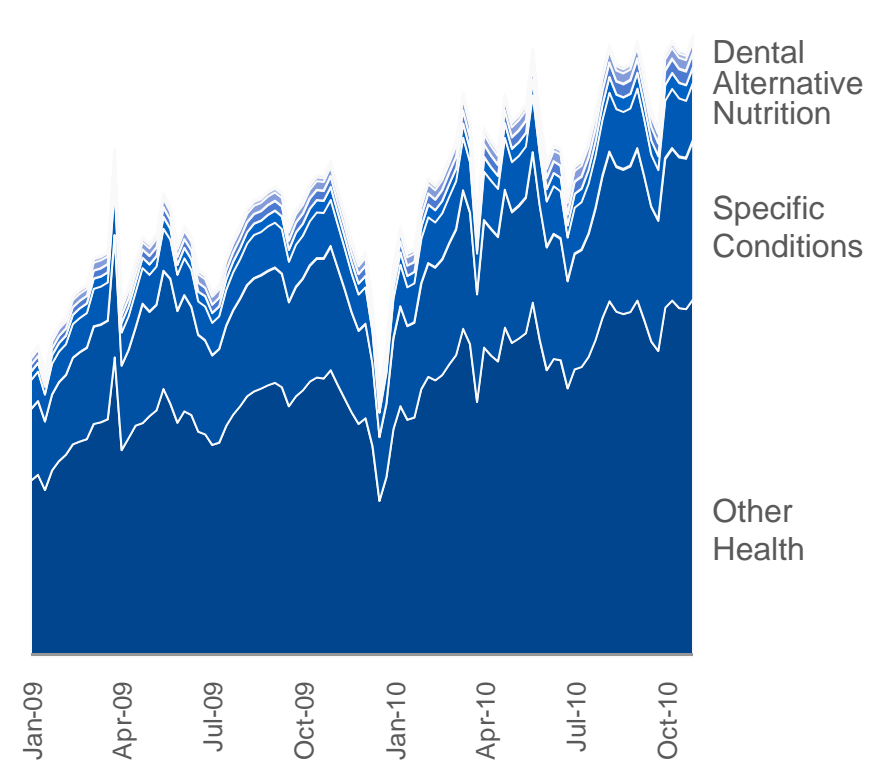
Australians are increasingly looking online for health information



Health-related Queries in Australia
(millions; indexed: Jan 09 = 100)



Health-related Queries by Category
(millions)





cold remedy

Search

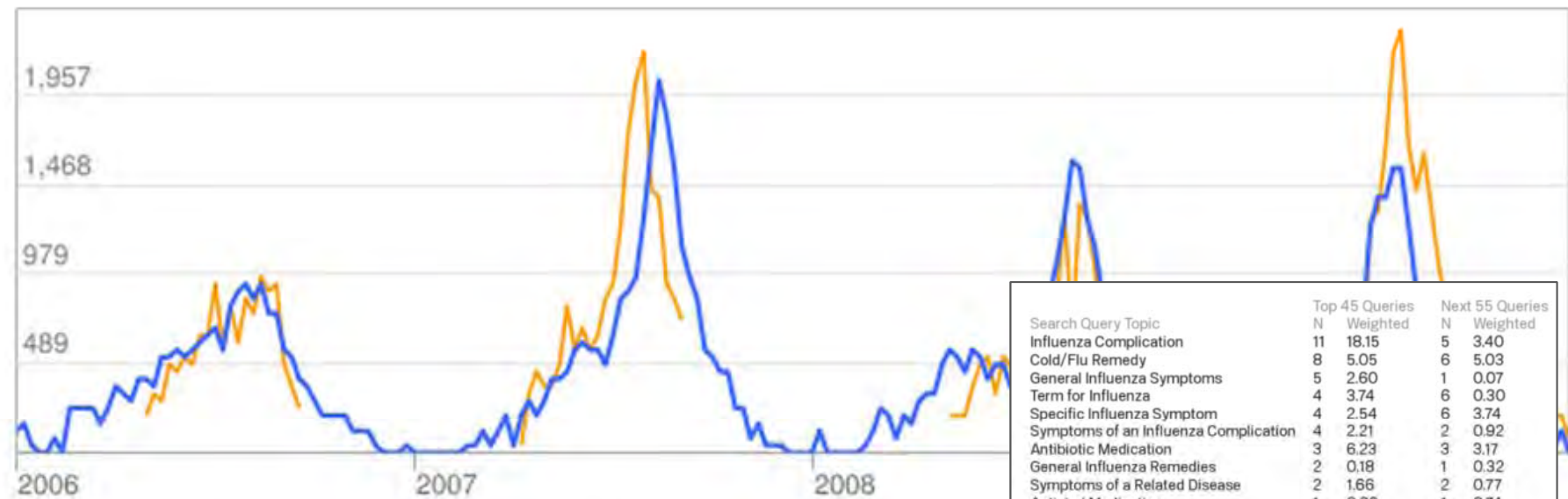
About 5,710,000 results (5.41 seconds)

