

Consumer Awareness and Adoption of Regenerative Medicine

SURVEY REPORT 2019





INTRO

The Opportunity

The regenerative medicine market is expected to reach \$39 billion in 2024, up from \$13.3 billion in 2019. This enormous growth can be attributed to a convergence of multiple factors: advancements in research and technology, the growth of the aging population, as well as growing awareness of regenerative therapies among consumers worldwide.

In our inaugural ***Consumer Awareness and Adoption of Regenerative Medicine*** report, we reveal how consumers today discover and search for regenerative treatment and what factors matter most when it comes to ultimately selecting a regenerative medicine doctor.

We found that how patients search for regenerative care is no different from how consumers shop for retail goods. They rely heavily on online search and review sites when it comes to the pursuit of regenerative care. In fact, patients trust online testimonials as much as they do a doctor's referral. Because the field is still relatively new to most

patients, they especially want to see the social proof — firsthand testimonials from real patients — that regenerative care is effective and reliable. Traditional practice marketing alone will be relatively ineffective for the regenerative audience.

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Medical professionals in the field of regenerative medicine face a tremendous opportunity, granted they take the factors discussed in this report into consideration. In particular, those who've established a strong online presence and patient engagement strategy stand to gain the most as the demand for regenerative medicine continues to grow. At a time when over 80% of healthcare consumers in the USA turn to the internet to research therapies and physicians, it's become imperative for every practice to ensure they have a compelling "digital front door" for prospective patients.

Finally, the fact that less than 10% of healthcare consumers have seen any regenerative medicine advertising represents a huge opportunity from both a marketing cost and signal-to-noise perspective for doctors seeking to get a foothold in this burgeoning field. In order to seize this "first-mover" advantage, we make several actionable recommendations at the end of our report based on our findings, for your consideration. Healthcare professionals and patients alike have a lot to gain in this exciting time for regenerative medicine.

As a consumer of regenerative medicine myself, having had intradiscal PRP and stem cell injections in my lumbar spine, I'm a great believer in the potential of the field, and I hope that this report is helpful to you and your practice.



