



🐦 Birdseye Report | Industry Deep Dive

Health

Presented by Brandwatch

Dialing in on the health industry

Prior to COVID-19, telemedicine and direct-to-consumer services were in their infancy. Niche apps that tackled specialty health issues or acted as online pharmacies banked on people's desire for convenient access to their prescriptions. There were plenty of skeptics to this approach, and visits to doctors' offices largely remained as they always had.

Then the pandemic struck and with it came widespread closures. People were apprehensive about being exposed to the virus once doctors' offices reopened, pushing telemedicine into the mainstream. At the same time, mental health saw a renewed focus as people scrambled for relief from pandemic-induced panic and stress. Ironically, the screens providing that relief were simultaneously a major contributing factor to the collective mental health deterioration.

In this deep dive, we examine the Twitter conversation surrounding health and identify popular or emerging trends. The data referenced in this report is based on Brandwatch's analysis outlined in the Methodology unless otherwise noted.



Trends to watch

Health is a fundamental issue that impacts every one of us. Understanding the importance of these three trends is the key to uncovering how the whole health category will evolve alongside technology.

01 **Let's talk telemedicine**

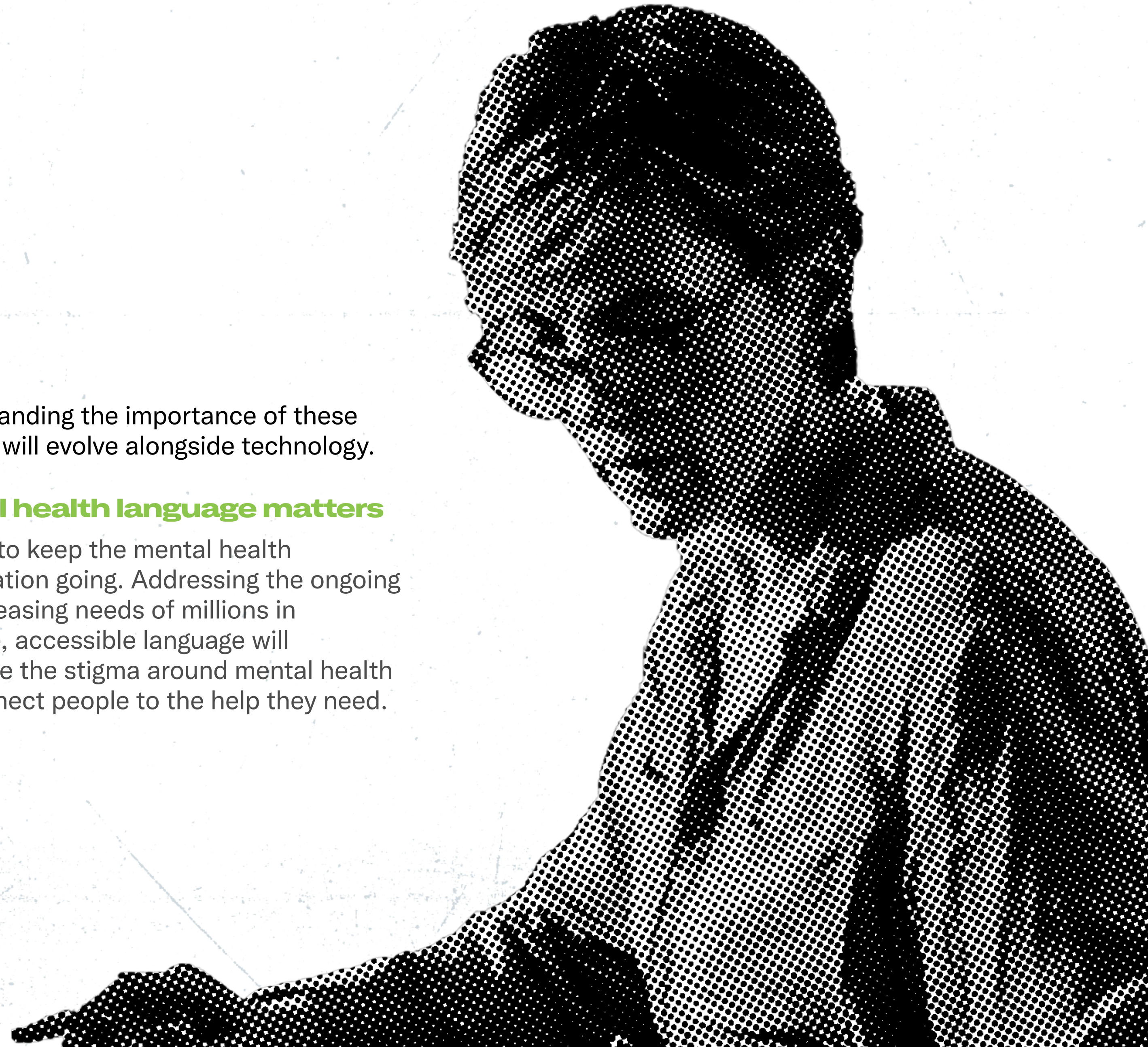
As the world continues to adjust to the “new normal,” innovations in telemedicine technology, services, and support will drive this trend forward.

