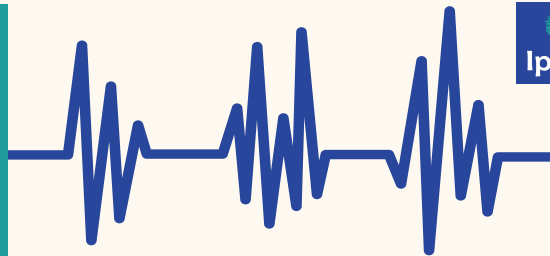


# ONLINE MEDICAL INFORMATION



## HOW MUCH IS IT TRUSTED BY CONSUMERS?

Asia Pacific – With the proliferation of information on medicine and healthcare on the internet, Ipsos conducted a study to understand what behaviour is exhibited by consumers aged 18 – 50 years old in Singapore, Hong Kong, Thailand and Japan, when it comes to accessing online medical information.

### APAC: SINGAPORE • HONG KONG • THAILAND • JAPAN



9/10

search for medical information online to help themselves diagnose or treat an illness.

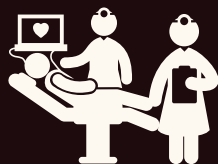
VERIFY THE  
DIAGNOSIS  
FOUND  
ONLINE

47%  
with their  
doctor



46%  
with their family  
& friends

28%



of APAC still frequently or always go online after a professional diagnosis is given.



13%

frequently or have always misdiagnosed themselves based on information they found online

16%



of those aged 40 – 50 say they do not need to verify the information found online.

JAPAN

40%  
WOMAN  
25%  
MAN



talk to their friends & family to verify the diagnosis

HONG KONG

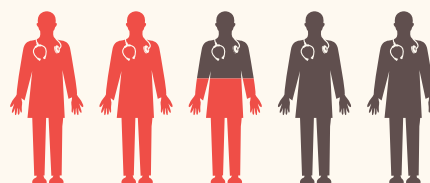
THAILAND

34%



go on to research whether any celebrities or well-known people have used the treatment/drugs/products.

SINGAPORE



58%

Most likely to discuss the information found with their doctors

For more information about the study or Ipsos Healthcare, please email [ipsos.sg@ipsos.com](mailto:ipsos.sg@ipsos.com)

#### ABOUT THE STUDY

The figures shown are findings from a study conducted by Ipsos Asia Pacific via an online survey provided by Toluna, among a total of 1,500 respondents across Singapore, Hong Kong, Japan and Thailand, aged 18 – 50 years old. The fieldwork was conducted in March 2014.

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