

APR2019

blender



HEALTHCARE SOCIAL MEDIA LISTENING /// 1ST QTR 2019

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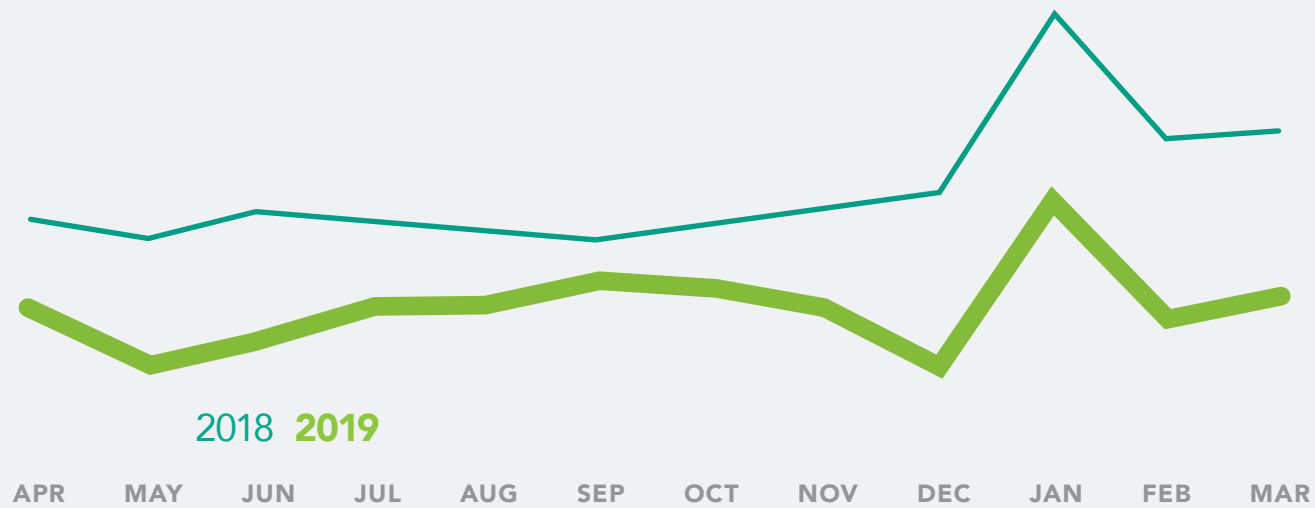


The Bellomy blenders are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

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large volume decline in Q1

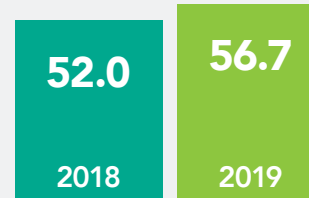
Continues trend from previous quarters



-35.0%

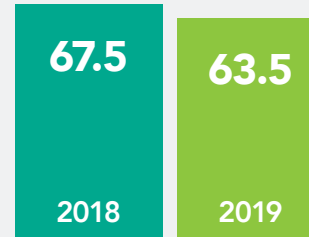
volume change

Volume decreased 35% in the January to March period of 2019, year-over-year



sentiment change

Sentiment increased
4.7 pts in the January to March period of 2019, year-over-year



intensity change

Intensity decreased
4 pts in the January to March period of 2019, year-over-year

Sentiment A score that expresses the ratio of positive to negative sentiment about a topic

Intensity A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



the generational divide in self-care

Millennials are using the Internet more than any other generation before them to find self-care strategies, mindfulness apps, alternative therapies, and information related to nutrition and fitness



Ways to help all patients practice self-care like a millennial:

- Fun moments like these
- Sound machines
- Meditation offerings
- Essential oils
- Weighted blankets
- Musical entertainment
- Natural elements/lighting

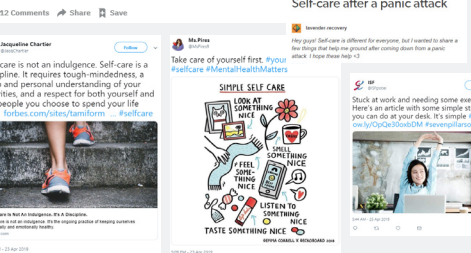
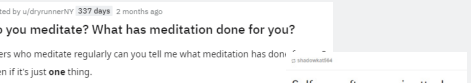


Americans have searched the topic self-care more in the last three years than ever before.

We looked online to find triggers and identify where healthcare can intersect with this movement. *Google Trends*

How one hospital is reducing pre-op anxiety for younger patients:

Staff at Doctors Medical Center in Modesto, CA, say, "they can see the children's stress and anxiety disappear when they get behind the wheel."

