



Insights into Shifting Consumer Health Behaviors



HEALTHLINE MEDIA

Leading Health Information Publisher

We're plugged in to industry trends and insights,
and we know how consumers navigate the world of health.

SHIFTING CONSUMER HEALTH BEHAVIORS

1

State of treatment trends

2

Renewed interest in health

3

Search trends

4

Information needs & resources

5

Community & connection

State of treatment trends

TOP WAYS PEOPLE REGULARLY MANAGE THEIR HEALTH

Prescription medication	73%	Prayer	35%
Vitamins	58%	Dietary supplements	25%
Exercise	48%	Meditation	13%
Diet and nutrition	46%	Herbal remedies	12%
Over the counter medication	42%	Yoga	12%

90%
follow one or more
approaches regularly to
manage all aspects of
their health



COVID-19 Drives Renewed Interest in Health

NEW FOCUS

Practice hygiene and **self-care**

Healthy habits around eating, exercise, sleep, not working overtime

Increased self-reliance of health needs

“

Not having access to doctors has forced me to self monitor my conditions.

- **ELISABETH** -
CARDIOVASCULAR CONDITION



MARKETING TAKEAWAY

Behaviors are evolving.

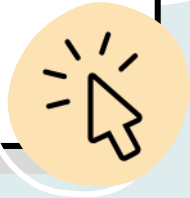
Acknowledge their experiences today, but make sure you are planning for the future.



Search Trend Insights

COVID-19 SPECIFIC

Updates
Symptoms
Vaccine / News



CONDITION MANAGEMENT

Higher risk of being
immunocompromised
Condition + COVID-19

WELLNESS

Anxiety + Depression
Immunity
Sleep + Insomnia
Self-care



Search Trend Insights

Conditions

+400%

“heart inflammation
covid”

+100%

“asthma and covid 19”



Cancer and Diet 101: How What You Eat Can Influence Cancer

Dear Able-Bodied Folks: Your COVID-19 Fear Is My Year-Round Reality

60% of Americans Have an Underlying Condition That Increases COVID-19 Risk

22%+

increase in
oncology sessions
on Healthline.com*

Search Trend Insights

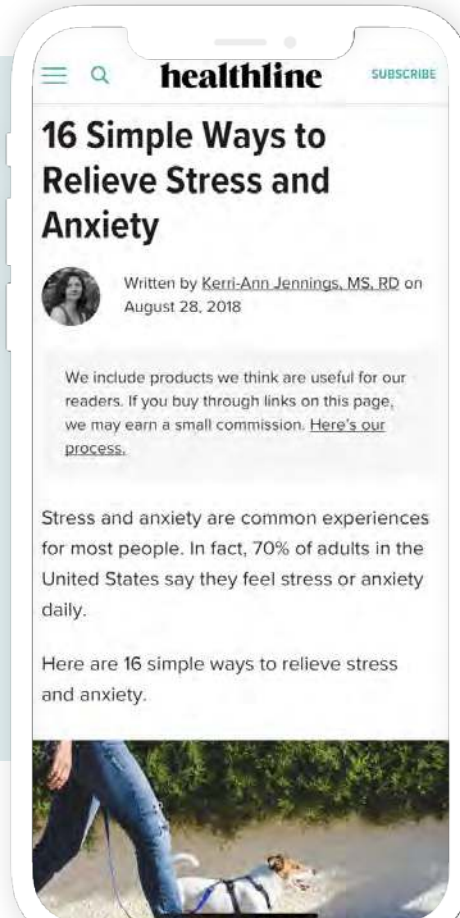
Wellness

+300%

“breathing exercises
for anxiety”

+450%

“what vitamins help
the immune system”



**Being Mindful of Your Mental Health
During the COVID-19 Outbreak**

**5 Mental Health Apps to Help Manage
Coronavirus Anxiety**

**What COVID-19 Is Doing to Our
Mental Health**

71%+

increase in **mental
health** sessions on
Healthline.com*



MARKETING TAKEAWAY

Arm yourself with insights.

Listen to your audience and understand their changing behaviors to help move them from confusion to clarity.

Topics of interest

CONTENT NEEDS

Dealing with **sleep and fatigue**

Managing my **health condition**

Managing my **emotional health** (anxiety, loneliness, etc.)

Relationships while in quarantine and social distancing

Nutrition and meal planning

Fitness and exercise at home



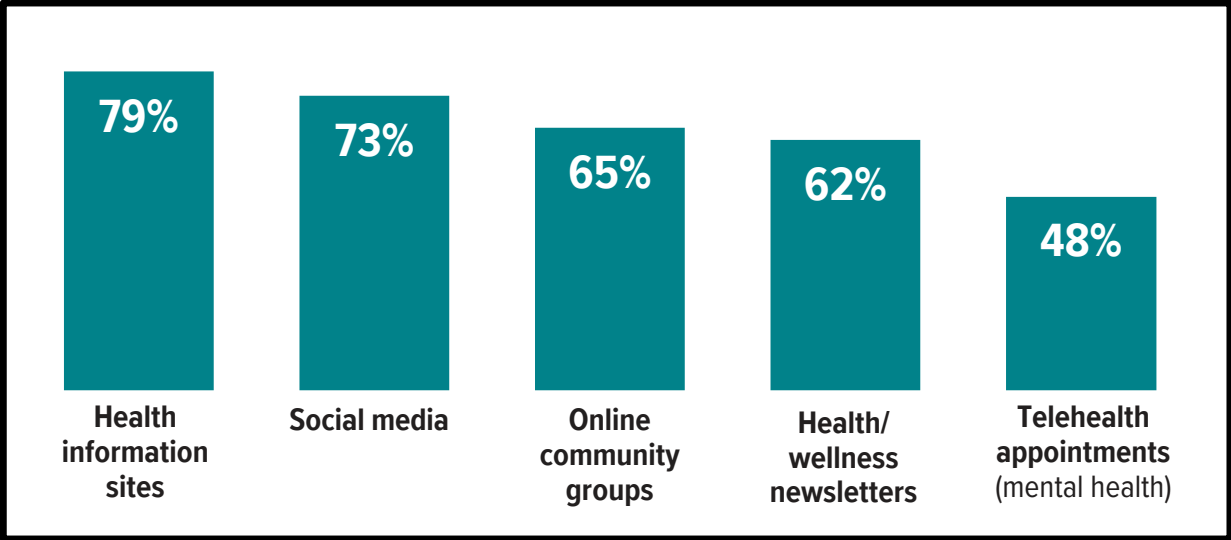
“

The more I read, the more I learn... which **reduces worry and anxiety.**

- VIVIAN J -
MULTIPLE SCLEROSIS

Shifting media consumption

**RESOURCES
USED MORE
OFTEN TO
MANAGE HEALTH**



Connection and Support in the Time of COVID-19

MOST HELPFUL RESOURCES, TOOLS, OR SERVICES



MARKETING TAKEAWAY

Marketing matters.

Put your audience needs at the center of everything you do and meet them where they are.





HEALTHLINE MEDIA

**Let's build a stronger,
healthier world together.**

FOR MORE INSIGHTS, VISIT
[HEALTHLINEMEDIA.COM](https://www.healthline.com)

healthline



GREATIST



Parenthood