[Advanced search](#)

Australia Flu Activity

Influenza estimate

● Google Flu Trends estimate ● Australia data



Australia: Influenza-like illness (ILI) data provided publicly by the [Victorian Infectious](#)

Search Query Topic	Top 45 Queries		Next 55 Queries	
	N	Weighted	N	Weighted
Influenza Complication	11	18.15	5	3.40
Cold/Flu Remedy	8	5.05	6	5.03
General Influenza Symptoms	5	2.60	1	0.07
Term for Influenza	4	3.74	6	0.30
Specific Influenza Symptom	4	2.54	6	3.74
Symptoms of an Influenza Complication	4	2.21	2	0.92
Antibiotic Medication	3	6.23	3	3.17
General Influenza Remedies	2	0.18	1	0.32
Symptoms of a Related Disease	2	1.66	2	0.77
Antiviral Medication	1	0.39	1	0.74
Related Disease	1	6.66	3	3.77
Unrelated to Influenza	0	0.00	19	28.37
	45	49.40	55	50.60

Table 1: Topics found in search queries which were found to be most correlated with CDC ILI data. The top 45 queries were used in our final model; the next 55 queries are presented for comparison purposes. The number of queries in each topic is indicated, as well as query volume-weighted counts, reflecting the relative frequency of queries in each topic.

[Google.org home](#)

Flu Trends

[Home](#)

Australia

National

[Download data](#)

[How does this work?](#)

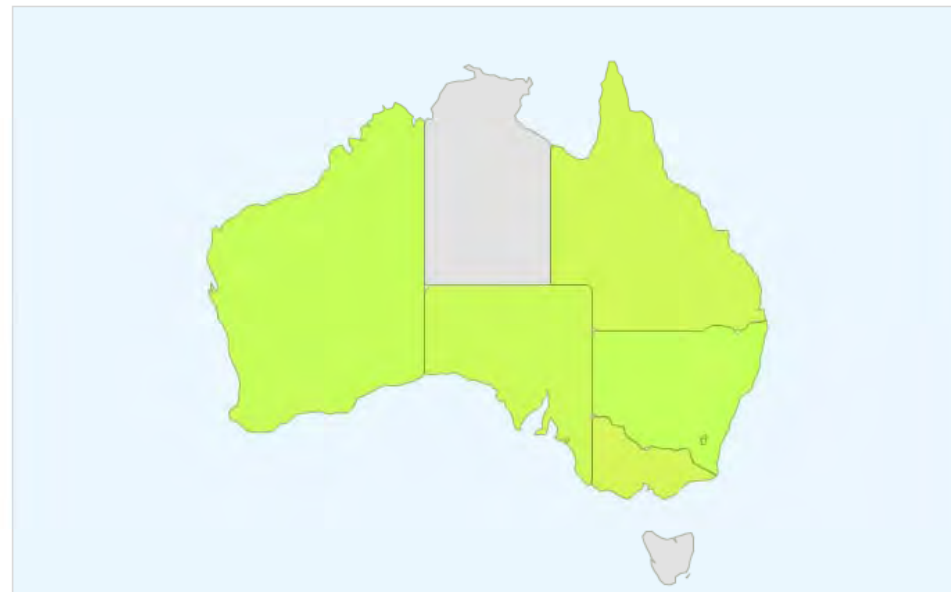
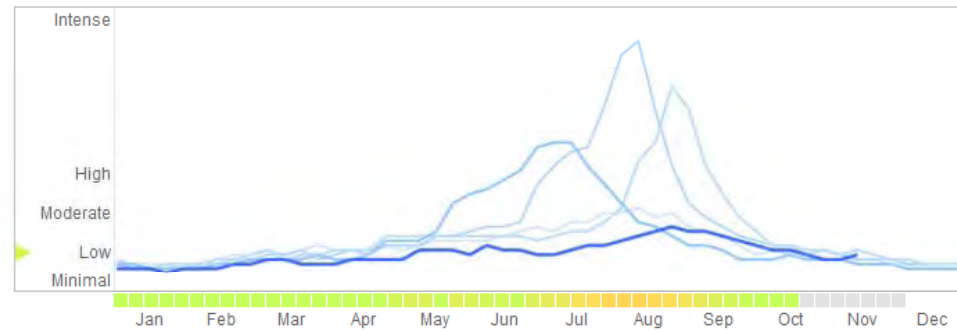
[FAQ](#)