02 **Broadband more than a bandaid**

Broadband mentions are a strong narrative within the general telemedicine discussion, indicating the importance of widespread broadband access as inching closer and closer to access to healthcare.

03 **Mental health language matters**

It's vital to keep the mental health conversation going. Addressing the ongoing and increasing needs of millions in relatable, accessible language will dismantle the stigma around mental health and connect people to the help they need.



01

Let's talk telemedicine

Making the case for virtual care.

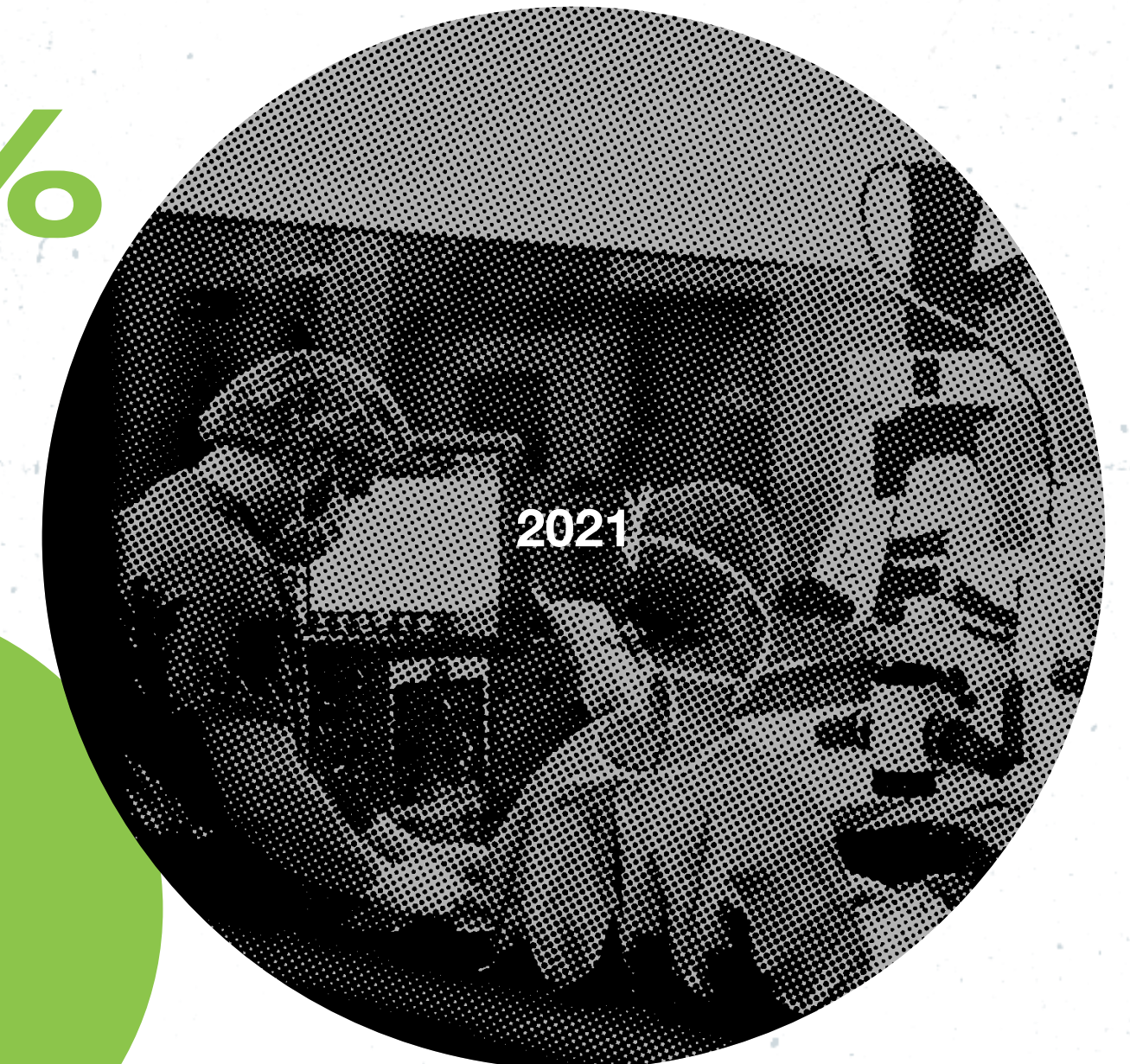
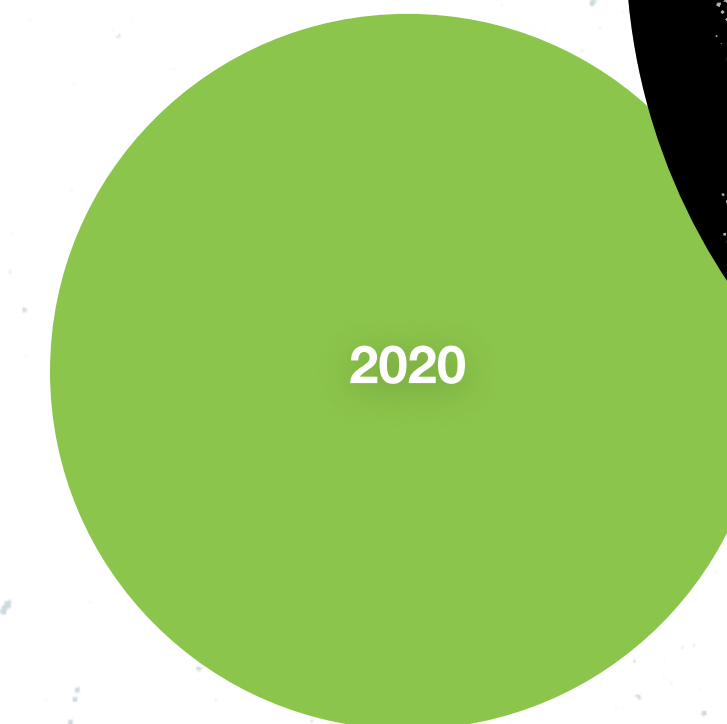
With the onset of COVID-19, 2020 turned the telemedicine conversation into an outlier. English-language Twitter mentions soared in March 2020 with nearly ~325,000 in a single month as the pandemic rocked the United States. For comparison, the telemedicine discussion on Twitter in the 14 months prior to March 2020 had only ~365,000 cumulative mentions.

The positivity and popularity of telemedicine continued to grow as the pandemic unfolded, registering a net positive sentiment in 2020, with 55.3% of all categorized mentions being recognized as positive.

In 2021, as everyone settled into “the new normal,” the telemedicine Twitter discussion slowed YoY, but maintained an average monthly volume 172% higher than the pre-pandemic baseline (2019). The conversation became increasingly positive as share-of-voice increased by 7.2% YoY (Jan - Nov 2020 vs. Jan - Nov 2021). This increase alongside the overall volume growth is a strong indicator that telemedicine and virtual care will continue to trend in 2022.