All the best,

Andrei Zimiles

CEO AND COFOUNDER OF DOCTOR.COM

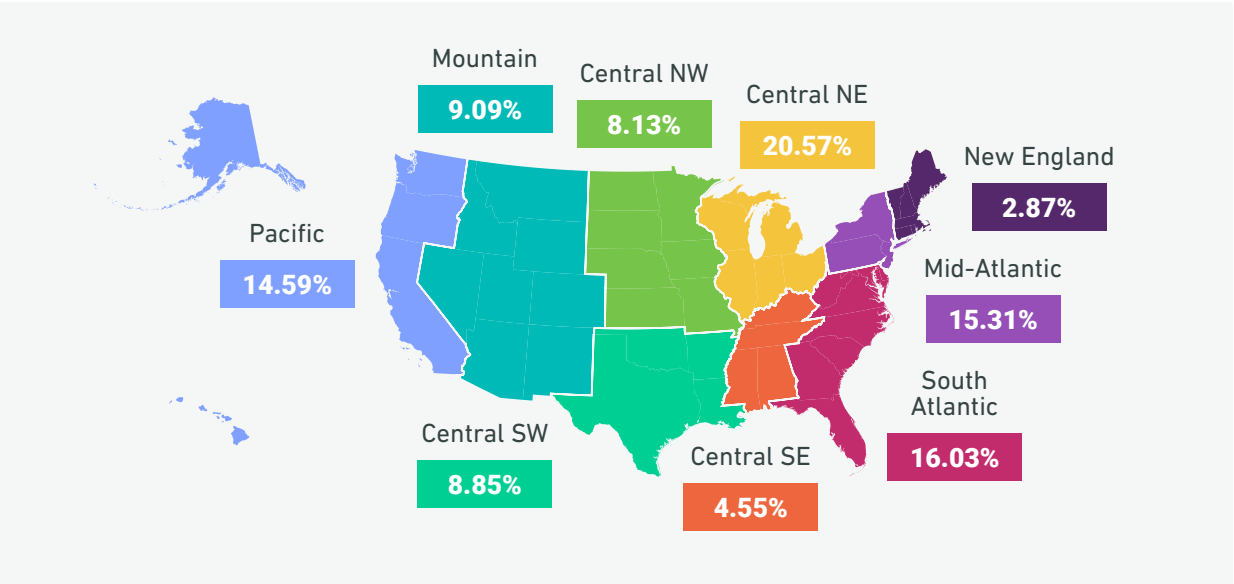
SECTION 1

Survey Methodology

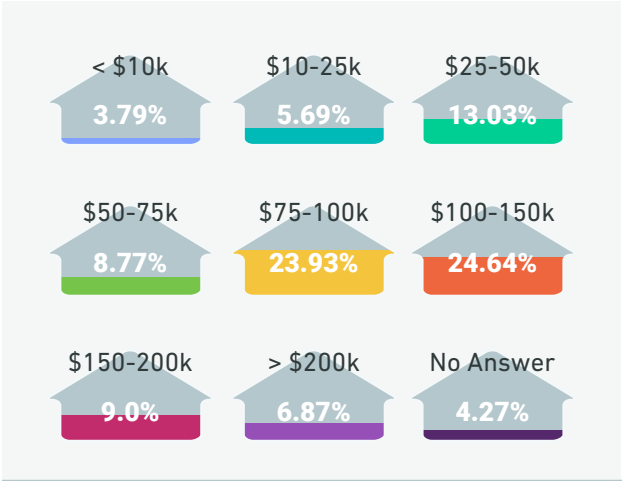
Doctor.com set out to uncover how consumers discover, find, and select a provider for “regenerative” treatment. We partnered with a third-party research company to survey 445 respondents who represent the US adult census demographic of regions, incomes, and genders from age 18 to 75.

Respondents were qualified to complete the survey based on their familiarity with or awareness of regenerative treatments (i.e., *Have you ever heard of any of these “regenerative” medical treatments/therapies: PRP (Platelet-Rich Plasma), Stem Cell Therapy, Prolotherapy, Platelet Lysate, Exosomes, or another kind of “regenerative medicine” treatment?*).

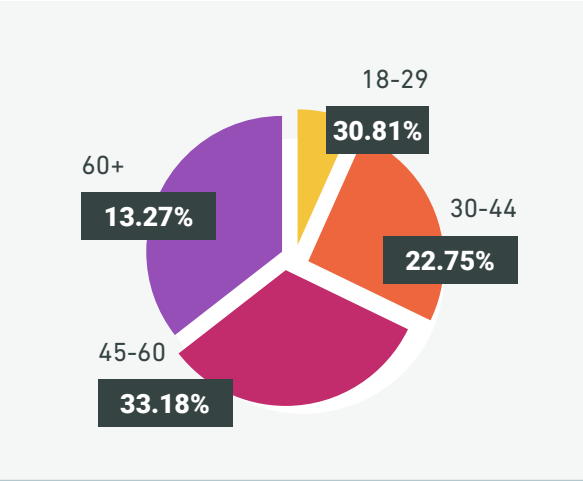
REGION DATA



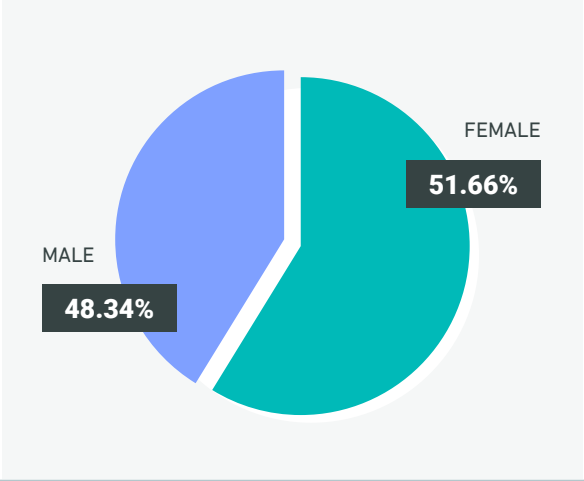
HOUSEHOLD INCOME



AGE DATA



GENDER DATA



SECTION 2

Consumer Awareness Is No Longer a Barrier

While a majority of consumers have heard of the term “regenerative medicine,” more are familiar with a specific treatment or type of regenerative medicine (e.g., stem cell or PRP therapy).

60% of consumers have heard of the term
“regenerative medicine”



Today **more than 80% of consumers** are aware
of a specific regenerative treatment



Awareness of regenerative
procedures is gaining
major momentum.