Explore flu trends - Australia

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

National

● 2010 ● Past years ▼



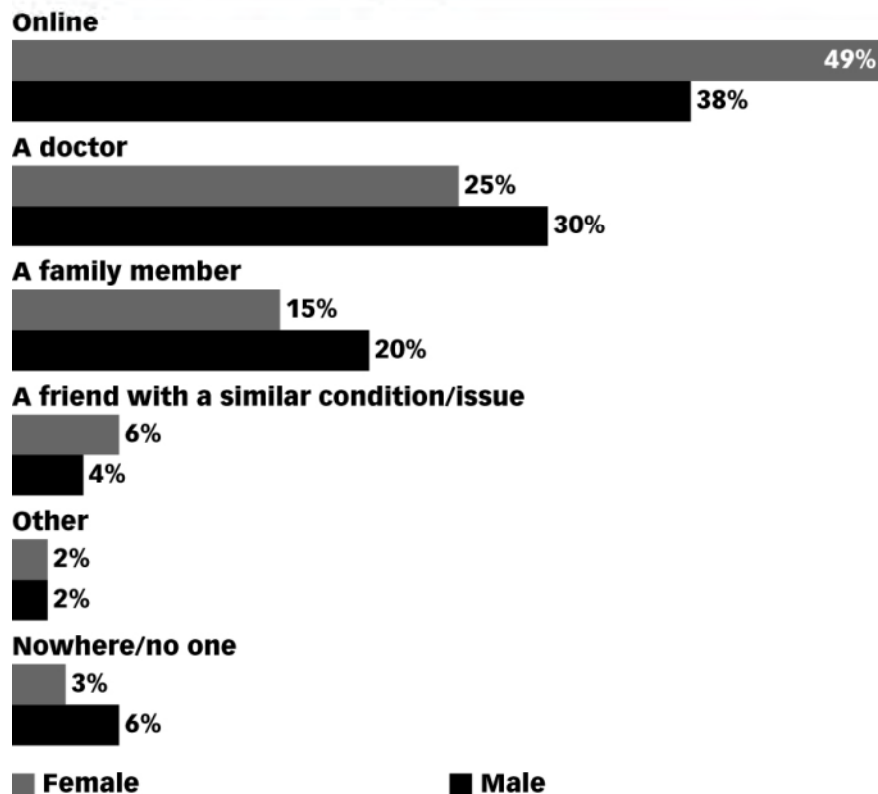
Estimates were made using a model that proved accurate when compared to historic official flu activity data. Data current through November 8, 2010.

Online sources change the way that people access health information



First Source US Internet Users Go to Research a Health Question, by Gender, Feb 2010

% of respondents in each group



Note: n=2,618 ages 18+

Source: iVillage, "Women's Health Survey" conducted by Harris Interactive, March 18, 2010

116107

www.eMarketer.com

- Consumers trust their doctors, but the **immediacy** and **availability** of online information pushes them to seek **virtual second opinions**
- **Participatory media** are gaining traction as forums to share personal health information
- Wireless and mobile platforms provide **new ways to access information**, driving a new generation of healthcare communications, devices and services

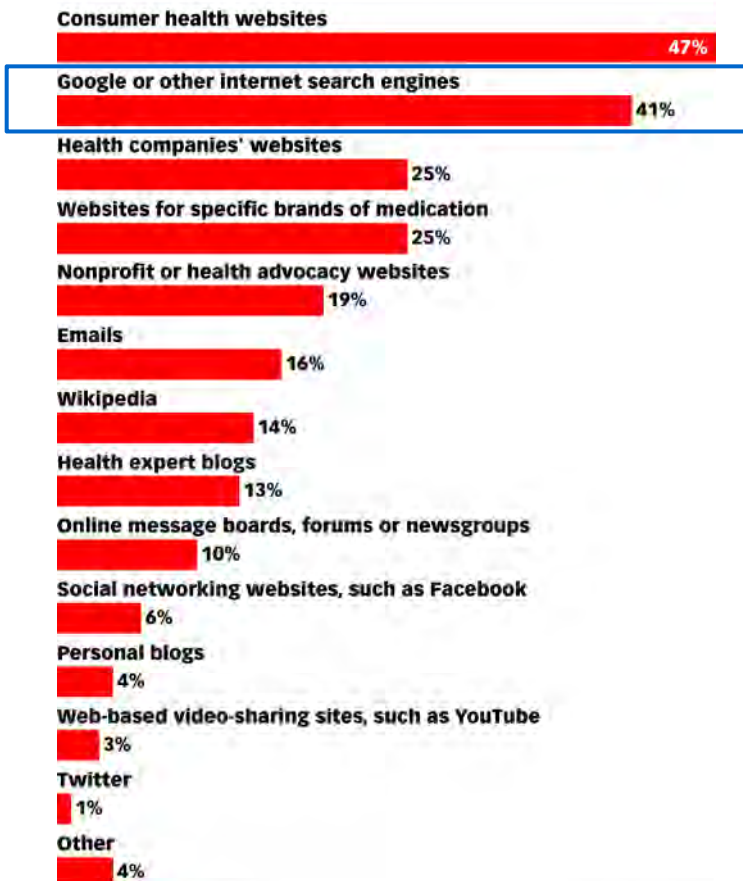
Victoria Petrock
Online Healthcare Empowers Consumers
eMarketer, July 2010