+172%

Growth of Tweets including telemedicine-related keywords in 2021 vs. 2019 (pre-pandemic)



62.5%

Telemedicine conversations categorized as positive in 2021

+7.2%

Growth in positivity share-of-voice (2020 v. 2021)

2 Broadband more than a bandaid

Tying broadband accessibility to healthcare.

The telehealth conversation isn't complete without mentioning the need for improved infrastructure. With the popularity of virtual and telemedicine growing, the means to access these services is growing, too.

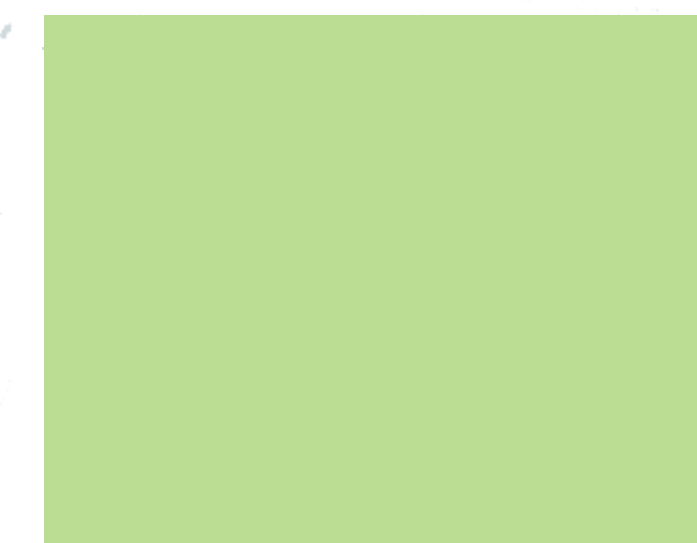
Public servants and organizations alike are calling for the expansion of access to high-speed internet and broadband, especially for rural areas, citing it as essential for equitable and effective telehealth practices.

The office of the Vice President of the United States is among those advocates, and the spike of “broadband internet” mentions in April 2021 was driven by a Retweet from the Office of the Second Gentleman urging easier internet access for all.

Patients want easy access to healthcare and ways to save time through virtual appointments – factors that will play a vital role in their decision-making processes around healthcare now and in the future.

+230%

Monthly mentions of “broadband” within telemedicine Twitter conversations, 2019 vs. 2021



