

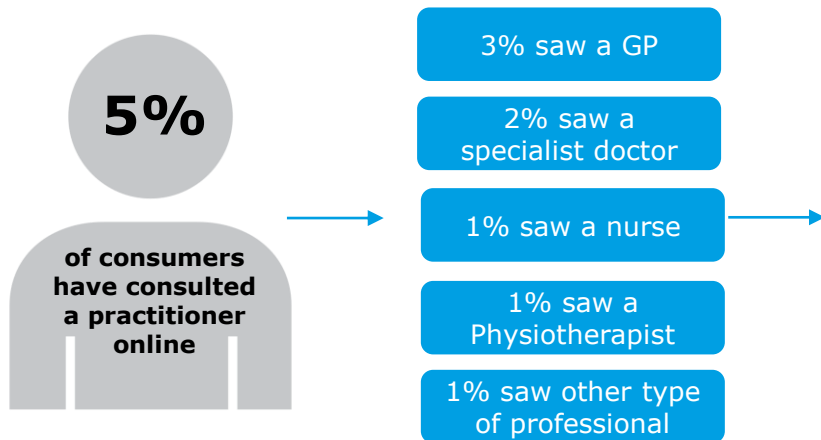


Broadband Index: Health and Wellbeing

Of the 5% of consumers who have consulted a practitioner online, the reasons for doing so vary a little by location

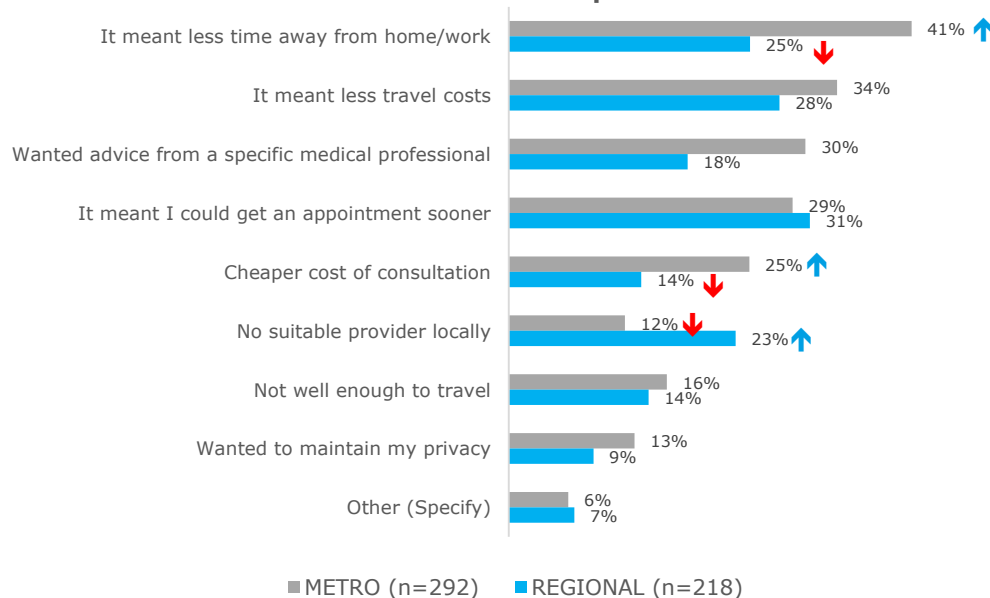


Metro consumers are more likely to seek an online consultation to save time away from work/home duties & travel cost; Regional consumers are nearly twice as likely to consult online because there's no suitable local provider



