



DOCTORS ANALYTICS

2022 Wrapped

Doctors' impressions
surpass

3,700,000

PHONE CALL:

268,000

appointments made by
patients

Over

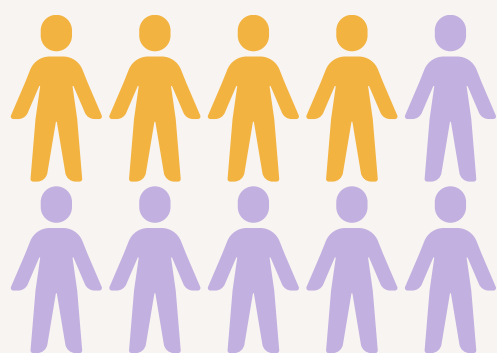
30,000

appointments are done over
online booking system

WHATSAPP BOOKING:

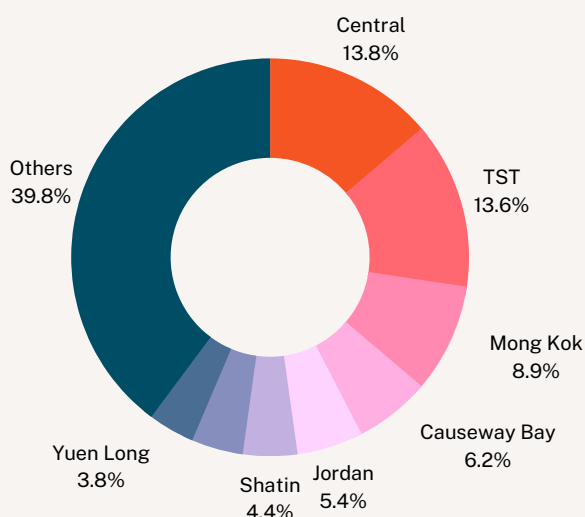
103%

increased compare to
2021



4 OUT
OF 10

Doctors' impressions are
from either Causeway Bay,
Central, Mong Kong or Tsim
Sha Tsui



**DISTRICT
BREAKDOWN**
of doctors' impressions

RANKING FIRST:

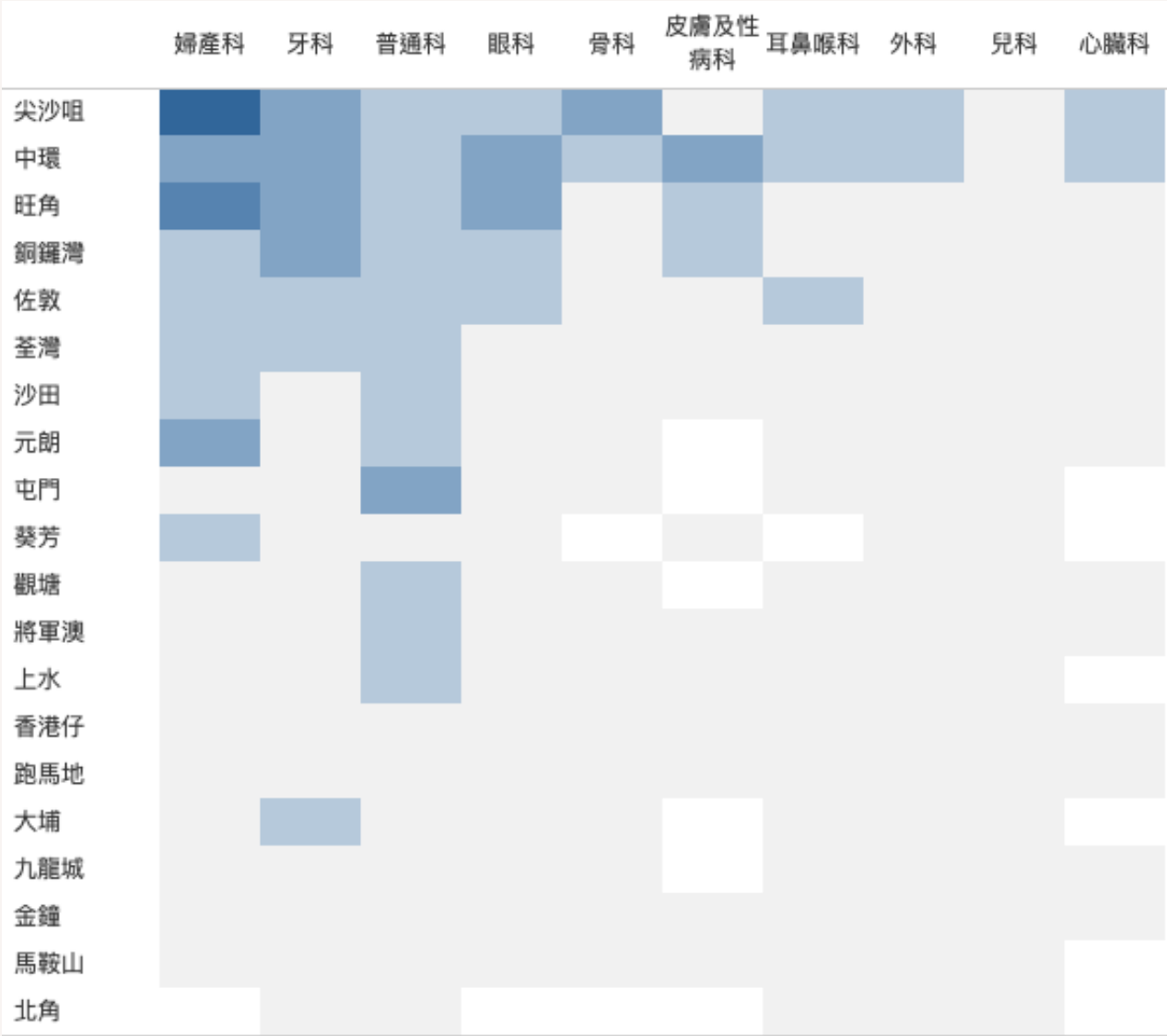
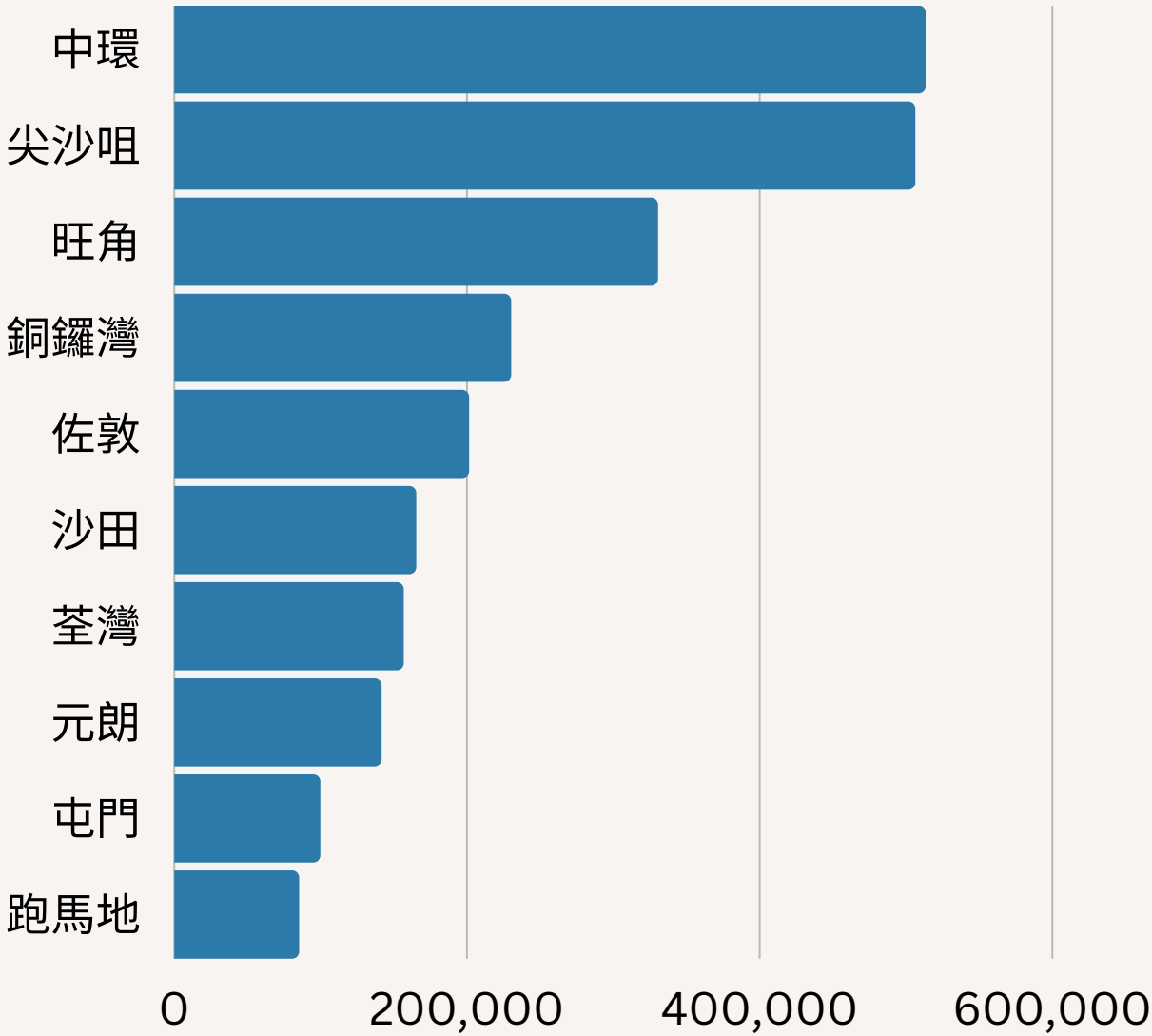