33% of consumers gained awareness
of regenerative procedures
in the past 2 years alone



10+ years ago, **less than 8% of consumers**
had heard about regenerative procedures



Most consumers have heard about regenerative medicine from news or political media

How did you hear about regenerative medicine?

News or political media

57%



Doctor or other provider

21%



Word of mouth

39%



Social media

18%



Research publication

28%



Advertisement

6.5%





Going mainstream

60% of consumers say their opinion about regenerative medicine has become more positive, and only 7% say it has become more negative. In conjunction with increasing positive coverage in the news, especially among sports and celebrity media, all signs point to regenerative medicine becoming more mainstream.

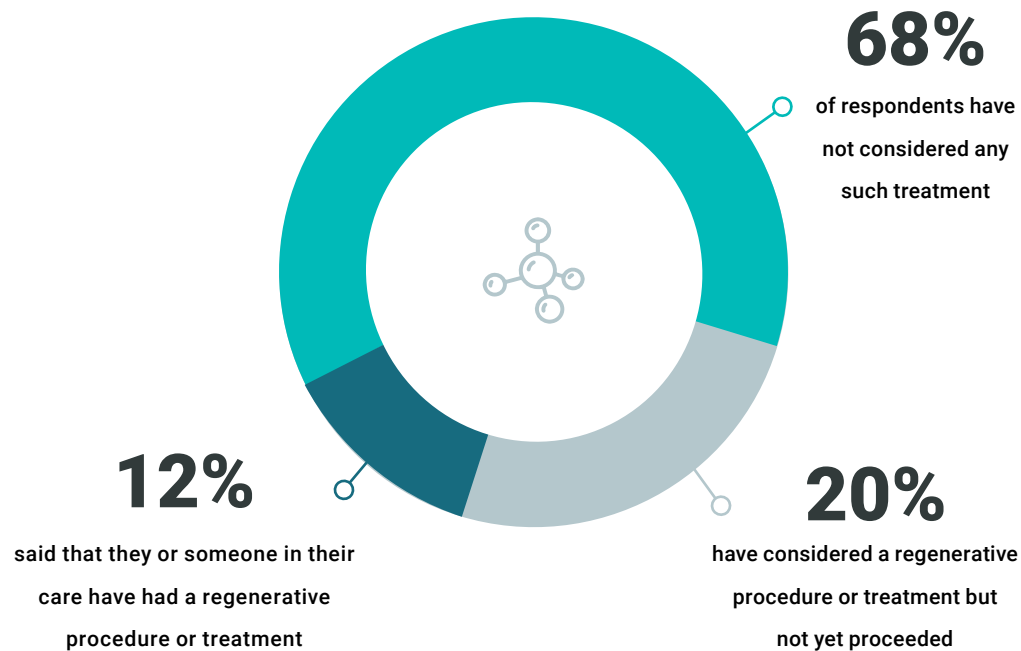
Overall, how has your opinion about regenerative medicine changed over time?



SECTION 3

Adoption of Regenerative Medicine Is Still Growing

Consumer adoption of regenerative medicine is fairly low, as the majority of respondents have not yet considered any such treatment (68%). However, with a growing baby boomer population and advancements in technology, the scale of adoption is set to tip over the next few years.



Many consumers who identify themselves as candidates but haven't proceeded with regenerative treatment cite a lack of social proof as a barrier — they want to see more evidence that it works and hear more from people who have received treatment. The second major barrier to adoption is related to cost.