Base: All respondents
F2 & F7 & F8 HEALTH AND WELL BEING

Reason why consulted the medical professional online rather than visit in person



↑↓ Statistically significant difference at p<.05

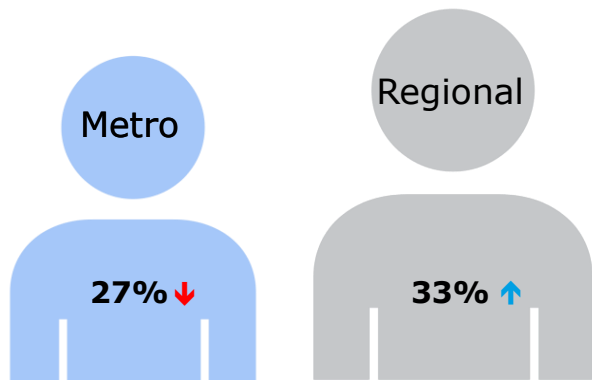
© 2016 nbn co Ltd. 'nbn' is a trade mark of nbn co Ltd

The nbn™ network's facilitation of telehealth has the potential to improve health outcomes for regional consumers



Consumers in regional areas are more likely to have a condition requiring regular consults with a medical professional, and are also less likely to be satisfied with local GP appointment availability, and quality & availability of local specialist medical services

% have a condition requiring regular scheduled consultation with medical professional



F1: Satisfaction with medical care available locally

Average	METRO	REGIONAL
Availability of local GPs for appointments	7.0	6.7
Quality of local GPs	7.2	7.2
Availability of specialist medical services locally	6.6	5.4
Quality of specialist medical services locally	6.8	6.0

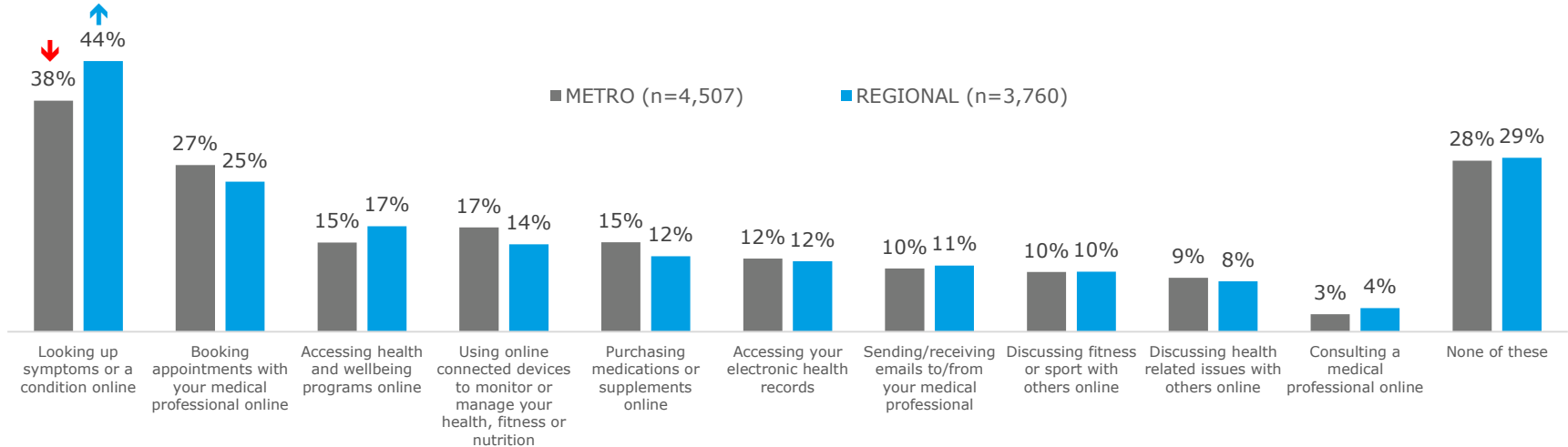
Base: All respondents
F1 & F6 - HEALTH AND WELL BEING

↑↓ Statistically significant difference at $p < .05$

Online health & wellbeing activity is increasing, with the majority of consumers confirming they're doing at least one more online activity now compared to two years ago



Regional consumers' use of 'Dr Google' - looking up symptoms or conditions online- has increased significantly compared to their metro counterparts



Base: All respondents (n=4,507 Metro, n= 3,760 Regional)
F3 HEALTH AND WELL BEING – DOING MORE OF

Compared to this time 2-years ago, which of the following are you now doing more often online at home?