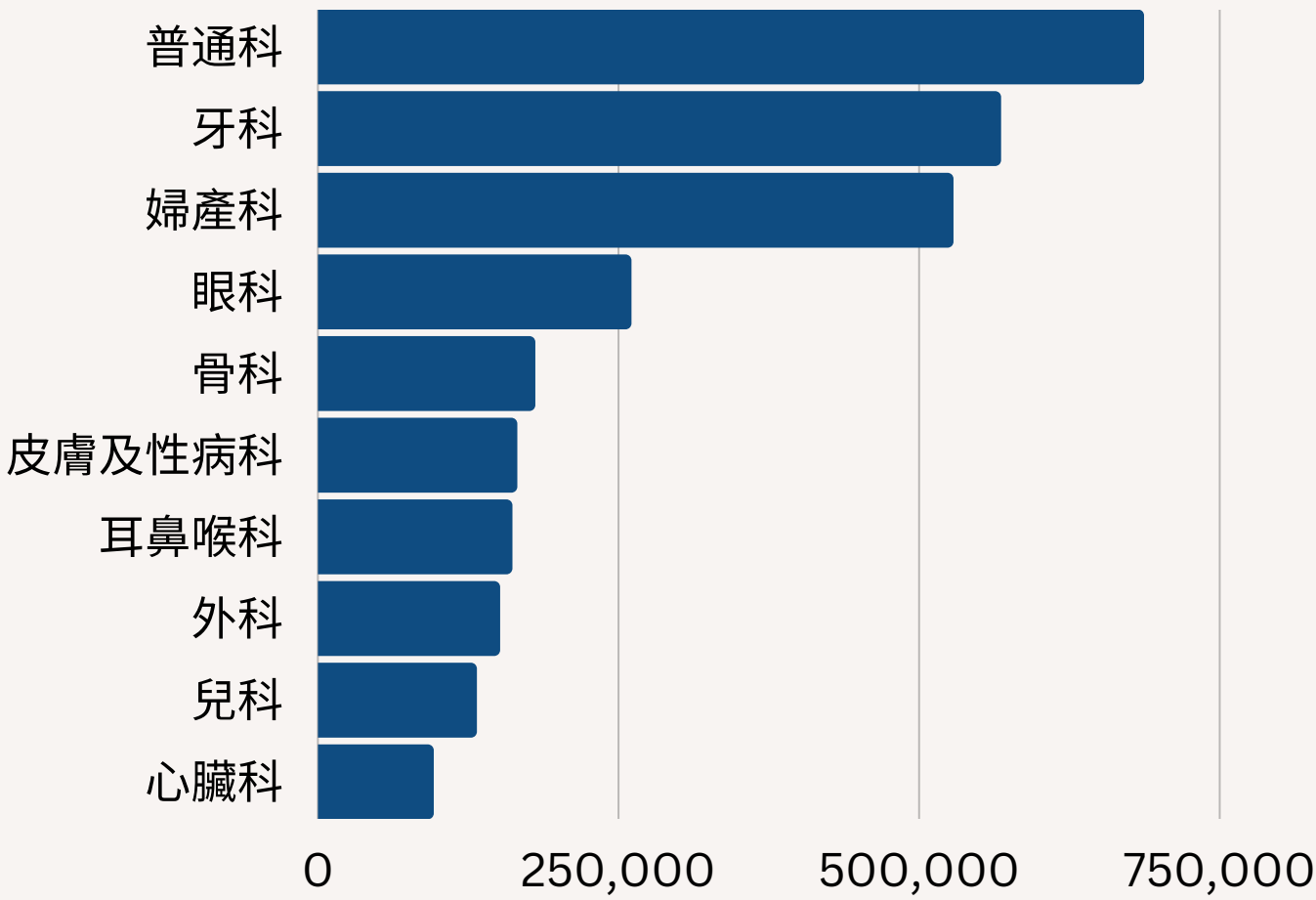
If a doctor ranks first on finddoc.com,
he/she receives