Search is important for healthcare consumers in Australia and the USA



Internet Sources Used to Make Health Decisions*, Mar 2010

% of US internet users



Note: *own or family's

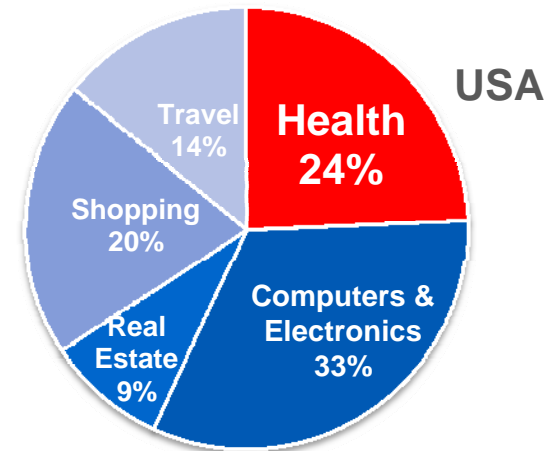
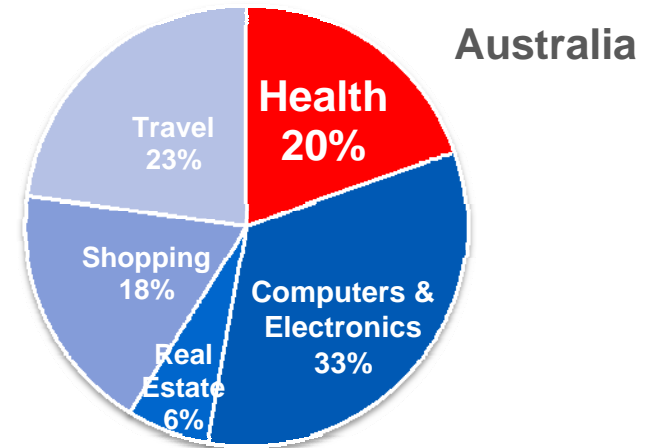
Source: Edelman, "Health Engagement Barometer 2010," Apr 13, 2010

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www.eMarketer.com

Queries on Google by Category

(July-Sep 2010; millions)