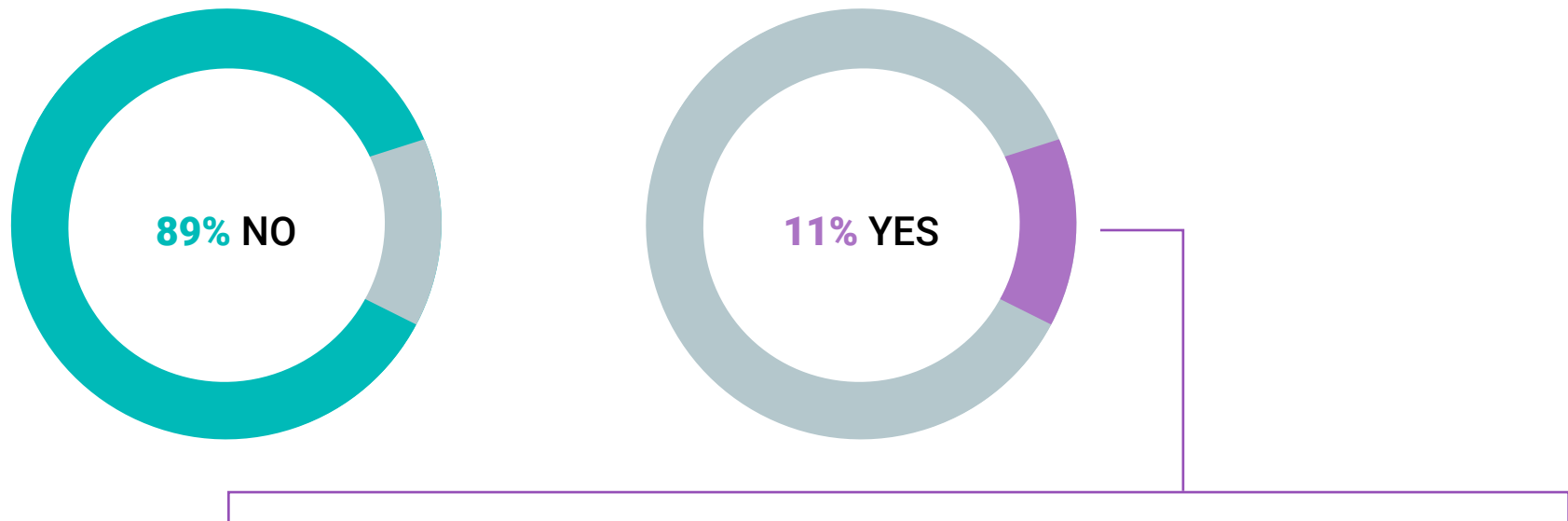
40%

of candidates have not proceeded with treatment due to lack of social proof

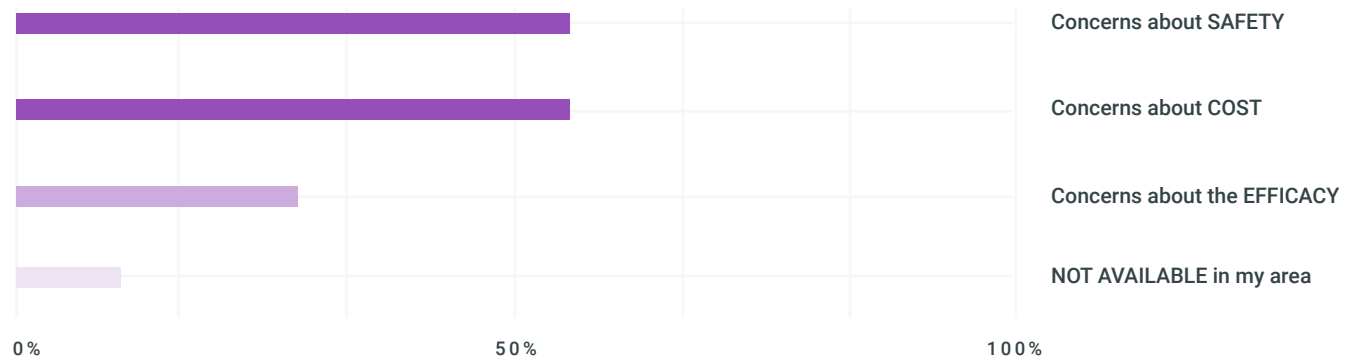
30%

of candidates have not proceeded with treatment because of cost

Have you ever considered a regenerative procedure but opted for a traditional (non-regenerative) procedure instead?



Why did you choose the traditional procedure instead of the regenerative option?



1 out of 3 patients considers online reviews and search results to be just as important as doctor referrals in their search for regenerative care

SECTION 4

The Road to Physician Selection Is Digital

People seeking regenerative treatment start looking for a doctor through traditional word-of-mouth referrals or online search — and over a third of patients will use both. Patients today will do their due diligence by Googling a doctor they've been referred to and look for online validation in the form of ratings and reviews. However, when it comes to ultimately selecting a doctor, consumers overwhelmingly favor online resources like patient review sites.

How did you begin looking for a regenerative medicine doctor?



