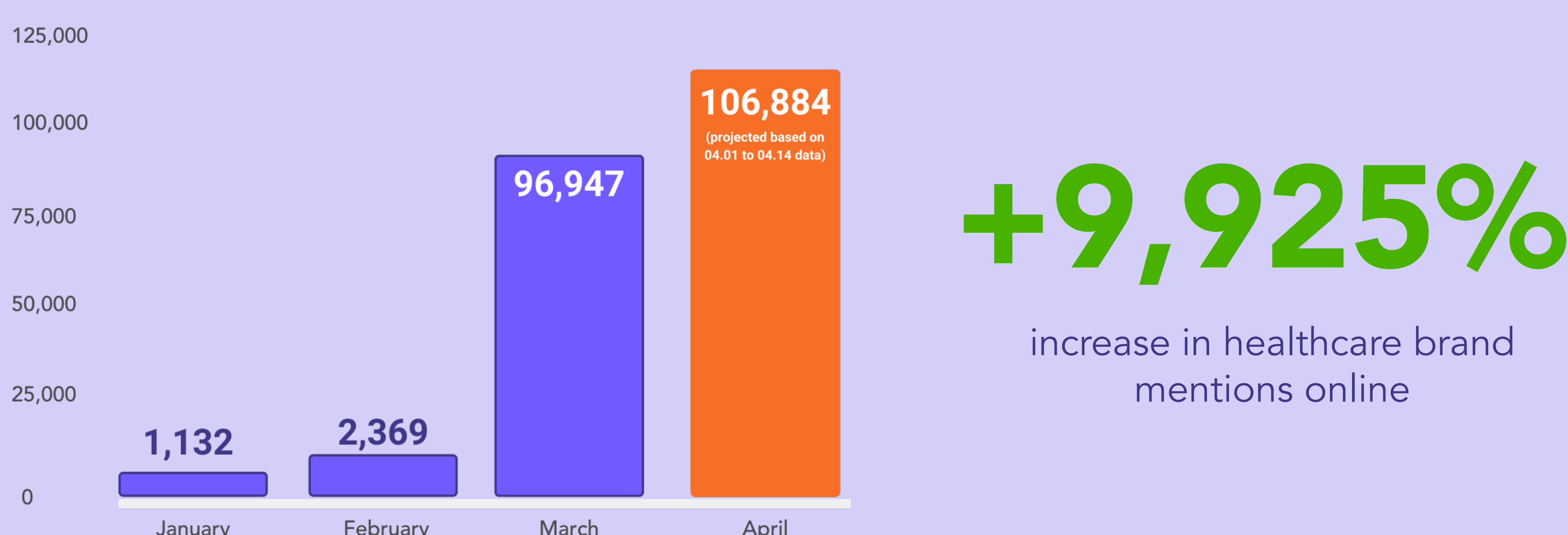
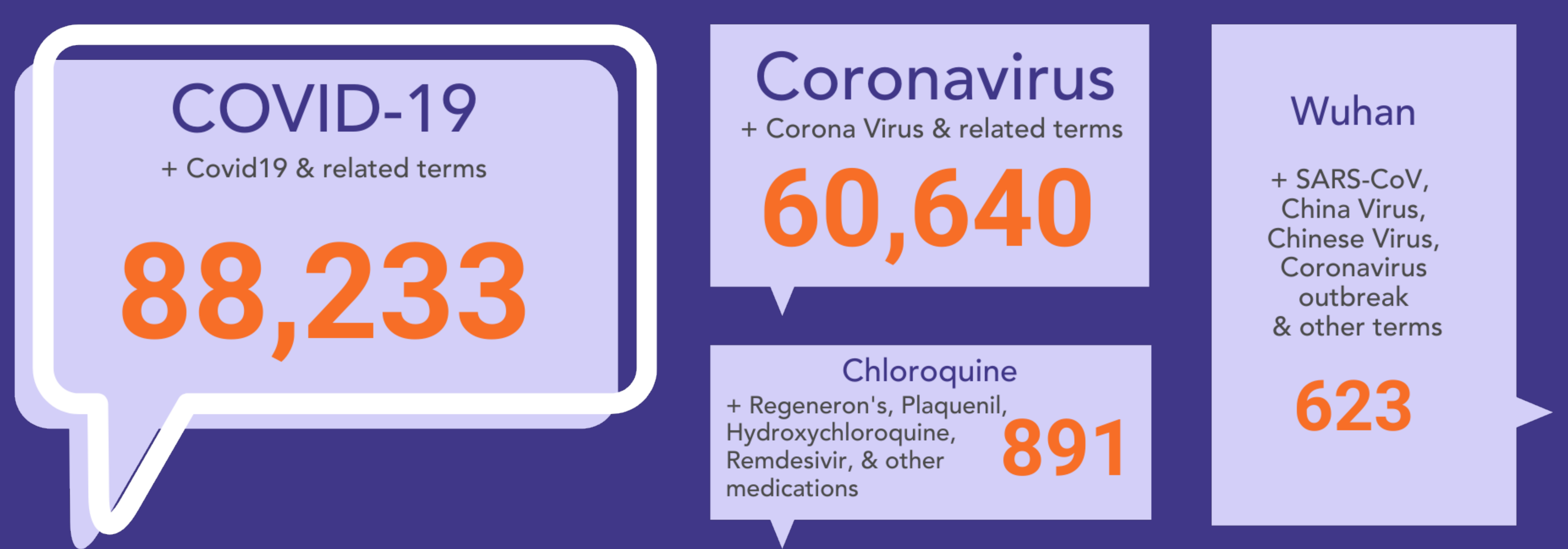