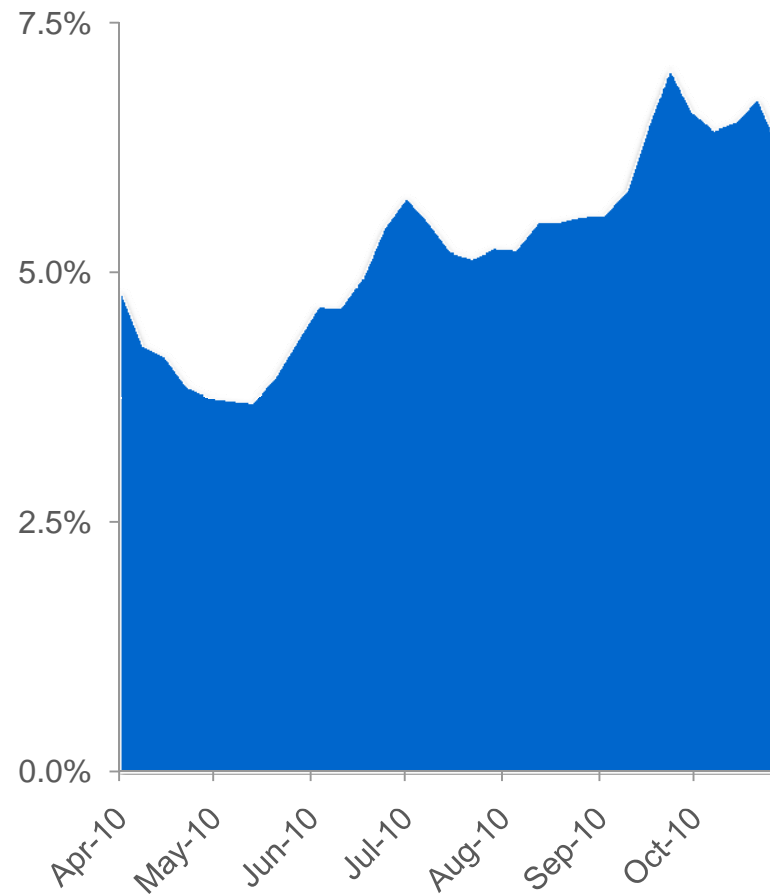


Source: internal Google tools

Mobile is becoming increasingly important



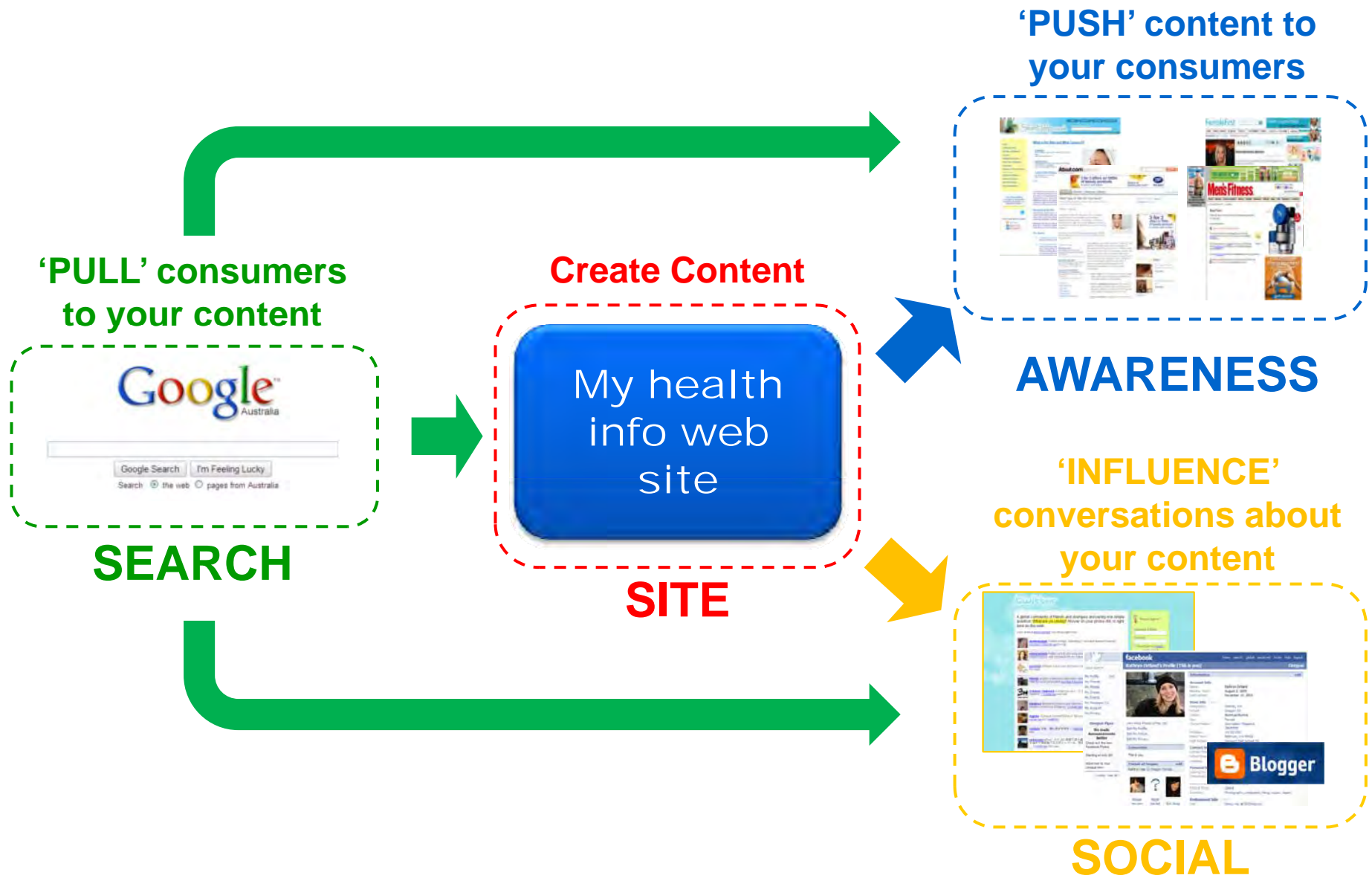
Mobile Health-related Queries as % of Total
(Google Australia, millions)