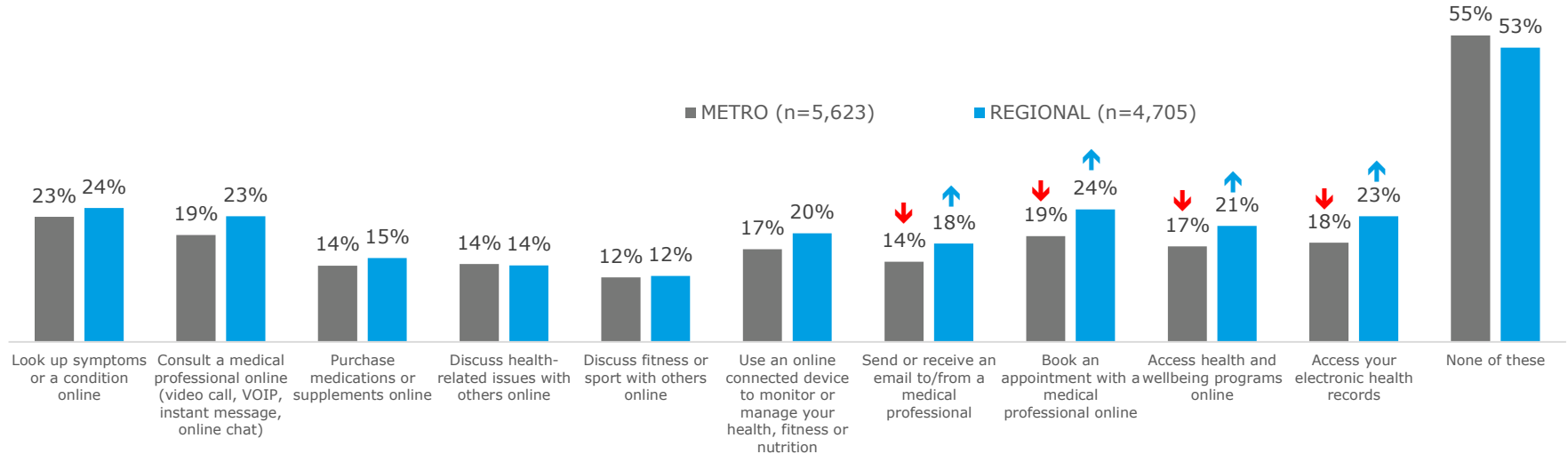
↑↓ Statistically significant difference at $p < .05$

© 2016 nbn co Ltd. 'nbn' is a trade mark of nbn co Ltd

Regional consumers have an appetite to administer more of their health & wellbeing activities online with better internet



Regional consumers are more likely to say they would communicate with professionals online, book appointments, access health and well being programs and electronic records with access to better internet



Base: All respondents (n=5,623 for Metro, n= 4,705 Regional)