The Online Conversation Around COVID-19

We've collected 150,000+ online mentions regarding the COVID-19 pandemic. Here's what we learned from our healthcare clients' data.

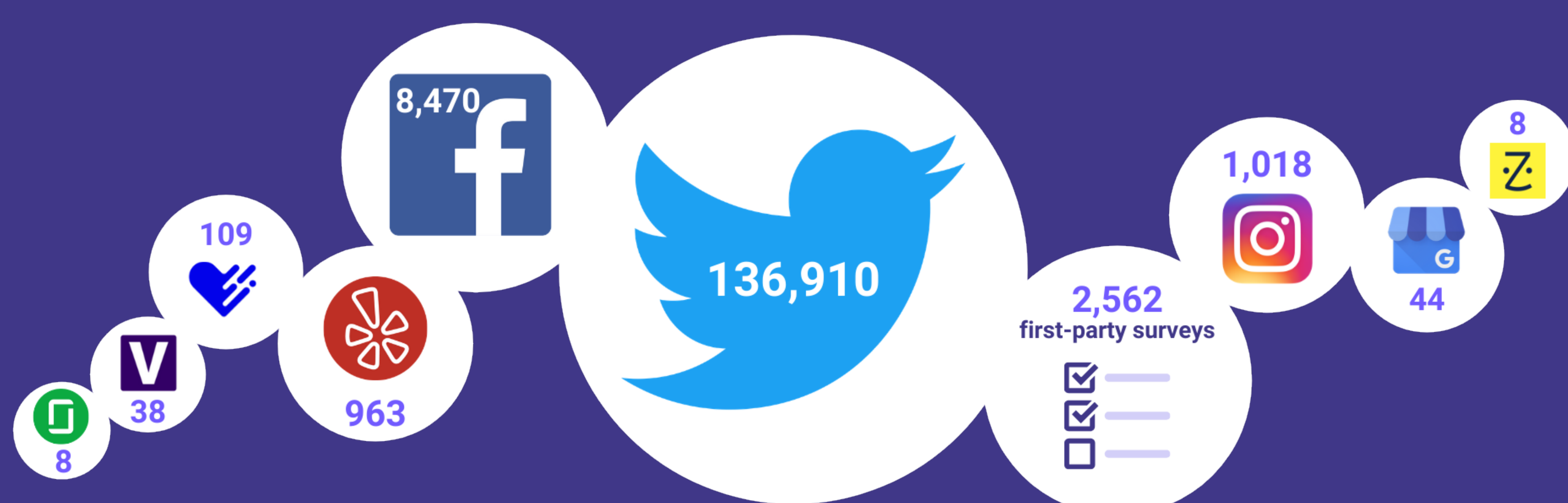
Which keywords are consumers using when mentioning healthcare brands?