Opportunities to Connect

Quit Smoking

Start with your consumers, not your website



Everything

- News
- Videos
- Images
- Blogs
- More

Sydney New South Wales

The web
[Pages from Australia](#)
Any time

- [Latest](#)
- [Past 2 days](#)

Standard view

- [Related searches](#)
- [Wonder wheel](#)
- [Sites with images](#)

Quit Smoking Hypnotherapy

MobileSmokeBusters.com.au 1 Hour Session, No Withdrawal, We Come To You. Guaranteed Result!

Quit Cigarette Smoking

www.outsmartcigarettes.com.au Find out more about treatments that can help you outsmart cigarettes.

Best Way to Quit Smoking

 FutureHealthGroup.com.au Free guide to show you the best way to **Quit Smoking**. Download Now

Quit Now - The National Tobacco Campaign

26 Feb 2010 ... Quitting **smoking** can be one of the most difficult, yet rewarding things a person can do. Most smokers' say they would like to **quit**, ...
 Calling the Quitline - 4000 Chemicals Campaign (2010) - Quitting
www.quitnow.info.au/ - Cached - Similar

Home - Quit Victoria

Smoking and pregnancy. Order a **Quit Pack** · **Quit Victoria** Resource Centre · Schools and Youth · Prevention is better than cure. ...
www.quit.org.au/ - Cached - Similar

STOP SMOKING – Proven help quit program

Within 21 days I had noticed how everyone had **quit smoking** without the usual side effects and was enjoying the taste of their food more. ...
www.stopsmokingquitforever.com/ - Cached

News for quit smoking


New York Times (blog)

Think again on labels

1 hour ago

Images that make smokers think about the consequences of their actions can play a major role in helping people **quit smoking** and, even more importantly, ...
 Toronto Star - 1375 related articles

Fewer people quit smoking in recession, figures suggest

BBC News - 263 related articles - Shared by 50+

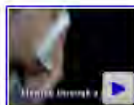
Tobacco-loving Serbs face smoking ban

The Associated Press - 242 related articles

Videos for quit smoking

Quit Smoking

3 min - 27 Mar 2007
 Uploaded by khalidahmed
youtube.com


Quit Smoking

2 min - 7 Aug 2007
metacafe.com

Quit smoking: 10 tips - myDr.com.au

Read these 10 quick tips to help you **quit smoking**, including nicotine patches, motivation and other information on giving up smoking.

Ads

Ads

Quit Smoking in 1 Hour

\$45 Discount. 100% Safe & Natural, No Withdrawal, Results Guaranteed!
SydneyHypnosisClinics.com/QuitNow

Help Quit Smoking

Stop The Cravings! One Session Will Change Your Life - No More **Smoking**.
www.StopSmokingInOneSession.com.au
 New South Wales

Quit Smoking Hypnotherapy

Stop addiction habit and withdrawal Sydney CBD & Hills Free Consultation
www.myhypnotherapy.com.au
 Sydney, NSW

Break Free From Smoking

Find The Reason For Your Addiction Castle Hill Hypnotherapy Solutions
www.hypnotherapy747.com
 Sydney, NSW

Stop Smoking Guaranteed

98% Stop In First Session
 Phone Now Sydney 1300 551 308
www.ixelhypnotherapy.com.au
 New South Wales

Hypnotherapist in Manly

Change Your Life for the Better. Expert Psychotherapist in Manly
MondoClinic.com.au
 Sydney, NSW

Quitting Tobacco

Nicabate gives powerful relief from toughest cravings. Get help today.
www.nicabate.com.au

Hypnosis to Stop Smoking

Qualified Hypnotherapist in Sydney **Quit Smoking** for Good! Call Us Now
www.yourmindcoach.com.au/

[See your ad here >](#)

- Tools**
- Keyword Tool
 - Traffic Estimator

★ Starred (0) [View](#)

Include terms [?](#)

Exclude terms [?](#)

All Categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

Match Types

Broad

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

Website

Only show ideas containing my search terms [?](#)

[Advanced options](#)

Locations: Australia x

Languages: English x

Search

Sign in with your AdWords login information to see the full set of ideas for this search. [About this data](#) [?](#)

Download [View as text](#)

Sorted by Local Monthly Searches [Columns](#)

