

How has COVID-19 changed GP digital engagement?

At ADG, we are keeping GPs and the wider healthcare professional community up to date on this evolving issue and continuing to support them in delivering the routine care that their patients rely on them for.

Whether it's headline news, resources, opinion articles or clinical information, they're engaging with online content more than ever.

14%

Increase in GPs visiting the site since February

8%

Increase in engagement with clinical features



Record number of comments on articles as GPs share experiences



Daily e-newsletter receiving nearly 50% open rate by GPs, compared to 41% in February

4.12%

CTR on e-newsletters for industry content

Average = 3.23%

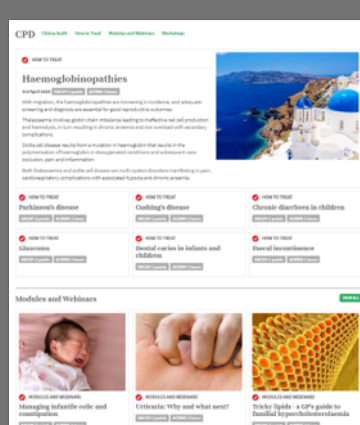
NEW RESOURCES IN MARCH



Dedicated coronavirus landing page



MBS Quick Guide updated with telehealth items



Improved CPD landing page for ease of discovery

Source: www.ausdoc.com.au, Google Analytics, Marketo, March 2020 data

For the latest GP insights, visit www.adg.com.au/inside-healthcare

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AUSTRALIAN DOCTOR GROUP