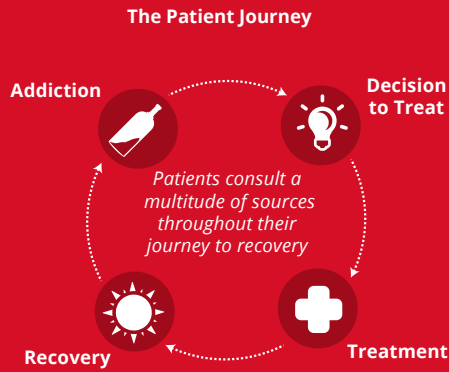


THE DIGITAL JOURNEY TO RECOVERY: TREATMENT CENTER SELECTION

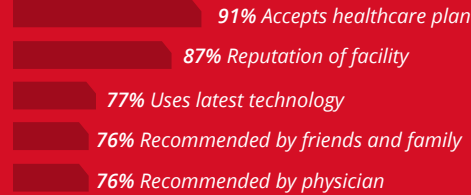
PROSPECTIVE PATIENTS TELL US DIGITAL MATTERS



53%
Visited 2+ treatment center websites before converting

41%
Took >2 weeks to research before scheduling an appt.

What users look for in a treatment center



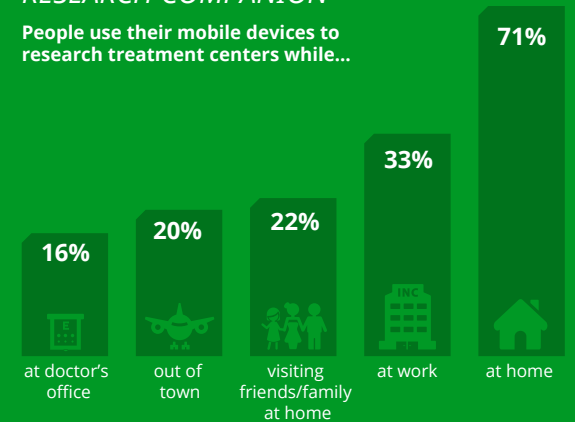
Online plays a significant role in the research process

86% of patients used both online and offline resources



MOBILE IS A CONSTANT RESEARCH COMPANION

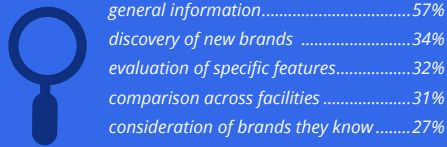
People use their mobile devices to research treatment centers while...



SEARCH IS INDISPENSABLE IN THE PATIENT JOURNEY

86% OF PATIENTS USED SEARCH PRIOR TO SCHEDULING APPOINTMENTS

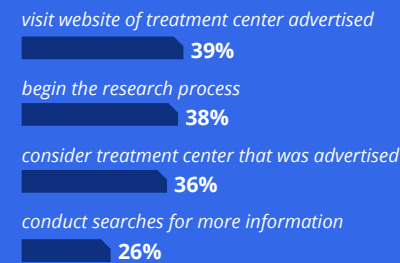
Search empowers patients, who leverage it for



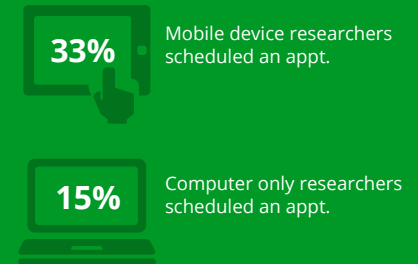
3x Search drives over **3x as many** visitors to treatment center sites compared to non-search

2x Searchers convert at **nearly 2x higher rates** than non-searchers

After seeing a paid search ad, users...



Patients who used a mobile device to research are more likely to schedule an appointment

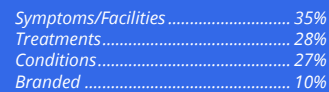


Search paths are highly diverse and comprised primarily of treatment and condition terms



For converters, most paths begin and end with a non-branded term

Share of patients that started on:



Search paths end primarily on non-branded terms towards the moment of conversion:



ONLINE VIDEO INFORMS AND CONNECTS

21% WATCHED A TREATMENT CENTER VIDEO; OF THOSE WHO DIDN'T WATCH **54%** WERE UNAWARE THEY EXISTED

What they watched
53% Professional reviews
43% Patient testimonials

Why they watched
46% To understand treatments
44% To obtain general information

After watching online videos about a treatment center, consumers...



Google™