24%

of all traffic for the corresponding specialty/district
combination

DOCTORS' IMPRESSIONS

Top District and Specialty

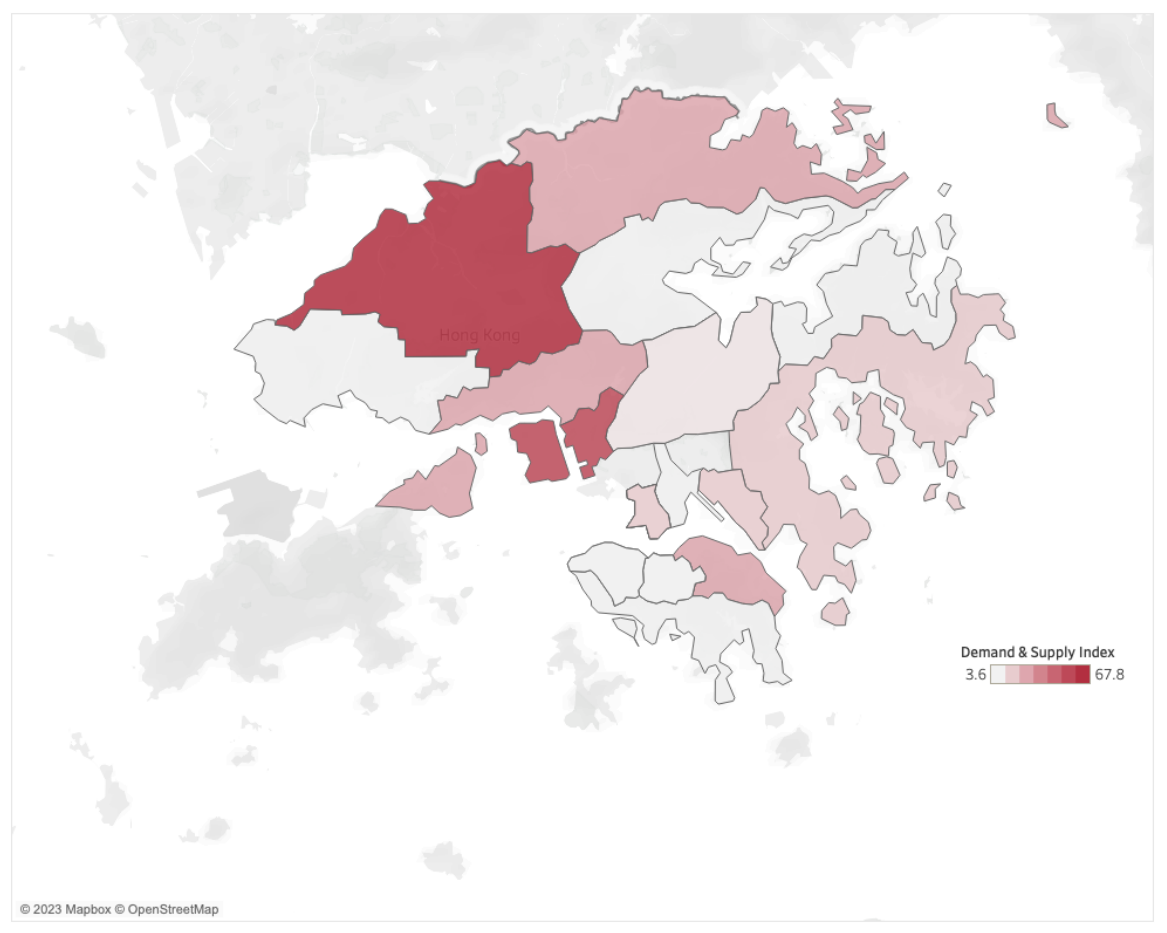


A darker red indicates higher demand for doctors of corresponding specialty/district combination, reflected from data on finddoc.com