Keyword	Local Monthly Searches	Local Search Trends
★ smoking	246,000	
★ hypnosis	49,500	
★ lung cancer	27,100	
★ quitting smoking smoking	27,100	
★ lungs	27,100	
★ quit smoking	22,200	
★ easy way	18,100	
★ hypnotherapy	18,100	
★ nlp	14,800	
★ stop smoking	14,800	

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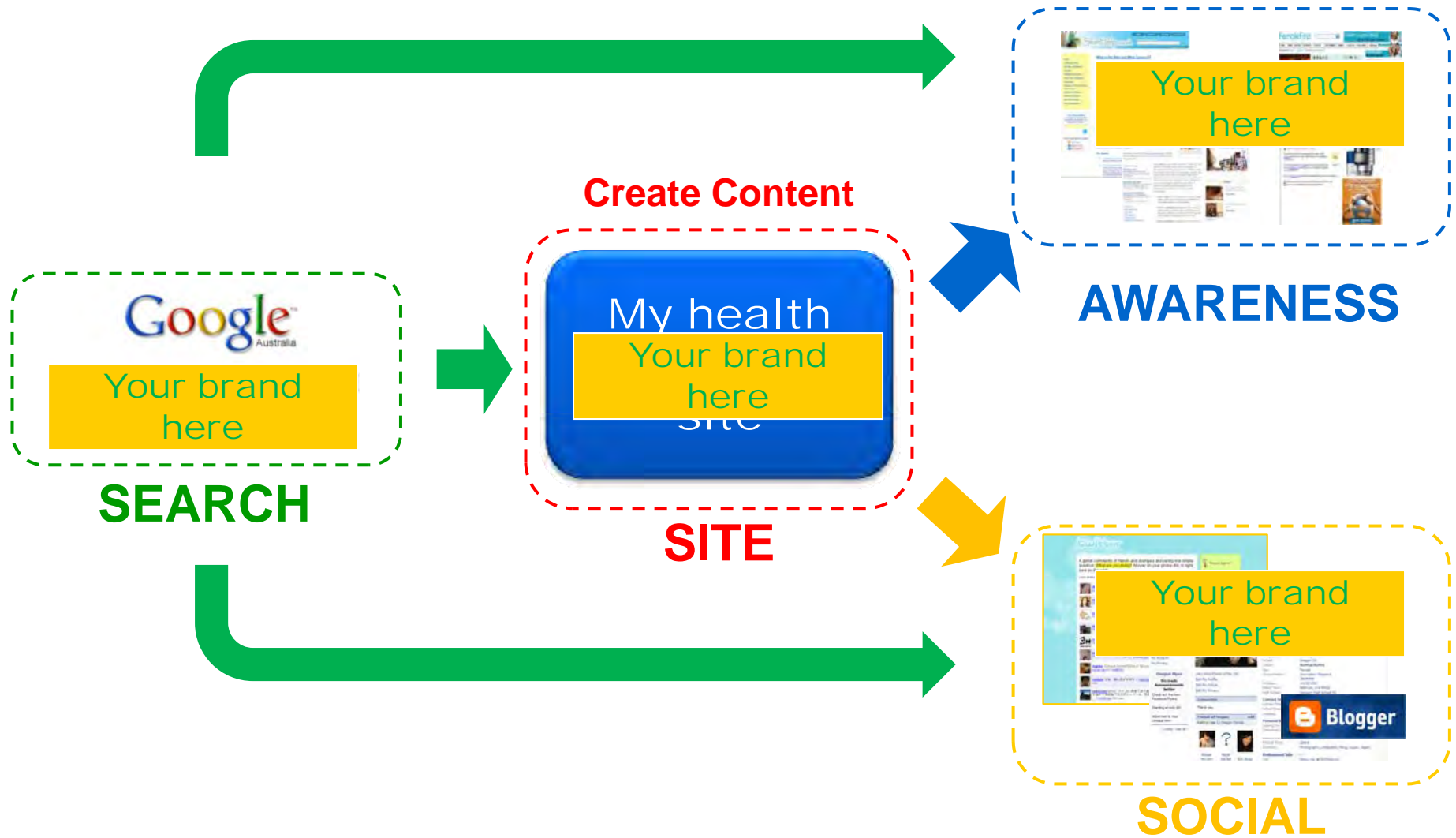


All iPhone Apps for "quit smoking"