2019

2021



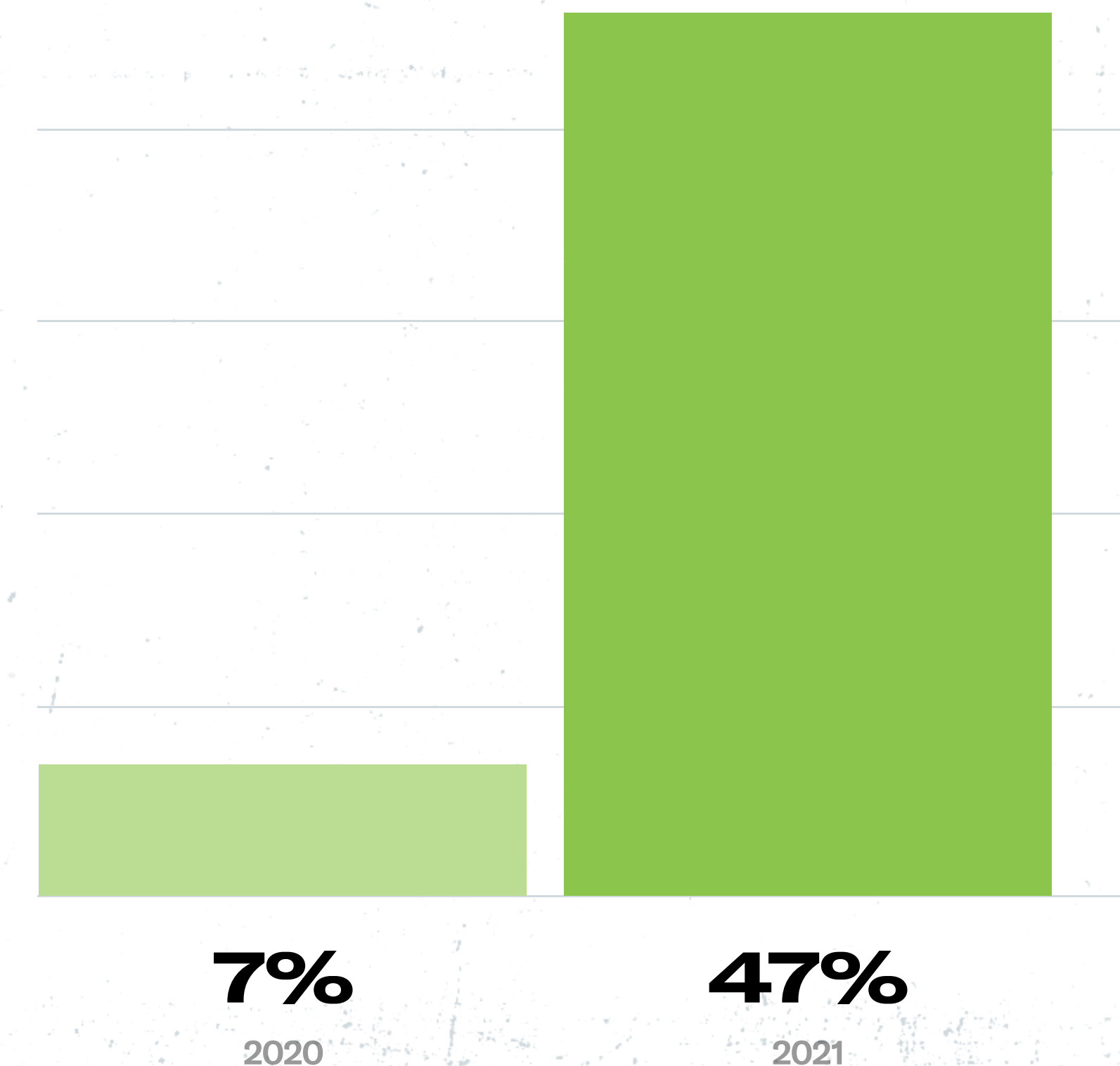
03

Mental health language matters

Finding the right hashtags.

The growth in monthly “mental health” mentions from 2019 to 2021 represents a 44.7% increase in the conversations on Twitter. While the topic isn’t new, it’s now fast-moving. Mental health is a subject that more and more people are embracing as an important issue to get into the open. We see this playing out in pop culture, sports, and mainstream news.

Average monthly Twitter mentions of “mental health” in 2021



The following data represents global, English-only Twitter mentions of various keywords and hashtags related to mental health between Jan - Nov of 2019, 2020, 2021. See Methodology for details.

A clear reason for the growth of the mental health discussion is COVID-19, but more granularly, people developed new phrases to describe pandemic-specific challenges. Before March 2020, the words “doom scrolling,” “trauma dumping,” and “meeting fatigue” didn’t exist, with only 21 mentions of “doom scrolling” on Twitter from Jan 2019 to Feb 2020. Examining these issues across gender, the overall mental health discussion and “trauma dumping” came up more amongst people who identify as women and “doom scrolling” and “meeting fatigue” had more mentions from those who identify as male.

Since March of 2020, each phrase accumulated the following mentions on Twitter

Doom scrolling **+790,000**

Trauma dumping **+264,000**

Meeting fatigue **+197,000**



Top hashtag of 2021

#MentalHealth

4,679,484 Tweets

A top 10 hashtag, **#BellLetsTalk**, stems from a campaign that aims to tackle the stigma surrounding mental health. As surprising as it may seem, the brand behind this campaign is not in healthcare or even pharma; it's a telecommunications company who recognized that customers are people first, and are looking to do something genuinely good by encouraging conversation around mental health.