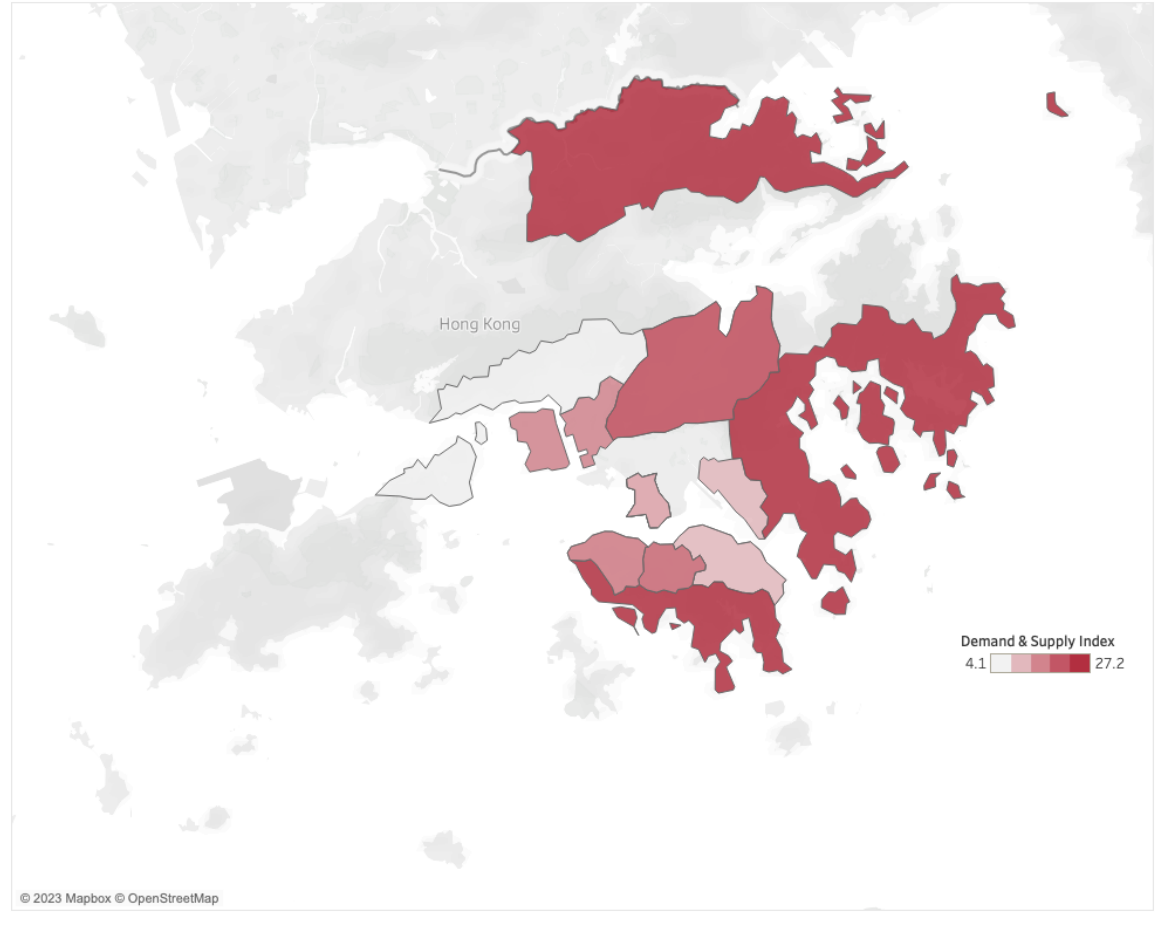


DOCTORS' DEMAND AND SUPPLY ON FINDDOC

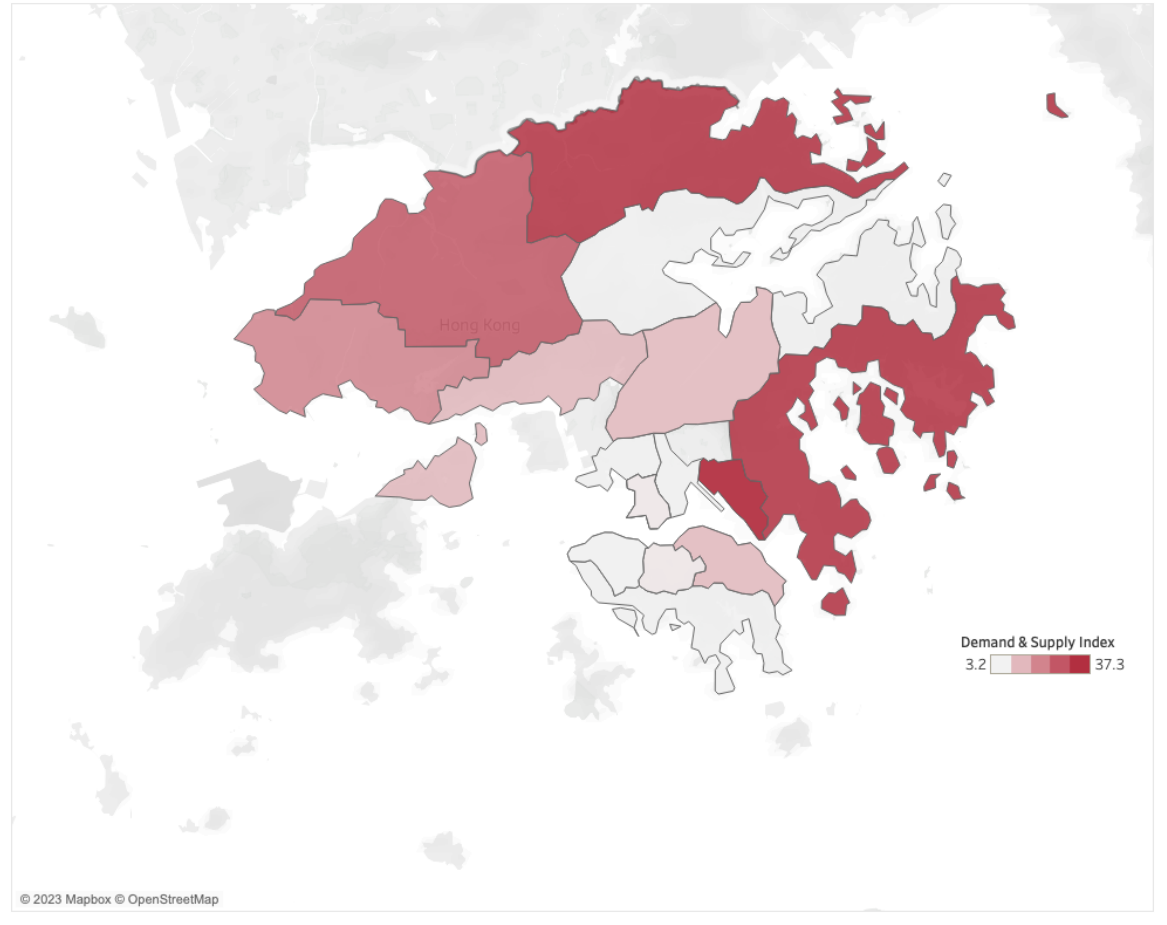
婦產科



皮膚及性病科



耳鼻喉科



RANKING INFLUENCE ON FINDDOC

On the doctor's directory in finddoc.com, doctors are ranked mostly randomly. We look into how the ranking influenced the share of clicks received by doctors.

Share of Clicks in %

	婦產科	District Only	牙科	皮膚及性病科	耳鼻喉科	普通科
0	20%	27%	21%	29%	32%	24%
1	15%	12%	14%	11%	17%	12%
2	12%	9%	10%	8%	11%	10%
3	8%	6%	8%	6%	5%	6%
4	8%	5%	7%	5%	4%	6%
5	6%	5%	6%	5%	3%	5%
6	5%	4%	5%	4%	3%	5%
7	2%	3%	4%	3%	3%	4%
8	3%	3%	3%	4%	3%	3%
9	2%	3%	3%	3%	3%	3%
10	2%	3%	3%	3%	3%	3%
11	2%	3%	3%	3%	2%	3%
12	2%	2%	3%	3%	2%	2%
13	2%	2%	2%	2%	2%	2%
14	2%	2%	2%	2%	1%	2%
15	2%	2%	1%	2%	1%	2%
16	2%	2%	1%	2%	1%	1%
17	1%	2%	1%	1%	1%	2%
18	1%	2%	1%	2%	1%	2%
19	2%	2%	2%	2%	2%	3%
20	1%	1%	0%		2%	0%