- | | | | | |
|--|---|--|--|---|
|  <p>** Quit Smoking **
Healthcare & Fitness
Released 06 October 2010
FREE</p> |  <p>Quit Smoking!
Healthcare & Fitness
Updated 08 August 2010
\$5.99 BUY</p> |  <p>Quit Smoking
Healthcare & Fitness
Updated 30 July 2010
\$1.19 BUY</p> |  <p>Quit Smoking - Cold Tur...
Healthcare & Fitness
Updated 19 March 2009
\$1.19 BUY</p> |  <p>Quit Smoking Now with Ma...
Medical
Released 16 November 2008
\$9.99 BUY</p> |
|  <p>Quit Smoking with Andr...
Medical
Updated 03 September 2010
\$3.99 BUY</p> |  <p>Coach Quit
Healthcare & Fitness
Released 13 April 2010
FREE</p> |  <p>My Last Cigarette - Sto...
Healthcare & Fitness
Updated 27 August 2010
\$1.19 BUY</p> |  <p>Quit it - Stop Smoking
Healthcare & Fitness
Updated 04 August 2010
\$1.19 BUY</p> |  <p>Quit'n'Tell
Healthcare & Fitness
Updated 28 August 2010
FREE</p> |
|  <p>Quit Smoking - Cold Tur...
Healthcare & Fitness
Updated 17 March 2009
\$5.99 BUY</p> |  <p>Quit Smoking, Stop Sm...
Medical
Updated 21 July 2010
\$1.19 BUY</p> |  <p>My Stop Smoking Coac...
Healthcare & Fitness
Released 01 December 2008
\$3.99 BUY</p> |  <p>No Smoking!
Healthcare & Fitness
Released 12 June 2010
FREE</p> |  <p>Smoking Management
Healthcare & Fitness
Released 31 October 2010
FREE</p> |
|  <p>Quit Smoking The Easy ...
Healthcare & Fitness
Released 30 October 2010
\$1.19 BUY</p> |  <p>Quit Smoking with Dr M...
Healthcare & Fitness
Released 29 July 2010
FREE</p> |  <p>iQuit
Healthcare & Fitness
Updated 24 June 2010
FREE</p> |  <p>Quit Smoking Secrets
Lifestyle
Released 16 April 2010
\$1.19 BUY</p> |  <p>Shocking Smoking Facts
Medical
Released 18 August 2010
FREE</p> |
|  <p>iQuit - Stop Smoking Co...
Healthcare & Fitness
Released 10 June 2009
\$2.49 BUY</p> |  <p>Quit For Life® Program ...
Healthcare & Fitness
Released 16 October 2010
FREE</p> |  <p>Quit It 2.0 - stop smoking
Healthcare & Fitness
Updated 04 August 2010
\$1.19 BUY</p> |  <p>Quit Smoking 금연 禁煙
Healthcare & Fitness
Updated 18 October 2010
\$2.49 BUY</p> |  <p>Easy Stop Smoking
Medical
Updated 15 June 2010
\$5.99 BUY</p> |
|  <p>Quitter
Healthcare & Fitness
Updated 09 February 2010
FREE</p> |  <p>Actually Quit Smoking
Healthcare & Fitness
Updated 28 October 2009
\$1.19 BUY</p> |  <p>Sick of Smoking
Healthcare & Fitness
Released 06 July 2009
\$1.19 BUY</p> |  <p>since iQuit
Healthcare & Fitness
Updated 08 October 2010
FREE</p> |  <p>Quit Smoking.
Lifestyle
Released 09 July 2010
\$5.99 BUY</p> |
|  <p>iSmoke Break - Track y...
Healthcare & Fitness
Updated 28 April 2010
\$1.19 BUY</p> |  <p>Quit Smoking Helper
Healthcare & Fitness
Updated 02 February 2010
\$1.19 BUY</p> |  <p>Stop Smoking in One H...
Medical
Updated 26 April 2010
\$4.99 BUY</p> |  <p>Cigarette Counter Free
Medical
Released 24 February 2010
FREE</p> |  <p>Hypoquit - Stop Smoking ...
Medical
Released 12 March 2010
\$3.99 BUY</p> |
|  <p>SmokingTracker - Quit ...
Healthcare & Fitness
Updated 11 August 2010
\$1.19 BUY</p> |  <p>Quit!
Lifestyle
Updated 21 July 2010
FREE</p> |  <p>Stop Smoking Forever ...
Lifestyle
Released 08 November 2010
\$9.99 BUY</p> |  <p>SmokeTrack
Healthcare & Fitness
Updated 04 December 2009
FREE</p> |  <p>iSmokeBreak Unlimited - Tr...
Healthcare & Fitness
Released 21 July 2009
\$2.49 BUY</p> |



Start with your consumers, not your website



Summary



- Australians are online
- Australians online look for health information – increasingly!
- Online allows brands to connect with consumers
- Think beyond your website – how will you distribute your message?