Word of mouth

54%



Doctor referral

33%



Internet search/online review sites

33%



Advertisement

8%

Online reviews and ratings are the #1 deciding factor for consumers, followed by the strength of a physician's online presence

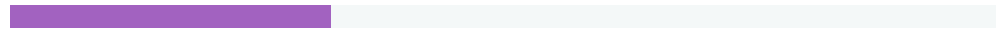


What factors influenced your decision to choose that particular doctor?

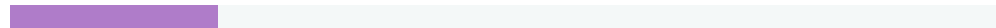
54% – Reviews and ratings left by other patients on review sites



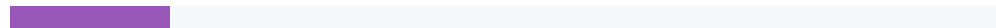
33% – Quality and accuracy of the information found online about that doctor



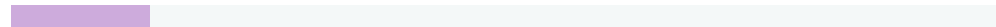
23% – Doctor's professional background and credentials



15% – Cost



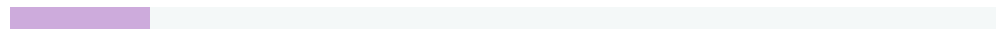
13% – Quality of doctor's website



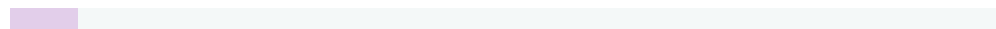
13% – Proximity



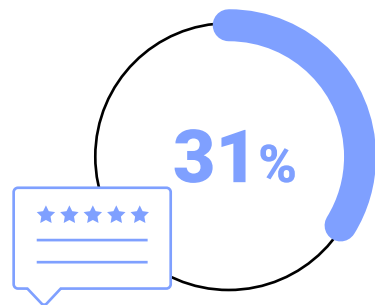
13% – Appointments available within 30 days



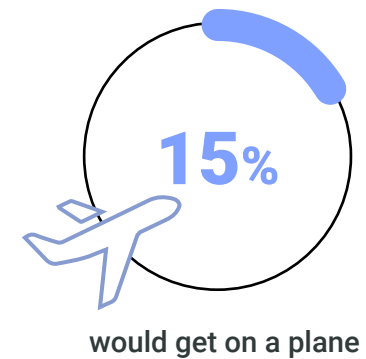
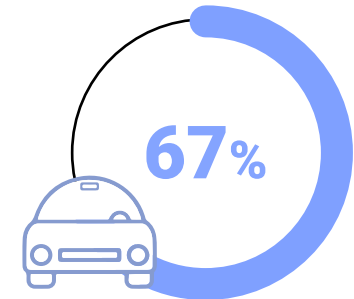
8% – Word-of-mouth recommendation



Reviews are the new currency of trust in healthcare



How far would you go to see a doctor with better online reviews?



When considering physicians, patients rely on quality over the quantity of reviews.



32%

*QUALITY



25%

RECENCY



23%

AVG RATING

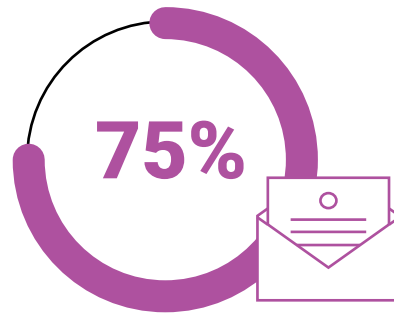


20%

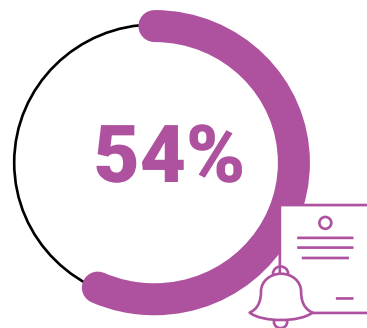
QUANTITY OF
REVIEWS

(*How informative and credible the reviews are)

Going the extra mile



would be more willing to consider
a regenerative procedure if the
practice offered a payment plan



prefer digital appointment scheduling
options (*website, mobile app, email, or
text message*) over calling the office*

**after selecting a doctor*

SECTION 5

Customer Service Is the Key to Advocacy

From the patient perspective, regenerative medicine is a still-burgeoning field. There's a knowledge gap around general standards of care and consumer protection as related to most regenerative procedures. This, coupled with the fact that patients are often looking at expensive, out-of-pocket procedures, and it becomes clear why “soft factors” like customer service are mission critical to combating consumer uneasiness and helping regenerative practices excel.