F5 HEALTH AND WELL BEING – DO MORE OF

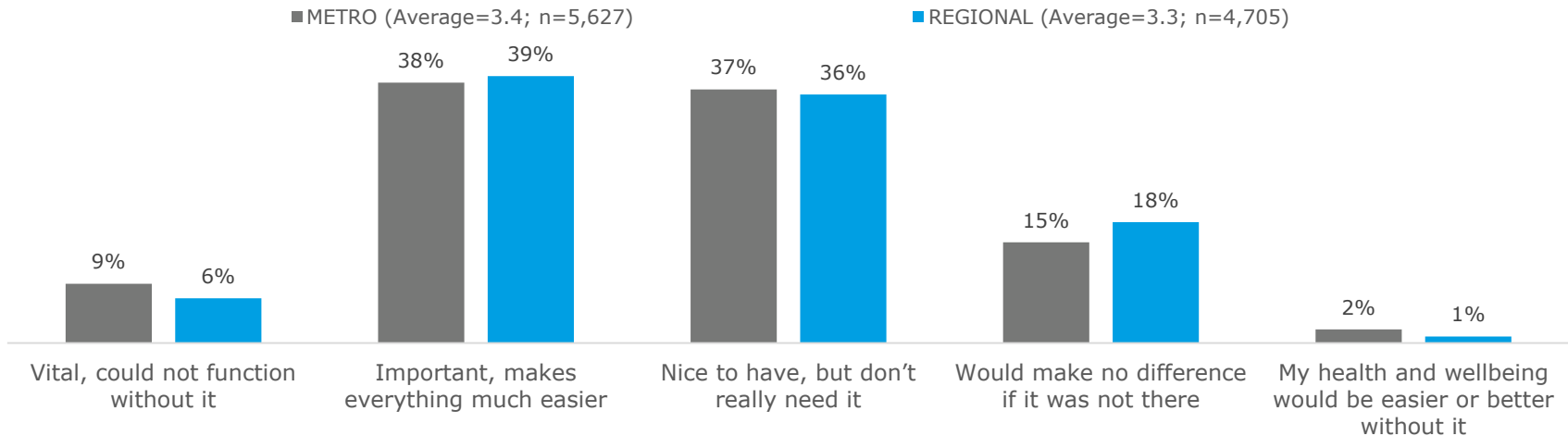
Which of the following, if any, would you start doing or do more of if you had better internet at home?

↑↓ Statistically significant difference at p<.05

Around one in two consumers (46%) rate the internet as being vital or important to managing their health & wellbeing



There are no significant differences in rating by location



Base: All respondents (n=5,627 for Metro, n= 4,705 Regional)

F4 HEALTH AND WELL BEING – IMPACT

How important is your home internet to you when it comes to health and wellbeing?

↑↓ Statistically significant difference at $p < .05$

The **nbn**™ network is helping bridge the divide on health with regional connected consumers catching up with their metro counterparts



	Metro			Regional			Regional vs Metro GAP Analysis			
	Unconnected	nbn Connected users	Metro nbn Connected versus Unconnected	Unconnected	nbn Connected users	Regional nbn Connected versus Unconnected	Regional vs Metro unconnected	Regional versus Metro connected	Change in regional Metro Gap nbn connected vs Unconnected	Regional nbn connected vs Metro unconnected gap
	A	B	C = B Minus A	D	E	F = E minus D	G = D minus A	H = E minus B	I = F minus C	J = E minus A
Look up symptoms or a condition online	57%	61%	4%	62%	66%	3%	5%	5%	0%	8%
Book an appointment with a medical professional online	25%	33%	9%	21%	25%	3%	-3%	-8%	-5%	0%
Access health and wellbeing programs online	20%	26%	6%	21%	27%	6%	1%	1%	0%	7%
Use connected device for health, fitness nutrition	17%	21%	3%	13%	16%	3%	-4%	-5%	-1%	-1%
Email medical professional	12%	17%	5%	12%	19%	7%	0%	2%	2%	8%
Purchase medications or supplements online	13%	16%	3%	14%	20%	5%	2%	4%	2%	7%
Access your electronic health records	13%	16%	3%	11%	13%	2%	-2%	-2%	-1%	1%
Discuss fitness or sport with others online	12%	13%	1%	9%	13%	4%	-2%	0%	3%	1%
Discuss health-related issues with others online	11%	12%	1%	9%	13%	4%	-2%	1%	3%	2%
Consult a medical professional online	4%	6%	2%	3%	6%	3%	0%	0%	0%	2%

nbn™ network users more likely to participate in most health related activities online especially booking appointments and accessing health programs online

nbn™ network users more likely to do most health related activities online especially emailing medical professionals and accessing programs online

Connection to the **nbn**™ network associated with being more likely to look up health symptoms online and email communication with medical professionals. Regional Australians catch up with metro for health and fitness engagement with others online as well as online purchases