#BellLetsTalk

180,353 Tweets

#Mindfulness

175,971 Tweets

#MentalHealthAwareness

4,679,484 Tweets

#MentalHealthMatters

390,569 Tweets

#Depression

356,607 Tweets

#Covid19

258,167 Tweets

#Anxiety

313,416 Tweets

#WellBeing

247,128 Tweets

#WorldMentalHealthDay

155,804

What this means for brands in the health industry

“Disruption” is a buzzword used by many companies looking to make a splash, to change the status quo, or streamline antiquated processes. And while brands are rarely ready for disruption, they can always react. Those slow to adapt and adopt are leaving opportunities on the table. Here are three takeaways for brands who want to capitalize on the current disruption in the telemedicine and mental health industries.

01 **Build up your capabilities**

Invest in your IT departments and infrastructures to address software, hardware, and security needs. Ease-of-use and customer experience still reign supreme, so you’ll want to offer a seamless experience where patients can discuss their issues with their doctor or healthcare practitioner remotely.

02 **Set teams up for success**

Educate your workers and support staff so they are able to use new equipment and systems effectively. They’ll need to learn how to guide patients along the telemedicine pathway, too. Building foundations will enable this type of medicine to continue to grow and prosper, because this sort of tech is no longer the exception – it is the new normal.

03 **Keep up with the conversation**

Stay on top of the latest healthcare industry trends as well as what’s going on in the world around you. Diligent observation means you’ll be more prepared for any new disruption and makes you more agile and efficient in your reaction.

Get to the heart of consumers' needs

COVID-19 and the resulting pandemic measures shone the spotlight on gaps in healthcare and highlighted the importance of having adequate access to mental health support services within public health. To effectively address this “new normal,” people will need accessibility to telemedicine and virtual care, and an increased understanding around what mental health is and how it affects us all. Giving people ways to adapt to the changes now, and going forward, through technology, language, and awareness will be key to successful activation within the health industry.

These trends highlight shifting expectations within healthcare as a service, and more specifically within mental health as a public health issue. To better prepare for the next wave and continue the growth needed in the health industry, it's vital to understand both what people want and need in terms of service and accessibility.





Behind the work

Brandwatch is a foundational member of the Twitter Official Partner Program, and worked closely with Twitter in the development of this content.

Brandwatch merged with Falcon.io in June 2021 to form an integrated social business that is part of the Cision family. Together, they offer a complementary suite of best-in-class solutions that enable smarter decision-making and streamlined workflows at every customer touchpoint. Their products and services combine social, online, and digital marketing intelligence to inform winning, data-driven strategies.

Brandwatch is the world's pioneering digital consumer intelligence suite. It includes the core AI-powered consumer intelligence and reporting platform, Brandwatch Consumer Research, and leading content marketing platform BuzzSumo.

Methodology

Using Brandwatch's flagship Consumer Research platform and focusing on the healthcare industry, we collated and analyzed all public, English-only Tweets mentioning: "telemedicine" OR #telemedicine OR "telehealth" OR #telehealth OR "virtual care" OR #virtualcare OR "digital medicine" OR #digitalmedicine OR "digimedicine" OR #digimedicine" OR "mental health," "doom scrolling," "trauma dumping," and "meeting fatigue." We analyzed these mentions to find the overall volume growth trends between January 1st, 2019 and November 30th, 2021.

Any data pertaining to broadband came from a search of the term "broadband" within all Tweets of the telemedicine/virtual health Twitter conversation. These data points employed the tag and rule functions within Brandwatch's Consumer Research.

Public Twitter data is the sole data source for this analysis, and all statements and insights herein derive from the analysis conducted on said data.





About the Twitter Official Partner Program

Twitter Official Partners are best-in-breed companies with unparalleled access to world-class technology. Expanding possibilities on and off our platform, our partners ensure exceptional experiences for brands.

In order to earn and maintain the Twitter Official Partner badge and to ensure high-quality experiences for businesses, all our partners are vetted for excellence and must consistently meet our high performance standards.

Learn more about [the program](#) and our [Official Partners](#), or reach out to us at officialpartner@twitter.com to begin working with a partner.