Patient advocacy, whether online or through word of mouth, is the secret to a thriving and sustainable regenerative medicine practice. To ensure advocacy, not only do you need to deliver excellent care, but you also need to prioritize great customer service and communication.



86% of patients consider customer service as the most critical factor for loyalty

Good customer service
is especially critical in
regenerative medicine

Assuming quality care is delivered, what factors
would influence your loyalty to a doctor or the
likelihood that you would recommend them?



Customer service
(e.g., demeanor, attentiveness,
helpfulness of staff and doctors)

86%



Quality of communication from
doctor and/or staff before and
after the appointment

77%



Cleanliness of facilities

65%



Short wait times

42%



Waiting room experience
and amenities

30%



Text and email appointment
reminders

26%



Online booking

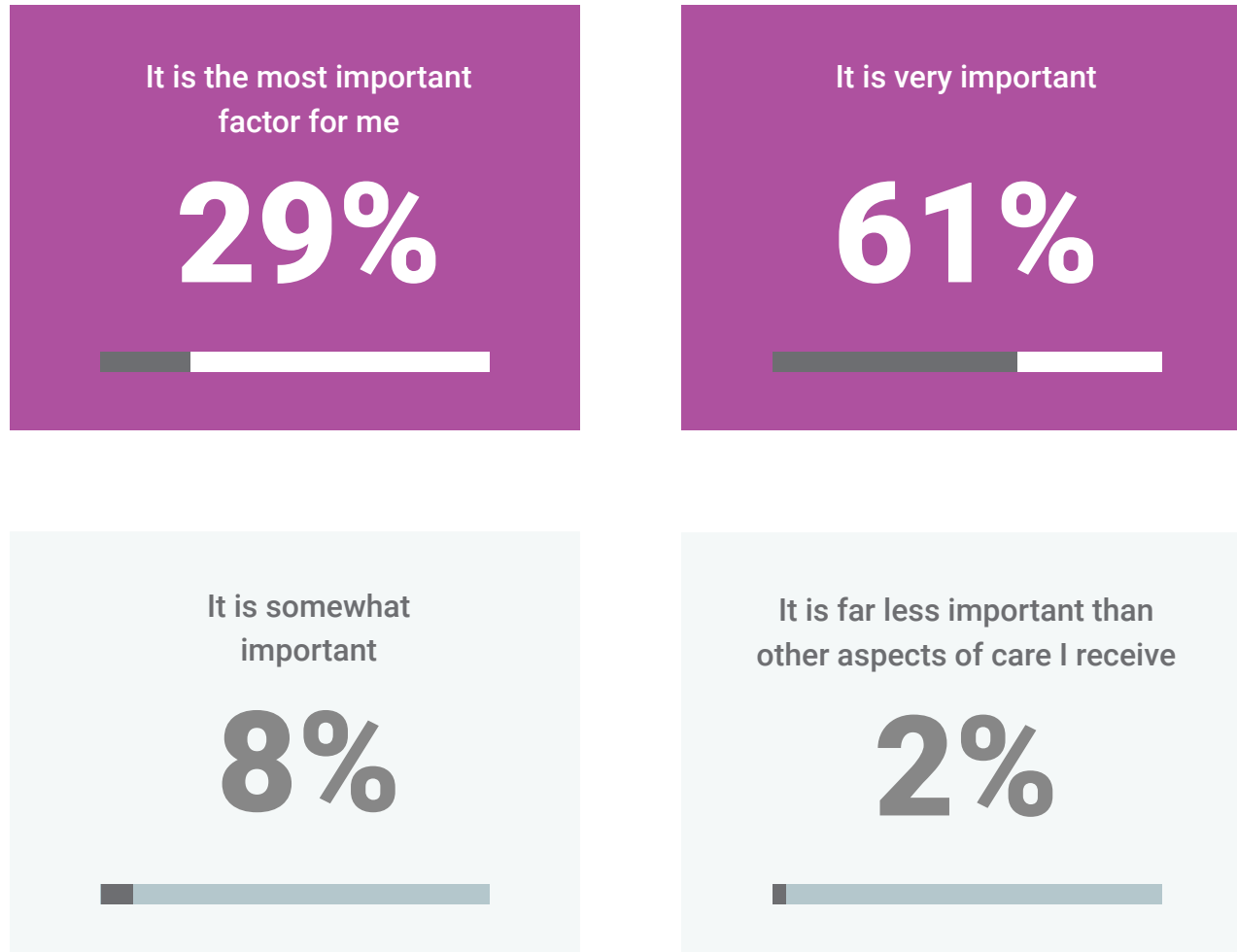
20%



Other

2%

Assuming quality care is received, how important is great customer service with your doctors and office staff?





