



Our friends at Microsoft Ads released several trend reports earlier this week that provide valuable insight into how consumer sentiment and behavior is shifting as a result of the pandemic. Noted below are our key takeaways and action recommendations as well as links to the reports themselves.

- We are seeing more than a 5x increase in searches for **Telemedicine** and **Telehealth** compared to 2019, all driven by a large increase in search volume for both within the last 10 days
- Top queries telemedicine video conferencing\*, companies, american telemedicine association, telehealth telemedicine\*, telemedicine billing codes\*, telemedicine stocks\*, telehealth, telehealth services, telehealth telemedicine, telehealth ontario\*  
hipaa compliant telehealth\*, telehealth consent form\*, [brand] telehealth\*  
(\* New top queries in 2020 compared to 2019)
- **690% increase in telemedicine** 2019 vs 2020 week of 2/16-3/16, 528% spike in telehealth

## Suggested Action:



Local doctors' offices are being overshadowed by insurance provider offerings for virtual doctor visits. Sales teams should focus on highlighting a local health care provider's ability to offer personalized care via telephone appointments.



How are your local medical offices minimizing the risk to patients who are not experiencing symptoms of Covid-19 but still need care? Dedicated service times or office spaces for healthy patients seeking care can be a significant differentiator.

Source:

[Covid 19 Search Trends](#)