



## Online Healthcare: Coming of Age



### Background

Like many other areas of the Internet, the Healthcare sector has come a long way in the past decade. In Canada, Healthcare is always a major discussion point. It routinely ranks among Canadians highest concerns along with the economy and education. However, with a wealth of information now online, Healthcare now looks a little different from the early days of the Internet. The 'fad' of the Internet is here to stay and continually evolves. Online marketers, pharmaceutical companies and those in the Healthcare industry need to know what the changing landscape of the online healthcare environment looks like in order to maximize their user experience and sales.

The *Ipsos Inter@ctive Reid Report* examined Online Healthcare sector in 2008. The report examines the who, why, what, where and when of how Online Canadians are using the Internet for their Healthcare needs.

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Approximately 2,644 online interviews were conducted among a cross-section of Internet panelists. Ipsos Reid is the only research company in Canada to have a fully staged, randomly selected representative sample of 245,000 Internet users across the country. The results are accurate to within  $\pm 1.9\%$ , 19 times out of 20.

### Topics covered in this report include:

- Ever visited a healthcare website
- Likelihood to visit a healthcare website in the next 12 months
- Number of times visited a health website in past 30 days
- Visitation to certain types of health websites
- Online starting point when looking for health related information
- Attitudinal statements regarding health related websites
- Credibility of companies/ organizations that sponsor/ develop health related websites
- Credibility of health information sources
- Prevalence of downloading patient support/information materials from a Pharmaceutical company website
- Participation in a health related discussion board
- Frequency of participation in health related discussion boards
- Last three health related topics researched online

### Internet Access and Profiles Section

In addition, subscribers will also receive the demographic profile of online Canadians, giving them a clear understanding of who is online in Canada and adding valuable context to the results of the research.

This snapshot of our Access and Profiles section will give you a clear understanding of who online Canadians are by looking at the demographic breakdown of the Internet population by age, income, gender, region, household type, and Internet skill level.

### About the *Ipsos Canadian Inter@ctive Reid Report*

The *Ipsos Canadian Inter@ctive Reid Report* was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up-to-date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit:  
[www.ipsos-reid.com/IREID.cfm](http://www.ipsos-reid.com/IREID.cfm)



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### Online Healthcare: Coming of Age

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Attention: **Mark Laver**  
Associate Vice President  
Fax: 403.294.1535  
Tel: 403.294.7393  
Email: [mark.laver@ipsos.com](mailto:mark.laver@ipsos.com)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

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