SECTION 6

Recommendations for Regenerative Medicine Professionals

To profit from the growing market of regenerative medicine, we recommend the following best practices.

Ensure high discoverability online

While it's good to have a strong website, it's not enough. Third-party healthcare directories and websites dominate patient traffic, so make sure you're present on each of these sites.

- Take inventory of all the popular patient destinations on the web and begin the process of claiming and updating your listings periodically.
- Make sure you have accurate, up-to-date profiles on all major business and healthcare sites — especially keeping your name, specialty, address, phone number, office hours, and insurance acceptance consistent and accurate across the web. Optimize your profiles to rank for key procedures and therapies you offer.

Build online credibility

Your front office is often the first and last touch for your patients and, when trained and empowered, can become a major asset to your brand and online reputation. Not only that, but they are well positioned to capture reviews at the point of care. Most patients are likely to give you a review simply by asking. Once a patient leaves the office, they are less likely to remember to go online and review their doctor and the experience.

- Encourage patients to leave you detailed and informative online reviews — especially on the most relevant websites.
- Since recency is key, aim for a manageable cadence. For example, collect one review per week.
- Consider using an in-office review collection device like Doctor.com's **ReviewHub™**, which helps doctors capture up to 8x more patient reviews.
- Your front office is virtually your sales, marketing, and customer service team. Consider incentivizing or rewarding your team for value-added activities, such as collecting reviews, improving patient satisfaction scores, or helping secure follow-up and repeat visits. Properly motivating your front office will yield huge returns for your practice.



Differentiate your practice from the rest

- Since cost is a major barrier to many regenerative candidates, consider offering flexible payment options, and make sure to display this information on all of your online profile listings.
- To maximize patient acquisition, offer mobile and online appointment request options; 1 out of 3 appointments is requested after hours, so you want to be sure to capture patients even when your office is closed or busy. Also, people are increasingly trained to execute transactions via mobile apps and PCs (even baby boomers), so you want to make engaging your office as convenient as possible.



Create a virtuous cycle of success and maximize patient ROI

Delivering excellent medical care is fundamental, but alone it is not enough to build a winning reputation.

The key to driving patient satisfaction and boosting word-of-mouth and online reviews is focusing on great customer service.

- Save patients time by allowing them to request appointments online or by mobile device.
- Engage patients before and after an appointment with appointment reminders, post-treatment follow-up calls, requests for feedback, and annual checkup reminders.
- No matter what the inquiry, patients want a quick response and to know that they matter.
- Make patients feel heard by responding to online feedback. In fact, prospective patients care more about seeing a response from your practice than place a lot of weight on a negative review itself. It shows that even if issues arise, your practice cares and will take your feedback into account.

Doctor.com has worked with thousands of organizations to help providers and patients connect across the digital health ecosystem. Recently, a special division was created within the company to focus specifically on delivering customized solutions for regenerative medicine practices.

If you're looking to enter into the regenerative medicine field or need to understand how to optimize your online presence, [take Doctor.com's free 2-minute assessment](#)¹ to identify gaps and areas for improvement.

We also invite you to [book a free consultation](#)² with one of our regenerative practice specialists to dig deeper into some of the themes covered in this report and discuss your specific needs in detail.



1 - <http://bit.ly/regenscan>

2 - <http://bit.ly/regenbook>



WHO WE ARE

About Doctor.com

Doctor.com is the only complete platform built to help healthcare organizations deliver a better customer experience at every step of the patient journey. The company's industry-leading technology seamlessly integrates provider data warehousing, web-wide listings management, reputation insights, universal online scheduling, and patient communications. All of these services are enhanced by Doctor.com's 50+ integrations with the most prominent healthcare directories, search engines, social media platforms, and EHR/PM systems. As a result, thousands of healthcare organizations, including more than 200 of the country's leading hospitals and health systems and over 30,000 private practices, have been empowered by the platform to enhance their digital presence and credibility, increase patient trust, and grow their business.



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