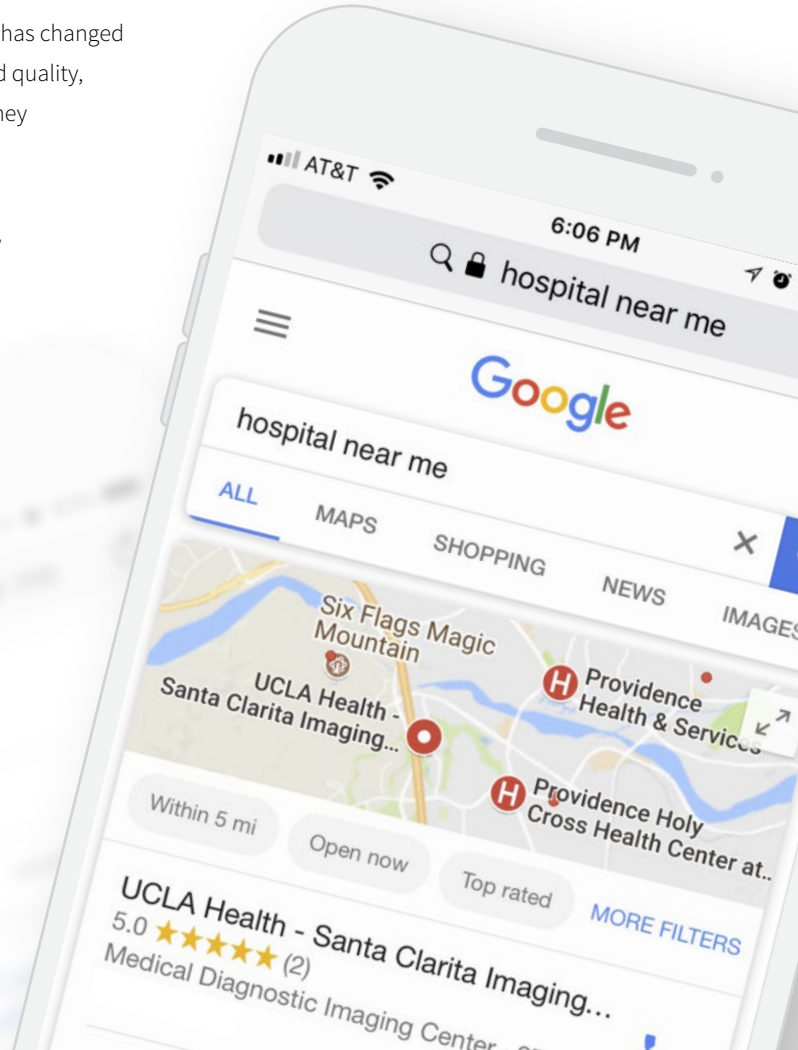
SCORPION®
DIGITAL HEALTHCARE SOLUTIONS

GETTING INSIDE THEIR HEADS:

A Patient's 5-Step Journey to **Finding Your Hospital**

Over the years, the way in which people find their hospitals has changed dramatically. With an emphasis on speed, convenience, and quality, people are quicker and more discerning than ever in how they convert from casual web visitors into new patients.

