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## **Google: OK, OK, It's True, We Want a Health System!**

### *More signs of an upcoming health system*

Last week, the first signs of an upcoming health system prepared by the Mountain View company appeared on the Internet although Google refused to offer detailed information about its plans. However, the search giant introduced a health advertising blog that keeps the customers up-to-date with the latest information about health and the Internet. Today, a new post on this blog reveals a new important part of the company's strategy as Neha Patel, Industry Marketing Manager, Health, sustained that more and more users are going online to find valuable health information. Moreover, Google partnered with Harris Interactive to conduct a market research able to provide the details needed to build a health system. According to the Google employee, approximately 40 percent of the users are visiting the doctors after the found information on the Internet. In addition, 78 percent of them are taking action within a month because the online information encouraged them to go to the doctor. The most important result of the study and the one that might reveal Google's plans is that 31 percent of the Internet users looking for health information are noticing the ads placed on the website. Maybe the Mountain View company plans a major investment into the health system by adding new features to the advertising platform and provide more interoperability with this type of content. But who knows, Google is always shocking us with its new projects, so we'll have to wait and see what happens. "Research has shown that more and more consumers are going online for health information. Our team wanted to understand this a bit further, and so we partnered with Harris Interactive on a new piece of market research to understand consumer behavior online as it relates to health conditions. These findings underscore the importance of the Internet as a marketing channel. If you haven't yet heard our presentation, reach out and talk to us," the Google employee sustained.