The frequency of coronavirus-related brand mentions continues to increase in April, making it vital to engage and offer consumers relevant information. As medication search terms continue to rise, it is important to publish trustworthy content and fight misinformation.

(Updated on 4/14/20)

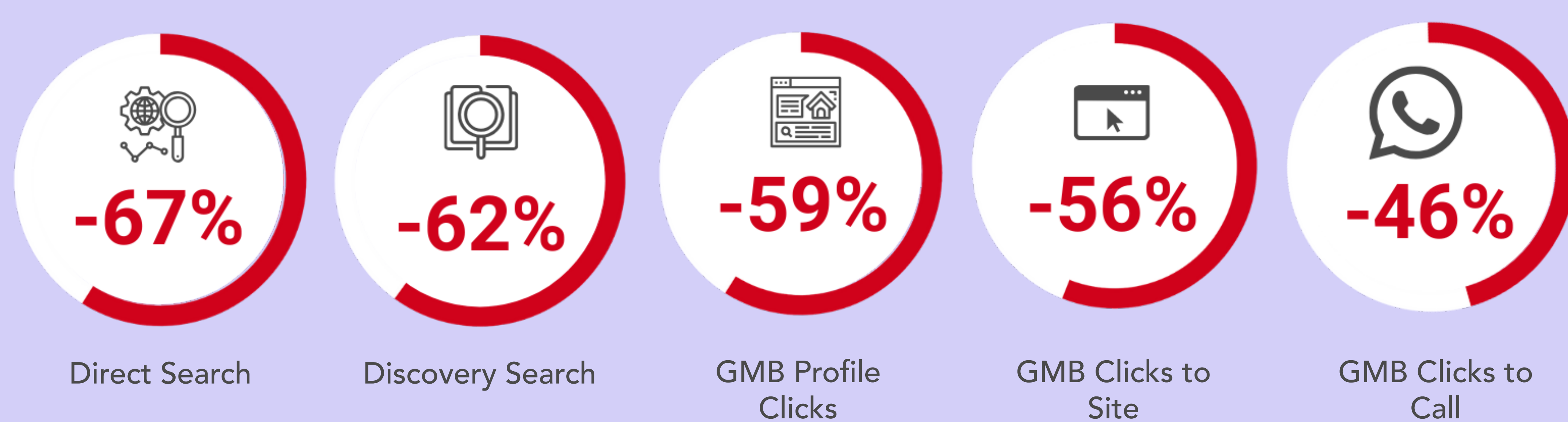
Where are consumers mentioning healthcare brands online?



Social media is more densely populated with COVID-19-related brand mentions than third-party review sites, as 75% of consumers use social media every day for virus information. Adding to the disparity was the temporary suspension of Google Q&A and reviews, along with Yelp's removal of coronavirus-related comments that risked damage to brand reputations.

(Updated on 4/14/20)

How has COVID-19 affected search for healthcare brands?



Though organic search traffic has decreased across the board, phone calls to healthcare systems rose in March before falling, and still haven't decreased as much as other categories. Make sure the phone numbers for all your locations' listings are updated and ensure patients can easily find contact information for COVID-19-related inquiries.

(Based on client data from 3/9/20 to 4/5/20)

What can healthcare brands do to engage consumers and manage the online conversation during this health crisis?



If you don't have the bandwidth to respond to every comment, mention or review, prioritize responses that will offer concrete, helpful information to consumers.



Be aware that Google Q&A and new reviews were disabled for a time but have now returned. Yelp is deleting reviews that make COVID-19 related accusations.



With Google search being down for healthcare brands, it is still vital for brands to make sure their listings are up to date. Ensure that your hours and/or temporary closures are updated on your GMB profile.



Utilize the new feature Google added for healthcare brands to add a link from your GMB profile to your telehealth options.