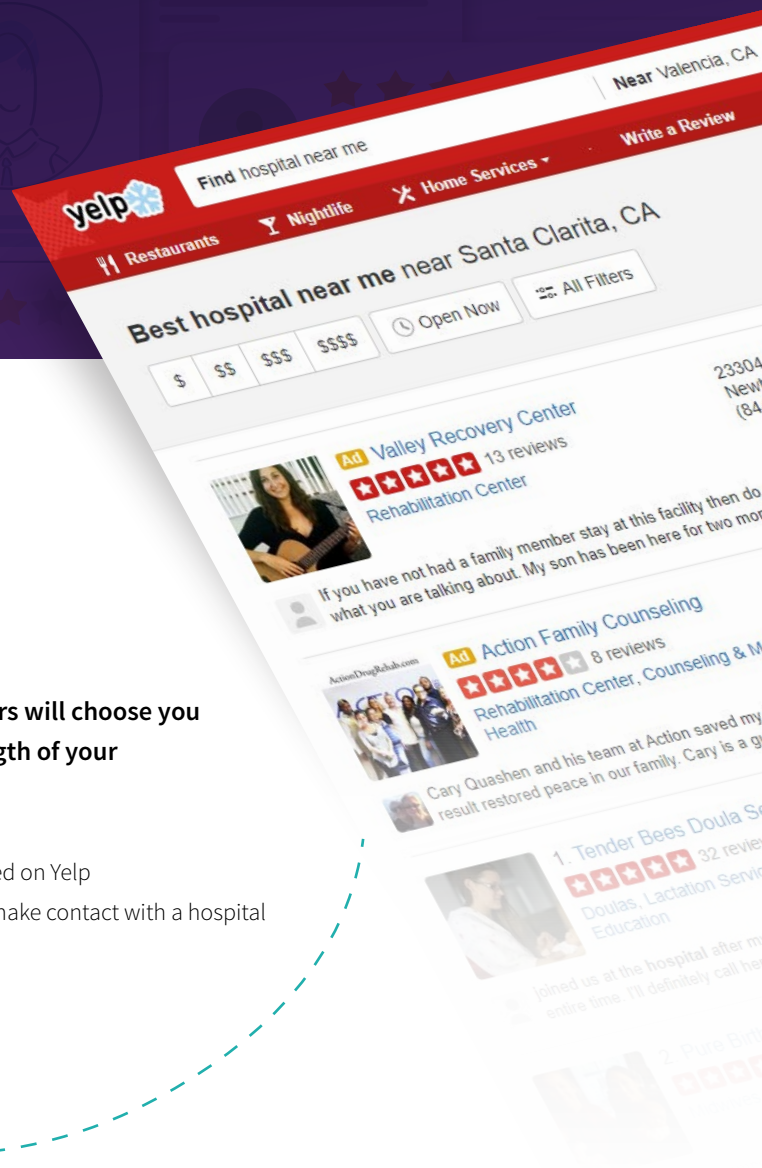
In order to understand how a patient reaches your hospital, here are the 5 steps a person will make. First, they will...



1 Search on Google for a Local Hospital

When looking for a hospital, your patients prefer locations that are near them.

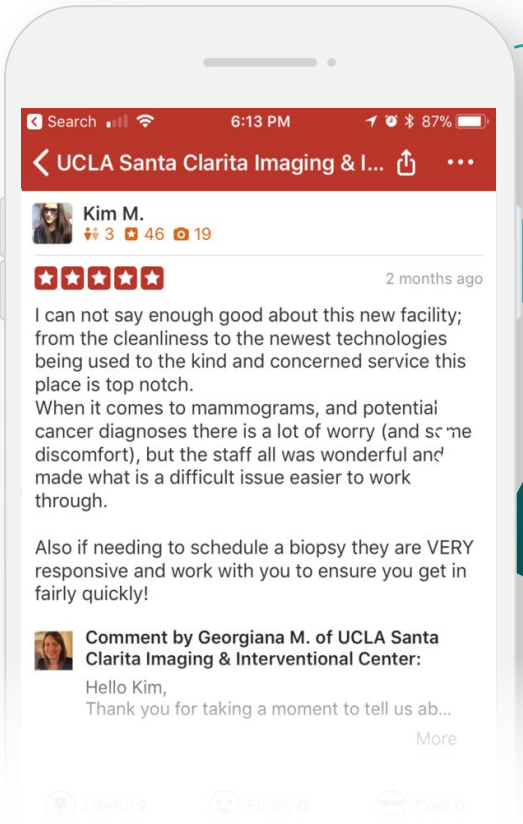
- Mobile makes up 88% of all "near me" searches
  - This rate has grown at nearly 146% year over year
- Google calls these "near me" or "nearby" searches *"micro-moments"*



2 Find Your Hospital's Yelp Review Page

After finding your business on Yelp, customers will choose you among your competitors based on the strength of your online reviews.

- More than 2.8 million businesses have been claimed on Yelp
- 93% of patients who research on review sites will make contact with a hospital



3 Evaluate Your Online Reviews Until They're Ready to Make a Decision

Positive reviews are as effective as personal recommendations, which can inspire your patients to choose you.

- 92% of patients will use a local hospital if it has at least a 4-star rating
- 48% of patients were influenced by a relevant search.

4

Choose a Hospital and Visit their Website

Once the patient feels confident in your hospital, they will click through to your website for more information.

- 90% of patients read online reviews before visiting a hospital
- 72% of patients will make contact after reading a positive review

5

Call You Immediately or Travel to Your Hospital

Once the patient is convinced you're the right solution for them, they will contact you or visit your hospital directly.

- 44% of users who research hospitals on a mobile device make an appointment

References:

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