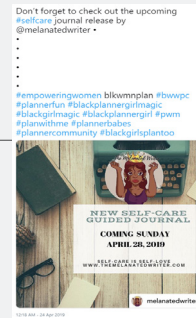
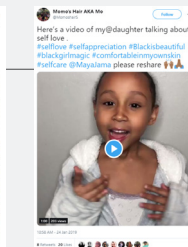
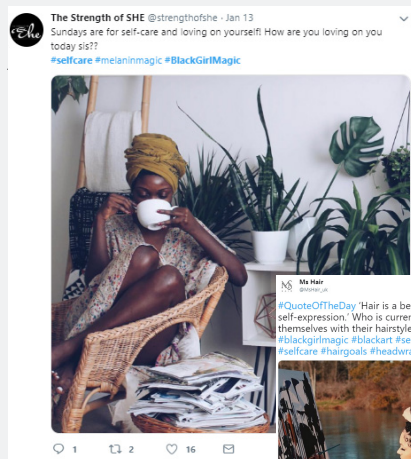


According to Apple, self-care and wellness apps topped the most popular apps of the year. Apps like 10% Happier, Headspace, Shine, and Calm

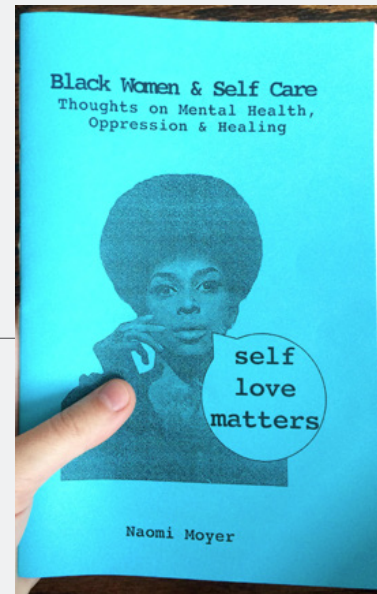


broadening the self-care conversation

There is still a lot to learn about what **wellness and self-care** looks like for different ages, demographics, and lifestyles.



African-American women are seeking more diverse public information on what it means to take care of yourself, including advice on, "how to squeeze in self-care as parents, caregivers, entrepreneurs, and as we age in our retirement years."



Looking at trends by audience can help pinpoint the stressors of different groups—leading to more understanding around inclusion and developing systems to meet the needs of all types of people.

“Our stressors are different and we are constantly burning the candle at both ends like, ‘You can do it all, #BlackGirlMagic.’

—S. Angeliqwe Mingo



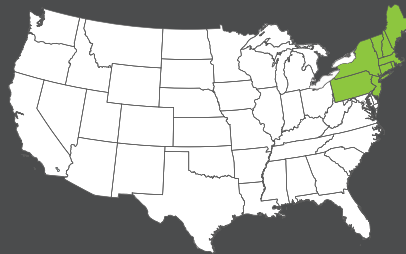
There is a strong desire for more African American and multi-cultural psychiatrists.



regions

year-over-year comparisons

NORTHEAST

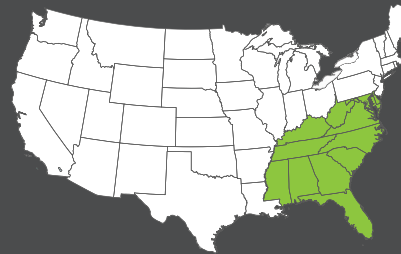


-56.0%
volume change

+7.9
sentiment change

-6.9
intensity change

SOUTHEAST

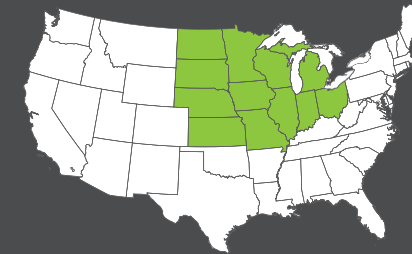


-39.0%
volume change

+22.5
sentiment change

+1.3
intensity change

MIDWEST



-36.0%
volume change

+1.2
sentiment change

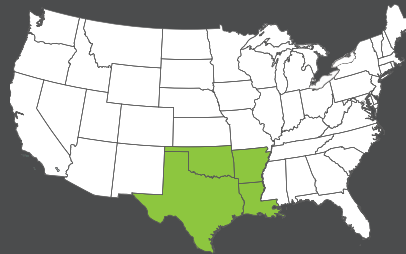
+3.4
intensity change

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regions

year-over-year comparisons

WEST SOUTH CENTRAL

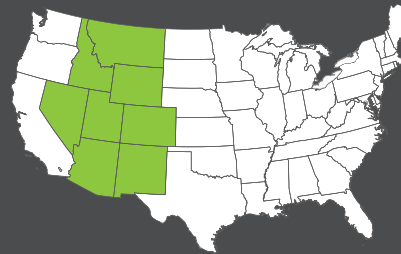


+3.0%
volume change

+20.3
sentiment change

-24.1
intensity change

MOUNTAIN

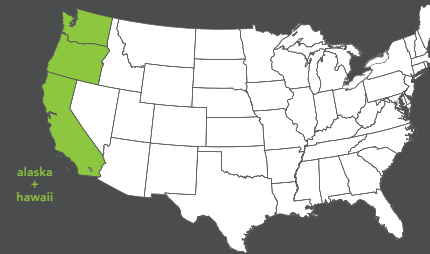


-29.0%
volume change

+2.0
sentiment change

+27.0
intensity change

PACIFIC



-22.0%
volume change

-4.0
sentiment change

+14.6
intensity change

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